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**A Comparative Study of Online and Offline Travel Behaviour
and the Impact of Hotel Attributes on Guest Hotel Selection
Process; Special Reference Western Province and Southern
Province**

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Business Management in Hospitality, Tourism and Events Management*

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ABSTRACT

Travel and tourism is one of the successful and developing sectors in the globalising world. As well as the technology is becoming a key factor of the particular industry. The respective interaction between technology and tourism in recent times has brought fundamental changes in the tourism industry and on its nature.

This research is focused on a behaviours in online and offline. And it investigates the impact of demographic and travel characteristics of hotel guests on online and offline reservations. It also examines the importance of hotel attributes in selecting a hotel and the differences in priorities between guests, who book their accommodation online and offline. Apparently the results of the study showed that the method of booking mostly depends on the nature of travel. Depending on that factor their requirements for facilities also vary.

The study provides a support for identifying features and motivations of online customers and behavioural characteristics of users of online tourism products. The result implies the use of business environment, travel destination areas, services, and facilities and also for tourism organizations.

According to the study there are two types of hotel attributes as physical and technological. Online customers are rely on both physical and technological attributes, while offline customers are rely on only the physical attributes.

Key Words : online, offline, tourist behaviour,tourism