



A CRITICAL ANALYSIS ON ELECTRONIC COMMERCE ADAPTATION BY SRI LANKAN HOSPITALITY INDUSTRY

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Electronic Commerce is accepted as an organizational strategy and approach that facilitates global market with unprecedented opportunities for organizations with remarkable cost savings. Transaction cost theory suggests that hoteliers should provide assistance in generating competitive advantage through e-commerce service offerings. Internet use, by competitors' especially online travel agents to research, promote and sell products or services is ever increasing; especially most international travelers' search the web before they decide to visit new destination quite often.

E-commerce is the best strategy and medium of instruction that are more efficient and flexible. As far as Sri Lankan hoteliers are concerned, it is evident that they are struggling on integrating e-commerce into their business process. As a result, online Travel Agencies (OTAs) like Pagoda.com, Booking.com etc are offering Sri Lankan hotel rooms at rock bottom prices while respective hoteliers charging extra ordinary prices from direct booking customers including domestic travelers.

In this research a user centric approach was adapted. To ascertain whether potential customers are served with standard user interface design and whether hotelier devote required attention on Search engine marketing.

The main collection of data done through a web survey and web content analysis. Initial hypothesis testing was conducted based on the data collected through web survey. The navigation and navigation design features which prevent customers on transaction were highlighted in the web content analysis. Internet use, by competitors' especially online travel agents to research, promote and sell products or services is ever increasing, especially most international travelers' search the web before they decide to visit new destination quite often.

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the price of a price cutter Equalizer. to be successful as transaction cost theory suggest, hoteliers should provide assistance in generating competitive advantage through e-commerce service offerings. internet use, by competitors' especially online travel agents to research, promote and sell products or services is ever increasing; especially most international travelers' search the web before they decide to visit new destination quite often. it is readily available on the web site, since it has become a universal knowledge. competitors will have easy access to information and to-the-minute price to both customers. this has turned into a net at the end rather than the price of a price cutter equalizer.

There is well implementable outcome based on user interface designed analysis of existing web sites. It can be implemented by web administrators, search engine specialists and in general all marketers involved in hospitality marketing.