

The Usage of local Customers to Smart Phone Applications in Hotel Rooms Reservations	
مارس 2018	سنة النشر
<p>Abstract</p> <p>The study aims to determine the extent to which local hotel customers use smart phone applications in hotel reservations. TAM model was applied by researchers for this research, which used to determine the readiness of customers to use modern technology. Young- aged hotel customers from 18 to 45 were targeted for this research because they are the most knowledgeable, and using technology, including smart phone applications. The results showed that although major hotel chains have applications for smart phones to book hotels, more than half of respondents did not use smart phone applications in hotel reservations. However, the results also showed that the axes of perceived benefits and ease of use of smart phone applications have a significant impact on customers' willingness to use them in hotel reservations.</p> <p>Keywords: Local customers; Smart phone applications; Hotel rooms' reservation; TAM model.</p>	