

Introduction:

Hotel booking has become one of the important aspects of modern travel and hospitality. However, various problems often arise in the hotel booking process, including synchronization issues between hotel bookings, errors when entering data, and discrepancies between images on the web and reality. In this literature study, we will review these three key issues and seek a deeper understanding of them.

1. Synchronization Problem in Hotel Booking:

The synchronization problem in hotel booking refers to the mismatch between the availability of rooms displayed on the booking website and the reality at the hotel. Several literature studies highlight this issue as a major cause of customer dissatisfaction. Factors such as delays in information updates and last-minute price cuts can result in a mismatch between what customers expect and what they encounter upon arrival at the hotel.

- Salman, A. (2020).

2. Mistakes when Entering Data during Hotel Booking:

Data entry errors are a common problem with online hotel bookings. Errors when entering dates, number of guests, or payment information can result in inconvenience and additional costs. Several studies have explored the factors that cause these errors and sought solutions to reduce them.

- Chen, Y., & Wang, D. (2018).

3. Discrepancy between Website Image and Hotel Reality:

One of the problems often faced by customers is the mismatch between the pictures and descriptions of the hotel on the website and the reality they encounter when they arrive at the hotel. Research has highlighted the negative impact of this mismatch on customer trust and their booking decisions. The research also attempts to identify the factors that cause image mismatches and offers recommendations to address them.

- Wang, D., Park, S., & Fesenmaier, D. R. (2012).

Conclusion:

Hotel booking is an important aspect of the hospitality industry, yet issues such as synchronization problems, errors when entering data, and mismatch of images on the web with the reality of the hotel are often a source of inconvenience for customers. This literature review provides insight into these issues and highlights some of the research that has been done to address these problems. Solutions to these problems often involve technology upgrades, real-time information updates, and better attention to detail and accuracy on booking websites.

Bibliography

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