

DIGITAL ACCESSIBILITY CHALLENGES FACED BY CUSTOMER IN ONLINE HOTEL BOOKING

ABSTRACT

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Online hotel booking has become a widely used and convenient method for reserving accommodations. However, not all customers find it accessible or easy to use. Individuals such as older adults, persons with impairments, and those unfamiliar with digital platforms often encounter difficulties navigating online booking systems. This study investigates the specific digital accessibility challenges faced by customers in the Philippines when booking hotels online, focusing on common barriers that hinder a seamless booking experience. This research utilizes a descriptive method to gather data from 26 guests of Go Hotel SM North Edsa, located in Quezon City. A structured questionnaire was distributed to examine their experiences and identify challenges encountered during the online booking process. The survey addressed issues such as language complexity, website navigation, form usability, technical errors, and the responsiveness of customer support services. Findings revealed that a significant number of guests experienced difficulties related to unclear language, poorly designed website interfaces, and forms that lacked compatibility with assistive technologies. Some respondents also reported dissatisfaction with customer service support. Despite these issues, a portion of the guests acknowledged certain accessible features and commended the helpfulness of hotel staff, which contributed to an improved booking experience. This study emphasizes the importance of enhancing the digital accessibility of hotel booking platforms. Creating user-friendly and inclusive online systems can significantly improve the booking experience for all users, particularly those with varying needs and limitations. Hospitality establishments are encouraged to implement simplified website designs, clearer instructions, and inclusive features that cater to a broader range of users, promoting accessibility and customer satisfaction.

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