

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

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## Types of Websites

Distribution Channels

e.g. Traditional vs. Online

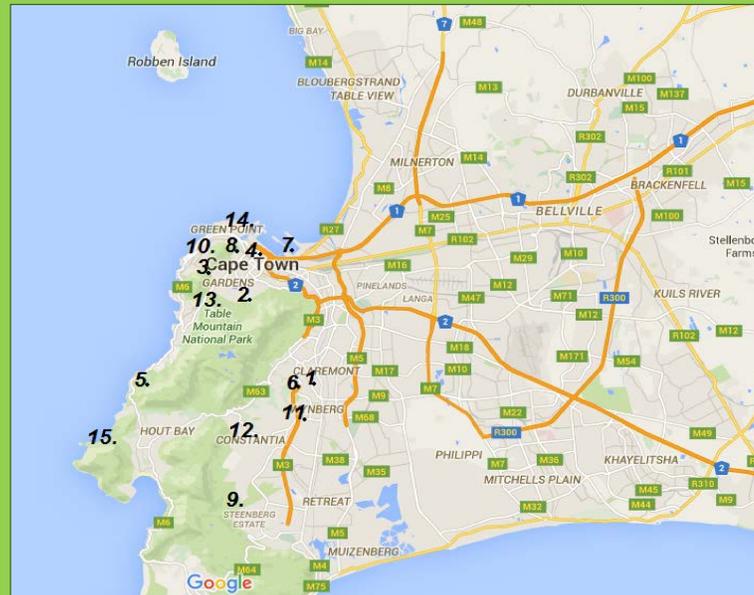
Online Travel Agent's

e.g. Booking.com

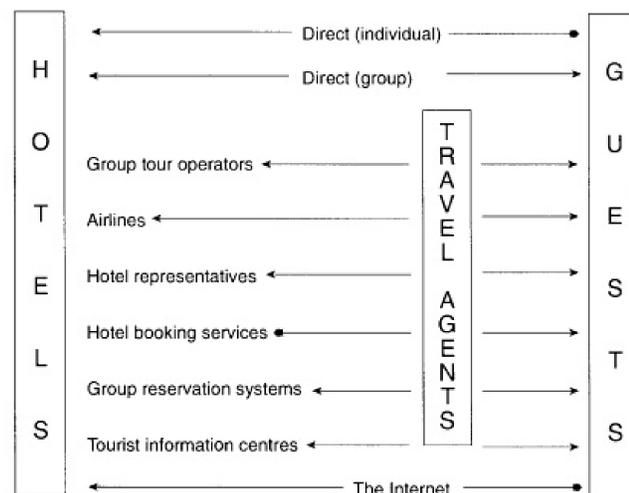
Merchant Websites

e.g. Takealot.com

## Population of study in the Cape Town Metropole



## Booking Channels: Direct and Intermediaries



## The Role of Social Media

The Social Web

e.g. Internet 2.0

Social Networks

e.g. Facebook

Social Media

e.g. Instagram

Online Rating Websites

e.g. Tripadvisor.com

## Hotel's Awareness of e-Commerce

### RESEARCH OBJECTIVE

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

### RESEARCH DESIGN & METHOD

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

### RESULTS

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

### DISCUSSION

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

### RECOMMEND

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

