


# Chapter 13


## A Bibliometric Examination of Online Hotel Booking via OTA an AI and Tech-Driven Travel Solutions

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### ABSTRACT

*Electronic commerce has changed travel product distribution and buyer behavior. Internet usage drives the online travel market's fast development and commercial potential. Online travel booking operators now account for many global travel sales. It is feasible to do this as a result of the fast development of high-speed internet and smart phones, both of which are readily available to any person in today's world.*

### INTRODUCTION

E-commerce transformed Indian business. The Indian e-commerce sector is predicted to reach US\$200bn by 2026, up from US\$38.5bn in 2017. Internet and smartphone usage have driven most industry growth. The government's 'Digital India'

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## ***A Bibliometric Examination***

programme has boosted India's internet connections to 776.45 million by September 2020. 61% of Internet connections were urban, 97% wireless.. (E-Commerce in India: Industry Overview, Market Size & Growth| IBEF, n.d.). The internet's history dates back to the 1950s and 1960s, when computers were first invented. It has since evolved into a variety of businesses, including online travel agencies (OTAs), which have transformed travelers' needs into “one-stop shops” for all their travel needs. The online travel business did not commence on a specific day; however, it is possible to infer that consumer attitudes and behaviors regarding travel reservations have changed over the past five years. The traditional “brick and mortar” travel agency has been phased out in favor of internet trip booking. Rather than relying on travel agencies to organize their travels, travelers prefer to book and view their itinerary independently, and they desire direct access to rates. A travel portal is a highly integrated booking engine that connects providers in the travel and hospitality industries with customers on a single screen. Over the last decade, the growth of e-commerce in the hotel and tourism industries has affected product distribution networks. Technology has grown so quickly that Internet saturation is critical, allowing travel products to move primarily online. Growing online travel booking operators currently account for one-third of global travel sales. This fast-growing trend increased 50% in Asia-Pacific and 20% in Europe between 2010 and 2011. Online travel booking is considerably more prevalent in the US, where 83% of leisure and 76% of business travelers use the Internet to plan their trips. 9% greater than in 2011, US internet travel reservations earned \$103 billion in 2012 (comScore, 2013). Since the internet is flexible and accessible, you may look for and purchase travel items and services with a few mouse clicks. The study examined the impact of travel suppliers' investments in generative AI on the booking share of online travel agencies (OTAs) in the US from 2023 to 2028, breaking down the data by scenario. In 2023, a study looked at how travel companies' investments in generative AI could affect online travel bookings in the US. The data shows that in 2023, 32% of all U.S. online travel reservations were made through OTAs. If travel suppliers do not invest in AI, the online travel agencies' booking share might increase to 46.7% by 2028, a growth of roughly 15%. The OTA booking share would fall to 29.1% in 2028 under a scenario where substantial investments are made in generative AI, which would lead to an increase in supplier-direct bookings.

### **1.1 Market Capability**

From US\$1.9 billion in 2019, the Indian online grocery business is expected to reach US\$18.2 billion in 2024. In the fourth quarter of 2020, India's e-commerce orders rose 36%, with PCB&W benefitting most. The Indian e-commerce market is predicted to reach US\$200bn by 2026, up from US\$38.5bn in 2017. This surge is

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