**Chapter 1**

* 1. **INTRODUCTION**

Pokhara, the tourist-hub of Nepal, is on the verge of revolution in the tourism sector. New strategies like airplane-restaurant, water-ball, zip-flyer, bungee-jump and many more are challenging the rudimentary methods of attracting the tourists, may it be domestic or international. And with this, the demand for the accommodation services has also been up to the par. The number of tourists, and the hotels and resorts accommodating them are all-time high at the moment. To match this, several hotels in Pokhara and the periphery have launched their websites so as to inform the tourists about their services while some have tried to include online reservation services as well. With the rise in tourism in Pokhara more than ever before, it has become essential to find a viable alternative to ‘On-Arrival Reservation and Payment System’ for the hotels and resorts.

Some well-known hotels in Pokhara have tried to maintain online reservation systems but only a handful have succeeded in implementing this idea as of the moment of literature survey done prior to this project development. Although many hotels and resorts tend to feature the online reservation system in their websites, they failed to do so when tested by the developers of this project. Apart from that, only one hotel included the online payment system but the user interface of the payment system seemed to be dull and full of error messages even at the front-end of the website.

This project “HOTEL WEBSITE DEVELOPMENT WITH ONLINE ROOM RESERVATION AND PAYMENT SYSTEM” has come in light with the knowledge that the hotels in Pokhara and the periphery have failed to facilitate the clients with a proper website. The strategy adopted in this project is to develop a neat and clean hotel website that supports online room reservation and payment. This can be a crucial step in encouraging the guests to the respective hotels if this system is implemented by the hotels. With the increase in the number of hotels and resorts in recent times, this strategy can lead to a better arrival-rate of the guests.