

# **Designing a Hotel Booking Web Page: Enhancing User Experience and Accessibility**

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## **Abstract :**

This research journal explores the impact of online hotel booking systems on the hospitality industry and the challenges they addressed.

Before the introduction of these systems, customers faced limited access to information, time-consuming reservation processes, geographical constraints, and a lack of transparency in pricing and offers. Manual administrative tasks and communication barriers further hindered the efficiency of the booking process. However, online hotel booking systems revolutionized the industry by providing centralized platforms that offered real-time updates, easy access to information, streamlined reservations, and enhanced transparency. The journal also discusses the software requirements, system design, and project architecture of an online hotel booking system.

## **Introduction**

An online hotel management system plays a significant role in increasing city visiting by providing a streamlined and efficient platform for travelers to find and book accommodation. Online hotel management systems enable hotels to reach a broader audience of potential guests. With an online hotel management system, travelers can conveniently access information about hotels in the city they plan to visit. Online hotel management systems provide real-time updates on room availability. Online hotel management systems offer advanced search and filtering options that make it easier for travelers to find suitable accommodations in the city. Online hotel

management systems provide access to customer reviews and ratings for each hotel. Online hotel management systems often feature promotional offers, discounts, and special deals for travelers.

## **Literature survey :**

Before the introduction of online hotel booking systems, the hospitality industry faced several challenges and problems. One of the main issues was that customers had limited access to information about hotels, room availability, prices, and amenities. They had to rely on brochures, travel agencies, or direct communication with hotels to gather information, which was often time-consuming and resulted in incomplete or outdated information. This lack of readily available information made it difficult for customers to make informed decisions and compare different options.

Another significant challenge was the time-consuming reservation process. Making hotel reservations involved contacting hotels directly through phone calls or emails. This process was often tedious and slow, especially during peak travel seasons when hotels received a high volume of inquiries. Customers had to wait for hotel staff to respond to their inquiries and confirm availability, leading to delays and potential frustration.

The traditional booking channels were also limited, primarily consisting of direct contact with hotels or working through travel agencies. This limited customers' choices and made it harder for hotels, especially smaller establishments, to reach potential customers and increase their bookings. The lack of diverse booking channels affected the competitiveness of hotels and hindered their ability to attract a broader customer base.

Furthermore, there was a lack of transparency in the traditional hotel booking process. Customers often had limited visibility into room rates, discounts, and special offers. Negotiating prices or securing the best deals required direct communication with hotels, making it harder for customers to make informed decisions and potentially leading to missed opportunities for both customers and hotels.

From an administrative perspective, hotel staff had to handle reservation records manually, maintain availability calendars, and process bookings. This manual approach was time-consuming, prone to errors, and made it difficult to efficiently manage large volumes of reservations.

Customers also faced limited access to reviews and feedback from other guests. Without a centralized platform for sharing experiences, it was harder for customers to assess the quality and reputation of hotels. This lack of information affected customers' confidence in their booking decisions and made it challenging for hotels to build their reputation.

Additionally, communication barriers and language constraints sometimes made it difficult for customers to communicate their preferences, special requests, or any changes to their reservations effectively.

However, with the introduction of online hotel booking systems, these challenges have been addressed. Online platforms now provide a centralized and accessible source of information for customers, offering comprehensive details about hotels, room availability, prices, and amenities. Customers can easily compare options, read reviews, and make informed decisions without relying on outdated brochures or limited sources of information.

The reservation process has become significantly more efficient and convenient. Customers can make bookings in real-time, receive instant confirmation, and manage their reservations online. This has eliminated the need for time-consuming phone calls or emails and has streamlined the entire process.

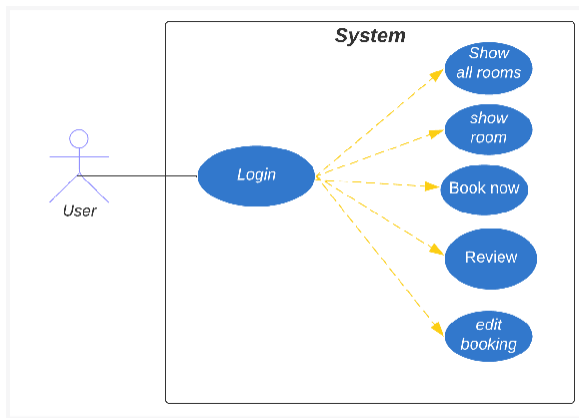
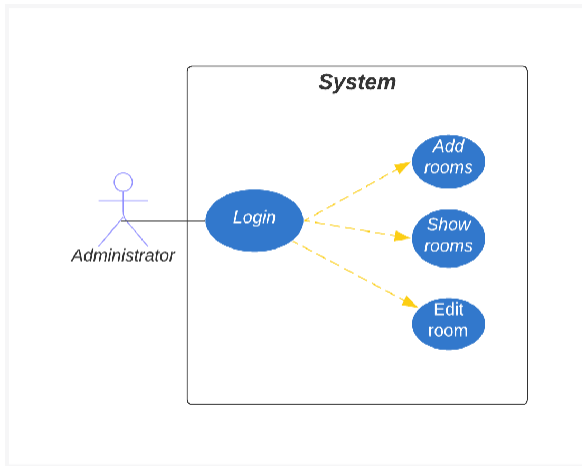
#### Software Requirements :

Operating System	Windows / Linux
Database	MySQL
Language	HTML, Javascript, PHP
Web Server	Apache

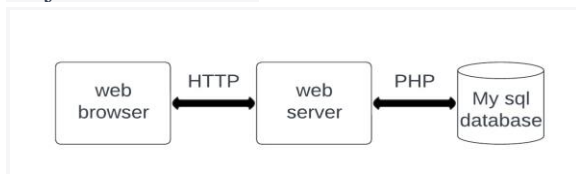
#### System Design :

The purpose of online hotel booking is to provide a convenient and efficient platform for individuals to search, compare, and book hotel accommodations over the internet. Users can book rooms, modify booking details and view the hotel Web site. This website contains two types of users consumer and administrator.

Consumers can view room facilities, price, availability of room and book their desired room. Administrators can add, delete, edit room facilities, number of rooms, view booked rooms and add new administrators.



#### Project Architecture :



The web browser on the client side sends a request to the web server using HTTP protocol. The web server after receiving the HTTP request , uses PHP to access the MySQL database. MySQL database then sends the information to the web server, which then sends the information to the client web browser.

#### Conclusion:

The introduction of online hotel booking systems addressed the above challenges by

providing a centralized platform that facilitated easy access to information, real-time availability updates, streamlined reservation processes, secure payment options, and increased transparency for customers. It revolutionized the way hotels and customers interacted, improving efficiency, convenience, and customer satisfaction in the hotel booking process online.

#### Future Scope:

The future scope for enhancing security in online hotel booking systems includes advanced data encryption, privacy compliance, adoption of blockchain technology, and proactive security measures. These advancements aim to protect sensitive customer data, ensure compliance with data protection regulations, provide transparent and secure transactions, and stay ahead of emerging threats. By implementing these measures, hotels can build trust with customers, strengthen their security posture, and create a secure booking environment.

References : Hotel Reservation System" by Agha Ali Raza and Muhammad Ahsan Latif - This research paper provides an overview of hotel reservation systems, their functionalities, and the benefits they offer. It discusses different aspects of hotel booking systems, including online reservations, room availability, and payment processing.Design and Implementation of a Hotel Reservation System" by Xiaoyan Li and Xiaoping Chen - This paper focuses on the design and implementation of a hotel reservation system using a web-based platform. It covers topics such as system architecture, database design, user interface, and system modules.

Hotel Booking System" by Waseem Ahmad, Farhan Ali, and Kamran Saeed - This research paper presents a hotel booking system that allows users to search for hotels, view room details, and make reservations. It includes features such as user registration, room availability checking, and payment processing.

Development of Hotel Reservation System Using PHP and MySQL" by Shani Kumar and Nitin Gupta - This paper discusses the development of a hotel reservation system using PHP and MySQL. It provides insights into the system's design, database structure, and implementation details. Hotel Booking System: A Case Study of the Westin Hotel, UK" by Samuel Ahoya and Michael Ondiek - This case study explores the implementation of a hotel booking system for the Westin Hotel in the UK. It discusses the challenges faced development process and the benefits achieved after system deployment.

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