

Study on Factors Affecting to Guest's Decision Making on Online Travel Agencies for Hotel Booking, Evidence from Five Star Hotels in Kalutara District, Sri Lanka

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Technology development leads hospitality and tourism industries to utilize online-based business activities. In the present scenario, the majority of guests are taking aids of online travel agencies (OTA) to book accommodation. However, factors affecting guests' decision making on OTA for hotel booking remains unclear. Also, few studies have been found on factors affecting guests' decision making on OTA for hotel booking in Sri Lanka by researchers. Therefore, the objectives of this study were to identify the major factors influencing on guests' decision making on OTA for hotel booking and to identify the most influencing factor/s of guest's decision making on OTA for hotel booking. An instrument was developed based on previous tourism studies as well as a self-directed survey, and data were collected from 300 hotel guests of the Kalutara district. Quantitative data were collected from the sample by using a convenience sampling method. Based on the data from the survey and using factor analysis, this study identified three influencing factors: social demographic factors, internal factors, and external factors. Among these influencing factors, internal factors and external factors were the most affecting factors. The result further suggested that hotels need to develop their main website with updated applications. Several recommendations were made to the government and hotels, regarding further development of this OTA for hotel booking.

Keywords: Five-star hotels, Guest's decision making, Hotel booking, Online travel agencies