

“The role of e-commerce in graded five-star hotels in the Cape Town Metropole”

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Types of Websites

Distribution Channels

e.g. Traditional vs. Online

Online Travel Agent's

e.g. Booking.com

Merchant Websites

e.g. Takealot.com

The Role of Social Media

The Social Web

e.g. Internet 2.0

Social Networks

e.g. Facebook

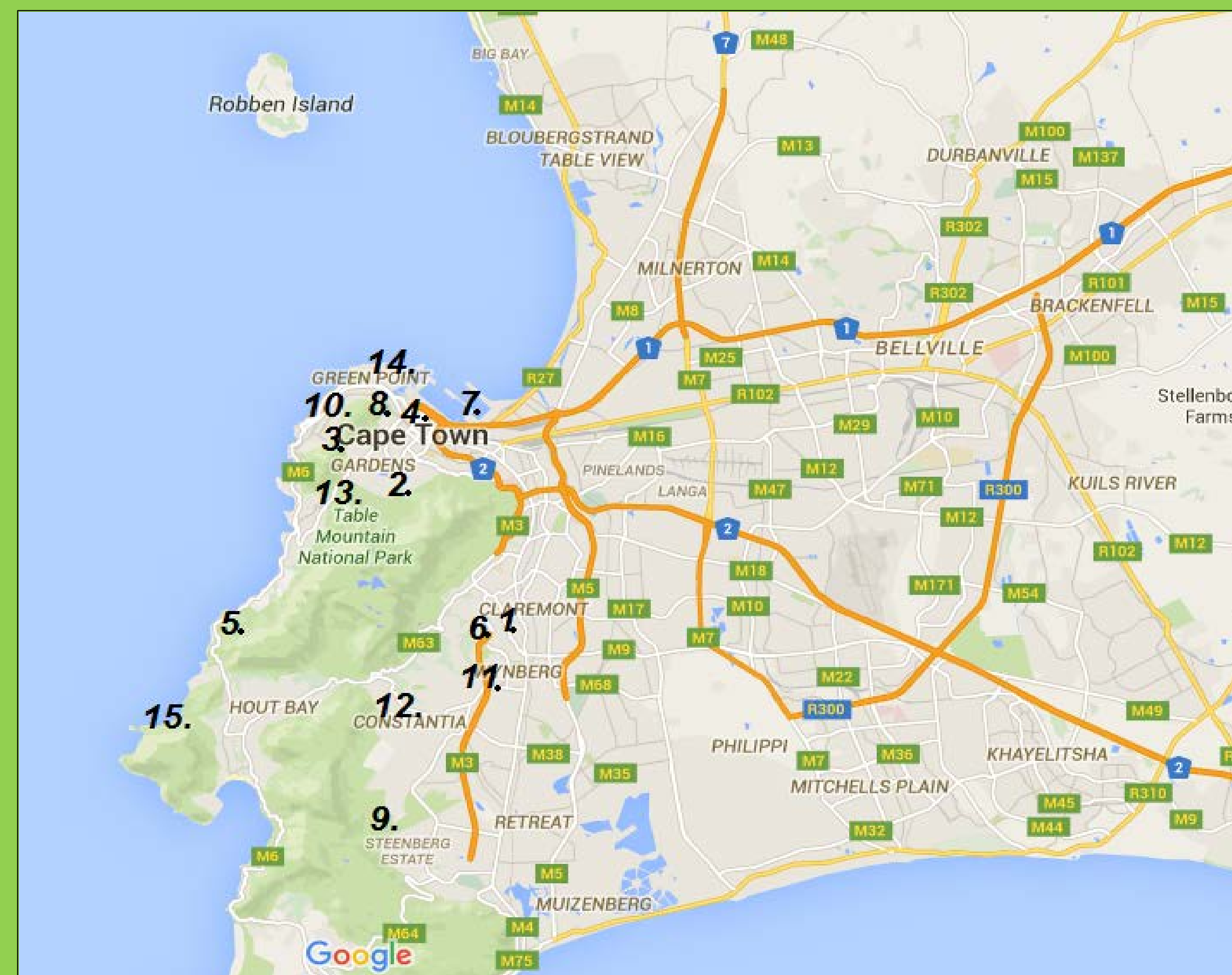
Social Media

e.g. Instagram

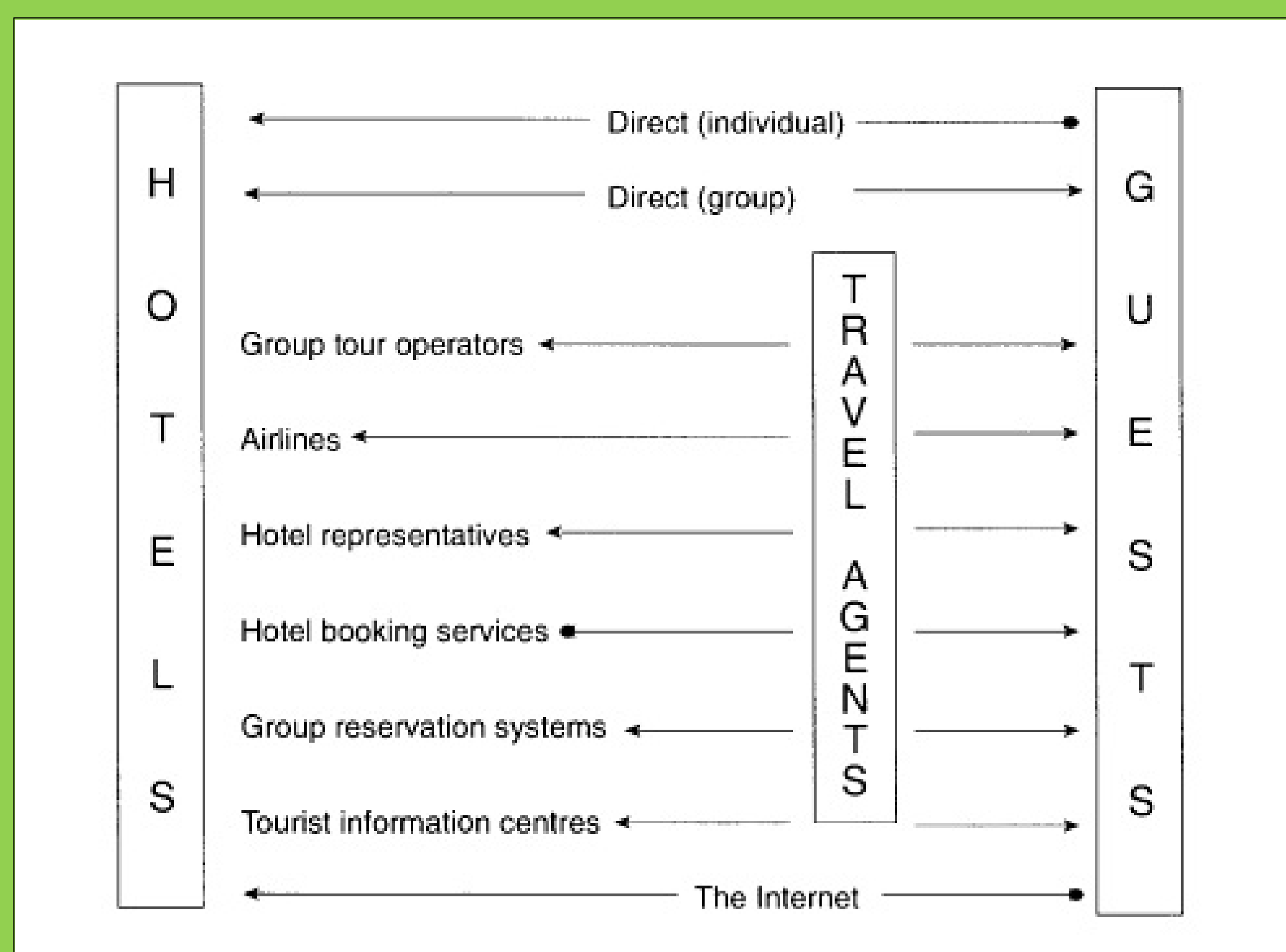
Online Rating Websites

e.g. Tripadvisor.com

Population of study in the Cape Town Metropole



Booking Channels: Direct and Intermediaries



Hotel's Awareness of e-Commerce

RESEARCH OBJECTIVE

- Define e-commerce and other methods of room reservation for five-star hotels.
- Determine the most common booking website at five-star hotels.
- Recommend the use of e-commerce and an online presence across e-commerce and social media platforms at five-star hotels.

RESEARCH DESIGN & METHOD

- The study was quantitative in nature, with a deductive approach.
- There was no sample as the entire population consisted of 15 graded Five-Star hotels in the Cape Town Metropole.
- An extensive literature review was conducted as secondary data.
- Primary data in the form of online questionnaires were analysed with SPSS.
- Ethical clearance was obtained from the relevant authority.

RESULTS

- 81% of respondents hold the opinion that OTA's generate more revenue than other methods of reservation.
- 100% of respondents agreed that online presence is important for a hotel.
- It is a concern that 31% of the respondents did not understand the role of e-Commerce in their hotel.
- Yet 75% of respondents believed it to be very important.

DISCUSSION

- E-commerce has a significant role to play in the hospitality industry.
- Social Media can add value to an organisation.
- Telephone is still perceived as an important method of reservation.
- E-commerce seen as user-friendly but training is also important.
- Negative reviews can impact reservations negatively.

RECOMMEND

- Although five-star hotels are already using e-Commerce, the researcher recommends proper training for staff on the utilisation of e-commerce and a stronger utilisation of social media platforms.
- The researcher further recommends a policy be drawn on correct procedures to reply to negative reviews in a professional manner, to minimise industry's fear of social media.

