

تقويم فاعلية منصة بوكينج في الفنادق

Assessing the effectiveness of Booking.com Platform in hotelsأحمد رضا منسي عياد¹

سامح جمال

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This research aims to evaluate the effectiveness of the booking.com platform, and it also briefly explains an overview of websites, portals, mobile applications, electronic platforms and their types, online travel agents and search engines, in addition to clarifying how to evaluate hotel booking platforms and the future of platforms and proposing an evaluation model for electronic hotel booking platforms consisting From eight axes from the axes of previous studies and recent trends of the platforms, and these axes were used as sub-hypotheses to evaluate the platform.

The descriptive approach was used in collecting data and designing a questionnaire of eight axes evaluation platform to achieve the objectives of the research. The results were descriptively analyzed on platform rating models from hotel guests

The research conclusions prove the availability of effectiveness in the Booking platform From the point of view of 236 from the sample members of hotels guests who booked by booking.com platform, and The requirement to accept all sub- hypothesis is met, and accordingly all sub-hypotheses is accepted.

Key words: Electronic platforms, Blockchain, hotel booking, websites evaluation

1. كلية السياحة والفنادق - جامعة حلوان

المخلص:

يهدف هذا البحث إلى تقييم فعالية منصة بوكينج ، كما يشرح بإيجاز نظرة عامة على مواقع الويب والبوابات وتطبيقات الهاتف المحمول والمنصات الإلكترونية وأنواعها ووكلاء السفر عبر الإنترنت ومحركات البحث ، بالإضافة إلى توضيح كيفية القيام بتقييم منصات حجز الفنادق ومستقبل المنصات واقتراح نموذج تقييم لمنصات الحجز الفندقي الإلكتروني يتكون من ثمانية محاور من محاور الدراسات السابقة والاتجاهات الحديثة للمنصات ، وتم استخدام هذه المحاور كفرضيات فرعية لتقييم المنصة.

تم استخدام المنهج الوصفي في جمع البيانات وتصميم استبيان من ثمانية محاور لتقييم المنصة لتحقيق أهداف البحث. تم تحليل النتائج وصفيًا على نماذج تقييم المنصة من نزلاء الفندق

تثبت استنتاجات البحث مدى توفر الفعالية في منصة الحجز بوكينج من وجهة نظر 236 من أفراد عينة من نزلاء الفنادق الذين حجزوا عبر منصة بوكينج، وتم استيفاء شرط قبول جميع الفرضيات الفرعية، وبناءً عليه، - قبول الفرضيات.

الكلمات المفتاحية: المنصات الإلكترونية ، سلاسل الكتل، حجز الفنادق ، تقييم المواقع الإلكترونية

INTRODUCTION

Background of the Research

The Internet has played an important role in the daily movements of customers, creating opportunities for companies involved in tourism. (Mäkinen, 2017), and Some expressions have spread as websites, portals, smart applications, online travel agencies and platforms, Mohammed Bilal Al Zoubi, (2013) has defined websites as a group of pages, text, images and videos that are linked together as a cohesive and interactive structure with the aim of displaying and describing information and data about an entity or institution and it can only be accessed through a specific and different address that distinguishes it from other websites on the Internet (Mohammed Bilal Al Zoubi, 2013).

The concept of the electronic portal also spread, which is a website on the Internet that represents the starting point for connecting to other sites, and the name of the portal came from its function, as it is an open door through which one overlooks the world of information and other activities provided by the Internet (Al-Dbyani, 2020).

Research Problem

With the multiplicity of websites, portals, and platforms, their quality standards have varied, also the evaluation methods varied, including the evaluation of electronic platforms and websites by using the balanced scorecard. (Douglas & Mills, 2013) proposed a website evaluation model and this model was a modified BSC model that was designed for website evaluation and consisted of four main categories. The first category is the technical aspects,

the second is ease of use such as ease of communication and ease of navigation, the third is the attractiveness of the site, and the fourth is marketing effectiveness.

Researchers, such as (Al-khouli, 2019) indicates that there are three methodologies for the evaluation process itself, through which everyone who is assigned to evaluate a website can perform the task on sound scientific grounds, and produce for us a sound and reliable scientific evaluation that we can rely on. These three methodologies are Computer-based evaluation methodology or method, evaluation method by opinion poll, and evaluation method through experimental and quasi-experimental design.

All these studies and proposals will be used to suggest criteria and axes for assessing the effectiveness of the Booking.com platform from the point of view of guests who have booked through the platform to stay in Egypt hotels.

The Research Aim and Objectives

The overall aim of this study is to Assess of the effectiveness of Booking.com Platform in Egyptian hotels. And To achieve this aim, the following objectives are identified as follows:

- 1- Undertaking a review of literature on the electronic platforms, and its importance and role in the hotel booking.
- 2-Develop a new model of criteria for Assessing of the effectiveness of Booking.com Platform in hotels through dimensions and axes of previous Studies and modern trends for platforms.

3- Investigating the perspectives of hotels guest regarding Assessing of the effectiveness of Booking Platform in hotels according to the new evaluation criteria.

4- Establishing a set of recommendations and suggestions in order to support developing the effectiveness of Booking.com Platform in hotels and the other hotel booking platforms.

LITERATURE REVIEW

An overview of websites, and Applications

The website was defined as a page that is programmed in any of the web languages that display and take data on the Internet, and the sites differ from each other in terms of their work, programming and methods of work, and examples of programming used in programming the site PHP Hypertext Preprocessor(PHP) With Michael Widenius Structured Query Language (MYSQL) -DATABASE - Active Server Pages (ASP.NET) with MYSQL DATABASE” (Al-Jurai, 2012).

Applications are programs that are designed to assist in performing a specific task or service and perhaps just for fun, and the difference between both the websites and the smart phone applications that applications differ from websites in that they are designed to work on certain platforms, such as Apple's own the program “IOS s 'Apple” and Google owns Android operating system, and blackberry owns “RIM's BlackBerry” (Ghanem, 2016).

An overview of Platforms

A simple definition to Platform it is a set of integrated planks: features, apps, products or services (Al-Dbyani, 2020; Simon, 2011).

Platform is A long bar that extends on a specific and known location, and can stand on it and interact with others and place products or services in parts of it, and it can extend to carry more contents. (Researcher definition).

On the contrary of platform, we find that the website may not exist in a specific place and provide data in one or several areas, and the interactive services are simple and may not be present, and a single person or a simple number can manage it, for example Google became a platform by adding, Maps, Blogger, Gmail, Chat, Hangouts Drive, Plus, YouTube, etc. (Alsewaidi, 2020).

Types of electronic hotel booking Platforms and examples for each type:

1-Hotel price comparison platforms

Trivago

Trivago is a platform which is a recently redeemed company From Expedia Inc., a company that specializes in "Metasearch" for hotels. Founded by three university friends in 2005 exactly in Düsseldorf (Germany), Trivago has become a leading search platform of accommodation. They are interested in recreating the way by which millions of customers search for and compare hotels and other accommodations. (<https://company.trivago.com/#about-us>, n.d.)

Sky Scanner

The company was started by three IT professionals - Gareth Williams, Barry Smith and Bonami Grimes in 2003, after Gareth was frustrated by the difficulty of finding cheap flights to the ski resorts, a first employee was hired to help develop the site. The Edinburgh office was opened in 2004.

In November 2016, Trip.com Group (formerly Ctrip), the largest travel company in China, bought Skyscanner. After the sale to Ctrip, Sky scanner's largest shareholder, trip purchased the Trip.com domain and launched Trip.com In 2017. The original platform became a Skyscanner subsidiary. In September 2019, Skyscanner revealed a global brand (<https://www.skyscanner.net/eg/en-gb/egp/about-us>, n.d.).

2- Online travel agencies platforms

Booking.com platform is a part of the huge company “booking Holding.Inc” which was called before “Priceline group”, this platform founded in 1996 in Amesterdam, it have more than 28 million listing of hotels, homes, apartments, and other accommodation to stay ,the platform supports 43 languages. Booking.com writing in the platform about offers which has advantages of low rates, incredible selection of places, instant confirmation, no reservation fees, secure booking, and twenty four hours customer service.

(<https://www.booking.com/content/about.html?label=gen173nr-1FCAEoggI46AdIM1gEaEOIAQGYATG4ARfIAQzYAQH0AQH4AQKIAgGoAgO4AofShJoGwAIB0gIkOTk3MzRmYzYtODAyMS00OTlmLWE5ZGQtOTcyMzBlZWYyNjNh2AIF4AIB&sid=f57b813b9865517674adbc84ceda6fbc>, n.d.)

Priceline.com platform

The word “Priceline” means the point that airlines did not want to reach, meaning that if they sell seats at full price in one place, when they sell them for sale in another, no one will pay the full price, and the idea here is to allow consumers to bid for a seat, if airlines accept flying this particular tender, the “priceline” will remain the same. Priceline got its start with just about ten people, in a small Connecticut office in 1998. By adding full-priced options, it has expanded to become a one-stop travel store. Customers can now compare all options for booking flights through the platform (<https://press.priceline.com/our-story/>, n.d.).

TripAdvisor

TripAdvisor is one from the most visited holiday and travel portal in the world. Tripadvisor, the world's largest travel guidance platform, Travelers across the globe use the Tripadvisor site and application to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. (www.tripadvisor.com, n.d.)

Expedia, Venere and Hotels.com

Expedia.com platform was launched in 1996 by software giant Microsoft. Since 1999, Expedia is an independent NASDAQ-listed company. also Amongst others, Expedia owns the brands: Expedia.com, Hotels.com, vrbo, wotif, Hotwire, Travelocity, Egencia,

CarRentals.com,Orbitz.com,and Cheaptickets.com,expediacruz.Expediacruises.Expediacruises.com is also a tour operator and not only a hotel booking agency. Hotels.com and Venere.com are purely online booking portals for accommodations, therefore acting as an agent, similar to Booking.com. All Expedia portals include hotel ratings, with no single uniform system being used each platform has, however, integrated its own rating system. Some of the platforms also use TripAdvisor reviews Expedia,Venere ,and Hotels.com (Fritsch & Sigmund, 2016; Mäkinen, 2017)

Ctrip

Ctrip or china trip is a part of Trip.com Group, a NASDAQ listed company since 2003, Trip.com Group is the world's leading one-stop travel platform, The company's platform can provide users with a full set of travel products, services and better travel content Having over 45,100 employees and over 400 million members, making it one of the leading platform as an online travel agency in the world. With more than 1.4 million hotels in 200 countries and regions, an extensive hotel network to give our customers a fantastic choice of accommodation. Far-reaching flight network has over 2 million individual flight routes connecting more than 5,000 cities around the globe. This website is operated by Ctrip.com the giant in china (<http://pages.ctrip.com/public/ctripab/abctrip.htm>, n.d.; Mäkinen, 2017)

3- Click out platform

Zoover

Zoover is the most important online platform for hotel reviews of the Benelux countries. It started a review site in Zeist in 2005, collecting and sharing vacationers' experiences, it currently operates 24 different country portals. Profits are made through the "click-out" model. At Zoover it is also possible for hotel owners to create their own login in order to be able to influence their own representation, as well as to respond to guests' reviews. (Fritsch & Sigmund, 2016; Zoover.nl, n.d.)

4- Advertising platform

Yelp

Yelp is one of the world's largest online Platform for reviews of local businesses. On Yelp, mainly restaurants, but also hotels and other services are evaluated. Yelp acquired the German review portal Qype which is a Hamburg-based web 2.0 specialized on social networking and local reviews. In late 2012 and subsequently integrated Qype-content into its own database. Hotel owners can join for free and add their presentation with photos, text, downloads, and contact information. In addition, they can reply to reviews publicly or privately (Fritsch & Sigmund, 2016).

Competing on platforms

As a platform company, Ctrip, unlike Priceline and Expedia, which has conducted several horizontal mergers, Ctrip has used vertical and horizontal acquisitions and equity alliances to form a business conglomerate. They encouraged the emergence of an ecosystem of supplement companies, but they tend to remain neutral, Ctrip has also taken strategic measures to develop

relational affiliations with larger companies or even expand by merging or forming equity relationships with its supply chain sectors (Shao & Kenney, 2018)

Review Platforms in Hospitality

Most tourism platforms follow the same methods in online reviews, regardless of the platform's type such as analyzing features such as location, internet, service and general hotel theme, there are no fundamental differences in the evaluation methods between those platforms that require previous hotel reservations. As opposed to those that do not require proof of previous reservation (Bigné et al., 2020).

Price condition parity clauses

Price condition parity clauses in contracts between hotel booking platforms and hotels. The space in which the different types of platforms operate sometimes impose unfair conditions for parity and control over competitors.(Duch-Brown, 2017).

Platforms and websites Evaluation

An overview of Platforms and websites Evaluation

Qi, Law and Buhalis, (2009) defines the comparison between websites by comparing the difference in perceptions between Chinese and international users of websites in terms of utility, which includes functionality and usability, first "Website usability and functionality such as: Usability attributes, Ease of use of the website, Fun to use, General layout and appearance. Second "The importance of site functionality such as: Reservation information, Facility information, Contact information, Site Administration,

Ambient information, and Accessibility (search engine ranking result - webpage download speed)(Qi et al., 2009)

Evaluation of websites, and platforms using Balanced Score Card

Hussein, M. moustafa. (2010) believes in a comparative analytical study between some Arab and foreign websites that there are four main criteria for evaluating the quality of websites, which are: Assessment of the quality of both the content of the website, design, organization, and ease of handling(Hussein, 2010)

Douglas, A., & Mills, J. E. (2013) suggested a model of websites evaluation from. This model was a modified BSC form designed for Website evaluation was comprised of four main categories. The first category is technical aspects, second is user friendliness such as ease of contact and ease of navigation, the third is site attractiveness, and the fourth is marketing effectiveness.

A study was done by DAHIYA ASHISH, (2015) it evaluates the websites of ten popular hotel chains in India within the business context of clients using the Balanced Scorecard. The modified Balanced Scorecard approach was incorporated into the assessment by taking into account four perspectives: Technology, ease of use, marketing effectiveness, and website appeal(Dahiya & Duggal, 2015).

The quality standards for websites were varied, including a proposed model for a study carried out by the researcher Thinyo sumaiya, (2017) for the quality standards of press websites. These evaluation criteria for the quality of websites included Site layout criteria, and Content Standards (Thinyo sumaiya, 2017)

Al-khouli, A. Jamal. (2019) mentioned a proposal for evaluating government websites, portals and websites, and divided it into two parts: First, "evaluating digital websites over the Internet in general with different purposes and objectives through evaluating the technical characteristics of the site, analyzing content, evaluating multimedia properties, and evaluating the interface the user.

Secondly, evaluating government websites and official guide sites for the state with its bodies and institutions by evaluating adherence to the template, contacting the site, multilingualism and cultures, links i.e. making links and links correctly, visitor statistics and registering visitors to the site, insurance and the availability of privacy to maintain state sovereignty, publication, to what extent the material is relevant Published by the authority responsible for the site, updating information on the site, services provided by the authority or institution, and evaluating communication tools with the public (Al-khouli, 2019).

Ismail, M., Mohamed, M. A. T., & Ahmed, Y. (2020) has a study entitled a Suggested Model for Improving Websites of Five Star Hotels in Greater Cairo, The study aimed to evaluate websites and propose a model to improve them. The model consists of six axes (Ismail et al., 2020).

Future of electronic hotel booking platforms

Block chain platforms

Block chain technology is a network-based system, which is developed to create secure, smart and transparent distributed ledgers. Block chain technology has gained a great importance between various industries recently "including the travel and

tourism industry through new tools such as smart contracts, decentralized apps, and crypto currencies (Ozdemir et al., 2020).

Using Crypto currency in electronic hotel booking platforms

Crypto currency in a block chain platform, has a major advantages such as: decentralized releases, Non-cash form, forgery is impossible, connection between the system and other means of payment, Crypto currency, affects economic as a form of digital currency and economic development in any country. And it is considered by a great level of protection from cyber criminals. And a more secure payment tool. Bitcoin is the most popular crypto currency (Olimpiev et al., 2021).

Using Bidding in electronic hotel booking platforms

Tappata & Cossa, (2014) stated that Use of bids on electronic hotel booking platforms means that which is the website or the electronic platform asks for the price you bet on, provided that you get a hotel of the level you specify, then it searches about a hotel and does not tell you about it until after payment. For example, the Priceline platform performs the bidding process (Tappata & Cossa, 2014).

The role of platforms in fighting the current and future pandemics

Since the start of the pandemic caused by COVID-19, customers have had new priorities when traveling and staying, with the spread of the COVID-19 virus around the world, hygiene and cleaning protocols have become a standard "standard in assessing the tourism and hospitality industry and are published in several languages (JENKINS et al., 2020).

Research Methodology

Developing evaluation axes: Self-administered Questionnaire of Eight axes have been developed for assessing booking.com platform through previous studies to evaluate websites, electronic phone applications and platforms and from the future trends of the electronic hotel booking platforms such as bidding, blockchain technology, and crypto currencies and from the role of platforms in fighting the current and future pandemics. These eight axes became eight sub hypotheses for the main hypotheses of the study.

The study hypotheses

The main hypotheses states that "efficiency and effectiveness are available on Booking.com Platform.

Eight axis, or sub-hypotheses are branched from this main hypotheses as follows:

There is the availability of elements of Easy flow and access to information on booking.com platform, Flexibility and ease during booking, Easy moving between the pages of the booking.com platform, Continuous and effective interaction with booking.com platform, Inclusiveness within booking.com platform, Good platform promotion in booking.com platform, Platform safety rate, emergency procedures and epidemics in booking.com platform, and Overall satisfaction with booking.com platform and the future vision for the development of its work.

All of these sub-hypotheses were represented in a questionnaire from the number of questions that express each hypothesis and

each of the evaluation axes assessing of the effectiveness of Booking.com Platform in hotels.

Research Population and Sampling Techniques

The target population for this study was Greater Cairo hotel guests who made hotel reservations using booking.com platform, the study arose from the need to investigate and evaluate guests' perspectives on their experiences using booking.com platform. In order to obtain sufficient results that represent the actual conditions, the research was conducted on a sample of five-star hotels (10 hotels) and four-star hotels (five hotels) in Greater Cairo in Egypt.

Regarding research sampling, two hundred and thirty six forms was distributed for guests who booked in the Egyptian hotels by booking.com platform to answer a questionnaire of twenty nine question about the eight axes of platform assessment. In this study, the researcher did his best to make the participants from the hotels aware about the aim and nature of the study.

Moreover, all the participants were volunteers as well as they were informed by accurate information regarding the aim, objectives, methods adopted and the possible research outcomes. Privacy and confidentiality also was taken into the consideration throughout the research process. Personal information has been treated with extreme care and caution and not be used in documents related to this research and not available also to the public. The researcher also ensured the accuracy of data collected by avoiding fabrication, errors and contrivance. And to distribute and receive all sample forms complete.

Research Sample (questionnaire forms)*Table (3.1) Study sample distribution hotels*

No	Hotel Name	Hotel Type (5stars/ 4 stars)
1	Royal maxim palace kempinski Cairo	5stars
2	Dusit thani Lakeview Cairo	5stars
3	Le passage Cairo hotel & casino	5stars
4	Le meridian Cairo airport	5stars
5	Holiday inn Cairo –city stars	5stars
6	Ramses Hilton hotel& casino	5stars
7	Four seasons hotel Cairo at Nile plaza	5stars
8	Pyramisa suites hotel Cairo	5stars
9	Helnan dreamland hotel& conference center	5stars
10	Grand Nile tower hotel	5stars
11	Swiss inn Nile hotel	4 stars
12	Novotel Cairo airport	4 stars
13	Barceló Cairo pyramids hotel	4 stars
14	Radisson blue hotel ,Cairo Heliopolis	4 stars
15	Holidays express hotel	4 stars

RESULTS AND DISCUSSION

Results of the field study and testing hypotheses

Study and sample community

The Results of the field study was done from a questionnaire for hotel guests who have booked through booking.com platform in five, and four stars hotels in the greater Cairo in Egypt, questionnaire was designed as a data collection form and contents, Statistical methods used to collect data and contents, and Statistical analysis of data.

Statistical Techniques

The Statistical Package for Social Sciences (SPSS) was employed to analyze the data, Cronbach's Alpha Coefficient: to check the reliability of the study instrument.

, Self-Validity Coefficient: to check validity of the study instrument, Descriptive statistics techniques, and Multiple Regression Analysis (using SPSS): to test the relationship between two or more independent variables and a dependent one. This analysis is done with many procedures:

Results of statistical analysis of data covering four parts

Reliability and Validity

Reliability: To check the reliability of study instrument, Cronbach's Alpha coefficient was calculated. This coefficient varies between zero (for no reliability) and unity (For maximum reliability).

Table (4.1) demonstrates that all reliability coefficients are deemed acceptable, since each exceeds the benchmark of 0.701. Thus, it could be concluded that the study instrument is reliable.

Table 4. 1 Reliability Test

Scale: Q		
	N of Items	Cronbach's Alpha
Questionnaire	29	0.785

The Alpha-Kronbach coefficient was calculated and found to be worth 0.785 for the study tool, a 29-question questionnaire, which is high and acceptable for study purposes as it is greater than 0.7, the acceptable minimum for alpha factors.

It can therefore be said that the study tool has internal Reliability

Validity: To check validity, self-validity coefficient was calculated. This coefficient is defined as the square root of the reliability (Alpha) coefficient.

Table 4. 2 Self - Validity statistics

Self-Validity Statistics		
	N of Items	Self-validity
questionnaire	29	0.886

By calculating the Self-Validity Statistics of the study measures, it shows that its value is equal to 0.886 and these values are high and acceptable for the purposes of the study and achieve Validity in the study tool.

Based on previous results, the Reliability and Validity of the study tool can be inferred.

Frequencies Variables (Study sample properties)

The questionnaire included questions about demographic characteristics below:

Table 4. 3 Frequency according to Type

	Type	Frequency	Percent
Valid	Male	126	53.4
	Female	110	46.6
	Total	236	100.0

The table shows that the number of males in the sample was 126 of the sample members by 53.4%, while the number of females was 110 of the sample members at 46.6%.

Table 4. 4 Frequency according to Age

	Age	Frequency	Percent
Valid	Under 30 years old	76	32.2
	30 to 40 years old	127	53.8
	More than 40 years.	33	14.0
	Total	236	100.0

The previous table shows that the largest proportion of the study sample numbers is between 30 and 40 years with 127 of the sample members at 53.8%, the lowest percentage of sample numbers over the age of 40 of the sample members is 33, at 14.0%, and The number of people under the age of 30 of the sample members is 76, up 32.2%, the middle between the other two values.

Table 4. 5 Frequency according to marital status

	Marital status	Frequency	Percent
Valid	Married	147	62.3
	unmarried	89	37.7
	Total	236	100.0

The previous table shows that the proportion of married couples reached 147 by 62.3%, which is the largest percentage of the sample numbers, and that the percentage of unmarried people reached 89 singles, which is the lowest percentage in the study sample by 37.7%

Table 4. 6 Frequency according to Nationality

	Nationality	Frequency	Percent
Valid	Egyptian	77	32.6
	Arab	122	51.7
	foreigner	37	15.7
	Total	236	100.0

The previous table shows that the largest proportion of the study sample numbers is Arab nationalities with 122 of the sample members at 51.7%, The lowest percentage of sample numbers is for the foreigners with 37 of the sample members at 15.7%, and The number of Egyptians of the study sample is 77 of the sample members at 32.6%, the middle between the other two values.

Table 4. 7 Frequency according to Hotel Type (classification)

	Hotel Type (classification)	Frequency	Percent
Valid	5 Stars	150	63.6
	4 stars	86	36.4
	Total	236	100.0

Descriptive Variables:

Table 4.8. 1 DESCRIPTIVES VARIABLES = Q1 TO Q29

N	Axis of evaluation	Descriptive Statistics			
		Question	N	Mean	Std. Deviation
1	Easy flow and access to information on electronic hotel booking platforms	Q1	236	4.41	0.504
		Q2	236	4.36	0.616
		Q3	236	4.37	0.550
2	Flexibility and ease during booking	Q4	236	4.37	0.519
		Q5	236	4.36	0.559
		Q6	236	4.31	0.560
3	Easy moving between the pages of the hotel booking platform	Q7	236	4.28	0.566
		Q8	236	4.32	0.557

		Q9	236	4.27	0.58 3
4	Continuous and effective interaction with the platform	Q10	236	3.50	1.04 7
		Q11	236	3.92	0.78 8
		Q12	236	3.94	0.74 2
		Q13	236	4.00	0.71 7
5	Inclusiveness within the platform	Q14	236	4.13	0.65 7
		Q15	236	2.83	1.19 3
		Q16	236	4.27	0.53 9
		Q17	236	4.07	0.78 2
6	Good platform promotion	Q18	236	4.33	0.57 5
		Q19	236	4.15	0.64 2
		Q20	236	3.92	0.84 5
		Q21	236	4.02	0.75 3
7	Platform safety rate, emergency procedures and epidemics	Q22	236	3.88	0.73 9
		Q23	236	4.19	0.65 9

		Q24	236	3.79	0.858
8	Overall satisfaction with the platform and the future vision for the development of its work	Q25	236	4.29	0.611
		Q26	236	4.31	0.708
		Q27	236	4.22	0.643
		Q28	236	3.36	0.979
		Q29	236	4.05	0.749
		Valid N (list wise)	236		

The previous table shows that most of the sample members agree to all the evaluation axes of booking.com platform, which appears to be in the higher values of Mean which is more than 3

Testing hypotheses of the study

The main hypotheses: states that efficiency and effectiveness are available on Booking.com platform, and eight axis, or sub-hypotheses are completed from this main hypotheses as follows:

The First sub-hypotheses: states that there is an element of easy flow and access to information on Booking.com platform. And To test this hypotheses, one sample T-Test was used. According to this test, the hypotheses is accepted if two conditions are met:

1) The value of the Mean of the study sample answers on the variable of interest should be greater than 3, and the test result should be moral (when the moral level is less than 0.05)

If the value of Mean is less than 3, or the result of the test is inconclusive, then the hypotheses is rejected. The following table shows the test results.

T-Test results for the first sub-hypothesis test about easy flow and access to information.

Table 4.9. 1 Test results for the first sub-hypothesis test

X1	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Easy Flow and access to information	236	4.3814	0.40041	52.997	0.000

From the previous table, it is clear: T-Test morale level is less than 0.05, i.e. the test result is moral.

From the previous results, the requirement to accept the hypotheses is met, and accordingly the first sub-hypotheses requirement is accepted, which states that the element of easy flow of information and access is available on booking.com platform.

To compare hotel guests' views on the ease with which information can be flowed and accessed on booking.com platform according to demographic characteristics, the following tests were used:

Comparison by Type (using t-test)

Results of comparison of opinions on easy flow of information and access in electronic hotel booking platforms according to type.

Table 4.9. 2 Results of comparison according to type for x1

X1	N	Type	Mean	Std. Deviation	T-Test	
					t	Sig.
Easy Flow and access to information	126	Male	4.39	0.406	0.309	0.758
	110	Female	4.37	0.396		

From the previous table, it is clear: T-Test morale level is greater than 0.05, i.e. the test result is not moral

From the previous results, it is clear that there is no moral difference between hotel guests' views on the availability of an element (easy flow of information and access) on booking.com platform according to type.

Comparison by social status (using t-test)

Results of comparison of opinions on easy flow of information and access) in electronic hotel booking platforms according to social status

Table 4.9. 3 Results of comparison according to social status for x1

X1	N	Social status	Mean	Std. Deviation	T-Test	
					F	Sig.
Easy flow of information and access	147	Married	4.38	0.410	0.092	0.927
	89	Unmarried	4.37	0.387		

From the previous results, it is clear that there is no moral difference between hotel guests' views on the availability of an element (easy flow of information and access) on booking.com platform according to social status.

Comparison by age using ANOVA contrast analysis and F-Test testing:

Results of comparison of opinions on easy flow of information and access in booking.com platform according to Age.

Table 4.9. 4 Results of comparison according to Age for x1

X1	N	Age	Mean	Std. Deviation	F-Test	
					F	Sig.
Easy flow of information and access	76	Less than 30years	4.38	0.386	0.120	0.887
	127	From 30 to 40 years	4.39	0.399		
	33	More than 40years	4.35	0.448		

From the previous table, it is clear: The morale level of the F-Test is greater than 0.05, i.e. the test result is not moral.

From the previous results, it is clear that there are no moral differences between hotel guests' views on the availability of an element (easy flow of information and access) on booking.com platform according to age.

Comparison by Nationality using ANOVA contrast analysis and F-Test testing: Results of comparison of opinions on easy flow of information and access in booking.com platform according to Nationality.

Table 4.9. 5 Results of comparison according to Nationality for x1

X1	N	Nationality	Mean	Std. Deviation	F-Test	
					F	Sig.
Easy flow of information and access	77	Egyptian	4.37	0.378	0.087	0.917
	122	Arab	4.38	0.425		
	37	Other (foreigners)	4.41	0.370		
Total	236		4.38	0.400		

The test result is not moral.

From the previous results, it is clear that there are no moral differences between hotel guests' views on the availability of an element (easy flow of information and access) on booking.com platform according to Nationality.

Comparison by Hotel type (five stars / four stars) (using t-test)

Results of comparison of opinions on easy flow of information and access) in electronic hotel booking platforms according to Hotel type.

Table 4.9. 6 Results of comparison according to Hotel type for x1

X1	N	Hotel Type	Mean	Std. Deviation	T-Test	
					t	Sig.
Easy flow of information and access	150	Five stars	4.39	0.413	0.606	0.545
	86	Four stars	4.36	0.380		

The test result is not moral

From the previous results, it is clear that there is no moral difference between hotel guests' views on the availability of an element (easy flow of information and access) on booking.com platform according to Hotel type.

Second sub-hypotheses: states that there is an element of "Flexibility and ease during booking by the booking.com platform"

Table 4.10.1 T-Test results for the Second sub-hypotheses test

X2	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Flexibility and ease during booking by the booking.com platform"	236	4.346	0.413	50.075	0.000

From the previous results, the requirement to accept the

hypotheses is met, and accordingly the second sub-hypotheses requirement is accepted, which states that the element of (Flexibility and ease during booking) is available on booking.com platform.

Third sub-hypotheses: states that there is an element of “Easy moving between the pages of booking.com platform”

Table 4.11. 1 T-Test results for the Third axis hypothesis test

X3	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Easy moving between the pages of booking.com platform	236	4.290	0.449	44.093	0.000

From the previous results, the requirement to accept the hypotheses is met, and accordingly the third sub-hypotheses is accepted, which states that "there is an element of Easy moving between the pages is available on booking.com platform.

Fourth sub- hypotheses: states that the availability of an element “Continuous and effective interaction with the platform”

Table 4.12. 1 T-Test results for the fourth axis hypothesis test

X4	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Continuous and effective interaction with the platform	236	3.84	0.515	25.097	0.000

From the previous results, the requirement to accept the

hypotheses is met, and accordingly the fourth sub- hypotheses is accepted, which states that “Continuous and effective interaction with the platform ”.

Fifth sub- hypotheses: states that the availability of an element “Inclusiveness within the platform”

Table 4.13. 1 T-Test results for the fifth axis hypothesis test for x5

X5	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Inclusiveness within the platform	236	3.82	0.439	28.868	0.011

- T-Test morale level is less than 0.05, i.e. the test result is moral.

From the previous results, the requirement to accept the hypotheses is met, and accordingly the fifth sub-hypotheses is accepted, which states that “Inclusiveness within the platform ”.

Sixth sub-hypotheses: states that the availability of an element “Good platform promotion”

Table 4.14. 1 T-Test results for the sixth axis hypothesis test

X6	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Good platform promotion	236	4.10	0.467	36.251	0.000

From the previous results, the requirement to accept the hypotheses is met, and accordingly the sixth sub-hypotheses: is accepted, which states that “Good platform promotion "of booking.com platform.

Seventh sub-hypotheses: states that the availability of an element “Platform safety rate, emergency procedures and epidemics” in booking.com platform.

Table 4.15. 1 T-Test results for the seventh sub-hypothesis test

X7	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Platform safety rate, emergency procedures and epidemics	236	3.96	0.589	24.904	0.000

From the previous results, the requirement to accept the hypotheses is met, and accordingly the seventh sub-hypotheses is accepted, which states that “Platform safety rate, emergency procedures and epidemics ”.

Eighth sub-hypotheses: states that the availability of an element “Overall satisfaction with the platform and the future vision for the development of its work”

Table 4.16. 1 T-Test results for the eighth axis hypothesis test

X8	N	Mean	Std. Deviation	T-Test	
				t	Sig.
Overall satisfaction with the platform and the future vision for the development of its work	236	4.05	0.486	33.077	0.000

From the previous results, the requirement to accept the hypotheses is met, and accordingly the eighth sub-hypotheses is

accepted, which states that Overall satisfaction with the platform and the future vision for the development of its work

The study tool, a questionnaire of 29-question The Alpha-Kronbach coefficient was calculated Based on previous results, the Reliability and Validity of the study tool can be inferred, and These 29 questions was eight axes of platform assessment from x1 to x8

T –test was done for morale level for all axis of questionnaire which is assessing the effectiveness of booking.com platform in Egypt hotels from the point of view for hotel guest who choose booking.com platform in their hotel reservation. And a Comparison of hotel guests' views of booking.com platform according to demographic characteristics as below table:

Table 4.17. 1 Moral differences status

Axes of evaluation	Moral differences = (yes)		No moral differences = (No)		
	According to type	According to social status	According to Age.	According to Nationality	According to Hotel type.
X1	No	No	No	No	No
X2	No	No	No	No	No
X3	No	No	No	No	No
X4	No	No	No	No	No
X5	No	No	No	yes	No
X6	No	No	No	No	No
X7	No	No	No	No	No
X8	No	No	No	No	No

CONCLUSIONS AND RECOMMENDATIONS

Eight axes or criteria have been developed to evaluate booking.com platform through previous studies these assessment criteria for effectiveness of booking.com platform, all of these Axes were represented in a questionnaire from the number of questions that express each of the evaluation axes of the electronic booking platforms. The questionnaire was designed and distributed to a random sample of for hotel guests who have booked through booking.com platform.

A total of 236 forms were distributed, among them 236 completed forms were valid which represents 100% of response rate it was divided to 159 Arabic forms and 37 English forms.

The results obtained from the valid forms were statistically analyzed by using SPSS program. Furthermore, research hypotheses were tested using regression analysis. The study tool, a 29-question questionnaire, The Alpha-Kronbach coefficient was calculated, Based on previous results, the Reliability and Validity of the study tool can be inferred. These 29 questions was eight axes of platforms evaluations from x1 to x8

T –test was done for morale level for all axis of questionnaire which is assessing of the effectiveness of booking.com platform in Egypt hotels from the point of view for 236 sample member's hotel guest. The requirement to accept all sub- hypothesis is met, and accordingly all sub-hypotheses is accepted.

From the results there is no moral difference between hotel guests' views on the availability of all assessment elements according to type, social status, age, Nationality, and hotel type, only there is a

moral difference between hotel guests' views on the availability of an element Inclusiveness within the platform according to Nationality

Based on the literature review and the research findings, the following recommendations are suggested as follows:-

RECOMMENDATIONS

1-Expanding the use of artificial intelligence technologies to present offers in line with the user's behavior and linking hotel reservation platforms with other platforms such as Facebook, Twitter, Snapchat, Instagram and other platforms.

2-Application of crypto currency as a payment method in electronic hotel booking platforms Subject to hotel approval.

3-Creating rules to receive new images within the electronic hotel reservation platform for hotels, services, hotel location and vital areas near it, and providing different services each period and time because they sometimes do not reflect reality.

4-Application of block chain technology in the electronic hotel booking platforms to maintain platform and user data, especially bank account data.

5-The commitment of electronic hotel booking platform to set the total price of the reservation without manipulating for the sake of marketing, because this is counterproductive in the guest satisfaction.

6- Coordinating the platform management with hotel management to delete negative comments fast that are denied by documents from the hotel.

7- Expansion in online chatting of electronic hotel booking platform even if it's in an exact time on the day if not in the whole day.

8- Application of bidding in the electronic hotel booking platform

Proposing the existence of the Bidding for reservations in booking.com and the other platforms. Which is that the electronic platform asks you for a price that you bet on, on the condition that you get a hotel at the level you specify, then platform look up a hotel and does not tell you about it until finishing the payment procedures.

The survey was distributed to a growing sample of Hotel guests who made reservations through electronic hotel reservation platforms in Egyptian hotels in Greater Cairo hotels. It is recognized that this sample may have different results in other regions inside and outside Egypt, such as hotels in the Red Sea, Sinai, the North Coast, and others.

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