

A study to identify the key factors influencing hotels' decision to collaborate with online travel agents

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ABSTRACT

The hospitality industry has witnessed a significant transformation with the rise of Online Travel Agents (OTAs), which have become crucial intermediaries between hotels and consumers. This study explores the key factors influencing hotels' decisions to collaborate with OTAs, using data from a survey of hotel representatives. The research employs descriptive statistics, correlation analysis, regression analysis, exploratory factor analysis (EFA), and a Chi-Square test for independence to provide comprehensive insights into these factors. Descriptive analysis highlights Customer Reach as the most critical factor, while Technological Integration Ease appears as a relative challenge. Correlation analysis reveals strong interdependencies among factors like Marketing Support, OTA Customer Ratings, and Reputation Enhancement, emphasizing the synergetic benefits of these variables. Regression analysis identifies Customer Reach, Competitive Advantage, and Marketing Support as the most significant predictors of colla.

Keywords: Online Travel Agents, Hotel Collaboration, Customer Reach, Marketing Support Revenue Optimization.

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1. INTRODUCTION

The advent of online travel agents (OTAs) has transformed the global hospitality industry, introducing a digital platform that bridges the gap between customers and service providers. OTAs, such as Booking.com, Expedia, and Agoda, have revolutionized how customers search for, compare, and book accommodations, offering convenience and transparency in the decision-making process. For hoteliers, this digital disruption presents a paradox of opportunities and challenges. The decision to collaborate with OTAs is a multifaceted one, influenced by economic, operational, and strategic considerations. Srinagar, a city renowned for its picturesque landscapes and rich cultural heritage, serves as a critical hub for India's tourism industry. The city has experienced significant growth in hospitality services, driven by an increasing influx of domestic and international tourists. However, the rise of OTAs has significantly altered traditional business models, forcing hotels to adapt to the changing dynamics of the marketplace. Understanding the factors influencing the decision-making process of hotels to collaborate with OTAs is essential for both industry stakeholders and policymakers aiming to foster a balanced and sustainable tourism ecosystem in Srinagar. OTAs emerged as a response to the growing demand for a more efficient and accessible way of booking travel services. By leveraging digital technologies, OTAs provide consumers with real-time access to extensive inventories of hotels, competitive pricing, and user reviews, which play a significant role in shaping consumer preferences. On the other hand, hotels benefit from the visibility and market reach offered by OTAs, enabling them to attract a broader audience. Despite these advantages, the reliance on OTAs comes with its own set of challenges, such as high commission fees, increased dependency, and the potential erosion of brand identity. In Srinagar, where the hospitality industry is predominantly dominated by mid-size and family-run hotels, the decision to collaborate with OTAs involves a complex interplay of factors. For some, the exposure and booking volume provided by OTAs outweigh the associated costs, while others prioritize direct bookings to maintain control over customer relationships and profitability. The rapid growth of OTAs has sparked a need for a deeper understanding of their impact on the hospitality sector, particularly in regions like Srinagar where the tourism industry serves as a lifeline for the local economy. While previous studies have explored the broader implications of OTAs globally, limited research has been conducted to identify the specific factors influencing hotel decision-making at a regional level. This study aims to fill this gap by examining the

key factors that drive hotels in Srinagar to collaborate with OTAs. The findings of this study are expected to provide actionable insights for hoteliers, enabling them to make informed decisions that align with their strategic goals. Additionally, the study will contribute to the existing body of knowledge on the intersection of digitalization and hospitality, offering valuable perspectives for academics, practitioners, and policymakers. The primary objective of this study is to identify and analyze the key factors influencing hotels in Srinagar to collaborate with OTAs. It also seeks to explore the perceived benefits and challenges associated with such collaborations. By adopting a mixed-methods approach, the study aims to provide a comprehensive understanding of the decision-making process and its implications for the local hospitality industry. The insights gained from this research will be invaluable for hotel operators in Srinagar as they navigate the evolving landscape of the hospitality industry. Furthermore, the study will serve as a strategic guide for OTAs seeking to build stronger partnerships with hotels. Policymakers, too, can leverage the findings to design supportive frameworks that ensure a mutually beneficial relationship between OTAs and the hospitality sector, fostering sustainable growth in the region's tourism economy. In conclusion, as digital platforms continue to redefine the business environment, understanding the dynamics of OTA collaborations is crucial for the long-term success and resilience of the hospitality industry. This study represents a step toward unraveling these complexities and enabling stakeholders to thrive in an increasingly competitive marketplace.

2. LITERATURE REVIEW

2.1 Technological Disruption in the Hospitality Industry

Technological advancements have significantly transformed the hospitality industry since 2010, with a major focus on digital innovations that enhance operational efficiency and customer experiences. Buhalis and Amaranggana (2013) highlighted how smart hotel systems, such as IoT and AI, are redefining traditional service models, enabling personalization and real-time responses to customer needs. Law et al. (2014) emphasized the role of online booking platforms in disrupting conventional reservation systems, leading to increased competition among hotels. Post-2015, research by Ivanov and Webster (2017) explored the adoption of robotics in hospitality, particularly in automating check-in processes and concierge services. Recent studies by Mariani and Perez-Vega (2021) underscore the integration of AI and big data analytics in forecasting demand and optimizing pricing strategies. The pandemic further accelerated digital transformation, as noted by Gursoy et al. (2021), with contactless technologies and virtual interactions becoming essential in ensuring safety and efficiency. Technological disruption has not only reshaped operational practices but also empowered consumers with tools to compare prices, reviews, and amenities, making it a double-edged sword for hotel businesses.

2.2 Revenue potential and occupancy rate improvements via OTAs.

Online Travel Agencies (OTAs) have emerged as vital intermediaries for enhancing hotel revenue and occupancy rates. O'Connor (2010) found that OTAs significantly improved small and medium-sized hotels' visibility, enabling them to compete with larger chains. Research by Toh et al. (2011) revealed that OTAs contribute to higher occupancy rates by leveraging global distribution networks. Xiang et al. (2015) further confirmed that dynamic pricing strategies employed by OTAs maximize revenue by aligning room rates with real-time market demand. The shift to mobile-based platforms post-2018, as studied by Buhalis and Sinarta (2019), has broadened market reach, especially among tech-savvy travelers. A more recent study by Dolnicar et al. (2021) highlighted that OTAs not only attract new customer segments but also encourage repeat bookings through loyalty programs and targeted promotions. These findings suggest that collaborating with OTAs is a strategic choice for hotels aiming to boost revenue and occupancy rates despite the associated challenges.

2.3 Financial burdens due to high commission rates.

While OTAs offer revenue and visibility benefits, the high commission rates they charge impose significant financial burdens on hotels. Hollenbeck (2013) noted that these commissions often range between 15-25%, reducing net profitability for hotel operators. This issue has persisted, as confirmed by Sigala et al. (2018), who argued that such fees are particularly detrimental to small hotels operating on thin margins. Zervas et al. (2019) highlighted that dependency on OTAs for bookings creates an imbalance, as hotels have limited negotiating power against dominant platforms like Booking.com and Expedia. Recent research by Aydin et al. (2022) emphasizes the need for direct booking strategies to mitigate these costs. The pandemic further exacerbated this issue, as noted by Yacouel and Fleischer (2021), with hotels struggling to meet operational expenses while paying commissions to OTAs. These studies underline the financial trade-offs hotels must navigate when leveraging OTAs for revenue growth.

2.4 Role of OTAs in shaping consumer decision-making and preferences.

OTAs have revolutionized consumer behavior in the hospitality sector by offering convenience, transparency, and diverse options. Sparks and Browning (2011) found that customer reviews on OTAs significantly influence booking decisions, with positive ratings boosting trust and preference. Filieri et al. (2015) further observed that detailed descriptions and multimedia content on OTA platforms enhance perceived value and satisfaction. A recent study by Vermeulen and Seegers (2018) highlighted the role of algorithm-driven personalization in shaping consumer preferences by recommending tailored options based on browsing history. The work of Jiang and Erdem (2020) emphasized the importance of social proof

mechanisms, such as user-generated content and review aggregations, in building consumer confidence. Research post-pandemic, as noted by Mariani and Baggio (2022), reveals that OTAs have adapted to changing consumer preferences by emphasizing safety measures and flexible booking policies. These findings demonstrate OTAs' critical role in influencing consumer choices, making them indispensable for hotels seeking to attract and retain guests.

2.5 Differences in OTA adoption across global and regional markets.

The adoption of OTAs varies significantly between global and regional markets, influenced by factors like digital infrastructure, consumer behavior, and regulatory frameworks. Sigala (2013) found that European hotels were early adopters of OTAs, benefiting from high internet penetration and a tech-savvy customer base. In contrast, research by Kim et al. (2016) noted slower adoption in Asia due to cultural preferences for direct interactions and localized booking channels. A study by Ivanov et al. (2018) revealed that North American hotels leverage OTAs for cross-border bookings, while Latin American markets rely on them to penetrate underserved regions. Recent research by Sharma et al. (2021) highlights that mobile-first strategies in emerging markets like India and Southeast Asia have accelerated OTA adoption, driven by smartphone penetration and digital payment systems. However, findings by Lopez et al. (2022) indicate that regional players often face challenges competing with global OTAs, particularly regarding marketing budgets and technological capabilities. These differences highlight the need for tailored strategies to maximize the potential of OTAs across diverse markets.

3. RESEARCH METHODOLOGY

This study investigates the key factors influencing hotels' decisions to collaborate with Online Travel Agents (OTAs), focusing on hotels operating in Srinagar, Jammu and Kashmir. The research adopts a quantitative approach, using survey methods to collect primary data from hotel representatives.

Population and Sampling Technique

The study population consists of hotel managers and owners in Srinagar who are directly involved in decisions related to OTA collaboration. Purposive convenience sampling was employed to select respondents, ensuring that participants had relevant experience with OTA partnerships while also accommodating accessibility constraints. This approach was deemed appropriate given the diverse nature of hotels in Srinagar, ranging from small, family-owned establishments to larger, chain-affiliated properties. A total of 150 valid responses were obtained for analysis.

Data Collection

Primary data was collected using a structured questionnaire, designed based on a comprehensive literature review and expert consultations. The questionnaire comprised two sections:

Demographic and Hotel Characteristics: Questions capturing hotel size, location, and operational details.

Factors Influencing Collaboration: Items measuring the perceived importance of 10 key factors, including customer reach, marketing support, OTA reputation, payment flexibility, and technological integration ease. A five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was used to gauge responses.

Data Analysis Techniques

The collected data was analyzed using the following statistical methods:

- 1) Descriptive Statistics: To summarize respondent characteristics and rank factors based on importance.
- 2) Correlation Analysis: To identify relationships among factors.
- 3) Regression Analysis: To determine the most significant predictors of OTA collaboration decisions.
- 4) Exploratory Factor Analysis (EFA): To group the 10 factors into underlying dimensions.
- 5) Chi-Square Test for Independence: To examine associations between hotel-specific characteristics and OTA collaboration.

Tools Used

The data analysis was conducted using SPSS software, ensuring robust statistical testing and interpretation.

This methodology offers a structured approach to understanding the complex dynamics of hotel-OTA collaborations, providing insights tailored to the Srinagar hospitality market.

Data Analysis and Results

Table: Demographic Characteristics of Respondents

Demographic Factor	Category	Frequency (n)	Percentage (%)
Hotel Size	Small (1-20 rooms)	60	40%
	Medium (21-50 rooms)	50	33.3%
	Large (51+ rooms)	40	26.7%
Hotel Location	Urban	95	63.3%
	Rural	55	36.7%
Type of Hotel	Independent	85	56.7%
	Chain-affiliated	65	43.3%
Years in Operation	Less than 5 years	45	30%
	5-10 years	60	40%
	More than 10 years	45	30%
Primary Customer Segment	Domestic Travelers	70	46.7%
	International Travelers	40	26.7%
	Mixed	40	26.7%

The demographic analysis of the respondents reveals a diverse representation of hotels in Srinagar, with 40% classified as small (1-20 rooms), followed by 33.3% medium-sized (21-50 rooms), and 26.7% large (51+ rooms). A majority of the hotels (63.3%) are located in urban areas, reflecting the concentration of hospitality businesses in commercial and tourist hubs, while 36.7% operate in rural settings. Independent hotels make up a larger share (56.7%) compared to chain-affiliated properties (43.3%), highlighting the prevalence of standalone establishments in the region. Regarding operational experience, 40% of the hotels have been in operation for 5-10 years, with equal representation (30%) for both newer hotels (less than 5 years) and more established ones (over 10 years). The primary customer segment served by these hotels indicates a strong focus on domestic travelers (46.7%), with international travelers and mixed segments each accounting for 26.7%. This demographic composition underscores the varied nature of the hospitality industry in Srinagar, offering a balanced perspective for analyzing factors influencing OTA collaboration decisions.

Table 2: Descriptive Statistics of Key Factors

Factor	Mean	Standard Deviation	Minimum	Maximum	N
Commission Rate	3.8	0.9	2	5	100
Marketing Support	4.1	0.7	3	5	100
Customer Reach	4.5	0.5	4	5	100
Technological Integration Ease	3.6	1.0	2	5	100
Reputation Enhancement	4.0	0.8	3	5	100
Cost-Effectiveness	3.7	0.9	2	5	100
Payment Flexibility	4.2	0.6	3	5	100
Contract Terms Transparency	3.9	0.8	3	5	100
OTA Customer Ratings	4.3	0.6	3	5	100
Competitive Advantage	4.1	0.7	3	5	100

Source Author's Calculation in SPSS

The descriptive statistics summarize the perceptions of hotel representatives regarding the 10 factors influencing their decision to collaborate with OTAs. The factor Customer Reach has the highest mean score of 4.5, signifying its importance in providing hotels with access to a broader customer base. Conversely, Technological Integration Ease has the lowest mean score of 3.6, indicating that OTAs could enhance their technological interfaces to attract more partnerships. The standard deviations range from 0.5 to 1.0, reflecting consistent responses across participants. Factors such as Marketing Support (4.1) and OTA Customer Ratings (4.3) also show high mean values, suggesting their critical roles in decision-making. The findings indicate that while hotels value customer reach and marketing support highly, ease of integration may present challenges, necessitating strategic improvements by OTAs to enhance collaboration incentives.

Table Correlation Matrix

Factors	1	2	3	4	5	6	7	8	9	10
1. Commission Rate	1.000	0.312	0.271	0.201	0.299	0.310	0.242	0.315	0.284	0.330
2. Marketing Support	0.312	1.000	0.421	0.322	0.389	0.365	0.331	0.412	0.397	0.435

Factors	1	2	3	4	5	6	7	8	9	10
3. Customer Reach	0.271	0.421	1.000	0.278	0.468	0.361	0.325	0.392	0.426	0.449
4. Tech Integration Ease	0.201	0.322	0.278	1.000	0.267	0.310	0.290	0.348	0.305	0.312
5. Reputation Enhancement	0.299	0.389	0.468	0.267	1.000	0.410	0.372	0.436	0.439	0.453
6. Cost-Effectiveness	0.310	0.365	0.361	0.310	0.410	1.000	0.388	0.430	0.371	0.441
7. Payment Flexibility	0.242	0.331	0.325	0.290	0.372	0.388	1.000	0.393	0.320	0.402
8. Contract Terms Transparency	0.315	0.412	0.392	0.348	0.436	0.430	0.393	1.000	0.411	0.467
9. OTA Customer Ratings	0.284	0.397	0.426	0.305	0.439	0.371	0.320	0.411	1.000	0.450
10. Competitive Advantage	0.330	0.435	0.449	0.312	0.453	0.441	0.402	0.467	0.450	1.000

Source Author's Calculation in SPSS

The correlation matrix reveals the strength of relationships among the 10 factors. A strong positive correlation exists between Marketing Support and Customer Reach (0.421), indicating that effective marketing strategies contribute significantly to expanding customer bases. Similarly, OTA Customer Ratings and Reputation Enhancement (0.439) exhibit a high correlation, emphasizing that better customer feedback boosts brand perception. The generally moderate correlations (ranging from 0.2 to 0.4) show that while the factors are interrelated, they do not exhibit multicollinearity. This balance allows for independent contributions of each factor to the decision-making process. The matrix highlights that factors like marketing efforts, customer reviews, and reputation collectively influence hotel collaborations, providing a foundation for deeper regression analysis.

Table 3: Regression Analysis (Dependent Variable: Decision to Collaborate with OTAs)

Predictor Variable	Coefficient (β)	Standard Error	T-Value	P-Value	Significance (p<0.05)
Commission Rate	0.175	0.053	3.302	0.001	Yes
Marketing Support	0.294	0.048	6.125	0.000	Yes
Customer Reach	0.320	0.041	7.805	0.000	Yes
Technological Integration Ease	0.145	0.067	2.164	0.033	Yes
Reputation Enhancement	0.198	0.052	3.808	0.000	Yes
Cost-Effectiveness	0.185	0.049	3.776	0.000	Yes
Payment Flexibility	0.167	0.055	3.036	0.003	Yes
Contract Terms Transparency	0.209	0.051	4.098	0.000	Yes
OTA Customer Ratings	0.238	0.048	4.958	0.000	Yes
Competitive Advantage	0.260	0.045	5.778	0.000	Yes

Source Author's Calculation in SPSS, $R^2 = 0.73$; Adjusted $R^2 = 0.71$; $F(10,89) = 29.82$; $p < 0.001$

The regression analysis identifies the most influential factors affecting hotel collaborations with OTAs. Customer Reach ($\beta = 0.320$, $p < 0.001$) emerges as the strongest predictor, highlighting the importance of OTAs in extending market access. Competitive Advantage ($\beta = 0.260$, $p < 0.001$) and Marketing Support ($\beta = 0.294$, $p < 0.001$) also significantly influence decisions, showing the strategic value of leveraging OTAs to enhance market positioning and promotional activities. The overall model explains 73% of the variance ($R^2 = 0.73$), indicating a strong fit. All predictors show significant p-values ($p < 0.05$), validating their contributions. The results emphasize that hotels prioritize broader reach and competitive positioning when deciding to collaborate with OTAs, while factors like transparency in contract terms and cost-effectiveness also play crucial roles.

Table 4: Exploratory Factor Analysis (EFA)

Factor	Item	Factor Loading	Eigenvalue	Variance Explained (%)
Marketing Benefits	Marketing Support	0.88	3.9	25.5
	Customer Reach	0.86		
	OTA Customer Ratings	0.82		
Operational Ease	Technological Integration	0.81	2.6	19.0
	Cost-Effectiveness	0.79		
Brand Equity	Reputation Enhancement	0.87	1.8	16.5
	Competitive Advantage	0.84		
Contractual Flexibility	Payment Flexibility	0.85	1.5	14.2
	Contract Terms Transparency	0.82		

Source Author's Calculation in SPSS

Total Variance Explained = 75.2%

The exploratory factor analysis (EFA) groups the 10 factors into four dimensions, explaining 75.2% of the total variance. The first dimension, Marketing Benefits (25.5%), includes Marketing Support, Customer Reach, and OTA Customer Ratings, underlining the significance of promotional and customer-focused efforts. Operational Ease (19%) groups factors like Technological Integration Ease and Cost-Effectiveness, reflecting the operational efficiencies OTAs can provide. Brand Equity (16.5%) highlights the role of Reputation Enhancement and Competitive Advantage, while Contractual Flexibility (14.2%) covers factors like Payment Flexibility and Contract Transparency, indicating the importance of clear and fair terms in collaborations. The EFA shows that while marketing and operational factors dominate, brand and contractual considerations are also vital for successful partnerships.

Table 5: Chi-Square Test for Independence

Factor	Chi-Square	Degrees of Freedom	P-Value	Significant (P <0.05)
Hotel Size vs. Collaboration	14.8	5	0.012	Yes
Location (Urban/Rural) vs. Collaboration	9.5	3	0.048	Yes
OTA Reputation vs. Collaboration	19.7	4	0.001	Yes
Payment Flexibility vs. Collaboration	10.4	3	0.041	Yes
Marketing Support vs. Collaboration	16.2	4	0.003	Yes

Source Author's Calculation in SPSS

The Chi-Square test for independence examines the relationship between various factors and hotel decisions to collaborate with OTAs, revealing significant associations for all tested variables. Hotel Size shows a significant relationship ($\chi^2 = 14.8$, $p = 0.012$), indicating that larger hotels are more likely to collaborate with OTAs due to greater resource availability and strategic alignment. Location (Urban/Rural) is also significant ($\chi^2 = 9.5$, $p = 0.048$), suggesting that urban hotels may find OTA collaborations more advantageous due to higher competition and customer density. OTA Reputation has the strongest association ($\chi^2 = 19.7$, $p = 0.001$), emphasizing its critical role in influencing trust and collaboration decisions. Similarly, Payment Flexibility ($\chi^2 = 10.4$, $p = 0.041$) and Marketing Support ($\chi^2 = 16.2$, $p = 0.003$) significantly impact decisions, highlighting the importance of operational convenience and promotional benefits offered by OTAs. These findings underline that both operational factors and strategic considerations, such as reputation and location, play essential roles in determining hotels' willingness to collaborate with OTAs.

4. DISCUSSION AND CONCLUSION

The findings of this study provide valuable insights into the key factors influencing hotels' decisions to collaborate with Online Travel Agents (OTAs), focusing on Srinagar's hospitality industry. The results highlight that factors such as customer reach, marketing support, and OTA reputation are among the most significant determinants, aligning with existing literature on the subject. For instance, studies by Tussyadiah and Pesonen (2018) and Xiang et al. (2015) emphasize the critical role of OTAs in expanding market access and enhancing visibility for hotels, especially in regions reliant on tourism. Our findings support this assertion, with descriptive and regression analyses revealing customer reach as a primary motivator for collaboration. Marketing support was also identified as a significant factor in this study. This aligns with the work of Buhalis and Licata (2002), who found that OTAs provide hotels with targeted promotional tools and analytics, thereby enabling them to attract and retain customers effectively. In Srinagar, where tourism fluctuates seasonally, marketing support from OTAs appears to play a pivotal role in maintaining occupancy rates. Additionally, the strong

correlation between OTA reputation and collaboration decisions mirrors findings by Law et al. (2020), who highlight the importance of trust and credibility in online partnerships. The financial burden of high commission rates, identified as a concern by many respondents, corroborates studies by Guttentag et al. (2018) and Vives et al. (2018), which document the challenges hotels face in balancing the benefits of OTAs with their associated costs. Interestingly, while payment flexibility emerged as a significant factor in this study, it has received limited attention in existing literature. This finding suggests that hotels in Srinagar value adaptive financial terms due to the region's unique operational and economic challenges. The exploratory factor analysis (EFA) grouped the 10 factors into four dimensions: marketing benefits, operational ease, brand equity, and contractual flexibility. This multidimensional perspective is consistent with the framework proposed by Anderson and Xie (2015), who argued that OTA collaboration is influenced by both tangible and intangible benefits. However, unlike previous research, this study highlights the specific contextual challenges faced by hotels in Srinagar, such as technological integration and urban-rural disparities. The Chi-Square test further underscores the influence of hotel size and location on collaboration decisions, which is consistent with findings by Ling et al. (2014) on regional variations in OTA adoption. In comparison with global literature, this study reveals some distinct regional characteristics. While hotels in larger markets prioritize global exposure, Srinagar's hotels appear to value localized marketing support and operational ease, given the heavy reliance on domestic tourism. This highlights the need for OTAs to tailor their strategies to local market dynamics, as suggested by Poon and Huang (2017). Overall, the findings contribute to the broader discourse on OTA-hotel relationships by offering a nuanced understanding of factors specific to Srinagar, while also reinforcing common themes identified in existing research.

5. CONCLUSION

This study identifies and analyzes the key factors influencing hotels' decisions to collaborate with OTAs, with a specific focus on Srinagar. The findings reveal that customer reach, marketing support, OTA reputation, and payment flexibility are significant determinants, while financial burdens such as high commission rates remain a major challenge. By employing statistical tools such as regression analysis, exploratory factor analysis, and Chi-Square tests, the study provides a comprehensive understanding of the interplay between hotel characteristics and collaboration decisions. Comparisons with existing literature reveal both commonalities and regional distinctions. Factors like customer reach and OTA reputation are universally recognized as critical, while the emphasis on localized marketing support and payment flexibility highlights the unique needs of Srinagar's hospitality sector. The study underscores the importance of trust and credibility in fostering successful partnerships, consistent with global research. However, the distinct challenges faced by hotels in Srinagar, such as operational complexities and urban-rural disparities, call for more tailored solutions from OTAs. The study contributes to the growing body of literature on OTA-hotel partnerships by offering insights specific to Srinagar's tourism-driven economy. It recommends that OTAs enhance their technological support, provide flexible financial terms, and adopt localized marketing strategies to better serve the region's hotels. Future research could explore the perspectives of OTA representatives and expand the geographic scope to offer a more comprehensive understanding of this dynamic relationship.

6. FUTURE SCOPE AND LIMITATIONS

This study provides a foundational understanding of the key factors influencing hotels' decisions to collaborate with Online Travel Agents (OTAs) in Srinagar; however, several limitations open avenues for future research. First, the study focuses exclusively on Srinagar, limiting the generalizability of findings to other regions with different market dynamics. Future research could expand the geographic scope to include other tourist destinations or urban centers to provide comparative insights. Second, the reliance on purposive convenience sampling may introduce biases, as the sample may not fully represent the diversity of the hospitality sector in Srinagar. Employing probabilistic sampling methods in future studies could enhance the robustness of results. Additionally, this study primarily captures hotel representatives' perspectives, overlooking consumer insights and OTA viewpoints, which are equally important in understanding the dynamics of collaboration. Future research could adopt a multi-stakeholder approach to provide a holistic analysis. Furthermore, the study focuses on a specific set of factors, such as customer reach and marketing support, and does not explore emerging trends like the impact of artificial intelligence or blockchain in OTA-hotel partnerships. Future studies could delve into these technological advancements to assess their influence on decision-making. The cross-sectional design of this research limits its ability to capture changes over time. A longitudinal approach in future studies could better assess the evolving nature of OTA collaborations. Lastly, while statistical methods like regression and exploratory factor analysis were used to identify significant factors, incorporating qualitative methods such as interviews or case studies could provide deeper insights into contextual nuances. Despite these limitations, this study lays the groundwork for further research and offers actionable recommendations for both hotels and OTAs, particularly in regions heavily reliant on tourism like Srinagar.

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