

Hotel Reservation Trend—Moving from Online to Mobile Service

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Abstract

This article aims to review some research evidence about the fact that information and communication technology has radically changed the interactions between customers and service providers. Moreover, to further support the demand for reservations, launching mobile hotel reservation is going to be a new trend for hoteliers since it could facilitate hotels in effective implementation of advanced information and communication technology in management, marketing and distribution of their products.

Keyword : online hotel reservation; mobile hotel reservation; location based services