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|  | **Mahavir Education Trust's**  **SHAH & ANCHOR KUTCHHI ENGINEERING COLLEGE**  **Chembur, Mumbai - 400 088**  **UG Program in Computer Engineering** |

Mini Project Synopsis Report

2020-2021

Mini Project Synopsis Report on

**Smart Hotel booking website**

Submitted in partial fulfillment of the requirements of the degree of Bachelor in Engineering

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**Under the Guidance of**

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Abstract:

* This website facilitates the customer to view the hotel and hotel rooms based on the various categories and sorting preferences they select. It focuses on the website quality and how the features affect the Online Hotel booking system. The customer can access and modify his/her profile by signing in. New users are given sign up option.
* It was realized that for a customer to be guaranteed a room, he /she has to physically come to the hotel and has to pre-book for a room they want to live in. Since the online market is growing and getting more competitive, hotels are looking over a way to make customers book or reserve the room directly through the hotel’s own website. Providing our customers cheap prices, lowest guarantee rates and co-operating with the customers.
* The website maintains the personal details of the customer, both billing and room preference of the customer. Website also maintains the check-in and check- out times of the individual customers which helps managing the hotel records in an efficient way.
* Customers expect websites that are informative and attractive, which has easy interface, security, and responsiveness. In order to drive business developments and influencing the customer’s satisfaction, this website is been useful The main motive of this study is to achieve and establish an online hotel reservation system for hotels, that will replace the normal visit branch and booking method for hotel rooms. The previous visit – booking method for booking rooms were faced with lots of problems like, waiting at reception counter or hold-up for processing the customer booking or paying for rooms that is beyond his standard, or below his finance, causes difficulty for emergency booking.
* On this website , the customer can view and select his preferred choice before arriving the hotel, and also in the times of emergency travels. This website helped the hotel owners in operating their hotels, because they can also monitor the receptionist tasks and avoid fraudulent actions. It also increased the efficiency of the hotel managers and also their profit margin..
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Introduction:

* Lately, online booking of travel-associated products via online channels have experienced an

exceptional increase rate. Because of that, the hospitality industry has adopted the Internet as an

effective communication channel with its customers .Certainly, for businesses,

a website is a useful tool to promote their products and services to generate revenues from prospective

customers .The use of Internet has changed the hospitality industry with helping organizing and marketing tourism products and services, as well as helping in communication,

online transaction, and distribution systems for hoteliers and consumers. As the number of Internet users’

increases, so do the numbers of visitors to hotel websites .Nowadays consumers could get deals and products of better value through the

Internet. Website is not only an informational channel but also a trading platform. It

provides news and data, creates a brand image, and works as sales tool. Hotel managers

have to evaluate such facilities in order to improve, change, or adapt them on websites to visitors’ needs. Hotel managers would also like to respond to the increasing need to

harmonize their websites to users’ needs. They should be able to deliver successful

products and increase productivity and competitiveness .Satisfaction of the customer is probably the main reason a hotel website is the actual set up and updated

overtime. The customers include tourists, both domestic and international customers that wish to connect and partner for business. The information

displayed on a website is significant for reservation. The display of content like

articles and images plays a big role to which the hotel management satisfies

or aims to satisfy its audience. It is the reason that we dig in how hotel website

development affects customer satisfaction.

* Booking a hotel through a agent might be time consuming and it may not be satisfactory. But online hotel reservations systems provides many benefits to customers like customers can choose a hotel in a particular area in their vicinity, we can see the interior of the hotels, rooms and choose accordingly, it also enables guests to select length of the stay, extra facilities if needed. This increases the number of bookings and gives freedom to visitors to book anytime and from anywhere in the country. Online booking system doesn't restrict us to our working hours as it is 24-7 working system. The data of the visitors is protected as it is saved in privacy protected databases. We can easily promote our hotel through social media by creating a page, adding pictures of our hotel, mentioning various facilities, offers, services to attract customers. In today's generating internet is most important thing, whenever we want to discover anything we check on internet ,so if our business is not available online it is surely a great loss.
* To increase sales we must add extra features to our hotel website design

Showcasing the product-adding plenty of high resolution images of hotel and it's location.

* Easy navigation- customer should be able to find appropriate information about location of our hotel, availability of rooms, etc

* Clear or proper marketing- we must add real images of our hotel rooms and locations ,as it may disappoint the customer if our hotel rooms are not similar to what it is shown. Ratings and reviews tab - we must include ratings and reviews tabs so that testimonials from past clients experience can be of some help. We can’t ignore the fact that Booking a hotel through the agent is the time-consuming process. Online hotel reservation system is the best platform, as it adds many benefits and you can easily book the hotel or room through the internet. It discovers the more information about a hotel which is situated in a particular area and you can also select a hotel according to your demands and choice. A hotel reservation system enables guests to schedule dates and length of stay, room selection, extras, and payment all in one place. Most of the tourist they can book the hotel from the airport via online.

# Literature Review

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| **Sr.**  **No.** | **Author/Title/Year** | **Work done/Algorithm/Concept/Idea presented in the paper** | **Remarks** |
| 1 | Morrison, A. M., Taylor, J. S., Morrison, A. J., & Morrison, A. D./ (1999) | Marketing Small Hotels on the World Wide Web. Information Technology & Tourism, |  |
| 2 | Liu, C., & Arnett, K. P. (2000). | Exploring the Factors Associated with Web site Success in the Context of Electronic Commerce. Information & Management, |  |
| 3 | Lin, J. C. C., & Lu, H. (2000). | Towards an Understanding of the Behavioural Intention to Use a Website. International Journal of Information Management |  |
| 4 | Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). | A conceptual model of interactive hotel. |  |
| 5 | Davis, F. D. (1989) | Perceived usefulness, perceived ease of use, and user acceptance of information  technology. MIS Quarterly, |  |

We have reviewed a number of websites based on user experience, and here are the best hotel website designs from around the web.

* Badrutt's Palace.
* Design Hotels.
* La Fonda on the Plaza.
* Mahekal Beach Resort.
* Triumph Hotels.
* One of the paper reviewed different features of website design. Future research should include more of quantitative study and investigating the

presence of other variables in those studies which will help the hoteliers to develop their hotel website design more efficiently.

* Second research paper discussed the relationship between hotel website and number of reservations. Moreover this study mentioned various facilities to be included in hotel that may attract young visitors.
* Other study showed that website quality of apparel retailers is important in influencing customers loyalty to stores. It recommended the future researchers to include users internet experience or users technology readiness as moderating variable in future studies, since the present results do not differentiate the response provided by highly experienced and less experienced website uses.
* Specifically, little research has been performed to assess the hotel websites design quality, perceived ease of use and perceived usefulness on customers’ loyalty. To fill this research gap, the current research attempts to analyze the hotel website design quality, easy in use and useful on loyalty intention.

OBJECTIVE OF STUDY:

* Customers can easily go online with their mobile phones or laptops to browse about hotels within their vicinity.
* Guests can be able to book for rooms within their budgets after seeing and accessing these hotels within their vicinity.
* Receptionists can easily access customer’s information online without delay or with little delay.
* Fraud done by the receptionist by not registering every customer will not occur because the customers details will be online and can be accessed by the managers too.

SCOPE OF STUDY:

* This study is aimed at finding out how effective the online room reservation or booking system will improve the operations of room reservations in hotels. However ,out of the several departments that makes up the hotel, this research project is restricted to only one section ( room reservation) section.

Methodology:

* Initially we are going to make the homepage of our website on html and then style it by making a css file.
* Our homepage will contain hyperlinks to different pages of our website like services, prices, book now, about, contact us. Then we are going to make all the pages using html and css.
* And we are going to add a chatbot at our website for answering queries of customers.
* Now we are going to make a data base of the customers in phpmyadmin.
* The data base is going to contain details of the customers like name, phone number, email, type of room they want, check in date, check out date and payment method entered by the customers while filling the book now form.At the end we are going to connect our database to our book now page by making a php file.
* We are going to make an app to record the check in and check out time of customers by scanning QR code.

Facilities required for proposed work

* The project is developed using the HTML,PYTHON,JAVASCRIPT and CSS programming languages.

Problem Definition and objectives

* Problem definition(statement):

“Why do you need to design your hotel website?”

* Simply being visible and providing the information about the hotel is not enough .Design helps in improving the SEO values which helps to create an impact on the customers. The ranking of your website depends on the design of your website and also depends on the content of the website (i.e. the quality of the information which is provided to the customer)and also the interface of the website by making it easy to use and easily accessible and book the hotel room by providing the promotions , discounts , packages and also show all the images of the hotel and give a clear information about each and every thing which will help and make it easier for the customer to have an easy access to the website and the website should include all the SEO features which will help to rank the website in the search engine results pages and this is done by using website builders and a good website design can be easily made which will help to drive more traffic to the website. Many tourist places have problems when competing with the emerging tourist desti1nations .Hotel websites have helped the customers in making reservations easily and the problems which are being faced by the hotels is that no one is ready to provide the information because of the competition and the hotel websites and various modern methods such as Digital marketing has provided a good platform to attract a significant number of both domestic as well as international visitors.

Summary:

* The purpose of the paper is to hunt out that attributes and characteristics on websites area unit relevant with client reservations.
* Specifically, however necessary the website quality is to hotels and if the options on web site show their actions.
* Previous analysis has shown totally different opinions on web site quality and online reservations.
* it's clear that customer’s perception of web site quality influences the customer’s satisfaction and thus the intentions for on-line bookings.
* in addition, customers can like online reservation systems that have low density content, perform at high speeds, adapt to behavior, have options for personalisation and have low memory density.
* The study has shown the positive relationship between web site quality and client reservation.
* more significantly, the study given the various factors that a hotel web site might influence the consumers’ bookings.

Conclusion:

* This study outlined dimensions for, and features of, an online website analysis framework. Both theory and understanding build a foundation for deciding website dimensions and features.
* Hoteliers ought to develop their websites so as to extend visibility and brand reputation Consequently, to seize the profitable online websites chance, hotel owners ought to distribute additional resources to reinforce websites into multifunctional platforms which may meet client wants for information,

design, and relationship.

* In a word, whoever keeps up with quick technology

revolutions and utilizes the foremost updated technology tools on its hotel website, will differentiate themselves from others and become triumphant as online reservation business grows.