

Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts of Zambales

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Abstract: *The tourism industry plays a significant role in the economic growth and development, and online reservations have become an integral tool within the hospitality sector. It aims to evaluate the online reservation websites used by selected three (3) to five (5) star hotels in the province of Zambales. The study employs quantitative approach where primary data are collected through online survey to gather quantitative data from a wider sample of tourists who have used these online reservation websites. The evaluation focuses on several factors including tangibility, reliability, responsiveness, guarantee, empathy, and user-friendly. The collected data are analyzed using statistical techniques, such as descriptive statistics and inferential analysis to identify any significant relationships between the variables. The findings are valuable for hotel and resort owners, entrepreneurs, policymakers, and tourists involved in the tourism sector. The results also guide hoteliers in enhancing their online reservation websites and improving the overall customer experience. Additionally, the study offers recommendations for the development and implementation of effective marketing strategies to promote these hotels and resorts desirable tourist accommodation.*

Keywords: *Online reservation website, tourism image, tangibility, reliability, responsiveness, guarantee, empathy, and user-friendly*

Introduction

The tourism industry is among the fastest-growing economic sectors. The number of global tourism arrivals reached 1.5 billion in 2019, representing a 4 percent increase over 2018 (UNTWO, 2020). Hotels and resorts play a vital role in this industry, providing hospitality services to customers seeking accommodations. Customer satisfaction, physical environment quality, value, and image are key factors in ensuring customer loyalty. In this context, information technology has become paramount for hotels, as manual reservations are no longer effective (Sudarsono, 2020).

Zambales, a province known for its stunning shorelines and rich history, shares a border with Olongapo City, a city distinguished by its advantageous location along the coast. Subic Bay, a historically major deep-water harbor that has been essential to military operations and marine trade, is closely associated with these locations. Tourists are drawn to duty-free shopping malls and outlet stores, particularly those who enjoy bargain hunting. The selected top hotels and resorts in Zambales with websites for online reservations according to the article, “12 best hotels and resorts in Subic Philippines” released in GuidetothePhilippines.ph.

Today’s consumers are increasingly visiting online websites to access a variety of relevant information about products and services. Especially, consumers are more likely to search for information on experiential products and services, such as accommodations and dining, online (Espigares-Jurado et al., 2020), because their quality and performance are not perfectly known before purchase. Nowadays, most product information on online consumer websites is presented through a combination of visual and textual content. In response to

consumer information needs for their purchase decisions, companies provide textual information on product benefits and visual information such as photos (Cyr et al., 2009; Espigares-Jurado et al., 2020). For instance, consumers who reserve a four or five-star hotel expect better service and customer interaction, while those who reserve a one to three-star hotel expect safety and security (Nunkoo et al., 2020).

Foroudi et al. (2018) found that in this vein; in order to provide a positive perception to a consumer, the websites have become an essential way of shaping the consumers’ perception as well as lead them to have positive responses. Adding a website to a hotel can enhance sales volume while also improving brand image and expanding overall marketing efforts. A branded website can boost confidence and generate recognizable services and facilities in this way. Understanding the factors used to evaluate online reservation websites in top hotels that may influence tourist perceptions includes tangibility, reliability, responsiveness, guarantee, empathy, and user-friendliness (Palaroan, 2019)

The study acknowledges that an increasing number of travelers now rely on online reservation websites to secure their accommodations, and this phenomenon has the potential to significantly shape the hotel and resort’s image. The provision of innovative technologies can improve the service quality of tourism providers and government officials and enhance the positive image of a destination and improve the visitation and recommendation intentions of tourists (Tavitiyaman et al., 2021).

This research encompasses an array of comprehensive evaluations, including an analysis of the online reservation platforms utilized by top hotels in Zambales, a survey of tourists who have used these platforms, and an examination of how this technology impacts their decision-making process. Furthermore, the paper investigates various strategies employed by the selected hotels to enhance their online presence and effectively communicate their offerings to a global audience. In doing so, the research seeks to identify best practices that can be implemented to improve its operation and competitiveness in the tourism industry.

The outcome of this research are anticipated to offer valuable insights not only to the local hotel operators and tourism authorities in Zambales but also to the wider hospitality and tourism sectors. Understanding the influence of online reservation websites on the brand of resort and hotel may inform future strategies, ultimately contributing to the sustainable growth and prosperity of this iconic Philippine destination. By examining the interplay between technology, tourism, and image-building, this paper emphasizes the significance of adapting to the digital age to foster a positive and lasting perception of Zambales among global travelers.

Objectives

The research entitled "Evaluation of Online Reservation Websites in Selected 3 - 5 Star Hotel and Resorts of Zambales," underscores the crucial role that hotels play in the tourism industry. The primary objective of this paper is to investigate potential variations in online reservation practices among hotels in Zambales. Utilizing a quantitative research approach, the study involves the systematic collection, analysis, and presentation of findings (Espigares et al., 2020).

Methodology

The descriptive research design was used in this study. Through this design, the researcher was able to

describe systematically, factually, accurately and objectively a situation, problem, or phenomenon (Garcia, 2021). Quantitative research involves collecting and analyzing numerical data to make statistical inferences about the social world. Descriptive research design, a type of quantitative research, aims to answer the question "What is x?" by describing phenomena without manipulating them. It focuses on gathering information through methods like surveys and observations to understand individuals' experiences, beliefs, and attitudes (Muhammad, et al., 2023). Research designs act as a deliberate and well-organized technique that guides researchers in conducting scientific studies, ensuring that the research endeavor stays coherent and leads to reasonable outcomes (Lenardic, 2023). Both inferential statistics like frequency distributions, measure of central tendency, and parametric tests. Using quantitative research provides numerical data for objective measurement and statistical analysis, allowing for a systematic comparison of online reservation websites based on metrics that were used by the researchers. Descriptive research complements this by offering detailed descriptions of the websites' features, facilitating a deeper understanding of user experience and aiding in the identification of strengths and weaknesses. Together, these methods offer a comprehensive evaluation framework for assessing online reservation websites in selected three (3) to five (5) star hotel and resorts of Zambales. The study utilized this method in order to describe vividly the existing condition on the satisfaction of customers on the online reservation websites among selected hotel and resorts in Zambales.

Results and Discussion

This section presents the collective outcomes derived from the participants. The arrangement of each graph and dataset aligns with the sequence in which the research problem was initially outlined. Subsequent to each table, there is a presentation of data accompanied by a descriptive and analytical examination.

Profiles of the Respondents

Table 1
Demographic Profile of the Respondents According to Age

Age	Frequency	Percent
20 and below	11	6.1
31-30 years old	128	71.1
31-40 years old	30	16.7
41 and above	11	6.1
Total	180	100.0

Table 1 shows the distribution of respondents according to their respective age groups. The statistics are from a sample of 180 respondents. The most represented age group is 21-30 (n = 128, 71.1%) years old, this is most likely due to their age

whose interest in online booking could be attributed to various factors linked to younger demographics, followed by 31-40 (n = 30, 16.7%) years old. And with a small portion of age categories 20 and below (n = 11, 6.1%), this might have

limited financial independence or they are relying on parents or guardian for travel plans, and 41 and above (n = 11, 6.1%)

Table 2
Demographic Profile of the Respondents According to Sex at Birth

Sex	Frequency	Percent
Male	80	44.4
Female	100	55.6
Total	180	100.0

Table 2 shows the result of the profile of respondents according to sex, showcase a balanced representation of respondents, the most represented sex group is female (n= 100, 44.4%) the higher representation of females could be

linked to specific behavior, such as greater preference for making a hotel reservation online, the last group is male (n= 80, 44.4%) with the least respondents, with the total of 180 respondents and 100 percent.

Table 3
Profile of the Respondents According to Employment Status

Status	Frequency	Percentage
Single	95	52.8
Employed	71	39.4
Unemployed	3	1.7
Self-employed	11	6.1
Total	180	100.0

The employment status of the respondent in Table 3 revealed that the majority of respondents (n = 95, 52.8%) are students. This is probably caused by a number of things. Some students are more inclined to conduct research online. The employed group (n = 71, 39.4%) is the next largest in the sample,

followed by the self-employed (n = 11, 6.1%). Lastly, there is the unemployed group (n = 3.1.7%) with fewer respondents and the employment status group. The bulk of respondents are students, who are more likely to actively participate in the survey

Table 4
Demographic Profile of the Respondents According to Monthly Income

Income	Frequency	Percentage
Less than P10,000	99	55.0
P10,001 – P15,000	25	13.9
P15,001 – P20,000	21	11.7
P20,001 – P25,000	16	8.9
P25,001 – P30,000	11	6.1
More than P30,000	8	4.4
Total	100	100.0

The monthly income distribution of the respondents in Table 4 revealed that the majority of respondents (n = 99, 55.0%) were less than 10,000. This is most likely due to a combination of factors, including the fact that online respondents are mostly students. The 10,000–15,000 group (n = 25, 13.9%) is the next largest group in the sample, followed

by the 15,001–20,000 group (n = 21, 11.7%). The 20,001–25,000 group (n = 16, 8.9%) and the 25,001–30,000 group (n = 11, 6.1%) are the smallest groups, followed by more than 30,000 (n = 8, 4.4%). The majority of the respondents are less than 10,000, and they are likely to be active in participating

in the survey, with fewer respondents in the other monthly income groups.

Table 5
Profile of the Respondents According to Online Reservation Usage

Frequency	Frequency	Percentage
Rarely	54	30.00
Occasionally	97	53.9
Frequently	22	12.2
Always	7	3.9
Total	180	100.0

The profile of the respondent according to Online Reservation Usage in Table 5 shows that the majority of respondents (n = 97, 53.9%) Frequently uses Online Reservation. This is probably some individual may worry about the possibility of

misleading information, to be followed by Rarely (n=54, 30.0%), Frequently (n=22, 12.2%), and lastly, always (n=7, 3.9%) with the least respondents. With the overall total of 180 frequency..

Table 6
Profile of the Respondents According to Their Choice of Hotel and Resort

Hotel	Frequency	Percentage
Hotel 1	38	21.1
Hotel 2	17	9.4
Hotel 3	83	46.1
Hotel 4	15	8.3
Hotel 5	27	15.0
Total	180	100.0

The Hotel Choice according to the respondents in Table 6 revealed that the Majority of the respondents (n=83, 46.1%) chose Hotel 3. This most likely due to its location, a remarkable and upscale lodging experience. To be followed by hotel 1 (n=38, 21.1%) has the second to the highest

respondents, Hotel 5 (n= 27, 15.0%), Hotel 2 (n= 17, 9.4%), and lastly, Hotel 4 (n=15, 8.3%) with the least of respondents. The Majority of the respondents chose Hotel 3 with fewer respondents in the other Hotel and Resorts in Zambales.

Table 7
Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of Tangibility

Indicators	Mean	Descriptive Interpretation
1. The Interface and art design of the website is visually appealing	3.59	With a high impact
2. The website conveys the message in various ways with words and pictures displayed.	3.39	With a high impact
3. The website has images that provides a visual image of the property's facilities and products	3.27	With a high impact
4. A visual is provided for the synchronized date of arrival and departure within the property for convenient scheduling of reservations and stay in the property.	3.48	With a high impact
Composite Mean	3.43	With a high impact

Table 7 describes the evaluation of online reservation websites of hotel and resort in terms of tangibility, along with their mean values and descriptive interpretations. The highest mean value ($M = 3.59$, indicator 1), corresponding to the indicator stating that "the interface and art design of the website is visually appealing" is interpreted as having a high impact. This result shows that survey respondents perceive the visual appeal of the website's interface and art design to be significantly influential. This implies that a visually appealing website is deemed crucial for establishing a

positive perception among potential tourists. The high mean value underscores the importance of investing in and prioritizing the aesthetic aspects of the online reservation website to enhance the overall appeal. According to the study of Lam et al. (2020), aesthetic and visual aspect is important to users in determining the quality of a website and adds experiential interfaces to platform in order for them to revisit the website. In addition, the aesthetic aspect and visual design of the online reservation website had a positive effect on consumer patronage intention (Zhang et al., 2020)

Table 8

Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of Reliability

Indicators	Mean	Descriptive Interpretation
1. The website can offer in-time and accurate product information	3.57	With a high impact
2. The website's online transaction system is working smoothly	3.56	With a high impact
3. The website could offer relevant service promptly	3.58	With a high impact
4. Website provides Pay pal and other reliable payment schemes.	3.15	With a high impact
Composite Mean	3.47	With a high impact

Table 8 shows the evaluation of online reservation websites of hotel and resort, focusing on the aspect of reliability, along with their mean values and descriptive interpretations. The highest mean value ($M = 3.58$, indicator 3), associated with the statement "the website could offer relevant service promptly" indicates a high impact on the hotel and resort's website. This result suggests that survey respondents perceive the timely provision of relevant services through the website as significantly influential in shaping a positive image of the accommodation. It emphasizes the importance of responsiveness and efficiency in online reservation website, showcasing the visitors consider the promptly delivery of relevant information and services as crucial for a positive perception. According to the study of Diaz and Rodriguez (2018) the reliability and validity of customer evaluations available on websites is critical to compete in a tourism market influenced by the advent of the Internet to differentiate between tourism destinations.

On the other hand, the lowest mean value ($M = 3.15$, indicator 4) associated with the statement that "the website provides PayPal and other reliable payment schemes", is interpreted as having a moderate impact. While this aspect still falls within the "moderate impact" category. It signifies that respondent perceive the availability of reliable payment schemes to have a slightly lower influence compared to other reliability indicators. This suggest that specific payment options provided on the website may not weigh as heavily in shaping the accommodations' image. It indicates that there is a need for improvement or diversification in payment options to further enhance the reliability aspect of online reservation platforms. However, studied by Alekseeva (2021) the application of technology includes the facilitation of financial transactions and reservation processes. Online websites enable customers to easily make payments and reservations, bringing convenience and transparency to their hotel experience.

Table 9

Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of Responsiveness

Indicators	Mean	Descriptive Interpretation
1. The staff is ready to offer service	3.48	With a high impact
2. The website can immediately solve problem online	3.27	With a high impact

3.	The website can quickly confirm customer's online transaction request	3.50	With a high impact
4.	Website integrates social media channels of communication, advertisements, and promotions like use of Facebook, Twitter, Instagram, etc.	3.39	With a high impact
Composite Mean		3.41	With a high impact

Table 9 indicates the impact of various indicators related to the responsiveness of online reservation websites for hotel and resorts. The highest mean value ($M = 3.50$, indicator 3) signifies that "the website can quickly confirm customer's online transaction request". This result is interpreted as having a high impact, suggesting that the prompt confirmation of online transactions significantly contributes to enhancing the online website of hotel and resorts. The high mean value underscores the importance of efficient transaction processing in influencing potential tourists' perceptions positively. This

implies that optimizing the speed at which online transaction requests are confirmed should be a priority to enhance the overall effectiveness of online reservation websites in contributing to the destination's tourism image. According to study of Gutierrez et al. (2022) online travelers prefer booking directly on the hotel website as most of these travelers are seeing this as a convenient tool. Other than that, this helps hotels and other hospitality businesses to market the product and services by providing smooth transaction to the customers (Palaroan, 2019).

Table 10

Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of Guarantee

	Indicators	Mean	Descriptive Interpretation
1.	The website can safeguard customer's personal information and privacy security	3.35	With a high impact
2.	The website can safeguard online transaction security	3.32	With a high impact
3.	The website guarantees professional after-sale service	3.59	With a high impact
4.	The Website offers favorable price of product	3.24	With a high impact
Composite Mean		3.38	With a high impact

Table 10 presents an analysis of online reservation websites in selected three-to-five-star hotel and resorts, including the mean values and descriptive interpretations of each indicator, as well as the composite mean. The highest mean value ($M = 3.59$, indicator 3) pertains to the indicator stating that "the website guarantees professional after-sale service". This high mean value is interpreted as having a significant impact, indicating that survey respondents perceive the assurance of professional after-sale service as crucial in shaping the image of the accommodation. The

result underscores the importance of emphasizing and ensuring a high standard of customer service after the reservation process. The high impact suggests that a commitment to professional post-transaction support is a key factor in positively influencing potential tourists' perceptions. Tourists typically seek a hassle-free, time-saving, and cost-effective vacation experience. If the website is available 24 hours a day, seven days a week, tourists are more likely to book online (Gutierrez et al., 2022)

Table 11

Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of Empathy

	Indicators	Mean	Descriptive Interpretation
1.	The website can help customers find the product and service information easily	3.56	With a high impact
2.	The website can supply friendly guidance and	3.61	With a high impact

	technical assistance to make sure convenient online purchase		
3.	Website offers phone lines for manual and online support	3.62	With a high impact
4.	The website can help customers find the product and service information easily	3.52	With a high impact
5.	The website can supply friendly guidance and technical assistance to make sure convenient online purchase	3.33	With a high impact
Composite Mean		3.53	With a high impact

Table 11 presents an analysis of how online reservation websites of hotel and resorts in terms of empathy, highlighting the highest mean value, the lowest mean value, and the composite mean value. Each indicator is associated with its mean value, and their descriptive interpretations provide insights into the perceived impact on shaping the accommodation's image. The highest mean value ($M = 3.62$, indicator 3), corresponding to the indicator stating that "the website actively inquires your needs," is interpreted as having a high impact. This result indicates that survey respondents perceive the active engagement of the website in understanding customers' needs as significantly influential in shaping the hotel and resorts' image. This suggests that the empathetic approach of online reservation websites, demonstrated through actively seeking and understanding

customer needs, is crucial for establishing a positive perception among potential tourists. The high mean value emphasizes the importance of prioritizing empathy in the design and functionality of online reservation platforms to enhance their overall impact on the destination's tourism image. According to a study of Soonsan (2020), to effectively satisfy the needs of the consumers, the hotel website must help them in addressing their problems and offer an approachable manner for a convenient reservation. Tourists are influenced by other travelers' experiences as seen on the website. Thus, online reviews can be an essential component for a hotel business and how they respond to them, as they influence a tourist's image or perception of the destination (Xinxin and Pesonen, 2021).

Table 12
Evaluation of Online Reservation Websites in Selected Three to Five Star Hotel and Resorts in Terms of User-friendly

	Indicators	Mean	Descriptive Interpretation
1.	The website can help customers find the product and service information easily	3.56	With a high impact
2.	The website can supply friendly guidance and technical assistance to make sure convenient online purchase	3.34	With a high impact
3.	Website offers phone lines for manual and online support	3.62	With a high impact
Composite Mean		3.51	With a high impact

On summarizing the results of the studies, the highest mean is "Website offers phone lines for manual and online support" ($M = 3.62$). According to "Destination's Image and Tourism Experiences", (2018), the availability of contact information is an important aspect of tourism image. It is necessary for destinations to provide accurate and easily accessible contact information to visitors in order to create a positive image. On the other hand, according to Pagano (2018) the internet and web technology play a significant role in the promotion and marketing destinations, making it important for destinations to have an online presence and provide contact information through websites and online platforms.

The lowest mean is "The website can supply friendly guidance and technical assistance to make sure convenient online purchase" ($M = 3.34$). According to Hao (2019). An intelligent sales guide system or providing a technical assistance and guidance can analyze the physical posture of the operator and provide instructions, display relevant product information, and facilitate online payment operations to enhance the convenience of online purchases.

The composite mean ($M = 3.51$), which represents the impact across every indicator, indicates with a high impact. These findings highlight the significant impact of online reservation websites of hotel and resorts in terms of

user-friendly. Illustrating the significance of being user-friendly of the online reservation website to have a high impact. According to Abolfazl (2022) online reservation websites contribute to the overall user experience by offering

user-friendly interfaces, intuitive navigation, and efficient booking processes. Additionally, online reservation websites provide a direct reflection of the location image in the minds of users, as they share their evaluations and experiences

Table 13

Evaluating Online Reservation Websites of Selected Three to Five Star Hotel and Resorts According to Age

Constructs	Age	n	Mdn	H	df	Asymp. Sig.	Conclusion
Tangibility	20 and below	11	3.50	2.408	3	.492	Not Significant
	21-30	128	3.50				
	31-40	30	3.50				
	41 and above	11	3.50				
Reliability	20 and below	11	3.50	3.487	3	.322	Not Significant
	21-30	128	3.75				
	31-40	30	3.75				
	41 and above	11	3.50				
Responsiveness	20 and below	11	3.75	5.065	3	.167	Not Significant
	21-30	128	3.50				
	31-40	30	3.50				
	41 and above	11	3.25				
Guarantee	20 and below	11	3.50	4.352	3	.226	Not Significant
	21-30	128	3.50				
	31-40	30	3.50				
	41 and above	11	3.25				
Empathy	20 and below	11	3.60	4.341	3	.227	Not Significant
	21-30	128	3.80				
	31-40	30	3.60				
	41 and above	11	3.60				
User-friendly	20 and below	11	3.33	8.106	3	.044	Significant
	21-30	128	3.67				
	31-40	30	3.67				
	41 and above	11	3.33				

Table 13 shows the results of the difference in evaluating the online reservation websites of hotels according to age using the Kruskal-Wallis H test. The test found a statistically significant difference in terms of user-friendly among age groups [$H(3) = 8.106$, $p = .044$], with a median value of 3.33 for those who are 20 and below, 3.67 for those who are 21–30, 3.67 for those who are 31–40, and 3.33 for those who are 41 and older. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of age. The result shows that those 41 and above (M rank = 61.045) are statistically different from those 21-30 years old (M rank = 96.773) at the 5% significance level (see Appendix F). The findings suggest that, irrespective of age, individuals who made use of online reservation platforms shared similar experiences across the examined variables. This consistency

in perception suggests that the positive effects of online reservation websites, particularly in terms of user-friendliness, extend beyond age distinctions among the surveyed hotel guests.

In contradict, according to Finn and Johnson (2018), suggest that age can affect the user-friendly of an online reservation website. Several studies have shown that older adults, who are the fastest growing segment of the population and make up a significant percentage of overseas travelers, often face usability issues when using travel websites. However, by conducting randomized respondents, the study only surveyed 11 individuals for 41 years old and above which is insufficient to represent the older travelers who uses online reservation websites.

Table 14
Evaluating Online Reservation Websites of Three to Five Star Hotel and Resorts According to Sex at Birth

Needs	Sex	n	Mdn	U	z	Asymp. Sig	Conclusion
Tangibility	Male	80	3.50	3694.000	-.903	.366	Not Significant
	Female	100	3.50				
Reliability	Male	80	3.75	3667.000	-.989	.323	Not Significant
	Female	100	3.75				
Responsiveness	Male	80	3.50	3441.500	-1.642	.101	Not Significant
	Female	100	3.50				
Guarantee	Male	80	3.50	3736.500	-.772	.440	Not Significant
	Female	100	3.50				
Empathy	Male	80	3.80	3554.000	-1.314	.189	Not Significant
	Female	100	3.60				
User-friendly	Male	80	3.67	3806.000	-.581	.561	Not Significant
	Female	100	3.67				

Table 14 depicts the results of the difference in evaluating the online reservation websites of hotels according to sex at birth using a Mann-Whitney U test. The test found no significant difference in terms of tangibility between males (Mdn = 3.50) and females (Mdn = 3.50), with U = 3694.000, z = -.903, and p = .366; in terms of reliability between males (Mdn = 3.75) and females (Mdn = 3.75), with U = 3667.000, z = -.989, and p = .323; in terms of responsiveness between males (Mdn = 3.50) and females (Mdn = 3.50), with U = 3441.500, z = -1.642, and p = .101; in terms of guarantee between males (Mdn = 3.50) and females (Mdn = 3.50), with U = 3736.500, z = -.772, and p = .440; in terms of empathy between males (Mdn = 3.80) and females (Mdn = 3.60), with U = 3554.000, z = -1.314, and p = .189; and lastly, in terms of user-friendly between males (Mdn = 3.67) and females (Mdn = 3.67), with

U = 3806.000, z = -.581, and p = .561 at 5% significance level. This implies that both sexes regard online reservation website equally in terms of tangibility, reliability, responsiveness, guarantee, empathy, and lastly in user-friendly. According to Kim and Kim (2018) online purchasers and non-online purchasers did not differ by gender. Roozen and Raedts (2018) discovered that sociodemographic factors like gender and age do not have significant effects on the decision-making processes of travelers. This finding is consistent with the research conducted by Sultana and Imtiaz (2018), which indicates that, except for internet games and commercial transactions, there is no notable difference between men and women in their overall internet usage patterns

Table 15
Evaluating Online Reservation Websites of Selected Three to Five Star Hotel and Resorts According to Employment Status

Constructs	Status	n	Mdn	H	df	Asymp. Sig	Conclusion
Tangibility	Student	95	3.50	2.782	3	.426	Not Significant
	Employed	71	3.50				
	Unemployed	3	3.00				
	Self-employed	11	3.50				
Reliability	Student	95	3.75	8.873	3	.031	Significant
	Employed	71	3.75				
	Unemployed	3	2.75				

	Self-employed	11	3.75				
Responsiveness	Student	95	3.50	1.015	3	.798	Not Significant
	Employed	71	3.50				
	Unemployed	3	3.25				
	Self-employed	11	3.50				
Guarantee	Student	95	3.50	2.111	3	.550	Not Significant
	Employed	71	3.50				
	Unemployed	3	3.50				
	Self-employed	11	3.25				
Empathy	Student	95	3.80	2.216	3	.529	Not Significant
	Employed	71	3.60				
	Unemployed	3	3.40				
	Self-employed	11	3.60				
User-friendly	Student	95	3.67	1.050	3	.789	Not Significant
	Employed	71	3.67				
	Unemployed	3	3.33				
	Self-employed	11	3.67				

Table 15 shows the results of the difference in evaluating the online reservation websites of hotels according to employment status using the Kruskal-Wallis H test. The test found a statistically significant difference in terms of reliability among groups [$H(3) = 8.873$, $p = .031$], with a median value of 3.75 for those who are students, 3.75 for those who are employed, 2.75 for those who are unemployed, and 3.75 for those who are self-employed at the 5% significance level. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of employment status. The result shows that those who are

unemployed (M rank = 19.000) are statistically different from those who are student (M rank = 86.368), employed (M rank = 96.401), and self-employed (M rank = 107.591) at the 5% significance level (see Appendix G). This implies that the employment status is significance in terms of reliability. According to Tussyadiah and Park, (2018), satisfied online users narrate their experience and create effective suggestions for other users to confidently use the online services). Satisfied online users facilitate prospective users to think positively about online services or websites. Online user reviews act like electronic word of mouth (Park & Lee, 201

Table 16
Evaluating Online Reservation Websites of Hotels According to Monthly Income

Constructs	Income	n	Mdn	H	df	Asymp. Sig	Conclusion
Tangibility	Less than P10,000	99	3.50	2.648	5	.754	Not Significant
	P10,000 - P15,000	25	3.50				
	P15,001 - P20,000	21	3.50				
	P20,001 - P25,000	16	3.50				
	P25,001 - P30,000	11	3.50				
	More than P30,000	8	3.75				
Reliability	Less than P10,000	99	3.75	8.808	5	.117	Not Significant
	P10,000 - P15,000	25	3.50				
	P15,001 - P20,000	21	3.75				
	P20,001 - P25,000	16	3.50				
	P25,001 - P30,000	11	3.75				
	More than P30,000	8	4.00				
	Less than P10,000	99	3.50	4.086	5	.537	

Responsiveness	P10,000 - P15,000	25	3.50	3.619	5	.605	Not Significant
	P15,001 - P20,000	21	3.25				
	P20,001 - P25,000	16	3.38				
	P25,001 - P30,000	11	3.50				
	More than P30,000	8	3.88				
Guarantee	Less than P10,000	99	3.50	3.681	5	.596	Not Significant
	P10,000 - P15,000	25	3.50				
	P15,001 - P20,000	21	3.50				
	P20,001 - P25,000	16	3.50				
	P25,001 - P30,000	11	3.75				
Empathy	More than P30,000	8	3.63	1.697	5	.889	Not Significant
	Less than P10,000	99	3.80				
	P10,000 - P15,000	25	3.60				
	P15,001 - P20,000	21	3.60				
	P20,001 - P25,000	16	3.80				
User-friendly	P25,001 - P30,000	11	3.60	3.548	3	.315	Not Significant
	More than P30,000	8	3.70				
	Less than P10,000	99	3.67				
	P10,000 - P15,000	25	3.67				
	P15,001 - P20,000	21	3.67				
	P20,001 - P25,000	16	3.67				
	P25,001 - P30,000	11	3.67				
	More than P30,000	8	3.67				

Table 16 revealed the results of the difference in evaluating the online reservation websites of hotels according to monthly income using the Kruskal-Wallis H test. The test found no statistically significant difference among groups in terms of tangibility [$H(5) = 2.648$, $p = .754$], with a median value of 3.50 for those who earned less than P10,000, 3.50 for those who earned P10,000 - P15,000; 3.50 for those who earned P15,001 - P20,000, 3.50 for those who earned P20,001 - P25,000, 3.50 for those who earned P25,001 - P30,000, and 3.75 for those who earned more than P30,000; in terms of reliability [$H(5) = 8.808$, $p = .117$], with a median value of 3.50 for those who earned less than P10,000, 3.50 for those who earned P10,000 - P15,000; 3.50 for those who earned P15,001 - P20,000, 3.50 for those who earned P20,001 - P25,000, 3.50 for those who earned P25,001 - P30,000, and 3.75 for those who earned more than P30,000; in terms of responsiveness [$H(5) = 4.086$, $p = .537$], with a median value of 3.50 for those who earned less than P10,000, 3.50 for those who earned P10,000 - P15,000; 3.25 for those who earned P15,001 - P20,000, 3.38 for those who earned P20,001 -

P25,000, 3.50 for those who earned P25,001 - P30,000, and 3.88 for those who earned more than P30,000; guarantee [$H(5) = 3.619$, $p = .605$], with a median value of 3.50 for those who earned less than P10,000, 3.50 for those who earned P10,000 - P15,000; 3.50 for those who earned P15,001 - P20,000, 3.50 for those who earned P20,001 - P25,000, 3.75 for those who earned P25,001 - P30,000, and 3.63 for those who earned more than P30,000; in terms of empathy [$H(5) = 3.681$, $p = .596$], with a median value of 3.80 for those who earned less than P10,000, 3.60 for those who earned P10,000 - P15,000; 3.60 for those who earned P15,001 - P20,000, 3.80 for those who earned P20,001 - P25,000, 3.60 for those who earned P25,001 - P30,000, and 3.70 for those who earned more than P30,000; and lastly, in terms of user-friendly [$H(5) = 1.697$, $p = .889$], with a median value of 3.67 for those who earned less than P10,000, 3.67 for those who earned P10,000 - P15,000; 3.67 for those who earned P15,001 - P20,000, 3.67 for those who earned P20,001 - P25,000, 3.67 for those who earned P25,001 - P30,000, and 3.67 for those who earned more than P30,000 at the 5% significance level

Table 17

Evaluating Online Reservation Websites of Selected Three to Five Star Hotels According to Online Reservation Usage

Constructs	Frequency	n	Mdn	H	df	Asymp. Sig	Conclusion
Tangibility	Rarely	54	3.50	3.548	3	.315	

	Occasionally	97	3.50					Not Significant
	Frequently	22	3.50					
	Always	7	3.50					
Reliability	Rarely	54	3.50	7.400	3	.060		Not Significant
	Occasionally	97	3.75					
	Frequently	22	3.50					
	Always	7	3.50					
Responsiveness	Rarely	54	3.50	2.091	3	.554		Not Significant
	Occasionally	97	3.50					
	Frequently	22	3.50					
	Always	7	3.50					
Guarantee	Rarely	54	3.25	6.657	3	.084		Not Significant
	Occasionally	97	3.50					
	Frequently	22	3.50					
	Always	7	3.25					
Empathy	Rarely	54	3.60	13.036	3	.005		Significant
	Occasionally	97	3.80					
	Frequently	22	3.70					
	Always	7	3.20					
User-friendly	Rarely	54	3.33	13.249	3	.004		Significant
	Occasionally	97	3.67					
	Frequently	22	3.67					
	Always	7	3.33					

Table 17 shows the results of the difference in evaluating the online reservation websites of hotels according to online reservation usage using the Kruskal-Wallis H test. The test found a statistically significant difference among groups in terms of empathy [$H(3) = 13.036$, $p = .005$], with a median value of 3.60 for those who rarely do online reservations, 3.80 for those who occasionally do online reservations, 3.70 for those who frequently do online reservations, and 3.20 for those who always do online reservations. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of online reservation usage. The result shows that always doing an online reservation (M rank = 43.357) is statistically different from those who do online

reservations frequently (M rank = 97.773) and occasionally (M rank = 99.510). Furthermore, those who rarely do online reservations (M rank = 77.463) are statistically different from those who do occasionally (M rank = 99.510) at the 5% significance level (see Appendix). This implies that the online reservation usage is significant in terms of empathy. According to Xuan (2018), the use of online reservation websites can attract more residents to come, as it provides an effective and efficient way to reserve rooms. Overall, online reservation websites provide a more efficient and user-friendly experience for both guests and hotel management, eliminating the need for paperwork and streamlining the reservation process.

Table 18
Evaluating Online Reservation Websites of Hotels According to Their Choice of Hotel and Resort

Constructs	Hotel	n	Mdn	H	df	Asymp. Sig	Conclusion
Tangibility	Hotel 1	38	3.63	3.340	4	.503	Not Significant
	Hotel 2	17	3.50				
	Hotel 3	83	3.50				
	Hotel 4	15	3.50				
	Hotel 5	27	3.75				
Reliability	Hotel 1	38	3.75	2.026	4	.731	Not Significant
	Hotel 2	17	3.75				
	Hotel 3	83	3.75				
	Hotel 4	15	3.75				
	Hotel 5	27	3.75				
Responsiveness	Hotel 1	38	3.50	1.804	4	.772	Not Significant
	Hotel 2	17	3.50				
	Hotel 3	83	3.50				
	Hotel 4	15	3.50				
	Hotel 5	27	3.75				
Guarantee	Hotel 1	38	3.50	2.785	4	.594	Not Significant
	Hotel 2	17	3.50				
	Hotel 3	83	3.50				
	Hotel 4	15	3.50				
	Hotel 5	27	3.50				
Empathy	Hotel 1	38	3.60	4.030	4	.402	Not Significant
	Hotel 2	17	3.60				
	Hotel 3	83	3.80				
	Hotel 4	15	3.80				
	Hotel 5	27	3.80				
User-friendly	Hotel 1	38	3.67	2.960	4	.564	Not Significant
	Hotel 2	17	3.33				
	Hotel 3	83	3.67				
	Hotel 4	15	3.67				
	Hotel 5	27	3.67				

Table 18 shows the results of the difference in evaluating the online reservation websites of hotels according to respondents' choice of hotel using the Kruskal-Wallis H test. The test found no statistically significant difference among groups in terms of tangibility [$H(4) = 3.340$, $p = .503$], with a median value of 3.63 for those who choose Hotel 1, 3.50 for those who choose Hotel 2, 3.50 for those who choose Hotel 3, 3.50 for those who choose Hotel 4, and 3.75 for those who choose Hotel 5; in terms of reliability [$H(4) = 2.026$, $p = .731$], with a median value of 3.75 for those who choose Hotel 1, 3.75 for those who choose Hotel 2, 3.75 for those who choose Hotel 3, 3.75 for those who choose Hotel 4, and 3.75 for those who choose Hotel 5; in terms of responsiveness [$H(4) = 1.804$, $p = .772$], with a median value of 3.50 for those who choose Hotel 1, 3.50 for those who choose Hotel 2, 3.50 for those who choose Hotel 3, 3.50 for those who choose Hotel 4, and 3.75 for those who choose Hotel 5; in terms of guarantee [$H(4) = 2.785$, $p = .594$], with a median value of 3.50 for those who choose Hotel 1, 3.50 for those who choose Hotel 2, 3.50

for those who choose Hotel 3, 3.50 for those who choose Hotel 4, and 3.50 for those who choose Hotel 5; in terms of empathy [$H(4) = 4.030$, $p = .402$], with a median value of 3.60 for those who choose Hotel 1, 3.60 for those who choose Hotel 2, 3.80 for those who choose Hotel 3, 3.80 for those who choose Hotel 4, and 3.80 for those who choose Hotel 5; and lastly, in terms of user-friendly [$H(4) = 2.960$, $p = .564$], with a median value of 3.67 for those who choose Hotel 1, 3.33 for those who choose Hotel 2, 3.67 for those who choose Hotel 3, 3.67 for those who choose Hotel 4, and 3.67 for those who choose Hotel 5 at the 5% significance level. Evaluating the online reservation websites of hotels implies that the respondent's choice of hotels does not significance in terms tangibility, reliability, responsiveness, guarantee, empathy, and user-friendly. According to McCarthy et al., (2016) during the hotel reservation process, despite the popularity of consumer review websites, consumers tend to search both consumer review website and hotel brand website for hotel information, and it is possible that customers make

reservations on both websites. Thus, hotel brand website and review website are alternate channels that compete with and affect each other when customers search for hotels.

Conclusions

Based on the analysis of data, the researchers come up with the following conclusion:

1. Respondents of this study are mostly aged 21–30 and female, mostly students, and have less than P10,000 in monthly income. There are occasional online reservations. Moreover, 83 respondents chose Hotel 3.

2. The study reveals that hotel online reservation websites significantly influence a hotel's operation. The interface and art design are visually appealing, and the website's reliability is crucial. The highest mean value of 3.58 indicates that the website can offer relevant service promptly, shaping the hotel's positive image. Respondents prefer websites that offer professional after-sale service, with a high mean value of 3.59. Empathy is also important, with a mean value of 3.62, indicating that active engagement in understanding customer needs is crucial for establishing a positive perception among potential tourists. The user-friendly website, with a mean value of 3.62, facilitates easy access to product and service information, further impacting the hotel operations.

3. The profile variables of respondents age, sex at birth, employment status, monthly income, online reservation usage, and their choice of hotel are not significant in terms of the evaluation of online reservation website in hotels of Zambales. The researchers concludes that there is no significant difference in evaluating the online reservation websites of hotels in Zambales when grouped according to the profile variables. All computed p-values are less than 5% level of significance.

4. The results of the research suggest the necessity for an action plan outlining the recommended actions relevant to potential improvements. This plan aims to ensure the seamless execution of the proposed initiatives.

Recommendation

Based on the findings and outcomes of the study, the researchers propose the following recommendations to enhance and establish connections between the study and future considerations:

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1. The researchers suggest that hotel and resort owners should consider offering more flexible pricing options for their products and services while also adopting a more budget friendly approach to cater more customers.

2. Based on the conclusions of the study it is important for reliability and optimize visual appeal, the researchers suggest to continuously invest in visually appealing website designs and ensure the reliability of the online reservation websites. A visually attractive interface, combined with a dependable reservation process, contributes significantly to shaping a positive image of the hotel and resort. for the second indicator, prompt and relevant service delivery, hotel and resorts should focus on maintaining efficient and timely online reservation services. Swift and relevant assistance contributes to a positive perception among potential tourists and reinforces the destination's appeal.

3. Professional after-sale service was also mention; hotels should prioritize post-booking customer support. Establishing a robust customer service system enhances guest satisfaction and contributes to a positive overall experience. For the third indicator mentioned in conclusion, empathetic engagement, hotel and resorts should actively engage in understanding customer needs. Implementing empathetic practices in customer interactions contributes to a positive perception and fosters a connection with potential tourist. Lastly, user-friendly website, it is recommended that hotel and resorts should focus on creating and maintaining websites that facilitate east access to product and service information. A user-friendly interface enhances the overall online experience, positively impacting the hotel and resort.

4. The researchers would also recommend for establishment and/or hotel owners to implement or develop the proposed action plan. (See Appendix A).

5. In future studies, other studies may choose to do the same research in an alternative or broader geographical location to check if the results are similar. Also, they might try to include more people in their research to get a better idea when comparing results in different communities.

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PROPOSED INNOVATION

Proposed action plan in educating different hotel and resort owners in Zambales to start levelling up their website by conducting a thorough analysis to its features and enough training seminars to provide customer service to tourist. To enhance the visual appeal of the hotel's website and attract more guests or consumers, a comprehensive assessment of its current design is essential. Develop a comprehensive training workshop for staffs outlining how to respond to customers inquiries and feedback. This aims to provide information of different operation in the hotel online reservation websites.

Conduct a thorough analysis of the existing website navigation. Identify any difficult points such as complex menus, unclear labels, or too many layers. Review also the information provided in each label. Determine the level of training required for hoteliers to effectively use online reservation platforms. Identify training programs or resources that can address their specific needs Implement a program to help hoteliers set up and improve online reservation website into their existing business. Regularly review and refine the website needs based on evolving user needs, preferences, and behaviors