

## E-Business

Creativity, knowledge and skills in website hosting, in advanced database-driven web sites, and in creating multimedia presentations are all can be of great help in creating value to the product segments of service or hospitality industry particularly hotel businesses. An interactive, dynamic and creative design of the online business can bring about value and delight among the customers before and after purchase of the service(s).

Value can be achieved and delight fostered among customers when they have unlimited access to the products. Continuous and fast navigation and access on the website features make the customers' experience while in the search of particular service and / or product items both enjoyable and pleasurable. Information Communication Network Devices are the technologies that could create more value in the process of accessing the product and services to the clients clearly and without delay. The interactive technology can be applied in order to create value even after the purchase of the product. Giving customers their own space for expression of thoughts and management of purchase and selection history can surely give customer satisfaction.

The same expertise is required in terms of effective on-line distribution strategy and effective web site design. People in hotel industry are now having far too many ideas on the matter and oftentimes find themselves wondering as to which approach to take. It is first important to have a goal in terms of short-term goals as well as to ensure that the website is positioned in such a way that it is open for the fast coming technological advances and for advancements with the search engines so as to lessen financial risks. It is important that owners and managers assess and evaluate key areas before and after the developing and implementing of

website. In this regard the following are case presentation of three hotels' websites: The Days Inn, Holiday Inn and Marriott Hotel.

The three hotels' respective website are assessed based on its effectiveness in many of the websites key components.

The Days Inn Hotel websites can catch the attention of the visitor or the customer with its sharply contrasted images amidst the white background. The homepage attempts to create a mood of tranquility, and in a way it manages to do so. The dominating feature in the home page is the image of nature: the picture of Niagara Falls, and the picture showing the grapes, vines and grape wine. The message is clear, the purpose of the home page is to draw customers in and to create a longing to nature. The layout is artistic and creative. It helps to keep you focused on the hotel's pride: the Niagara Falls and the grape wine. On the top leftmost is the unassuming logo of DAYS INN. Its very simple logo has three colors: black, yellow and white. The white background prevails in the logo. Before the name header there goes the motto of the hotel "Close to the falls, far from the price!" Right below it is the name and the place in clear text fonts and color: Days Inn\*Niagara Region-St. Catharines. On the left side are the anchor links that are relatively solid enumerating the following: Hotel Info, Conferences, Packages, Rooms, Book Now, Travel Guide, Don't Miss, Directions and Wine Route. It is easy to navigate within the website of Days Inn. There are no distractions as such a client can be focused in its intent of knowing the features and services of the hotel. The text fonts are normally clear. But the highlighted texts serve as reminders for the visitor to focus and to continue on navigating. The white background in every page is quite comforting. The theme of the grape wine always manage to draw attention so that at the end of the navigation one might get confused and ask: What do they really offer, the wine or the hotel? (Daysinn.Niagara.com 2006)

Days Inn official website, featuring international services and products still carry with it the feeling of lightness and comfort for those who visit the website. The layout is simple and uncluttered. In other words, the layout is neat. It uses style sheets with consistent appearance. (daysinn.com 2006)

The Holiday Inn website presents a homepage that is cluttered with too many information and distracting graphics. The page is creating a feeling of chaos discouraging visitors to continue with its navigation. (However, as I had been compelled to do so, I forced myself to go on.) Navigation in Holiday Inn's website is poor as there is inconsistency and lack in flow of themes and cohesive ideas. In other words, there are many distractions. The web sites attempts to incorporate the use of multimedia technologies, however the audio video graphics are seemingly irrelevant. Waiting for the download, watching and listening to these video clips are such a waste of time. Streaming media does not work. The text fonts are too small as such difficult to read and there are too many clicks to the content.

The still pictures depicting the features of hotels such as its hotel rooms and amenities however are bright and clear. In a way, this is the saving factor of the site. There is a seeming atmosphere of arrogance in the website as if assuming that there is no more need for Holiday Inn to attract customers. (One might say, Holiday Inn is already popular, people already knows the quality of its features and services as such the website is just for the purpose of online reservation and online payment.

Marriott International website manages to incorporate multimedia technologies in such a relevant and appropriate manner. The graphics enhance the attractiveness of the sight at the same time preserving the simplicity by featuring limited number of graphics. The navigation

experience is fairly good, but not as good as Days Inn. There is an intelligent layout with readable texts. Navigating Marriott Hotel is also an enjoyable experience.

#### References:

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