Literature review ideas.

"Open table," a much hated term in the restaurant business, refers to an empty seat in the dining room. Because restaurants pay up front for rent, electric, utilities, and food, any seat left unfilled is a loss of profit, since these bills don’t lower depending on how many customers they get per day. In order to help reduce the number of open tables in a restaurant, and to limit the waiting time for paying customers, restaurants began taking reservations. Here are some ways restaurant reservations are beneficial to owners, staff, and customers.

**Better idea of how busy a night will be.** Whether or not a restaurant will have a dinner rush with open tables is an unknown fact, but taking reservations will give owners a better idea of how busy or quiet their nights will be. And, if in fact, they have a low number of reservations, this will give them enough time to come up with a special to market on social media accounts to encourage customers to come out and spend money.

**Prepare chefs for a rush.** On the contrary, if the reservation schedule is showing that they're going to be packed, chefs and kitchen staff will have a fair warning to be prepared for an incoming rush at a specific time. Also, hostesses making the reservations, or seating walk-in customers, will also be able to space the seating times out enough so that the kitchen doesn't get slammed all at once.

**Reduce waiting time.** Not only are restaurant reservations beneficial to owners and kitchen staff, but they help make the dining experience for customers more enjoyable. When a party books a table for 6:00 p.m. on a Friday, they can expect to be seated pretty close to that time, reducing their wait. Remaining on top of reservations and getting guests seated as closely to their time slot as possible will result in happy customers that are sure to return!

The History of online reservation starts from the late 90s, and throughout the years it has been growing rapidly in varieties of platforms such as website reservation, mobile app reservation etc. According to the ‘**Kimes, S.E.(2009).How restaurant customers view online reservations’** electronic article The idea of online reservation started from one of the largest online restaurant reservation provider called OpenTable.com. Later throughout the years the idea became very effective to restaurants which led to a massive increase of 1 millions of customers just under 3 years, leading it to exceed more than 70 million customers by 2008.

OpenTable now seats 3 million diners per month. At present time OpenTable is now known as the Worlds leading online restaurant reservation provider, seating 23 million diners per month acreoss more than 43000 restaurants over the world.