

How the Hotel Website Management Influence Hotel Supply Chain Management and Tourism Industry? A Case of Malaysian

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Abstract--- The objective of the current study is to examine the influence of hotel website management on hotel supply chain management and tourism industry performance in Malaysia. In the present decade, there is an increasing public interest in the web correspondence and the Internet marketing on tourism. A growing number of the Internet clients demonstrate that the Internet has grown quicker than some other type of electronic innovation or correspondence. That is why it is one of the emerging element to connect hotels and tourists. In this study a survey was carried out to collect the data from hotel employees and tourists. While analysing the data, it is revealed that hotel website management has considerable contribution in tourism industry through hotel supply chain. Website elements such as accessibility, flexibility and interactivity have important role in hotel supply chain. Moreover, staff service quality cannot be neglected. It increases the website service quality by strengthening the positive effect of hotel website on hotel supply chain.

Keywords: *Tourism, supply chain, staff quality, industry performance.*

1. Introduction

Tourism is an information-intensive industry that depends on correspondence with tourists through different channels to market products and build client connections [1].

The Internet has progressed toward becoming especially essential as a standout amongst the best methods for tourists to look for information and

buy tourism-related products. Tourism-related websites furnish clients with amazing route and investigation abilities so that the desired tourism-related information can be found helpfully. According to Verma, Iqbal [2], travel and tourism have long time been best classes of websites visited by the Internet clients.

In the present society, there is an increasing public interest in the web correspondence and the Internet marketing on tourism [3]. A growing number of the Internet clients demonstrate that the Internet has grown quicker than some other type of electronic innovation or correspondence. The biggest number of the Internet clients can be found in Asia followed by Europe and North America as stated by Internet World Stats of 2007. As alluded to the Malaysian Communication and Interactive Media Commission (MCMC), Malaysia was in the second place as far as the number of the Internet clients among ASEAN nations (57.8%) after Singapore (60.9 percent).

Web base communication among hotels and tourists are increasing that is the reason Malaysian falls under the top countries having huge number of Internet clients. Tourism, web base communication and hotels have significant relationship with each other [4-7]. Tourism has major contribution in Malaysian economy. It increases the gross-domestic product (GDP) of Malaysia. Figure 1 shows that the contribution of tourism in Malaysian gross-domestic product (GDP) is increasing each year. Therefore, tourism industry of Malaysian has significant importance for economy.