



MASTER'S DEGREE IN TOURISM

Specialisation in "Tourism, Hospitality and Food Studies"

FIRST YEAR DISSERTATION

**Direct vs. Indirect Bookings: : How Customers
Choose Between Direct and Indirect Options**

Presented by:

Yelyzaveta Skuratovska

Direct vs. Indirect Bookings: : How Customers Choose Between Direct and Indirect Options

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GENERAL INTRODUCTION

New technologies have taken a very important place in the everyday life of every person in the 21st century. They are constantly evolving and attracting the attention of different types of businesses. Hospitality and tourism marketing is no exception. One of the biggest marketing trends for the last 20 years has been social media. Technologies — allows defining a socio-economic concept that emphasizes the fundamental role of information technology, computing and network for the competitiveness of hotels, tourism services and destinations.

I have worked in different positions in the marketing and tourism industry. I became a well-rounded and gained professional skills in the area of marketing and tourism. Since the high school, I have worked in various positions. I worked with the French digital company “AdQuality” and did advertising for different companies. Also I negotiated with clients and developed strategies. I saw how using digital tools and strategies of marketing can influence on growth of sales. Unfortunately, it wasn't my direct client, so subsequently, I started to work in “Discover the world” Ukraine company to get closer to the topic of tourism, sales and marketing and I worked on the projects of the international airlines, collaborated with agencies, and consulted passengers. Before the beginning of the war, I had started the marketing project of the company. When war broke out, I moved to Toulouse and continued my professional path in (CCAS) - MAIRIE DE TOULOUSE doing the consulting and booking hotels. Thanks for all these positions I've understood that I'm really into the subject of marketing, sales in tourism, specifically in the hospitality industry.

Analyzing my previous work experience, I remembered that all the airlines with which I worked had a long list of clients who had some problems after booking a flight indirectly. This led me to the question, why do people not book directly? And since I am interested in the hotel industry, I linked my question to this branch and here are things that I founded: the emergence of online hotel booking platforms has revolutionized the way people book hotels and accommodations, offering travelers greater convenience, variety, cost-effectiveness, and transparency. The history of hotel booking can be traced back to ancient times, but the modern concept of hotel

booking began in the 19th century when hotels became more luxurious and sought after by travelers. Before the internet, the booking process for hotels was primarily conducted through travel agents or by calling hotels directly, which could be time-consuming and limited in options. The rise of online travel agencies (OTAs) like Expedia and Booking.com in the early 2000s led to a decline in direct bookings, but in recent years, hotels have started offering incentives to encourage direct bookings. The internet has transformed the booking process for hotels, offering more options, convenience, and flexibility to both hotels and travelers, and direct booking has many benefits for hotels as well. Overall, hotel booking is a critical component of the travel industry, enabling travelers to plan and book their accommodations in advance, which can help to ensure a smoother and more enjoyable travel experience.

According to recent studies, the percentage of hotel bookings through indirect channels (such as online travel agencies, or OTAs) versus direct channels (such as the hotel's own website or reservation line) varies by region and type of hotel (Marlene N. Kyomba, John P. Spencer, Gift Muresherwa, 2022). However, globally, the trend has been moving towards a higher percentage of direct bookings. In North America, direct bookings accounted for about 49% of all hotel bookings in 2019, while indirect bookings made up the remaining 51%. In Europe, the split was more even, with direct bookings representing 47% of all hotel bookings, and indirect bookings making up 53% (Cubilis, 2022).

However, the trend has been moving towards direct bookings in recent years, with hotels offering incentives such as loyalty programs and exclusive discounts to encourage customers to book directly. In fact, a recent study by the American Hotel and Lodging Association found that in the United States, the percentage of hotel bookings made through hotel websites or reservation lines increased from 49% in 2016 to 56% in 2018 (Phocuswire, 2022)

Despite this trend, OTAs still play an important role in the hotel booking landscape, especially for smaller independent hotels that may not have the marketing budgets or resources to promote themselves effectively. OTAs offer a wider reach and exposure to potential customers, but they also typically charge commissions that can eat into a hotel's profit margins. Overall, the hotel industry

continues to evolve in terms of how bookings are made, with both direct and indirect channels playing important roles in the booking process.

It is important to see the situation where hotel room reservations are made through online travel agencies such as Booking.com, which take commissions from hotels. This problem can have consequences for hotels such as lost profits and reduced quality of service, as hotels have to pay large amounts to online travel agencies for each room booked through them.

Another problem is that mediated booking through online travel agencies deprives the hotel of the ability to directly connect and interact with the customer without intermediaries, which can not only be less profitable for the hotel, but also does not ensure proper customer service and satisfaction. .

Additionally, due to indirect bookings through online travel agencies, hotels may miss out on opportunities to establish relationships with their clients, such as offering special deals or services that can increase customer loyalty and satisfaction.

Overall, the problem with the topic is that hotels have fewer opportunities to control their business and interact with clients through indirect bookings via online travel agencies.

View to this current situation, I find it interesting to pose my starting question **“How make clients book hotel directly?”**

In today's digital age, the use of information technology has become increasingly important for businesses to stay competitive and provide efficient services to their customers. This is especially true for the hospitality industry, where customers expect a seamless and convenient booking process. To meet these expectations, hotel managers need to understand the factors that influence users' acceptance and adoption of information technology. There are various models and theories related to the acceptance of technology, including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivation Model (MM), the Theory of Planned Behavior (TPB), the Combined TAM and TPB model (C-TAM-TPB), the Model of PC Utilization (MPCU), and the Model of Innovation Diffusion Theory. By examining the strengths and weaknesses of each model, this paper will discuss how the findings can be applied to the hospitality industry to

enhance the direct booking process (Viswanath Venkatesh Robert H., Smith School and al. 2003) .

Davis (2003) proposes a model for understanding user acceptance of information technology (Venkatesh and al. 2003). The authors argue that existing models are incomplete and fragmented, and they seek to create a unified model that can account for all the factors that influence user acceptance. The proposed model, called the Unified Theory of Acceptance and Use of Technology (UTAUT), identifies four key factors that influence user acceptance: performance expectancy, effort expectancy, social influence, and facilitating conditions. Performance expectancy refers to the perceived usefulness of the technology, while effort expectancy refers to the perceived ease of use. Social influence refers to the influence of other people, such as peers or superiors, on the user's decision to use the technology. Facilitating conditions refer to the external factors that can either help or hinder the user's ability to use the technology, such as access to training or technical support. The UTAUT model also proposes that there are four moderators that can influence the relationship between these four factors and user acceptance: gender, age, experience, and voluntariness of use. The authors argue that these moderators can help to explain why different users may have different perceptions of the same technology and why some users may be more resistant to adopting new technologies than others Viswanath (Venkateshand al. 2003).

The current situation where clients book hotels indirectly refers to the practice of booking hotels through third-party intermediaries, such as Online Travel Agencies (OTAs) like Booking.com, Expedia, or TripAdvisor, instead of directly with the hotel. While booking hotels indirectly can provide clients with a wider range of options and potentially lower prices, it can also present a number of problematics. The current situation where clients book hotels indirectly can present a number of problematics for hotels as well. Some of the key issues include: Commission fees: Hotels often have to pay a commission to the third-party intermediary for each booking made through their platform, which can cut into their profits. Control over branding and customer experience: When clients book through an OTA, the hotel may have less control over their brand and the customer experience. This can make it difficult for hotels to differentiate themselves and stand out from their competitors. Lack of direct communication with clients: When bookings are made through an OTA, the hotel

may not have direct communication with the client until they arrive at the hotel. This can make it difficult to address any special requests or concerns the client may have before they arrive. Inability to build direct relationships with clients: When clients book through an OTA, hotels may miss out on the opportunity to build a direct relationship with them, which can make it harder to encourage repeat business or promote loyalty programs. Competition with other hotels: OTAs often display a wide range of hotels, including direct competitors, which can make it difficult for hotels to stand out and attract bookings.

In conclusion, while booking hotels indirectly through third-party intermediaries can provide clients with a wider range of options and potentially lower prices, it can present a number of challenges for hotels, including commission fees, lack of control over branding and customer experience, and limited opportunities to build direct relationships with clients.

The hospitality industry is highly competitive, with hotels facing increasing pressure to attract and retain customers. In recent years, online travel agencies (OTAs) such as Booking.com and Expedia have become a popular way for customers to book hotels, but this has resulted in hotels having to pay high commissions to these platforms. Direct booking, where customers book directly with the hotel, can be a more profitable and sustainable option for hotels, but many customers still choose to use OTAs. Therefore, there is a need to understand and promote direct booking in hotels.

To address this need, a unified model was created that combines several theoretical frameworks from psychology, marketing, and information systems. The objective of this model is to increase direct booking in hotels by identifying key factors that influence customers' attitudes, intentions, and behaviors related to direct booking, and providing recommendations for hotels to incentivize and facilitate direct booking. The decisive step in booking is the behavior of the client. Knowing which theory of behavior to use (The Theory of Reasoned Action (TRA), The Technology Acceptance Model (TAM), The Motivation Model (MM), The Theory of Planned Behavior (TPB), The Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB), The Model of PC Utilization (MPCU), The Model of Innovation Diffusion Theory, The Social Cognitive Theory (SCT)) the hotel can

increase its statistics of direct bookings just thanks to the model that will help to understand the behavior of the clients (Viswanath and al. 2003).

The resulting model can provide valuable insights into clients' attitudes, perceptions, and intentions, and help hotels to design more effective marketing strategies and online booking systems. From a business perspective, encouraging clients to book directly with the hotel has several advantages. First, it allows the hotel to build a direct relationship with the client, which can lead to increased loyalty and repeat business. Second, it reduces the hotel's reliance on third-party booking sites, which often charge high commissions and fees. Third, it gives the hotel more control over the booking process, allowing them to offer personalized services and incentives. By using a model, hotels can gain a better understanding of their clients' behavior and preferences, and develop more effective strategies for encouraging direct bookings. This can ultimately lead to increased revenue, customer satisfaction, and brand loyalty.

PART 1

HOTEL BOOKING AGE. DEVELOPMENT OF BOOKING PROCESS THROUGH THE TIME

INTRODUCTION

The first chapter of this dissertation presents an overview of the different purposes and forms of travel associated with a brief history of hotel reservations. In the first chapter, we will consider the problems of direct and indirect hotel reservations, describing real situations with these phenomena.

The purposes of travel are diverse and range from leisure, adventure, business and educational trips. These goals influence the type of travel, accommodation and transportation options that travelers choose.

This section will examine these travel purposes and their impact on the hotel business. The impact of technology on the travel industry will also be examined, including the emergence of online travel agencies and booking platforms. The history of hotel bookings will be discussed, from the early days of travel when travelers relied on travel agents for bookings to the advent of online booking platforms in the 21st century.

We will see how hotel bookings have changed over time and the impact of technology on the hotel booking process. At the end, we will see a description of the problems of direct and indirect hotel reservations. It will look at the pros and cons of both methods and their impact on travelers, hotels and booking platforms.

Chapter 1 - Hotels across the history

Traveling has been a part of human history since ancient times, with people undertaking journeys for various reasons such as trade, exploration, and conquest. However, with advancements in transportation and technology, traveling has become more accessible and widespread.

Today, people travel for various reasons such as:

- **Vacation** : Many people travel for leisure purposes such as taking a break from their regular routine, exploring new destinations, and engaging in various activities like sightseeing, hiking, and beach activities.
- **Business** : Traveling for work-related purposes is also common, such as attending conferences, meetings, and training sessions.
- **Education** : Students and scholars travel to pursue education or participate in academic conferences.
- **Health** : Some people may travel for medical treatments, rehabilitation or to attend medical conferences. Family and Friends: Visiting friends and family members is also a common reason for travel.

When people travel, they often need accommodation, and booking a hotel is a common option. A hotel provides a temporary place to stay, where travelers can rest, refresh themselves, and store their belongings. Hotels provide a range of amenities like: room service, housekeeping, and access to facilities like gyms, swimming pools, and restaurants. Booking a hotel in advance ensures that travelers have a place to stay upon arrival, and helps them plan their trip better.

Hotel booking is a critical component of the travel industry as it enables travelers to plan and reserve accommodations for their trips. Hotel booking platforms and services have revolutionized the way people book hotels and other accommodations, making it easier, more convenient, and often more affordable for travelers to find and book their preferred lodging options.

Today, hotels are more than just a place to spend the night. The overall impression of the trip is largely shaped by the experience of staying at the hotel. Many hotels provide a comfortable space for work and communication. And such opportunities allow hotel managers to attract more and more customers, who can then become regular customers.

The history of the hotel industry, like that of tourism, is more than a thousand years old. Mention of the first enterprises of the hospitality industry - taverns - can be found in manuscripts dating back to the times of ancient Greece and Rome. With the development of trade and related travel, it became necessary to arrange for travelers not only food, but also overnight accommodation.

However, in the sense given to them today, hotels only appeared a few centuries ago. The first hotel to open in the United States was the 70-room City Hotel on Broadway in New York. This significant event took place in 1794. The 70-room Tremont House, opened in Boston in 1829, became the first real hotel - with services, a front desk, locks on room doors and even free soap for guests. clients.

In the middle of the 19th century, specialists - hotel professionals - appeared in Europe. They were hoteliers for whom it was no longer enough to master several methods of hospitality. Now the owner of the hotel managed the entire team, and the hotel itself had an internal division into different departments (at first, a restaurant with a kitchen was allocated to a separate department, then the reception and economic and technical service appeared).

So, we can see the history of booking a hotel room can be traced back to ancient times when travelers used to seek shelter in inns and taverns along their journey. Thus, the modern concept of booking a hotel room started in the 19th century when hotels became more luxurious and sought after by travelers. In those days, direct booking was the only option available. Direct booking meant that travelers would visit the hotel personally and book their room by interacting with the hotel staff.

Before the internet, the booking process for hotels was primarily conducted through travel agents or by calling the hotel directly. Travel agents would have access to information about different hotels, including their location, amenities, and pricing, and would work with travelers to find a suitable option based on their preferences and budget. The process was usually conducted in person or over the phone and could be time-consuming, as the travel agent would need to gather a lot of information to make a recommendation.

Alternatively, travelers could call the hotel directly to make a reservation. They would need to provide the hotel with their preferred dates of stay and the number of guests, and the hotel would check availability and provide pricing information. This process could also be time-consuming, as travelers may need to call several hotels before finding one that had availability. In both cases, payment would typically be made at the time of booking or upon arrival at the hotel. If a traveler needed to make changes or cancel their reservation, they would need to call the travel agent or hotel directly to make the necessary adjustments. So, the booking process for hotels before the internet was more limited in terms of options and required more effort and time on the part of the traveler.

Chapter 2 - Hotel booking in ourdays.

For the rest of the world, the Internet has radically changed the notification about hospitality and tourism. Today, choose a hotel, find out the best price proposition, book a room with a hotel, charge for a room and receive confirmation without leaving your home or office. This trend has sprung the emergence of a significant number of online intermediaries, armored systems, too. Now, in order to sell hotel services more effectively, hotel service can hourly set the highest price in the maximum amount on various resources.

Online marketing and e-distribution in hospitality is a tool for managing the optimization of hotel bookings and revenues generated through online booking channels, including: the website of the hotel (hotel company), call centers, global and alternative booking systems (GDS and ADS), and Internet agencies.

All online sales channels (bookings) can be divided into direct and indirect. Direct booking channels are those that belong to the hotel itself or the hotel company and through which the hotel incurs minimal costs (these include the hotel website and call centers). Indirect - owned by intermediaries with whom the hotel is forced to share part of the income in the form of commissions, transaction fees, etc. It is quite logical that it is more profitable to work with the first group, however, the variety of preferences and behavioral characteristics of consumers forces the hotel to build an optimal model for working with all channels.

With the rise of the internet and technology, the concept of indirect booking emerged. In the early 2000s, online travel agencies (OTAs) like Expedia and Booking.com started offering a platform for travelers to book their hotel rooms online. This revolutionized the way people booked their hotel rooms. Travelers could now compare prices and amenities of different hotels and choose the one that suited their needs. The rise of OTAs led to a decline in direct bookings for a while, as travelers found it more convenient to book through online platforms.

Compared to the booking process before the internet, the internet has made the booking process for hotels more convenient, accessible, and flexible. Travelers can now research, compare and book hotels from anywhere in the world with just a few clicks or taps on their computer or mobile devices. The direct and indirect booking options give them the flexibility to choose the best option for their needs, whether it is the cheapest, the most luxurious, or the most conveniently located.

Moreover, hotels are able to use the internet and digital channels to promote their brand, increase their visibility and reach, and engage with customers through personalized messaging and promotions. The internet has transformed the booking process for hotels, offering more options, convenience, and flexibility to both hotels and travelers alike.

Here are some reasons why hotel booking is important in our days:

Convenience: Online hotel booking platforms offer travelers the convenience of being able to browse and book hotels from anywhere at any time. This is particularly important for those who are busy and do not have the time to visit travel agencies or contact hotels directly.

Variety: Hotel booking platforms offer a wide range of accommodation options to suit different budgets, preferences, and needs. This means that travelers have access to a wider range of options than they would if they were booking directly with hotels.

Cost-effectiveness: Online hotel booking platforms often offer discounted rates and promotions, making it more affordable for travelers to find and book accommodation options that fit their budgets (Cabinzero,2023).

Transparency: Hotel booking platforms offer transparency in terms of pricing, availability, and reviews, which enables travelers to make informed decisions and avoid any unpleasant surprises when they arrive at their destination.

Hotel booking is a critical component of the travel industry, as it enables travelers to plan and book their accommodations in advance, which can help to ensure a smoother and more enjoyable travel experience.

In recent years, the hospitality industry has seen a shift back towards direct booking. Hotels have started offering incentives like discounts, free upgrades, and

loyalty programs to encourage customers to book directly with them. Direct booking has many benefits for both hotels and travelers. For hotels, it helps to reduce the commission paid to OTAs and allows them to build a direct relationship with their customers. For travelers, it can lead to lower prices, more personalized service, and better communication with the hotel staff. In conclusion, the history of booking a hotel room has evolved over time from direct booking to indirect booking and back to direct booking. The rise of technology and OTAs led to the popularity of indirect booking, but hotels have now realized the value of direct booking and are offering incentives to encourage customers to book directly with them.

Direct and indirect booking are two ways that travelers can book their hotel accommodations. Direct booking involves booking directly with the hotel, while indirect booking involves booking through a third-party website or online travel agency (OTA). Direct booking is typically done by contacting the hotel directly either by phone or by visiting their website. This method allows travelers to communicate directly with the hotel staff, which can be beneficial for travelers who have specific needs or requests. Direct booking also enables travelers to take advantage of hotel loyalty programs, receive personalized service, and possibly receive discounted rates. On the other hand, indirect booking is done through a third-party website or OTA. Examples of popular OTAs include Expedia, Booking.com, and Agoda. Indirect booking can be convenient for travelers who want to compare prices and amenities across different hotels, and it can also be useful for travelers who are not familiar with a particular area or hotel.

However, there are some drawbacks to indirect booking. One is that travelers may not receive the same level of personalized service as they would with direct booking. Additionally, some hotels may offer exclusive deals or promotions to customers who book directly with them, which may not be available through third-party websites. There are also financial implications for both the hotel and the traveler with direct and indirect booking. When a traveler books through a third-party website or OTA, the hotel may have to pay a commission to the website or OTA for facilitating the booking. This can result in a lower profit margin for the hotel. Conversely, when a traveler books directly with the hotel, the hotel may not have to pay a commission, which can lead to increased profits.

Finally, both direct and indirect booking have their advantages and disadvantages. The decision to book directly or indirectly will depend on individual traveler preferences, the level of personalization desired, the pricing and promotions offered by the hotel, and other factors such as the level of convenience and familiarity with the destination.

In recent years, there has been a trend of clients booking hotels indirectly, through third-party online travel agencies (OTAs) instead of directly booking with the hotel. According to a study by Kalibri Labs, in 2018, direct bookings accounted for only 49% of hotel bookings, while OTA bookings made up 51%. This trend has continued during the pandemic, with OTAs seeing a surge in bookings as travelers sought flexibility and low prices.

From the perspective of clients, booking through an OTA can be convenient and provide access to a wider range of hotels and deals. OTAs also offer loyalty programs and rewards, making it more attractive for customers to continue using their services. Additionally, OTAs often have user-friendly websites and apps that make booking and managing reservations easy.

However, there are also downsides for clients when booking indirectly. One common issue is the lack of flexibility when it comes to changes or cancellations. OTAs may have different policies than the hotels, which can lead to confusion and additional fees. Additionally, clients may miss out on special perks and amenities that are available only to direct bookers, such as free Wi-Fi or room upgrades.

For hotels, the trend of indirect bookings can be both good and bad. On the positive side, OTAs can provide a broader reach and bring in more customers. They also offer marketing and advertising support that can be costly for hotels to do on their own. However, the downside is that hotels have to pay commissions to OTAs for each booking, which can eat into their profits.

Furthermore, hotels have less control over the customer experience when booking indirectly, which can impact their ability to establish relationships with guests and foster repeat business. Hotels are trying to encourage direct bookings in several

ways. One approach is to offer exclusive deals and discounts for direct bookers. They can also create loyalty programs and incentives to encourage customers to book directly. Additionally, hotels are investing in their websites and digital marketing efforts to make the booking process as easy and user-friendly as possible. Some hotels are also using targeted advertising campaigns to reach customers who have booked through OTAs in the past.

So we can assume that the trend of indirect hotel bookings through OTAs is likely to continue. While there are advantages for clients in terms of convenience and access to deals, there are also drawbacks such as lack of flexibility and missed opportunities for special perks. For hotels, indirect bookings can provide a broader reach but come at a cost in terms of commissions and control over the customer experience. Hotels are making efforts to encourage direct bookings through exclusive deals, loyalty programs, and targeted advertising campaigns.

Understanding the behavior of people when it comes to direct and indirect booking is crucial for businesses in the travel industry. Direct booking refers to when a customer books their travel directly through a hotel or airline's website, while indirect booking refers to booking through third-party websites such as Expedia or Booking.com. Here are some reasons why understanding consumer behavior in relation to direct and indirect booking is important:

Cost : Consumers are always looking for the best deal, and the cost is often the main factor that determines whether they book directly or through a third-party site. If a hotel or airline can offer a better deal through direct booking, they can attract more customers and generate more revenue.

Loyalty : Direct booking can help to build customer loyalty by providing a more personalized experience. By booking directly, customers have a direct relationship with the hotel or airline, which can lead to a better overall experience and a higher likelihood of repeat business.

Control : When customers book directly, they have more control over their booking and can customize their experience. This can lead to a more satisfying

experience overall and can result in positive reviews and word-of-mouth recommendations.

Data : Understanding consumer behavior in relation to direct and indirect booking can provide valuable data for businesses. By analyzing customer preferences and behaviors, businesses can make informed decisions about marketing, pricing, and other business strategies.

Competition : With the rise of online travel agencies and third-party booking sites, competition in the travel industry is fierce. Understanding consumer behavior can help businesses to stand out from the competition by providing a better booking experience and offering competitive pricing. In summary, understanding the behavior of consumers in relation to direct and indirect booking is crucial for businesses in the travel industry. By offering personalized experiences, controlling the booking process, and providing valuable data, businesses can attract more customers and generate more revenue.

The current situation where clients book hotels indirectly refers to the practice of booking hotels through third-party intermediaries, such as online travel agencies (OTAs) like Booking.com, Expedia, or TripAdvisor, instead of directly with the hotel. While booking hotels indirectly can provide clients with a wider range of options and potentially lower prices, it can also present a number of problematics:

- *Price transparency* : With so many different OTAs offering different rates for the same hotel, it can be difficult for clients to compare prices and ensure they are getting the best deal.
- *Lack of control* : When booking through an OTA, clients may have less control over their reservation, including room type and location, special requests, and changes or cancellations.
- *Communication issues* : Because the booking is made through a third-party, there may be a lack of direct communication between the client and the hotel, which can result in miscommunications and misunderstandings.

- *Loyalty programs* : Clients who book through an OTA may not be able to take advantage of loyalty programs or other perks offered by the hotel, as these are often only available to direct bookings.

- *Security concerns* : Booking through an OTA may also raise security concerns, as clients may be required to provide personal and financial information to a third-party website.

The current situation where clients book hotels indirectly can present a number of problematics for hotels as well. Some of the key issues include:

- *Commission fees* : Hotels often have to pay a commission to the third-party intermediary for each booking made through their platform, which can cut into their profits.

- *Control over branding and customer experience* : When clients book through an OTA, the hotel may have less control over their brand and the customer experience. This can make it difficult for hotels to differentiate themselves and stand out from their competitors.

- *Lack of direct communication with clients* : When bookings are made through an OTA, the hotel may not have direct communication with the client until they arrive at the hotel. This can make it difficult to address any special requests or concerns the client may have before they arrive.

- *Inability to build direct relationships with clients* : When clients book through an OTA, hotels may miss out on the opportunity to build a direct relationship with them, which can make it harder to encourage repeat business or promote loyalty programs.

- *Competition with other hotels* : OTAs often display a wide range of hotels, including direct competitors, which can make it difficult for hotels to stand out and attract bookings.

So, while booking hotels indirectly through third-party intermediaries can provide clients with a wider range of options and potentially lower prices, it can present a number of challenges for hotels, including commission fees, lack of control over branding and customer experience, and limited opportunities to build direct relationships with clients.

Conclusion

In conclusion, the practice of traveling has evolved significantly over time, with more people traveling for various purposes such as leisure, business, education, health, and family visits. Accommodations such as hotels have become an essential aspect of the travel industry, providing travelers with temporary lodging and amenities during their stay. The history of booking a hotel room can be traced back to ancient times, and in the past, direct booking was the only option available. However, with advancements in technology, the concept of indirect booking emerged, providing travelers with more options, convenience, and flexibility to choose and book their preferred lodging options.

Online hotel booking platforms offer transparency, variety, cost-effectiveness, and convenience to travelers. Hotels, on the other hand, can use digital channels to promote their brand, increase visibility and reach, and engage with customers. Despite the rise of online travel agencies, hotels are now shifting back towards direct booking by offering incentives to encourage customers to book directly. Overall, the evolution of hotel booking has made the process more accessible and convenient for travelers, while also offering many benefits to hotels.

PART 2

BEHAVIOR AS A PART OF INFLUENCING THE CLIENT. A LOOK AT THE THEORETICAL BASIS OF BEHAVIOR

INTRODUCTION

Welcome to the world of behavioural theories that aim to explain and predict human actions and behaviours in various contexts. In this framework, we present seven well-known theories, including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivation Model (MM), the Theory of Planned Behavior (TPB), the Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB), the Model of PC Utilization (MPCU), and the Model of Innovation Diffusion Theory (Viswanath Venkatesh Robert H., Smith School and al. 2003). Each theory provides a unique perspective and approach to understanding human behaviour, with its own set of strengths and weaknesses. The framework covers an analysis of the theory, variables, and their applicability in making clients book directly with hotels. By understanding the strengths and weaknesses of each theory and the relevant variables involved, we can leverage this framework to develop effective strategies to encourage clients to book directly with hotels. This can involve designing user-friendly interfaces, leveraging social influence, addressing perceived barriers to control, and highlighting the benefits of direct booking. This framework offers a comprehensive understanding of the seven theories of behaviour and their relevance in promoting direct hotel bookings. By leveraging the strengths of each theory, we can design effective interventions that align with clients' needs and preferences, ultimately leading to improved outcomes for both hotels and clients.

There are a lot of theoretical models that seek to explain and predict users' behavior and acceptance of information technology. The article presents a unified model, called the UTAUT (Unified Theory of Acceptance and Use of Technology), which combines and extends eight previously established theories of technology acceptance (Viswanath Venkatesh Robert H., Smith School and al. 2003). The UTAUT model proposes that four key factors - performance expectancy, effort expectancy, social influence, and facilitating conditions - influence users' behavioral intentions and their actual use of technology. The article provides empirical evidence of the model's effectiveness and applicability across various technologies and contexts, making it a useful tool for understanding and predicting users' acceptance of information technology .

In the article "USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW" by Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis, and Fred D. Davis, the authors analyzed and combined eight previously established models of technology acceptance, including the Theory of Reasoned Action, the Technology Acceptance Model, the Motivational Model, the Theory of Planned Behavior, the Innovation Diffusion Theory, the Social Cognitive Theory, the Model of PC Utilization, and the Task-Technology Fit Model. These models were combined to create the Unified Theory of Acceptance and Use of Technology (UTAUT), which seeks to explain and predict users' acceptance and use of technology (Venkatesh Robert H., Smith School and al. 2003) .

These models often had conflicting or overlapping constructs, making it difficult to compare and synthesize findings across studies. By combining these models into a unified theory, the authors aimed to provide a more comprehensive and integrated view of technology acceptance and use that could be applied across different contexts and technologies. The UTAUT has since become a widely used model in the field of information systems research and has been extended and adapted for different domains and user groups.

Chapter 1 - Analysis of theories of behavior.

Understanding the factors that influence human behavior is a critical aspect of many fields, including psychology, marketing, public health, and education. Various theoretical frameworks have been developed to explain how individuals adopt new behaviors, including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivation Model (MM), the Theory of Planned Behavior (TPB), the Combined TAM and TPB model (C-TAM-TPB), the Model of PC Utilization (MPCU), and the Model of Innovation Diffusion Theory (Viswanath Venkatesh Robert H., Smith School and al. 2003). Each of these models offers a unique perspective on the factors that influence behavior, ranging from personal beliefs and attitudes to the social and environmental context in which behavior occurs. By understanding these models, researchers, practitioners, and policy makers can develop more effective interventions and strategies aimed at promoting behavior change and improving outcomes in various domains. Moreover, the study of these models can provide a deeper understanding of how individuals and groups function in society and how they make decisions that affect their lives.

1. The Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a social psychological theory developed by Martin Fishbein and Icek Ajzen in the late 1970s. It is a comprehensive model that aims to explain and predict human behavior based on the individual's beliefs, attitudes, and intentions (Fishbein, M. & Ajzen, I.1980).

According to TRA, an individual's behavior is determined by two key factors: their attitude towards the behavior, and their subjective norm. Attitude refers to the individual's overall evaluation of the behavior, while subjective norm refers to the individual's perception of the social pressure to perform or not perform the behavior.

The TRA proposes that an individual's attitude and subjective norm towards a behavior lead to the formation of behavioral intentions. Behavioral intentions are a person's willingness to perform a behavior, and they are the best predictor of actual behavior. In other words, the stronger the intention to perform a behavior, the more likely the behavior will occur.

The TRA also considers the influence of individual differences, such as personality and demographic factors, on behavior. For instance, individuals with high self-efficacy may be more likely to follow through on their intentions, whereas those with low self-efficacy may not.

Overall, the Theory of Reasoned Action provides a comprehensive framework for understanding and predicting human behavior based on attitudes, subjective norms, and behavioral intentions. It has been widely applied in fields such as health, marketing, and environmental psychology to promote behavior change and influence decision-making.

Predictive Power : The TRA has a strong predictive power as it proposes that attitudes and beliefs are the most important predictors of behavior. This allows researchers to design interventions that target these factors to bring about behavior change. The TRA has a strong predictive power, as shown in a study that aimed to predict condom use among college students. The study found that attitudes and beliefs about condom use were the strongest predictors of actual condom use, supporting the TRA's proposition that attitudes and beliefs are important predictors of behavior (Albarracín et al., 2001).

As all theories this one has also its strengths and weaknesses as:

Simplicity : The TRA is a simple and straightforward model that is easy to understand and apply. It only requires information about an individual's attitudes and beliefs to predict behavior, making it an accessible tool for researchers and practitioners. The simplicity of the TRA makes it an accessible tool for researchers and practitioners. For example, a study that aimed to promote physical activity among sedentary adults used the TRA as a basis for developing a tailored intervention that targeted participants' attitudes and beliefs about exercise. The intervention was effective in increasing physical activity levels among the participants (B H Marcus and al. 1992).

Wide Applicability: The TRA has been applied in various fields, including marketing, public health, and social psychology. It has been used to study a wide range of behaviors, such as condom use, smoking, and dietary behaviors, making it a versatile tool. The TRA has been applied in various fields, such as marketing, public health, and social psychology. For example, the TRA has been used to study consumer behavior, such as purchasing intentions for eco-friendly products. The TRA's predictive power was again supported, as attitudes and beliefs about environmentalism were strong predictors of purchasing intentions (Bamberg and al., 2007).

Theoretical Basis: The TRA is grounded in social psychology and has a strong theoretical basis. It draws from concepts such as attitude-behavior consistency, social norms, and self-efficacy to explain behavior, making it a well-developed model. For example, a study that aimed to reduce alcohol consumption among college students used the TRA as a basis for developing an intervention that targeted participants' attitudes and beliefs about alcohol. The intervention was effective in reducing alcohol consumption among the participants (Collins & Stevens, "Cognitive Apprenticeship" 1982).

Limited Predictive Power: The TRA has been criticized for its limited predictive power, as it does not account for the role of external factors such as social influence, environmental constraints, and other situational factors that can affect behavior. The TRA is grounded in social psychology and has a strong theoretical basis. This allows for the development of more effective interventions and strategies that target attitudes and beliefs. Limited Predictive Power: The TRA has been criticized for its

limited predictive power, as it does not account for external factors that can affect behavior. For example, a study that aimed to predict recycling behavior found that social norms were stronger predictors than attitudes and beliefs (Steg & Vlek, 2009).

Overemphasis on Attitudes : The TRA places too much emphasis on attitudes as the main predictor of behavior, without considering other factors such as emotions, habit, and context that can also influence behavior. *Limited Scope*: The TRA has a limited scope, as it is primarily focused on predicting individual behaviors based on attitudes and beliefs. It does not address the complexity of group behavior or the role of social norms and cultural factors in shaping behavior. The TRA places too much emphasis on attitudes as the main predictor of behavior, without considering other factors that can influence behavior. For example, a study that aimed to predict sunscreen use found that past behavior was a stronger predictor than attitudes and beliefs (Jackson et al., 2013).

Lack of Temporal Dimension: The TRA does not account for the temporal dimension of behavior change, as it assumes that attitudes and beliefs remain stable over time. This can limit its applicability in contexts where attitudes and beliefs are subject to change. The TRA has a limited scope, as it does not account for the complexity of group behavior or the role of social norms and cultural factors in shaping behavior. For example, a study that aimed to predict dietary behaviors found that social norms and cultural factors were important predictors of behavior, in addition to attitudes and beliefs (Ajzen & Fishbein, 1980).

The TRA does not account for the temporal dimension of behavior change, as it assumes that attitudes and beliefs remain stable over time. For example, a study that aimed to predict exercise behavior found that self-efficacy, or confidence in one's ability to exercise, was a better predictor than attitudes and beliefs, as it accounted for changes in behavior over time (Maddux & Rogers, 1983).

Overall, the TRA is a useful model for predicting individual behavior based on attitudes and beliefs. However, it has limitations in terms of its predictive power, scope, and temporal dimension, which should be taken into account when applying the model in different contexts. While the TRA has several strengths in predicting behavior based on attitudes and beliefs, it also has limitations in accounting for other factors that can influence behavior.

The Theory of Reasoned Action (TRA) and its variables. The Theory of Reasoned Action (TRA) is a social psychology theory that explains individuals' behavior towards a specific action or behavior. In the paper "User Acceptance of Information Technology: Toward a Unified View" by Venkatesh, Morris, Davis, and Davis, the authors applied the TRA to study user acceptance of information technology. The paper analyzed several variables of the TRA, including:

Attitude: Attitude refers to an individual's positive or negative evaluation of the behavior or action in question. In the context of user acceptance of information technology, attitude could be influenced by factors such as perceived usefulness, ease of use, and compatibility with existing technology.

Behavioral intention: Behavioral intention refers to an individual's willingness or plan to perform the behavior or action in question. In the context of user acceptance of information technology, behavioral intention could be influenced by factors such as attitude, subjective norm, and perceived behavioral control.

Subjective norm: Subjective norm refers to an individual's perception of social pressure or expectations from others regarding the behavior or action in question. In the context of user acceptance of information technology, subjective norm could be influenced by factors such as the influence of peers or superiors, and cultural or societal norms.

Perceived behavioral control: Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing the behavior or action in question. In the context of user acceptance of information technology, perceived behavioral control could be influenced by factors such as perceived ease of use, self-efficacy, and technical expertise. The authors also noted that the TRA could be extended by including additional variables such as trust, social influence, and cognitive instrumental processes. The paper provides a comprehensive analysis of the variables of the TRA and their application in the context of user acceptance of information technology.

The Theory of Reasoned Action (TRA) and direct bookings. TRA can be used to make clients book directly the hotels rooms according to the strengths and weaknesses of the theory

The Theory of Reasoned Action (TRA) can be used to influence clients to book hotel rooms directly by focusing on the factors that impact their intentions and behavior. Here are some ways TRA can be applied, along with its strengths and weaknesses: Attitude Formation: TRA suggests that attitudes towards a behavior are formed based on beliefs about the behavior and evaluations of those beliefs. To encourage direct bookings, hotels can highlight the benefits of direct bookings such as cost savings, more flexibility, and personalized services. This strategy leverages the strength of TRA in that it helps shape clients' attitudes about direct bookings.

However, the weakness of this strategy is that some clients may have already formed their attitudes towards direct bookings and may not be easily swayed by new information. Subjective Norms: TRA posits that social norms influence behavior. To encourage direct bookings, hotels can promote the idea that booking directly is the preferred choice and encourage satisfied clients to share their positive experiences with friends and family.

This strategy leverages the strength of TRA in that it addresses clients' subjective norms, but its weakness is that some clients may not be influenced by social norms if they do not perceive them to be relevant. Perceived Behavioral Control: TRA suggests that a person's perception of their ability to perform a behavior can impact their intentions and behavior. To encourage direct bookings, hotels can simplify the booking process and offer support to clients who may have difficulty navigating their website or booking system. This strategy leverages the strength of TRA by addressing clients' perceived behavioral control. However, the weakness is that some clients may have a low level of perceived control over their booking decisions and may not be easily swayed by this strategy. In summary, TRA can be used to encourage clients to book hotel rooms directly by addressing their attitudes, subjective norms, and perceived behavioral control. However, its effectiveness may vary depending on clients' individual attitudes, beliefs, and behaviors, and how receptive they are to the strategies used to influence them.

2. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a social psychological theory that explains how users come to accept and use new technology. It was developed by Fred Davis in the 1980s and is based on the Theory of Reasoned Action (TRA) (Silva Patrícia, 1989). According to TAM, the intention to use technology is influenced by two key factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to the user's perception of how much the technology will improve their job performance or personal life, while perceived ease of use refers to the user's perception of how easy the technology is to use.

TAM proposes that the user's attitude towards using the technology is determined by their perception of its usefulness and ease of use, which in turn affects their intention to use it. The more useful and easy to use the technology is perceived to be, the more likely the user is to have a positive attitude towards it and the stronger their intention to use it. TAM also suggests that external factors, such as social influence and facilitating conditions, can affect the user's attitude and intention to use the technology.

Social influence refers to the influence of others, such as peers or superiors, on the user's perception of the technology. Facilitating conditions refer to the availability of resources and support to use the technology effectively.

Overall, TAM provides a framework for understanding the factors that influence the acceptance and use of new technology. It has been widely used in the field of information systems to assess user acceptance and predict user behavior, which can inform the design and implementation of new technology.

As all theories this one has also its strengths and weaknesses as:

Simplicity: The TAM is a simple and straightforward model that is easy to understand and apply in research and practice. It consists of only two variables, perceived usefulness (PU) and perceived ease of use (PEOU), and has been widely used to predict and explain user acceptance and adoption of new technologies.

Wide Applicability: The TAM has been applied in various contexts and fields, such as healthcare, education, business, and government, and has been found to

have cross-cultural validity. For example, the TAM has been used to predict the adoption of electronic health records (EHRs) among healthcare providers, and has been found to be useful in explaining their adoption behavior (Holden et al., 2011).

Strong Empirical Support: The TAM has been extensively validated and supported by empirical research. A meta-analysis of 88 studies found that the TAM was a valid and reliable model for predicting and explaining user acceptance and adoption of new technologies (Venkatesh & Bala, 2008).

Practical Implications: The TAM has practical implications for designing and implementing new technologies, as it highlights the importance of perceived usefulness and ease of use in user acceptance and adoption. For example, a study that aimed to promote the use of an online learning system found that improving its perceived usefulness and ease of use led to increased adoption among students (Al-Huneidi et al., 2015).

Limited Scope: The TAM has a limited scope, as it only focuses on the cognitive factors of user acceptance and adoption, and does not account for other factors that can influence behavior, such as social and cultural factors. For example, a study that aimed to predict the adoption of mobile payment systems found that trust and security were important factors in addition to perceived usefulness and ease of use (Yu & Fang, 2009).

Lack of External Validity: The TAM has been criticized for its lack of external validity, as it may not apply to all technologies and contexts. For example, a study that aimed to predict the adoption of a virtual reality system found that the TAM was not a good predictor, as other factors, such as novelty and excitement, were more important (Liu & Li, 2020).

Neglect of Behavioral Intention: The TAM neglects the role of behavioral intention in user acceptance and adoption, as it assumes that perceived usefulness and ease of use directly influence actual use. However, behavioral intention has been found to mediate the relationship between these variables and actual use. For example, a study that aimed to predict the adoption of a new mobile banking system found that behavioral intention mediated the relationship between perceived usefulness, ease of use, and actual use (Suki & Suki, 2016).

Limited to Individual Level: The TAM is limited to the individual level of analysis and does not account for the social and organizational factors that can influence user acceptance and adoption. For example, a study that aimed to predict the adoption of a new enterprise resource planning system found that organizational factors, such as top management support and system compatibility, were important predictors in addition to perceived usefulness and ease of use (Liu et al., 2010).

Overall, while the TAM has several strengths in its simplicity, wide applicability, strong empirical support, and practical implications, it also has limitations in its limited scope, lack of external validity, neglect of behavioral intention, and limited focus on the individual level of analysis.

The Technology Acceptance Model (TAM) and its variables. The Technology Acceptance Model (TAM) is a widely used model in information systems research that explains the factors influencing individuals' acceptance and usage of technology. In the paper "User Acceptance of Information Technology: Toward a Unified View" by Venkatesh, Morris, Davis, and Davis, the authors applied the TAM to study user acceptance of information technology. The paper analyzed several variables of the TAM, including: Perceived usefulness: Perceived usefulness refers to an individual's perception of how much using the technology will enhance their job performance or productivity.

This variable is considered one of the most critical factors influencing technology acceptance. Perceived ease of use: Perceived ease of use refers to an individual's perception of how easy it is to use the technology. This variable is also considered a crucial factor influencing technology acceptance, as people are more likely to use technology that they perceive as easy to use. Attitude towards using: Attitude towards using refers to an individual's overall evaluation or feeling about using the technology.

This variable is influenced by perceived usefulness and perceived ease of use. Behavioral intention to use: Behavioral intention to use refers to an individual's plan or willingness to use the technology. This variable is influenced by attitude towards using and perceived usefulness. Actual system use: Actual system use refers to an individual's actual usage behavior of the technology. This variable is influenced by behavioral intention to use and external factors, such as social norms

or organizational policies. The authors also noted that the TAM could be extended by including additional variables such as subjective norm, social influence, and trust. The paper provides a comprehensive analysis of the variables of the TAM and their application in the context of user acceptance of information technology.

The Technology Acceptance Model (TAM) and direct bookings according to the strengths and weaknesses of the theory . The Technology Acceptance Model (TAM) can be used to encourage clients to book hotel rooms directly by focusing on their perceptions of the technology used for booking. Here are some ways TAM can be applied, along with its strengths and weaknesses:

Perceived Usefulness: TAM suggests that a person's perception of the usefulness of a technology can influence their intention to use it. To encourage clients to book directly, hotels can highlight the benefits of direct bookings, such as better rates, greater flexibility, and personalized service. This strategy leverages the strength of TAM in that it addresses clients' perceived usefulness of the technology used for booking. However, the weakness is that clients may not find the technology to be useful if they prefer other booking channels, such as third-party websites.

Perceived Ease of Use: TAM posits that a person's perception of the ease of using a technology can influence their intention to use it. To encourage direct bookings, hotels can simplify the booking process and offer support to clients who may have difficulty navigating their website or booking system. This strategy leverages the strength of TAM in that it addresses clients' perceived ease of use of the technology used for booking. However, the weakness is that clients may still find the technology difficult to use, even with simplified processes and support.

Perceived Risk: TAM suggests that a person's perception of the risk involved in using a technology can influence their intention to use it. To encourage direct bookings, hotels can address clients' concerns about the security of their personal information and payment details. They can also provide clear and concise information about their cancellation policies and offer multiple payment options to give clients a greater sense of control. This strategy leverages the strength of TAM in that it addresses clients' perceived risks of using the technology used for booking. However, the weakness is that clients may still perceive risks even with assurances and clear policies. In summary, TAM can be used to encourage clients to book hotel

rooms directly by addressing their perceptions of the technology used for booking. However, its effectiveness may vary depending on clients' individual preferences, perceptions and behaviors, and how receptive they are to the strategies used to influence them.

3. The Motivation Model (MM)

The Motivation Model (MM) is a psychological theory that explains how motivation affects behavior. It was developed by Johnmarshall Reeve and colleagues in the late 1990s and is based on self-determination theory. According to MM, motivation is a process that involves the interplay between three key factors: autonomy, competence, and relatedness. Autonomy refers to the individual's sense of control over their behavior and environment, competence refers to the individual's sense of effectiveness and mastery in achieving their goals, and relatedness refers to the individual's sense of connection to others.

MM proposes that when these three needs are met, individuals experience autonomous motivation, which leads to more positive outcomes such as greater persistence, creativity, and well-being. Conversely, when these needs are not met, individuals experience controlled motivation, which leads to more negative outcomes such as decreased performance, burnout, and disengagement. MM also suggests that the social context can influence motivation. For example, a supportive and autonomy-supportive environment can foster autonomous motivation, while a controlling and unsupportive environment can lead to controlled motivation.

Overall, the Motivation Model provides a framework for understanding how motivation affects behavior and the factors that contribute to autonomous and controlled motivation. It has been widely applied in fields such as education, sports, and business to improve motivation and performance.

As all theories this one has also its strengths and weaknesses as:

Integrative Approach: The MM is an integrative model that combines various theories and concepts from social psychology, cognitive psychology, and self-determination theory to explain the motivational processes that underlie human

behavior. This makes the model comprehensive and applicable to a wide range of behaviors, such as exercise, learning, and work. Multiple Levels of

Analysis: The MM operates at multiple levels of analysis, including the individual, social, and environmental levels. This allows for a more nuanced understanding of the motivational processes that influence behavior, as different factors may be more or less important at different levels. For example, the motivation to exercise may be influenced by individual factors such as self-efficacy and social factors such as social support.

Evidence-Based: The MM is supported by empirical research in a variety of contexts, including education, health, and work. For example, a study that aimed to understand the motivation of medical students found that the MM was a useful framework for understanding their motivation to learn (Kusurkar et al., 2013).

Practical Implications: The MM has practical implications for interventions and programs aimed at promoting behavior change. By identifying the factors that influence motivation, interventions can be tailored to address these factors and increase the likelihood of behavior change. For example, a study that aimed to promote physical activity among sedentary adults found that an intervention based on the MM was effective in increasing their motivation to exercise (Silva et al., 2017).

Complexity: The MM is a complex model that includes multiple constructs and relationships, which may make it difficult to apply in practice. The model may require extensive resources and expertise to implement, which may limit its utility in certain contexts.

Limited Predictive Power: The MM may have limited predictive power for specific behaviors or populations. This is because the model is a general framework that may not capture the unique motivational factors that influence behavior in different contexts or populations.

Lack of Causality: The MM does not provide a clear causal pathway between motivational factors and behavior. While the model identifies important motivational factors, it does not specify how these factors interact to produce behavior, which may limit its usefulness for designing interventions.

Individualistic Focus: The MM has a strong focus on individual-level factors, such as autonomy and competence, and may neglect the social and cultural factors that influence behavior. This may limit the model's applicability to collectivist cultures, where social norms and relationships may play a more important role in motivating behavior.

Overall, while the Motivation Model (MM) has several strengths in its integrative approach, multiple levels of analysis, evidence-based support, and practical implications, it also has limitations in its complexity, limited predictive power, lack of causality, and individualistic focus. Despite these limitations, the MM remains a valuable framework for understanding the motivational processes that underlie human behavior and for developing interventions aimed at promoting behavior change.

The Motivation Model (MM) and its variables. The Motivation Model (MM) is a theoretical framework that explains user acceptance of information technology. The model posits that the following variables influence user motivation to use and adopt technology:

Perceived usefulness : The degree to which a user believes that a particular technology will enhance their job performance or overall productivity.

Perceived ease of use : The extent to which a user believes that a technology is easy to use and learn.

Attitude toward using technology : The user's overall positive or negative evaluation of using a particular technology.

Social influence : The degree to which a user's social network (e.g., peers, colleagues, supervisors) influences their attitudes and beliefs about using a particular technology.

Facilitating conditions : The extent to which the user believes that the organization provides the necessary resources and support for using a particular technology.

Behavioral intention to use : The user's intention or willingness to use a particular technology in the future.

Actual system use : The actual extent to which the user uses a particular technology. These variables are interrelated and influence each other in complex ways, leading to user acceptance or rejection of a particular technology. The MM has been widely used and tested in various contexts and has been found to be a robust framework for explaining user acceptance of information technology.

The Motivation Model (MM) and direct bookings according to the strengths and weaknesses of the theory. The Motivation Model (MM) can be used to encourage clients to book hotel rooms directly by focusing on their motivation to do so. Here are some ways MM can be applied, along with its strengths and weaknesses:

Intrinsic Motivation: MM suggests that a person's intrinsic motivation can influence their behavior. To encourage direct bookings, hotels can highlight the benefits of direct bookings, such as cost savings, greater flexibility, and personalized service. This strategy leverages the strength of MM in that it addresses clients' intrinsic motivation to book directly. However, the weakness is that some clients may not be motivated by these benefits if they prefer other booking channels, such as third-party websites.

Extrinsic Motivation : MM posits that a person's extrinsic motivation can influence their behavior. To encourage direct bookings, hotels can offer incentives such as loyalty programs, discounts, or exclusive offers for direct bookings. This strategy leverages the strength of MM in that it addresses clients' extrinsic motivation to book directly. However, the weakness is that some clients may not be motivated by these incentives if they do not find them attractive or valuable.

Personalized Motivation : MM suggests that a person's personalized motivation can influence their behavior. To encourage direct bookings, hotels can use personalization strategies such as offering customized recommendations based on the client's past booking behavior or preferences.

This strategy leverages the strength of MM in that it addresses clients' personalized motivation to book directly. However, the weakness is that some clients may not be motivated by these personalized recommendations if they do not find them relevant or useful. In summary, MM can be used to encourage clients to book

hotel rooms directly by addressing their motivation to do so. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

4. The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a social psychological theory that explains how attitudes, subjective norms, and perceived behavioral control influence behavior. It was developed by Icek Ajzen in the late 1980s and is an extension of the Theory of Reasoned Action (TRA).

According to TPB, behavior is influenced by three key factors: attitudes, subjective norms, and perceived behavioral control. Attitudes refer to the individual's overall evaluation of the behavior, subjective norms refer to the individual's perception of the social pressure to perform or not perform the behavior, and perceived behavioral control refers to the individual's perception of how easy or difficult it is to perform the behavior.

TPB proposes that these three factors combine to form a person's behavioral intention, which is the best predictor of their behavior. In other words, the stronger the intention to perform a behavior, the more likely the behavior will occur. TPB also suggests that perceived behavioral control can directly influence behavior, regardless of attitudes and subjective norms. If an individual perceives that they have control over performing the behavior, they are more likely to engage in it.

Overall, the Theory of Planned Behavior provides a framework for understanding and predicting behavior based on attitudes, subjective norms, and perceived behavioral control. It has been widely applied in fields such as health, environmental psychology, and business to promote behavior change and influence decision-making.

As all theories this one has also its strengths and weaknesses as:

Predictive Power: The TPB has strong predictive power for a wide range of behaviors. The model's focus on attitudes, subjective norms, and perceived behavioral control has been shown to be effective in explaining and predicting behaviors such as exercise, smoking cessation, and recycling.

Flexibility: The TPB is a flexible model that can be applied to different behaviors and populations. The model's three core constructs can be adapted to suit the specific context and population of interest, which allows for a more tailored and nuanced understanding of the factors that influence behavior.

Evidence-Based: The TPB is supported by a large body of empirical research in a variety of contexts. For example, a meta-analysis of studies on the TPB found that the model was effective in predicting intentions and behaviors across a range of health behaviors (McEachan et al., 2011).

Practical Implications: The TPB has practical implications for interventions and programs aimed at promoting behavior change. By identifying the factors that influence behavior, interventions can be tailored to address these factors and increase the likelihood of behavior change. For example, a study that aimed to promote healthy eating habits among college students found that an intervention based on the TPB was effective in changing their attitudes, subjective norms, and perceived behavioral control (Armitage and Christian, 2003).

Limited Role of Emotion: The TPB places little emphasis on the role of emotion in shaping behavior. While attitudes, subjective norms, and perceived behavioral control are important predictors of behavior, emotions such as fear, anxiety, and pleasure may also play a role in shaping behavior.

Limited Predictive Power for Complex Behaviors: The TPB may have limited predictive power for complex behaviors that are influenced by multiple factors. For example, the decision to start a business may be influenced by a wide range of factors, including financial resources, social support, and personal values, which may not be fully captured by the TPB.

Limited Focus on External Factors: The TPB places relatively little emphasis on external factors such as social norms, cultural values, and environmental factors. These external factors may play an important role in shaping behavior, particularly in collectivist cultures where social norms and relationships may be particularly influential.

Limited Attention to Individual Differences: The TPB does not fully account for individual differences in personality, cognitive styles, and motivational orientation. These individual differences may influence the way that people process and respond to information, which may in turn affect their attitudes, subjective norms, and perceived behavioral control.

Overall, the Theory of Planned Behavior (TPB) has several strengths in its predictive power, flexibility, evidence-based support, and practical implications. However, it also has limitations in its limited attention to emotion, external factors, and individual differences, as well as its limited predictive power for complex behaviors. Despite these limitations, the TPB remains a valuable framework for understanding and predicting human behavior and for developing interventions aimed at promoting behavior change.

The Theory of Planned Behavior (TPB) and its variables. TPB is another theoretical framework used to explain and predict human behavior, including user acceptance of information technology. The model posits that the following variables influence behavioral intention and subsequent behavior: Attitude: The individual's positive or negative evaluation of the behavior in question, which is influenced by beliefs about the behavior's consequences. Subjective norm: The individual's perception of social pressure to perform or not perform the behavior, which is influenced by beliefs about the opinions of others who are important to the individual. Perceived behavioral control: The individual's belief in their ability to perform the behavior, which is influenced by their perception of the resources and opportunities

available to them. Behavioral intention: The individual's intention to perform the behavior in question. Actual behavior: The individual's actual performance of the behavior. These variables interact to influence behavioral intention and actual behavior, with attitude and subjective norm directly influencing behavioral intention, and perceived behavioral control indirectly influencing behavioral intention through its influence on attitude. The TPB has been widely used and tested in various contexts, including the acceptance and use of information technology.

The Theory of Planned Behavior (TPB) and direct bookings according to the strengths and weaknesses of the theory. The Theory of Planned Behavior (TPB) can be used to encourage clients to book hotel rooms directly by focusing on their attitudes, subjective norms, and perceived behavioral control. Here are some ways TPB can be applied, along with its strengths and weaknesses: Attitudes: TPB suggests that a person's attitudes towards a behavior can influence their intention to engage in that behavior. To encourage direct bookings, hotels can highlight the benefits of direct bookings, such as better rates, greater flexibility, and personalized service. This strategy leverages the strength of TPB in that it addresses clients' attitudes towards direct bookings. However, the weakness is that clients may have strong attitudes towards other booking channels, such as third-party websites, and may be resistant to changing their behavior. Subjective Norms: TPB posits that a person's perception of the social norms surrounding a behavior can influence their intention to engage in that behavior. To encourage direct bookings, hotels can emphasize the importance of booking directly and the benefits of doing so to the client's social network, such as friends or family. This strategy leverages the strength of TPB in that it addresses clients' subjective norms towards direct bookings. However, the weakness is that clients may not be influenced by their social network's perceptions and preferences, and may have strong attitudes towards other booking channels.

Perceived Behavioral Control: TPB suggests that a person's perception of their ability to engage in a behavior can influence their intention to engage in that behavior. To encourage direct bookings, hotels can provide a user-friendly booking platform with clear and easy-to-follow steps, as well as offer support to clients who may have difficulty navigating the website or booking system. This strategy

leverages the strength of TPB in that it addresses clients' perceived behavioral control towards direct bookings.

However, the weakness is that clients may still perceive barriers to booking directly, such as concerns about security or ease of use. In summary, TPB can be used to encourage clients to book hotel rooms directly by addressing their attitudes, subjective norms, and perceived behavioral control. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

5. The Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB)

The Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB) model is a psychological framework that combines elements of both the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to predict technology adoption and use.

C-TAM-TPB proposes that behavior is influenced by three key factors: perceived usefulness and ease of use, subjective norms, and perceived behavioral control. These factors are similar to those in TAM and TPB, but C-TAM-TPB places greater emphasis on the social and environmental context in which technology use occurs. In C-TAM-TPB, perceived usefulness and ease of use are the primary determinants of an individual's intention to use technology, similar to TAM.

However, the model also includes subjective norms, which refer to the influence of social factors on behavior, and perceived behavioral control, which refers to the individual's perception of their ability to perform the behavior. C-TAM-TPB proposes that the social and environmental context can influence behavior by shaping subjective norms and perceived behavioral control. For example, a supportive work environment or social network can increase subjective norms and perceived behavioral control, leading to more positive technology adoption and use.

Overall, C-TAM-TPB provides a comprehensive framework for understanding and predicting technology adoption and use by incorporating elements of both TAM and TPB and emphasizing the role of social and environmental context. It has been widely applied in fields such as healthcare, education, and business to inform the design and implementation of technology and promote adoption and use.

As all theories this one has also its strengths and weaknesses as:

Comprehensive Framework: The C-TAM-TPB model provides a comprehensive framework for understanding and predicting technology adoption and usage. By combining the strengths of both the TAM and TPB models, the C-TAM-TPB model accounts for a wide range of factors that influence technology acceptance and use.

Predictive Power: The C-TAM-TPB model has strong predictive power for a wide range of technology adoption and usage behaviors. For example, a study that applied the C-TAM-TPB model to predict smartphone adoption found that the model's constructs were effective in predicting adoption intentions and behavior (Alalwan et al., 2017).

Practical Implications: The C-TAM-TPB model has practical implications for technology designers and marketers. By identifying the factors that influence technology acceptance and use, designers and marketers can develop products and strategies that address these factors and increase the likelihood of adoption and usage.

Flexibility: The C-TAM-TPB model is a flexible model that can be adapted to different technologies and user populations. The model's constructs can be tailored to suit the specific context and population of interest, which allows for a more nuanced understanding of the factors that influence technology adoption and usage.

Limited Attention to External Factors: The C-TAM-TPB model places relatively little emphasis on external factors such as social norms, cultural values, and environmental factors. These external factors may play an important role in shaping technology adoption and usage, particularly in collectivist cultures where social norms and relationships may be particularly influential.

Limited Attention to Individual Differences: The C-TAM-TPB model does not fully account for individual differences in personality, cognitive styles, and motivational orientation. These individual differences may influence the way that people process and respond to information, which may in turn affect their attitudes, subjective norms, and perceived behavioral control.

Limited Predictive Power for Complex Behaviors: The C-TAM-TPB model may have limited predictive power for complex technology adoption and usage behaviors that are influenced by multiple factors. For example, the decision to adopt a new enterprise resource planning system may be influenced by a wide range of factors, including organizational culture, employee attitudes, and management support, which may not be fully captured by the C-TAM-TPB model.

Limited Attention to Emotional Factors: The C-TAM-TPB model places relatively little emphasis on the role of emotion in shaping technology adoption and usage. While attitudes, subjective norms, and perceived behavioral control are important predictors of behavior, emotions such as fear, anxiety, and pleasure may also play a role in shaping behavior.

Overall, the Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB) has several strengths in its comprehensive framework, predictive power, practical implications, and flexibility.

However, it also has limitations in its limited attention to external and emotional factors, limited predictive power for complex behaviors, and limited attention to individual differences. Despite these limitations, the C-TAM-TPB remains a valuable framework for understanding and predicting technology adoption and usage, and for developing strategies aimed at promoting adoption and usage.

The Theory of Planned Behavior (TPB) and direct bookings according to the strengths and weaknesses of the theory. The Theory of Planned Behavior (TPB) can be used to encourage clients to book hotel rooms directly by focusing on their attitudes, subjective norms, and perceived behavioral control.

Here are some ways TPB can be applied, along with its strengths and weaknesses: Attitudes: TPB suggests that a person's attitudes towards a behavior can influence their intention to engage in that behavior. To encourage direct

bookings, hotels can highlight the benefits of direct bookings, such as better rates, greater flexibility, and personalized service.

This strategy leverages the strength of TPB in that it addresses clients' attitudes towards direct bookings. However, the weakness is that clients may have strong attitudes towards other booking channels, such as third-party websites, and may be resistant to changing their behavior. Subjective Norms: TPB posits that a person's perception of the social norms surrounding a behavior can influence their intention to engage in that behavior.

To encourage direct bookings, hotels can emphasize the importance of booking directly and the benefits of doing so to the client's social network, such as friends or family. This strategy leverages the strength of TPB in that it addresses clients' subjective norms towards direct bookings. However, the weakness is that clients may not be influenced by their social network's perceptions and preferences, and may have strong attitudes towards other booking channels. Perceived Behavioral Control: TPB suggests that a person's perception of their ability to engage in a behavior can influence their intention to engage in that behavior. To encourage direct bookings, hotels can provide a user-friendly booking platform with clear and easy-to-follow steps, as well as offer support to clients who may have difficulty navigating the website or booking system.

This strategy leverages the strength of TPB in that it addresses clients' perceived behavioral control towards direct bookings. However, the weakness is that clients may still perceive barriers to booking directly, such as concerns about security or ease of use. In summary, TPB can be used to encourage clients to book hotel rooms directly by addressing their attitudes, subjective norms, and perceived behavioral control. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

The Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB) is a hybrid model that combines elements of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to provide a more comprehensive framework for understanding user acceptance of information technology. The C-TAM-TPB includes the following variables: Perceived usefulness:

The degree to which a user believes that a particular technology will enhance their job performance or overall productivity, which is an element of TAM. Perceived ease of use: The extent to which a user believes that a technology is easy to use and learn, which is also an element of TAM. Attitude toward using technology: The user's overall positive or negative evaluation of using a particular technology, which is an element of TPB. Subjective norm: The individual's perception of social pressure to perform or not perform the behavior, which is influenced by beliefs about the opinions of others who are important to the individual, and is also an element of TPB. Perceived behavioral control: The individual's belief in their ability to perform the behavior, which is influenced by their perception of the resources and opportunities available to them, and is also an element of TPB. Behavioral intention: The individual's intention to perform the behavior in question, which is influenced by attitude, subjective norm, and perceived behavioral control, and is an element of both TAM and TPB. Actual system use: The actual extent to which the user uses a particular technology, which is an element of TAM. The C-TAM-TPB model posits that these variables interact to influence user acceptance and use of information technology. The model provides a more comprehensive framework for understanding the complex interplay between individual attitudes and beliefs, social influences, and contextual factors that shape user behavior. The C-TAM-TPB has been widely used and tested in various contexts, and has been found to be a useful tool for understanding and predicting user acceptance and use of information technology.

6. The Model of PC Utilization (MPCU)

The Model of PC Utilization (MPCU) is a psychological framework that explains how individual and organizational factors influence the adoption and use of personal computer (PC) technology. It was developed by Viswanath Venkatesh and Fred D. Davis in the late 1990s and is based on the Technology Acceptance Model (TAM).

MPCU proposes that the adoption and use of PC technology is influenced by six key factors: perceived usefulness, perceived ease of use, computer anxiety, computer self-efficacy, facilitating conditions, and social influence. Perceived

usefulness and perceived ease of use are similar to the TAM model and refer to the individual's perception of how beneficial and how easy it is to use the technology. Computer anxiety refers to the individual's fear or anxiety about using the technology, while computer self-efficacy refers to the individual's confidence in their ability to use the technology. Facilitating conditions refer to the organizational and technical support provided to the individual, such as access to training and technical assistance, while social influence refers to the influence of others, such as peers or supervisors, on the individual's adoption and use of the technology.

MPCU proposes that these six factors work together to influence the individual's intention to adopt and use the technology, which in turn influences their actual use of the technology. The model also suggests that the influence of each factor may vary depending on the context and the individual's characteristics.

Overall, MPCU provides a comprehensive framework for understanding the adoption and use of PC technology and the factors that influence it. It has been widely applied in fields such as education, healthcare, and business to promote technology adoption and use and inform the design and implementation of technology.

As all theories this one has also its strengths and weaknesses as:

Focus on User Behaviors: The MPCU model focuses on user behaviors and attitudes that influence PC utilization, such as task characteristics, user experience, and social influence. This emphasis on user-centered factors is important for understanding how individuals interact with technology in real-world contexts.

View of PC Utilization: The MPCU model takes a holistic view of PC utilization, considering both individual and contextual factors that influence behavior. This comprehensive approach allows for a more nuanced understanding of the factors that drive PC utilization.

Practical Implications: The MPCU model has practical implications for technology designers and trainers. By identifying the factors that influence PC utilization, designers and trainers can develop products and training programs that address these factors and increase the likelihood of successful adoption and use.

Strong Predictive Power: The MPCU model has strong predictive power for PC utilization behaviors. For example, a study that applied the MPCU model to predict the adoption and use of a computer-based patient record system found that the model's constructs were effective in predicting adoption intentions and behavior (Holden et al., 2010).

Limited Generalizability: The MPCU model may have limited generalizability to different technology contexts and user populations. The factors that influence PC utilization may differ depending on the type of technology and the characteristics of the user population, which may limit the applicability of the model in some contexts.

Limited Attention to Emotions: The MPCU model places relatively little emphasis on the role of emotions in shaping PC utilization behavior. Emotions such as anxiety, frustration, and satisfaction may influence how individuals interact with technology and should be considered in the model.

Limited Attention to External Factors: The MPCU model does not fully account for external factors such as social norms, cultural values, and environmental factors that may influence PC utilization behavior. These factors may play an important role in shaping PC utilization behavior, particularly in collectivist cultures where social norms and relationships may be particularly influential.

Limited Attention to Individual Differences: The MPCU model does not fully account for individual differences in personality, cognitive styles, and motivational orientation. These individual differences may influence the way that people process and respond to information, which may in turn affect their attitudes and behaviors towards technology.

Overall, the Model of PC Utilization (MPCU) has several strengths in its focus on user behaviors, holistic view of PC utilization, practical implications, and strong predictive power. However, it also has limitations in its limited generalizability, attention to emotions, external factors, and individual differences. Despite these limitations, the MPCU model remains a valuable framework for understanding and predicting PC utilization behavior, and for developing strategies aimed at promoting successful adoption and use.

The Model of PC Utilization (MPCU) and its variables. The Model of PC Utilization (MPCU) is a model designed to explain the adoption and usage of personal computers (PCs) in organizations. The MPCU model includes the following variables: Perceived usefulness: The degree to which a user believes that using a PC will enhance their job performance or overall productivity. Perceived ease of use: The extent to which a user believes that using a PC is easy to use and learn. Computer anxiety: The level of discomfort or anxiety a user experiences when using a PC. Self-efficacy: The user's belief in their ability to use a PC effectively. Training: The amount and effectiveness of training the user receives in using a PC. Social influence: The degree to which the user's peers, supervisors, or other important people in their environment support or encourage the use of PCs. Facilitating conditions: The degree to which the user has access to the necessary resources, support, and infrastructure to use a PC effectively. Behavioral intention: The individual's intention to use a PC in their work, which is influenced by perceived usefulness, ease of use, computer anxiety, and self-efficacy. Actual PC use: The actual extent to which the user uses a PC in their work.

The MPCU model posits that these variables interact to influence PC adoption and use in organizations. The model emphasizes the importance of training and support, social influence, and facilitating conditions in shaping user behavior. The MPCU has been used extensively in research on technology adoption and usage, and has been found to be a useful tool for understanding the factors that influence PC adoption and use in organizational settings.

The Model of PC Utilization (MPCU) can be used to encourage clients to book hotel rooms directly by focusing on their utilization of technology, including personal computers. Here are some ways MPCU can be applied, along with its strengths and weaknesses :

Technology Competence: MPCU suggests that a person's technology competence can influence their utilization of technology. To encourage direct bookings, hotels can provide a user-friendly booking platform that is easy to navigate and understand. This strategy leverages the strength of MPCU in that it addresses clients' technology competence towards direct bookings. However, the weakness is

that clients may still find the platform difficult to use or may prefer other booking channels.

Perceived Usefulness: MPCU posits that a person's perceived usefulness of technology can influence their utilization of technology. To encourage direct bookings, hotels can emphasize the benefits of booking directly, such as cost savings, greater flexibility, and personalized service. This strategy leverages the strength of MPCU in that it addresses clients' perceived usefulness towards direct bookings. However, the weakness is that clients may not perceive these benefits as significant or may prefer other booking channels.

Perceived Ease of Use: MPCU suggests that a person's perceived ease of use of technology can influence their utilization of technology. To encourage direct bookings, hotels can provide clear and easy-to-follow steps for booking directly, as well as offer support to clients who may have difficulty navigating the website or booking system. This strategy leverages the strength of MPCU in that it addresses clients' perceived ease of use towards direct bookings.

However, the weakness is that clients may still perceive barriers to booking directly, such as concerns about security or ease of use. In summary, MPCU can be used to encourage clients to book hotel rooms directly by addressing their utilization of technology. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

7. The Model of Innovation Diffusion Theory

The Model of Innovation Diffusion Theory is a psychological framework that explains how new ideas, technologies, or products are adopted and spread among individuals or groups over time. It was developed by Everett Rogers in the 1960s and has since been widely applied in fields such as communication, marketing, and public health. The model proposes that the adoption and diffusion of innovations occurs in five stages: knowledge, persuasion, decision, implementation, and confirmation. In the knowledge stage, individuals become aware of the innovation and its potential benefits and drawbacks. In the persuasion stage, individuals form a

positive or negative attitude towards the innovation based on their own beliefs and the opinions of others.

In the decision stage, individuals evaluate the innovation and make a decision about whether or not to adopt it. In the implementation stage, individuals use the innovation in a trial or limited way, and in the confirmation stage, they fully adopt and integrate the innovation into their daily lives or work. The model also proposes that the rate of innovation diffusion is influenced by several factors, including the innovation's perceived relative advantage, compatibility with existing values and practices, complexity, trialability, and observability. Innovations that are perceived to be advantageous, compatible with existing practices, easy to understand and try out, and observable are more likely to be adopted and spread more quickly.

Overall, the Model of Innovation Diffusion Theory provides a framework for understanding and predicting the adoption and spread of innovations based on individual and social factors. It has been widely applied in fields such as public health to promote the adoption of new health behaviors and technologies, and in marketing to promote the adoption of new products and services.

As all theories this one has also its strengths and weaknesses as:

Generalizable: The Model of Innovation Diffusion Theory is applicable to a wide range of innovations and contexts, including new products, services, and technologies, as well as social and organizational changes. The model has been successfully applied in various fields, including marketing, public health, and education.

Emphasis on Communication: The model places a strong emphasis on communication and the role of interpersonal networks in the diffusion process. This focus on communication allows for a better understanding of the ways in which information and ideas are spread and adopted by individuals and groups.

Predictive Power: The Model of Innovation Diffusion Theory has strong predictive power for the diffusion of innovations. The model's constructs, including relative advantage, compatibility, complexity, trialability, and observability, have been shown to be effective in predicting the rate and extent of adoption of innovations in various contexts.

Practical Implications: The model has practical implications for innovation designers and marketers. By understanding the factors that influence the adoption and diffusion of innovations, designers and marketers can develop strategies that address these factors and increase the likelihood of successful adoption and diffusion.

Limited Attention to Individual Differences: The Model of Innovation Diffusion Theory does not fully account for individual differences in personality, motivation, and cognitive style. These individual differences may influence the way that people process and respond to information, which may in turn affect their attitudes and behaviors towards innovation adoption.

Limited Attention to External Factors: The model does not fully account for external factors such as social norms, cultural values, and environmental factors that may influence innovation adoption and diffusion. These factors may play an important role in shaping innovation adoption and diffusion, particularly in collectivist cultures where social norms and relationships may be particularly influential.

Limited Attention to Long-Term Effects: The model does not fully account for the long-term effects of innovation adoption and diffusion. For example, innovations that are initially successful may later be found to have negative effects, or may be replaced by new innovations that offer even greater benefits.

Limited Attention to Power Dynamics: The model does not fully account for power dynamics and the ways in which power differentials may influence innovation adoption and diffusion. For example, innovations may be more likely to be adopted by individuals or groups with greater power and influence, even if the innovation is not the best choice for everyone.

Overall, the Model of Innovation Diffusion Theory has several strengths in its generalizability, emphasis on communication, predictive power, and practical implications. However, it also has limitations in its limited attention to individual differences, external factors, long-term effects, and power dynamics. Despite these limitations, the model remains a valuable framework for understanding and predicting innovation adoption and diffusion, and for developing strategies aimed at promoting successful adoption and diffusion.

The Model of Innovation Diffusion Theory (IDT) and its variables. Model of Innovation Diffusion Theory proposed by Everett Rogers in 1962 focuses on the factors that influence the adoption and diffusion of innovations.

The following are the variables noted in the article that are part of the IDT: Relative Advantage: The degree to which an innovation is perceived as better than the existing alternative. Compatibility: The degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters. Complexity: The degree to which an innovation is perceived as difficult to understand and use. Trialability: The degree to which an innovation can be experimented with before making a decision to adopt it. Observability: The degree to which the results of an innovation are visible and easily communicated to others. In IDT, the adoption of innovation is seen as a process that involves various stages such as awareness, interest, evaluation, trial, and adoption. The above variables influence the decision-making process of individuals to adopt or reject the innovation.

The Model of Innovation Diffusion Theory and direct bookings according to the strengths and weaknesses of the theory. The Model of Innovation Diffusion Theory (IDT) can be used to encourage clients to book hotel rooms directly by focusing on their adoption of new innovations. Here are some ways IDT can be applied, along with its strengths and weaknesses:

Relative Advantage: IDT suggests that a person's perception of the relative advantage of an innovation can influence their adoption of it. To encourage direct bookings, hotels can highlight the benefits of booking directly, such as cost savings, greater flexibility, and personalized service. This strategy leverages the strength of IDT in that it addresses clients' perception of the relative advantage of direct bookings. However, the weakness is that clients may not perceive these benefits as significant or may prefer other booking channels.

Compatibility: IDT posits that a person's perception of the compatibility of an innovation with their current behaviors can influence their adoption of it. To encourage direct bookings, hotels can provide a user-friendly booking platform that is similar to the platforms of third-party booking sites, making the transition to direct booking easier for clients. This strategy leverages the strength of IDT in that it addresses clients' perception of the compatibility of direct bookings with their current

behaviors. However, the weakness is that clients may still prefer the familiar experience of third-party booking sites.

Complexity: IDT suggests that a person's perception of the complexity of an innovation can influence their adoption of it. To encourage direct bookings, hotels can provide clear and easy-to-follow steps for booking directly, as well as offer support to clients who may have difficulty navigating the website or booking system. This strategy leverages the strength of IDT in that it addresses clients' perception of the complexity of direct bookings. However, the weakness is that clients may still perceive barriers to booking directly, such as concerns about security or ease of use.

Trialability: IDT posits that a person's ability to try an innovation before fully committing to it can influence their adoption of it. To encourage direct bookings, hotels can offer incentives for clients to try direct bookings, such as discounted rates or loyalty points. This strategy leverages the strength of IDT in that it addresses clients' need for trialability before adopting direct bookings.

However, the weakness is that clients may still prefer the convenience and familiarity of third-party booking sites. In summary, IDT can be used to encourage clients to book hotel rooms directly by addressing their adoption of new innovations. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

8. The Social Cognitive Theory (SCT)

The Social Cognitive Theory (SCT) is a psychological framework that explains how individuals learn and adopt new behaviors by observing others and their environment. Developed by Albert Bandura in the 1970s, the theory emphasizes the importance of cognitive processes and the social context in shaping behavior.

SCT proposes that behavior is influenced by three key factors: personal factors, environmental factors, and behavior. Personal factors include individual characteristics such as personality, knowledge, skills, and beliefs. Environmental factors refer to the social and physical environment in which behavior occurs, such as family, peers, community, and media. Behavior refers to the actions taken by an

individual in response to personal and environmental factors. The theory also emphasizes the role of observational learning, or learning by observing others.

SCT proposes that individuals can acquire new behaviors and skills by observing the behavior of others and the outcomes of those behaviors. Individuals can also learn through direct experience and feedback. SCT further proposes that individuals can regulate their own behavior by setting goals, monitoring their progress, and adjusting their behavior in response to feedback. This process of self-regulation involves cognitive processes such as self-evaluation, self-reinforcement, and self-observation.

Overall, SCT provides a comprehensive framework for understanding how individuals learn and adopt new behaviors by taking into account cognitive processes, the social context, and observational learning. It has been widely applied in fields such as education, health, and psychology to promote behavior change and inform interventions aimed at improving health, education, and social outcomes.

As all theories this one has also its strengths and weaknesses as:

Emphasis on Cognitive Processes: The Social Cognitive Theory places a strong emphasis on cognitive processes, such as attention, memory, and motivation, and how they influence behavior. This focus allows for a better understanding of the ways in which individuals perceive, process, and respond to social and environmental cues, and how these responses shape behavior.

Focus on Reciprocal Determinism: The model emphasizes the dynamic interplay between individual, environmental, and behavioral factors, known as reciprocal determinism. This approach recognizes that behavior is not solely determined by either personal factors or environmental factors, but rather by the interaction between the two.

Practical Implications: The SCT has practical implications for behavior change interventions. By understanding the factors that influence behavior, interventions can be developed that target these factors and increase the likelihood of successful behavior change.

Wide Applicability: The SCT is applicable to a wide range of behaviors and contexts, including health behaviors, educational behaviors, and organizational behaviors.

Limited Attention to Social and Cultural Factors: The SCT does not fully account for social and cultural factors that may influence behavior, such as social norms, cultural values, and social inequalities. These factors may play an important role in shaping behavior, particularly in collectivist cultures where social norms and relationships may be particularly influential.

Limited Attention to Emotional Factors: The SCT does not fully account for emotional factors, such as mood and affect, and how they may influence behavior. Emotional states may impact the cognitive processes that influence behavior, and therefore should be considered when developing interventions.

Limited Attention to Individual Differences: The SCT does not fully account for individual differences in personality, motivation, and cognitive style. These individual differences may influence the way that people perceive and respond to social and environmental cues, which may in turn affect their behavior.

Complexity: The SCT is a complex theory with multiple constructs and pathways, which may make it difficult to apply in practice. The model may require substantial resources and expertise to fully implement, which may limit its use in certain settings.

Overall, the Social Cognitive Theory has several strengths in its emphasis on cognitive processes, focus on reciprocal determinism, practical implications, and wide applicability. However, it also has limitations in its limited attention to social and cultural factors, emotional factors, individual differences, and complexity. Despite these limitations, the SCT remains a valuable framework for understanding and predicting behavior, and for developing interventions aimed at promoting behavior change.

The Social Cognitive Theory (SCT) and its variables. SCT is a theoretical framework that explains how individuals acquire and maintain behavioral patterns. In the context of user acceptance of information technology, the following variables of SCT were noted in the article: Self-efficacy: This refers to an individual's belief in

their ability to perform a specific task. In the context of user acceptance of information technology, self-efficacy refers to an individual's confidence in their ability to use technology effectively. Outcome expectations: These are an individual's beliefs about the potential outcomes or consequences of their behavior. In the context of user acceptance of information technology, outcome expectations may refer to an individual's beliefs about the benefits or drawbacks of using a particular technology.

We can also notice in the Social Cognitive Theory (SCT) the variables like :
Self-regulation: This refers to an individual's ability to regulate their own behavior in order to achieve a desired outcome. In the context of user acceptance of information technology, self-regulation may refer to an individual's ability to manage their own technology use in a way that supports their goals and values. Observational learning: This refers to the process by which individuals learn by observing the behavior of others. In the context of user acceptance of information technology, observational learning may refer to an individual's tendency to model their technology use after the behavior of others in their social network. Reinforcement: This refers to the process by which individuals are motivated to repeat or avoid a particular behavior based on the consequences of that behavior. In the context of user acceptance of information technology, reinforcement may refer to the positive or negative consequences that an individual experiences as a result of using a particular technology.

The Social Cognitive Theory (SCT) and direct bookings according to the strengths and weaknesses of the theory. The Social Cognitive Theory (SCT) can be used to encourage clients to book directly with hotels by focusing on the interaction between cognitive, environmental, and behavioral factors. Here are some ways SCT can be applied, along with its strengths and weaknesses:

Self-Efficacy: SCT suggests that a person's belief in their ability to perform a task can influence their behavior. To encourage clients to book directly, hotels can provide clear and easy-to-follow instructions for booking, as well as offer support and assistance to clients who may have difficulty with the process. This strategy leverages the strength of SCT in that it addresses clients' belief in their self-efficacy to book directly. However, the weakness is that clients may still prefer the convenience and familiarity of third-party booking sites.

Observational Learning: SCT posits that a person's behavior can be influenced by observing the behavior of others. To encourage clients to book directly, hotels can provide testimonials from satisfied clients who have booked directly, highlighting the benefits and ease of the process. This strategy leverages the strength of SCT in that it addresses clients' observational learning of the behavior of others. However, the weakness is that clients may still prefer the convenience and familiarity of third-party booking sites.

Outcome Expectations: SCT suggests that a person's expectation of the outcome of a behavior can influence their behavior. To encourage clients to book directly, hotels can highlight the benefits of booking directly, such as cost savings, greater flexibility, and personalized service. This strategy leverages the strength of SCT in that it addresses clients' expectation of the outcomes of direct booking. However, the weakness is that clients may not perceive these benefits as significant or may prefer other booking channels.

Environmental Factors: SCT posits that a person's behavior can be influenced by their environment. To encourage clients to book directly, hotels can provide incentives for direct booking, such as discounted rates, loyalty points, or additional amenities. This strategy leverages the strength of SCT in that it addresses clients' environmental factors that may influence their behavior.

So in the same time, the weakness is that clients may still prefer the convenience and familiarity of third-party booking sites. In summary, SCT can be used to encourage clients to book directly with hotels by addressing the interaction between cognitive, environmental, and behavioral factors. However, its effectiveness may vary depending on clients' individual preferences, perceptions, and behaviors, and how receptive they are to the strategies used to influence them.

Chapter 2 - Model of behavior for direct booking.

In today's highly competitive hospitality industry, it is crucial for hotels to develop effective strategies for attracting and retaining customers. One of the key challenges for hotels is to encourage customers to book directly with them rather than through third-party booking sites. Direct bookings not only reduce the hotel's reliance on third-party sites but also provide an opportunity to build a direct relationship with the customer, offering personalized services and incentives that can lead to increased loyalty and repeat business.

The hospitality industry is highly competitive and hotels are facing increasing pressure to attract and retain customers. In recent years, online travel agencies (OTA) such as Booking.com and Expedia have become a popular way for customers to book hotels, but this forces hotels to pay high commissions to these platforms. Direct booking, where customers book directly with a hotel, may be a more cost-effective and sustainable option for hotels, but many customers still choose to use OTA. Therefore, it is necessary to understand and popularize direct booking in hotels.

To address this need, a unified model was created that combines several theoretical frameworks from psychology, marketing, and information systems. The objective of this model is to increase direct booking in hotels by identifying key factors that influence customers' attitudes, intentions, and behaviors related to direct booking, and providing recommendations for hotels to incentivize and facilitate direct booking.

After analyzing several behavior change models, it is clear that there are several factors that influence consumer behavior. Each model has its own strengths and weaknesses, and each can be applied to a different context or behavior. However, one thing that is clear is that behavior change is influenced by a complex interplay of individual, environmental, and social factors, but it's still possible regarding all facts to create a model.

The rise of online travel agencies (OTAs) has dramatically transformed the way consumers book their travel accommodations. While OTAs provide consumers with a wide range of options and competitive prices, hotels are increasingly turning to direct booking as a way to increase revenue and reduce their dependence on third-party booking platforms. In this context, it becomes important to understand the factors that influence a consumer's intention to directly book a hotel.

This hypothesis proposes that a consumer's attitude towards the direct booking process, subjective norms related to the behavior, perceived ease of use of the booking process, and social factors such as the influence of friends and family, are all factors that positively influence a consumer's intention to directly book a hotel. By investigating these factors, hotel managers and marketers can develop strategies to enhance the perceived ease of use and increase the likelihood of consumer adoption of direct booking.

Consumer's intention to directly book a hotel will be positively influenced by their attitudes towards the direct booking process, subjective norms related to the behavior, perceived ease of use of the booking process , and social factors such as the influence of friends and family. Specifically, individuals who hold positive attitudes towards direct booking, perceive it as easy to use, feel social pressure to book directly, and perceive subjective norms as supportive of direct booking, will be more likely to intend to book directly with a hotel.

The hypothesis suggests that several core constructs related to consumer behavior - attitude (TRA), subjective norm (TPB), perceived ease of use (IDT), and social factors (MPCU) - impact a consumer's intention to directly book a hotel.

Hypothesis 1. : Attitude positively impacts positively consumer's intention to direct booking an hotel

Attitude refers to the individual's overall evaluation of the direct booking process. A positive attitude towards direct booking is likely to increase the likelihood of a consumer intending to book directly with a hotel.

Des études antérieures ont montré que les consommateurs ont une attitude positive envers la réservation directe d'hôtels en ligne car cela leur permet d'obtenir des tarifs plus avantageux, des offres spéciales et une plus grande flexibilité en matière d'annulation ou de modification de la réservation. Cette attitude positive peut donc influencer positivement l'intention du consommateur de réserver directement un hôtel.

The TRA is a simple and straightforward model that is easy to understand and apply. It only requires information about an individual's attitudes and beliefs to predict behavior, making it an accessible tool for researchers and practitioners. The simplicity of the TRA makes it an accessible tool for researchers and practitioners. For example, a study that aimed to promote physical activity among sedentary adults used the TRA as a basis for developing a tailored intervention that targeted participants' attitudes and beliefs about exercise. The intervention was effective in increasing physical activity levels among the participants (B H Marcus and al. 1992).

The Theory of Reasoned Action (TRA) can be used to influence clients to book hotel rooms directly by focusing on the factors that impact their intentions and behavior. Here are some ways TRA can be applied, along with its strengths and weaknesses: Attitude Formation: TRA suggests that attitudes towards a behavior are formed based on beliefs about the behavior and evaluations of those beliefs. To encourage direct bookings, hotels can highlight the benefits of direct bookings such as cost savings, more flexibility, and personalized services. This strategy leverages the strength of TRA in that it helps shape clients' attitudes about direct bookings.

If a consumer has a positive attitude towards direct booking, they are more likely to perceive the process as desirable, useful, and advantageous. This positive evaluation can lead to a higher intention to directly book a hotel. For example, if a consumer perceives that direct booking saves them money or provides them with

more control over their reservation, they may have a more positive attitude towards direct booking and be more likely to intend to book directly.

Hypothesis 2. : Subjective norm positively impacts positively consumer's intention to direct booking an hotel

Subjective norm refers to the perceived social pressure to engage in a behavior, in this case, direct booking. If the consumer perceives that their friends and family support direct booking, this can positively influence their intention to book directly.

If a consumer perceives that their social network supports direct booking, they may feel obligated or encouraged to engage in this behavior. This social influence can lead to a higher intention to directly book a hotel. For example, if a consumer's friends and family frequently book hotels directly and recommend it, they may feel more social pressure to do the same and be more likely to intend to book directly.

TPB posits that a person's perception of the social norms surrounding a behavior can influence their intention to engage in that behavior. To encourage direct bookings, hotels can emphasize the importance of booking directly and the benefits of doing so to the client's social network, such as friends or family. This strategy leverages the strength of TPB in that it addresses clients' subjective norms towards direct bookings.

Hypothesis 3 : Perceived ease of use positively impacts positively consumer's intention to direct booking an hotel

Perceived ease of use refers to how easy or difficult it is for a consumer to complete the direct booking process. If a consumer perceives that the process is easy to complete, they may be more likely to intend to book directly with a hotel.

Perceived ease of use refers to the extent to which an individual believes that using a technology will be effortless and require minimal cognitive effort. In the context of direct hotel booking, perceived ease of use may refer to how easy consumers perceive the direct booking process to be, such as the simplicity of the hotel's website or mobile app (Viswanath and al., 2003).

If a consumer perceives that the process is easy to complete, they are more likely to have a positive attitude towards it and feel more confident in their ability to complete it. This increased confidence can lead to a higher intention to directly book a hotel. For example, if a hotel's website has a user-friendly interface that makes the direct booking process simple and intuitive, consumers may be more likely to intend to book directly.

Hypothesis 4 : Social factors positively impacts positively consumer's intention to direct booking an hotel

Social factors such as the influence of friends and family (MPCU) can also impact a consumer's intention to book directly with a hotel. If a consumer perceives that their social network values direct booking, they may be more likely to intend to book directly with a hotel.

MPCU proposes that the adoption and use of PC technology is influenced by six key factors: perceived usefulness, perceived ease of use, computer anxiety, computer self-efficacy, facilitating conditions, and social influence. Perceived usefulness and perceived ease of use are similar to the TAM model and refer to the individual's perception of how beneficial and how easy it is to use the technology. Computer anxiety refers to the individual's fear or anxiety about using the technology, while computer self-efficacy refers to the individual's confidence in their ability to use the technology. Facilitating conditions refer to the organizational and technical support provided to the individual, such as access to training and technical

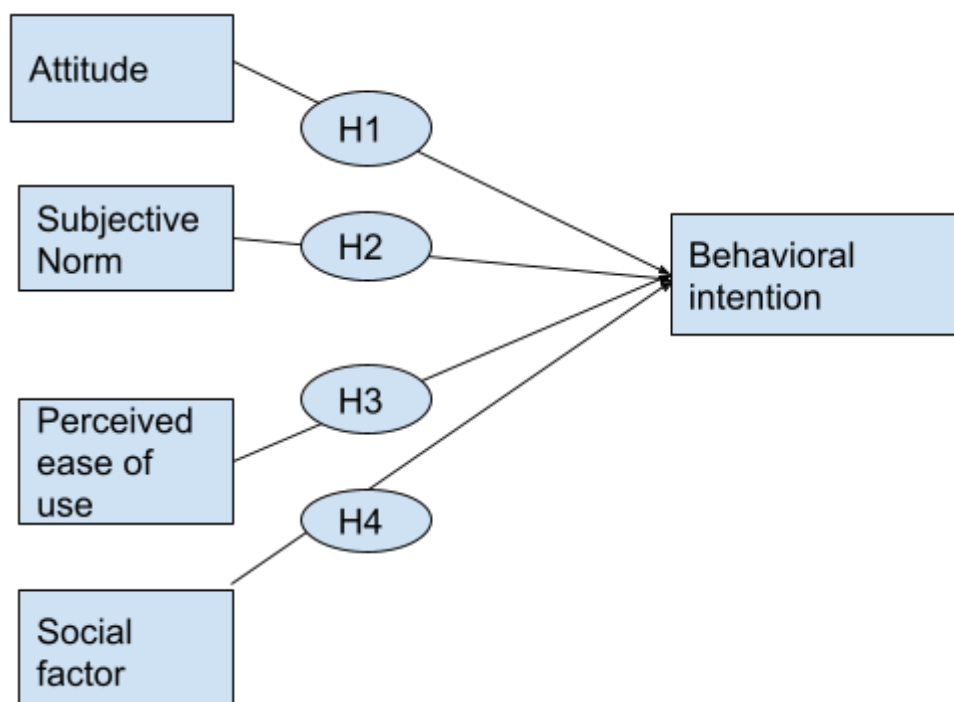
assistance, while social influence refers to the influence of others, such as peers or supervisors, on the individual's adoption and use of the technology.

If a consumer perceives that their social network values direct booking, they may be more likely to adopt this behavior to fit in or gain approval from their peers. This social influence can lead to a higher intention to directly book a hotel. For example, if a consumer's social network frequently posts about their direct booking experiences on social media and receive positive feedback, the consumer may feel more pressure to book directly and be more likely to intend to do so.

Social influence refers to the impact of other people's opinions and behaviors on an individual's attitudes and intentions. In the context of direct hotel booking, social influence may refer to how consumers perceive the opinions and behaviors of their friends and family regarding direct booking, such as their level of satisfaction with the process or the frequency with which they engage in direct booking.

According to all this hypothesis we can propose a model :

Figure 1. Behavior



Overall, the hypothesis proposes that individuals who hold positive attitudes towards direct booking, perceive it as easy to use, feel social pressure to book directly, and perceive subjective norms as supportive of direct booking, will be more likely to intend to book directly with a hotel.

Strengths: The hypothesis is based on established theoretical frameworks, including the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Model of Personal Computer Utilization (MPCU). The hypothesis incorporates multiple factors that may influence a consumer's intention to directly book a hotel, including attitudes, subjective norms, perceived ease of use, and social factors. The hypothesis proposes a clear and specific relationship between the core constructs and the consumer's intention to directly book a hotel. The hypothesis is testable and can be empirically investigated using various research methods.

Perspectives:

The hypothesis can provide insights into the factors that influence consumers' decisions to directly book a hotel, which can be valuable for hotel managers and marketers.

The hypothesis can help to identify areas where hotels can improve their direct booking processes to enhance the perceived ease of use and increase the likelihood of consumer adoption.

The hypothesis can be extended to other contexts beyond hotel booking, such as airline ticket booking or car rental, to investigate the factors that influence consumers' intention to engage in direct booking.

The hypothesis can be used as a basis for further research and theory development in the area of consumer behavior and technology adoption.

Conclusion

In conclusion, the theories of TRA, TAM, MM, TPB, and C-TAM-TPB all provide useful frameworks for understanding how individuals adopt and use technology or engage in certain behaviors. Each theory has its own strengths and weaknesses, and they differ in their emphasis on various factors that influence behavior change, such as attitudes, perceived usefulness, social norms, and self-efficacy.

The TRA emphasizes the importance of attitudes and subjective norms in shaping behavior, while the TAM focuses on perceived usefulness and ease of use. The MM emphasizes the role of motivation and self-regulation, while the TPB expands on the TRA by adding the construct of perceived behavioral control. The C-TAM-TPB combines elements of the TAM and TPB to provide a more comprehensive view of technology acceptance and use.

Overall, these theories can be useful for businesses, such as hotels, in understanding how to encourage customers to adopt certain behaviors, such as booking directly instead of using third-party booking sites. By understanding the factors that influence behavior change, businesses can design interventions that are more effective at influencing customer behavior. For example, a hotel might emphasize the benefits of direct booking (perceived usefulness) and make the process as easy as possible (perceived ease of use), while also highlighting the social norm of booking directly (subjective norm) and providing customers with a sense of control over the process (perceived behavioral control). In conclusion, hotels face significant challenges in encouraging customers to book directly with them, rather than through third-party booking sites. However, by understanding the factors that influence customers' decisions to book directly and by providing a seamless booking experience and exclusive benefits, hotels can increase their profitability, competitiveness, and sustainability in the long run.

We have discussed the various theoretical frameworks that can be applied to understanding customers' behavior and intentions regarding direct bookings with hotels. We have analyzed the strengths and weaknesses of these frameworks,

including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivation Model (MM), the Theory of Planned Behavior (TPB), the Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB), the Model of PC Utilization (MPCU), the Model of Innovation Diffusion Theory, and the Social Cognitive Theory (SCT). Based on our analysis, we recommended the use of the combined TAM and TPB model as a framework for understanding customers' intentions and behavior regarding direct bookings. To achieve this goal, we have applied and tested theoretical frameworks such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) in the context of hospitality and online booking. These models have provided valuable insights into the factors that influence customers' decisions to book directly and can serve as a basis for developing more comprehensive and integrated models that account for the psychological and behavioral factors involved.

A combined TAM and TPB model can help researchers to test hypotheses such as "Customers' attitudes, perceived behavioral control, and subjective norms significantly influence their intentions to book a hotel directly, and this intention significantly affects their actual behavior." By measuring key variables such as perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioral control, researchers can gain a better understanding of the factors that influence customers' intentions and behaviors related to direct bookings.

PART 3 METHODOLOGY

INTRODUCTION

The idea of the work was to analyze and find a way out of the current situation, where the main flow of customers comes through indirect bookings. Thus, in order to cover the topic and a general understanding of the situation and the hotel business, the first chapter described the types and purposes of travel, the history of hotel development, the emergence of the first hotel booking agencies, the advent of the Internet, which later led to various types of hotel booking (direct and indirect booking channel).

The purpose of this work was to develop a model to encourage clients to book a hotel directly, using the theories of Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). With the advent of online travel agencies (OTAs), customers have more options than ever before when it comes to booking hotels. However, this has also resulted in a loss of direct bookings for hotels, which can have a significant impact on their revenue.

Considering the fact that when the client does not book directly, the hotel loses money, we decided to consider different theories of behavior. The article "USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW" by Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis, and Fred D. Davis was taken as the basis. Many theories of behavior were considered in this article. Thus, in the framework some of them have been analyzed.

To address this issue, the study analyzed the strengths and weaknesses of various theories, including the Theory of Reasoned Action (TRA), the Motivation Model (MM), the Combined Technology Acceptance Model and Theory of Planned Behavior (C-TAM-TPB), the Model of PC Utilization (MPCU), the Model of Innovation Diffusion Theory, and the Social Cognitive Theory (SCT). Based on the analysis, the TAM and TPB theories were selected as the most appropriate for developing a model to encourage direct bookings.

The study will use a mixed-methods approach, involving data collection methods. Data will be collected from a sample of hotel customers and customers, and will be analyzed using descriptive methods. The analysis identified key factors that influence customers' decisions to book a hotel directly, such as perceived

usefulness, ease of use, perceived control, subjective norms, and attitudes towards the behavior.

Based on these findings, a model was developed to encourage customers to book a hotel directly, which was guided by the TAM and TPB theories. The model identified key factors that could be targeted by hotels to encourage direct bookings, such as offering incentives, improving website usability, and increasing customer awareness of the benefits of direct bookings.

The study has important implications for the hotel industry, as it provides a practical model that hotels can use to encourage direct bookings and improve their revenue. By using the TAM and TPB theories as a foundation, the model is based on well-established principles of consumer behavior and is supported by empirical evidence. Overall, this work provides a valuable contribution to the literature on hotel booking behavior and has important practical implications for the hotel industry.

Chapter 1 – Field of application and methods

The methodology of the work involved and would involve the following steps:

- Research Design: The first step was to define the research, which

involves identifying the research question and objectives, determining the scope of the study, and selecting the appropriate research methods.

- Description: The second step was involved in order to describe and analyze the past and current situation with booking of a hotel.

- Literature Review: The next step was to conduct a thorough review of the relevant literature on hotel booking behavior, including the strengths and weaknesses of the various theories and articles mentioned (TRA, TAM, MM, TPB, C-TAM-TPB, MPCU, Innovation Diffusion Theory, and SCT). This step showed key concepts, theories, and models related to hotel booking behavior, as well as any gaps or limitations and perspectives.

- Hypothesis and model creation: after analyzing different theories (TRA, TAM, MM, TPB, C-TAM-TPB, MPCU, Innovation Diffusion Theory, and SCT) there was a supposition that a combination of some of these theories will have the impact on direct booking. So the model of client behavior was created.

- Data Collection: The data collection phase would involve in the future collecting data from a sample of hotel customers. The data collection methods might include interviews, and observations. The data collected would include information on customers' booking behaviors, attitudes, motivations, and perceptions related to hotel booking. Data collection will be based on conducting and analyzing interviews. The interview will be conducted with hotel business professionals in Toulouse, as well as on the basis of data collected from hotel clients aged 20 - 30 years.

- Data Analysis: The next step would be to analyze the data collected, using descriptive method. This would involve identifying patterns, relationships, and correlations among the variables of interest. In theory the analysis will be guided by

the TAM and TPB theories, and will aim to identify key factors that influence customers' decisions to book a hotel directly.

- **Model Development:** Based on the findings from the data analysis, a model would be developed and improved (if necessary) to encourage customers to book a hotel directly. In theory the model would be based on the TAM and TPB theories, and would identify key factors that influence customers' intentions to book a hotel directly, such as perceived usefulness, ease of use, perceived control, subjective norms, and attitudes towards the behavior.

- **Model Evaluation:** The final step would be to evaluate the effectiveness of the model developed. This would involve testing the model with a sample of customers, and assessing the extent to which it encourages customers to book a hotel directly. The evaluation would also involve identifying any limitations or areas for improvement in the model, and making recommendations for future research.

Planning of the two-year dissertation activities

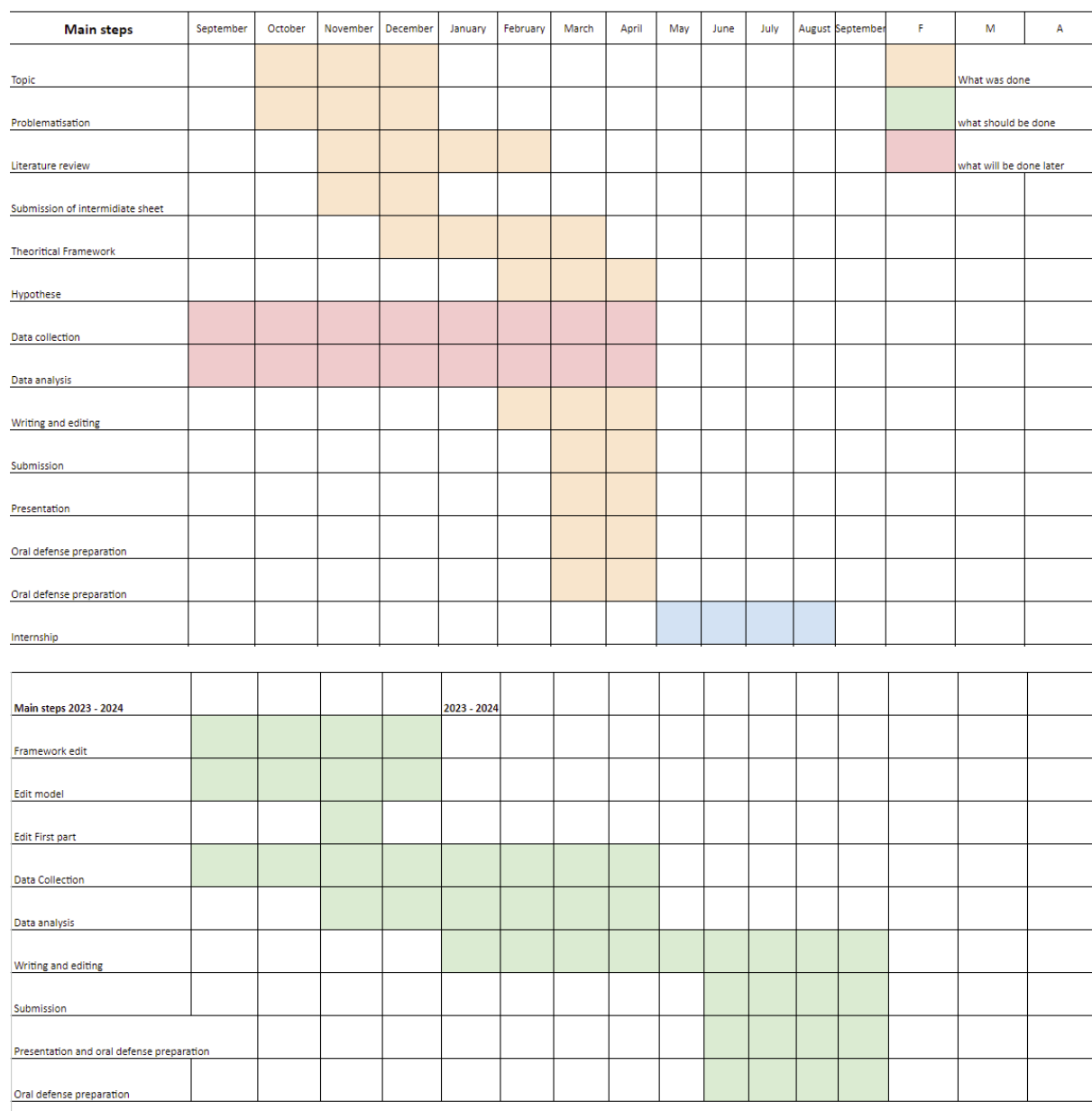


Figure 2. Grantt Chart Year 1 - 2

Conclusion

In conclusion, this study aimed to find a solution to the problem of hotels losing revenue due to the rise of online travel agencies and indirect bookings. By analyzing various theories of behavior, the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) were identified as the most suitable for developing a model to encourage direct bookings. The study used a mixed-methods approach to collect data from hotel customers and customers, which identified key factors that influence customers' decisions to book a hotel directly. Based on these findings, a practical model was developed for hotels to encourage direct bookings, including offering incentives, improving website usability, and increasing customer awareness of the benefits of direct bookings. The study has important implications for the hotel industry, providing a valuable contribution to the literature on hotel booking behavior and practical solutions to improve revenue.

This research project aims to identify key factors that influence customers' decisions to book a hotel directly. The methodology involves a comprehensive review of relevant literature, hypothesis and model creation, data collection, analysis, model development, and evaluation. By analyzing different theories and conducting interviews with hotel professionals and customers, the study will create a model based on the TAM and TPB theories, which will identify key factors that influence customers' intentions to book a hotel directly. The evaluation of the model will help identify any limitations or areas for improvement, and provide recommendations for future research. Ultimately, this research project will contribute to a better understanding of hotel booking behavior and help hotel businesses improve their direct booking rates.

GENERAL CONCLUSION

Travel plays an important role in human life, the country's economy and culture. Thanks to tourism, various infrastructures, organizations, airlines, hotels and restaurants began to develop. The hotel business plays an important role in tourism, especially today. This industry, since its inception, has been fighting hard for every potential customer. Travel practices have changed significantly over time, with more and more people traveling for a variety of purposes, such as leisure, business, education, wellness and family visits. Accommodation facilities such as hotels have become an important aspect of the tourism industry, providing travelers with temporary accommodation and amenities during their stay. Booking a hotel room goes back a long way, and in the past the only available option was direct booking.

In order to achieve its goals, each hotel chooses tactics and strategies to help connect with the client. In the era of technology, with the advent of the Internet, concepts such as direct and indirect booking have appeared. As with any phenomenon, they have their advantages and disadvantages. But given the current situation, we see that the hotel is losing money using indirect booking platforms. In our work, we asked ourselves how to get a client to book a room directly.

In order to find an answer to this question, various theories of human behavior were considered in the work. In order to fully study the theory of behavior, a work called "USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW" by Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis, and Fred D. Davis, which proposes a unified view of various models and theories related to the acceptance of technology, including the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivation Model (MM), the Theory of Planned Behavior (TPB), the Combined TAM and TPB model (C-TAM-TPB), the Model of PC Utilization (MPCU), and the Model of Innovation Diffusion Theory.

By examining the strengths and weaknesses of each model, this paper discussed how the findings can be applied to the hospitality industry to enhance the direct booking process. Analyzing each of the theories in detail, it was hypothesized

that using several of the most effective theories of behavior can achieve the goal and motivate the client to book a hotel directly. Based on our analysis, we recommended the use of the combined TAM and TPB model as a framework for understanding customers' intentions and behavior regarding direct bookings. This model incorporates several factors that influence customers' behavior and intentions, including attitudes, perceived behavioral control, subjective norms, perceptions of ease of use and usefulness, and incentives and loyalty programs.

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Direct vs. Indirect Bookings: : How Customers Choose Between Direct and Indirect Options

ABSTRACT

This analysis examines customer behavior regarding direct and indirect bookings. By examining various behavioral theories, the study attempts to answer the question of how hotels can encourage customers to book direct. Pus results show that factors such as convenience, price and reliability are critical in determining customer behavior. After a detailed analysis of the theories of behavior, a model was created that in the future will help hotels achieve their goals related to booking rooms.

Keywords: Hotel booking – direct booking – customer behavior

Réservations directes ou indirectes : Comment les clients choisissent-ils entre les options directes et indirectes

RÉSUMÉ

Cette analyse examine le comportement des clients concernant les réservations directes et indirectes. En examinant diverses théories comportementales, l'étude tente de répondre à la question de savoir comment les hôtels peuvent inciter les clients à réserver en direct. Les résultats de Pus montrent que des facteurs tels que la commodité, le prix et la fiabilité sont essentiels pour déterminer le comportement des clients. Après une analyse détaillée des théories du comportement, un modèle a été créé qui, à l'avenir, aidera les hôtels à atteindre leurs objectifs liés à la réservation de chambres.

Mots-clés : Réservation hôtelière – réservation directe – comportement client