Design and Development of mobile Hotel Room Reservation:

From EDC (UUM) Perspective

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ABSTRACT

In today's business environment the use of mobile applications is beginning to play an ever increasing important role. Many people use and interact with mobile devices each day both in their business and in their personal lives (residences). Tomorrow's mobile business environment will be a force that can influence the competitive nature of business and the hospitality industry as well.

This paper discusses a prototype development of mobile technology in the perspective of EDC- UUM (Executive Development Center-Universiti Utatra Malaysia). The prototype is evolving with the numerous changes that are occurring in the related technology as well as the changes that are occurring in the hospitality industry.

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Chapter One

INTRODUCTION

1.0 Introduction

Long ago, locals and visitors used to make their hotel reservations manually. With the high advancement in technology, they transcend to make their reservations using telephone or Internet. Even though, with these facilities (telephone and Internet), it is still hard for the travellers and tourists to find suitable hotels.

Mobile services are part of the introduction of new technology. The early introduction of mobile commerce in the late 90s has turned out to be counter-productive for a serious industrial adoption offered by mobile technology. In addition, within this rapidly changing world, people spend more and more time with the coordination of information. In spite of the large amount of technical tools available, like phone, fax, email or the WWW, there are research studies showing that for many people this overload of information and communication activities is simply too much (Caglyan, 1997).

Many scholars and industry representatives turned their attentions towards the promises of electronic wireless media, envisaging that the next or real phase of e-commerce growth will be in the area of mobile commerce. Consequently, Keen and Mackintosh (2001) stress that mobile commerce (m-commerce) is marking the start of another era of

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