

UNDERGRADUATE THESIS

**ANALYSIS OF THE CONTRIBUTION OF OFFLINE AND
ONLINE TRAVEL AGENTS RESERVATION TO INCREASE
ROOM OCCUPANCY AT NOVOTEL BALI BENOA**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



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Writer

JURUSAN PARIWISATA
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ABSTRACT

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Keywords: Travel Agents, Online Travel Agents, Offline Travel Agents, Room Occupancy, Novotel Bali Benoa

The hospitality industry in Bali faced major challenges during the COVID-19 pandemic but is now steadily recovering. As competition among hotels increases, it becomes essential to optimize room distribution strategies, including partnerships with both offline and online travel agents. This study aims to analyze the contribution of offline and online travel agent reservations to increasing room occupancy at Novotel Bali Benoa and to identify which travel agents contribute the most. This research uses a descriptive qualitative method, with data collected through interviews, observation, documentation, and literature review. The findings reveal that both types of travel agents play a crucial role in supporting room occupancy; however, offline travel agents contributed more significantly in four out of five semesters studied. The top contributing offline agents are Hotelbeds, TUI, and Luxury Escapes, while Booking.com, Expedia, and Agoda are the leading contributors among online agents. The results of this study are expected to help hotel management develop more effective marketing and room distribution strategies.

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ABSTRAK

Rani, Indiana Sapta. (2025). *Analysis of the Contribution of Offline and Online Travel Agents Reservation to Increase Room Occupancy at Novotel Bali Benoa*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Drs. I Ketut Utama, MA, dan Pembimbing II: Putu Tika Virginiya, S.Pd., M.Pd.

Kata kunci: Agen Perjalanan, Agen Perjalanan Online, Agen Perjalanan Offline, Okupansi Kamar, Novotel Bali Benoa

Industri perhotelan di Bali mengalami tantangan berat akibat pandemi COVID-19, namun kini mulai menunjukkan pemulihan yang positif. Dalam menghadapi persaingan yang semakin ketat, hotel perlu mengoptimalkan strategi distribusi kamar, salah satunya melalui kerja sama dengan agen perjalanan, baik secara offline maupun online. Penelitian ini bertujuan untuk menganalisis kontribusi reservasi dari agen perjalanan offline dan online dalam meningkatkan tingkat okupansi kamar di Novotel Bali Benoa serta mengidentifikasi agen perjalanan yang memberikan kontribusi terbesar. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dokumentasi, dan studi literatur. Hasil penelitian menunjukkan bahwa kedua jenis agen perjalanan memiliki peran penting dalam mendukung tingkat hunian kamar, namun agen perjalanan offline memberikan kontribusi yang lebih besar dalam empat dari lima semester yang diteliti. Agen offline utama yang berkontribusi adalah Hotelbeds, TUI, dan Luxury Escapes, sementara Booking.com, Expedia, dan Agoda menjadi penyumbang terbesar dari segmen online. Penelitian ini diharapkan dapat memberikan masukan bagi pihak manajemen hotel dalam menyusun strategi pemasaran dan distribusi kamar yang lebih efektif.

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CHAPTER I

INTRODUCTION

1.1 Research Background

The hospitality industry has been severely impacted during strong outbreak of the COVID-19 pandemic. Now that the pandemic has ended, the industry is working to recover (Chunga et al., 2024). Many tourists have started traveling again to their desired destinations. One of the well-known tourist icons in Indonesia for domestic and foreign tourists is Bali (Wiwin, 2017). Besides natural beauty, many other factors could affect tourists' choices to choose Bali as their destination. Cultural factors, inter-personal factors, the Balinese, the atmosphere and climate, and safety and hygiene are some of them (Antara et al., 2018)

Tahun	Indonesia		Bali	
Year	Total	Growth (%)	Total	Growth (%)
2019	16 106 954	1,88	6 275 210	3,37
2020	4 052 923	-74,84	1 069 473	-82,96
2021	1 557 530	-61,57	51	-
2022	5 889 031	278,10	2 155 747	-
2023	11 677 825	98,30	5 273 258	144,61

Figure 1 Number of Foreign Visitors to Indonesia and Bali, 2019-2023

Source: (BPS - Statistics of Bali Province, 2024)

Based on the data above, the number of tourists that visited Indonesia and Bali after the COVID-19 pandemic in 2022 and 2023 has seen a significant increase. According to Suniarti and Menuh (2019), the increasing number of tourists is followed by the positive impact of increasing investment in the accommodation sector, like hotels, villas, and homestays in Bali. A tourist's choice of accommodation depends on the needs and expectations of the tourist. At the same

time, the number and development of accommodation in a destination are connected with the growth and development of the tourism destination (Lin et al., 2022).

Hotels within the hotel industry are the main important element in tourism destinations; without hotels, there will be no competition in the destination (Attila, 2016). According to Pradiatiningtyas (2017), a hotel is a form of building, company, symbol, or business accommodation that provides services like lodging, food and beverages, as well as other facilities where it's intended for the community in general. With the rapid growth of hotels in certain regions in Bali, hotels must think about strategies to compete with other competitors.

Whether in a large or a small hotel, reservations remain crucial (Dewi et al., 2018) when a guest wants to book a hotel. Reservation is described as the first step in the hotel booking cycle, where guests will express their needs and preferences to the hotel to get access to the accommodation they want (Prastika & Suharto, 2023). As stated in Sambodo et al. (2006), sources of reservation that can be tried to raise hotel occupancy rates could be divided into nine, namely: individuals, airline companies, governments, companies, central booking offices, event organizers, airport representatives, travel agents, and car rental companies. For travel agents both online and offline travel agents are potential hotel business partners to increase room occupancy nowadays (Dewi et al., 2018)

Novotel Bali Benoa is a 5-star hotel located in Tanjung Benoa, Badung, Bali. As a popular water sports destination, Novotel Bali Benoa needs to compete with other hotels within the area on their daily occupancy levels. Hotel occupancy

is the number of rooms a hotel occupies compared to another; this information can be used to compare business activities (Artini et al., 2018). Therefore, to stay competitive and maintain steady occupancy rates, Novotel Bali Benoa needs to be able to innovate in marketing and room distribution tactics. One of the strategies that Novotel Bali Benoa uses is collaborating with both offline and online travel agents.

A travel agent is a commercial natured activity that regulates, provides, and organizes services serving an individual or group of people for traveling as the primary purpose and for profit as well (Bagyono, 2012). In earlier years, tourists primarily relied on offline travel agents who offered personalized vacation recommendations and services. However, for the past few years, customers have been turning to online resources to book various travel-related products so they may take advantage of the many comparison options available between multiple airlines, hotels, or other service providers with the help of travel agents. As a result, online travel agencies (OTAs) are considered to have a significant influence on online media sales and promotions (Wila et al., 2022). This evolution has created opportunities and challenges for hotels, which must navigate the complexities of multiple booking channels to remain competitive.

On the other hand, some research found that although internet is an important tool for information searching and purchasing products, customers still use different sales channels in their decision-making. Generally, some customers who look for information online end up making the purchasing offline (Crnojevac in Slootweg et al. 2018). Offline travel agents have an important role as liaisons for

tourists and hotels (Wila et al., 2022). Thus, offline travel agents remain relevant nowadays, especially for those who value personal connections and local expertise. Given the continued importance of both offline and online travel agents in shaping guest decisions, their role becomes even more vital when a hotel undergoes significant changes or improvements.

In 2022, Novotel Bali Benoa carried out a renovation to improve its facilities and enhance the quality of its guest services. This upgrade was expected to meet the changing needs and expectations of guests. After the renovation, online and offline travel agents began playing a more vital role in helping the hotel reach potential guests and promote its updated features. However, it is still unclear how much these travel agents contribute to the increase in room occupancy following the renovation.

Based on observations and unstructured interviews conducted with Mr. Eric Sutana, the Reservation Manager at Novotel Bali Benoa, it was identified that both offline and online travel agents serve as the primary sources of reservations for the hotel. Partnerships with offline travel agents include collaborations with Indonature, BWS, Friday Tour, Gajah Bali, and others, while online travel agents include platforms such as Booking.com, Expedia Group, Agoda, and more. Despite the increasing reliance on both offline and online travel agents for hotel bookings, Novotel Bali Benoa lacks precise understanding of the extent to which each channel contributes to room occupancy, particularly following its recent renovation. This gap in knowledge limits the hotel management's ability to strategically allocate marketing efforts and resources to the most effective booking channels.

Consequently, it is essential to analyze and compare the roles of offline and online travel agents in driving room occupancy at Novotel Bali Benoa to support more informed decision-making and enhance competitive performance.

Focusing on this background information, it is essential to know about the contribution of offline and online travel agents to increasing the room occupancy rate in Novotel Bali Benoa and identify which travel agent contributes more to the room occupancy. Understanding these dynamics will help hotel managers to optimize their booking strategies and to balance traditional and modern reservation methods in a competitive market. Thus, based on the background description above, the writer is interested in looking into the depth of “Analysis of the Contribution of Offline and Online Travel Agents Reservation to Increase Room Occupancy at Novotel Bali Benoa”.

1.2 Research Questions

Based on the background description presented, the problem formulation to be studied is as follows:

1. How do offline and online travel agents contribute to increasing room occupancy at Novotel Bali Benoa?
2. Which travel agent contributes more to room occupancy at Novotel Bali Benoa?

And why?

1.3 Research Objectives

The objectives to be achieved in this problem are based on the problem description that has been given, as follows:

1. Analyzing the contribution of offline and online travel agents to increase room occupancy at Novotel Bali Benoa
2. Identifying the travel agents that contribute more to room occupancy at Novotel Bali Benoa, as well as the reason

1.4 Research Significance

The benefit of this research consists of theoretical benefits and practical benefits, namely:

1. Theoretical Significance

The results of this research can serve as a valuable reference for Novotel Bali Benoa, offering insights into the revenue generated through both offline and online travel agents, and highlighting areas for development. Furthermore, these findings can also be beneficial to other hotels and companies utilizing travel agents to attract guests, providing them with a useful benchmark for optimizing their strategies.

2. Practical Significance

- 1) For Novotel Bali Benoa

This research is expected to provide useful information, data, and insights to serve as a reference for Novotel Bali Benoa. It aims to help the company make informed decisions and improve its understanding of revenue generated through online and offline travel agents, guiding future improvements.

- 2) For Politeknik Negeri Bali

This research can serve as a reference for future studies in reservations, contributing to the academic resources available at Politeknik Negeri Bali. It will

also enrich the library with valuable material for hospitality and tourism management studies.

3) For Researchers

This research allows the writer to apply theoretical and practical knowledge, enhancing scientific analysis and research skills. It will deepen the author's understanding of reservations and expand knowledge in the hospitality industry.

1.5 Limitations & Scope of Research

This research focuses on analyzing the contribution of offline and online travel agent reservations to room occupancy at Novotel Bali Benoa. The study covers the period from January 2023 to June 2025, using quantitative data (room nights sales and occupancy rates) and qualitative insights from interviews with Reservation Manager and Revenue Manager at Novotel Bali Benoa. The variables in this research are offline travel agents, online travel agents, and room occupancy in Novotel Bali Benoa.

However, this study is limited to a single property, Novotel Bali Benoa, so the results may not be generalizable to other hotels or regions.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of data analysis and interviews, this subchapter presents the conclusions related to each research objective:

From January 2023 to June 2025, the contribution of online and offline travel agents to room occupancy at Novotel Bali Benoa was different every month. The percentages went up and down because of many factors, such as seasons, weather, flight availability, hotel management, and guest demand. Even though the results were fluctuating, both online and offline travel agents helped the hotel in different ways. In early 2023, when the hotel just reopened after renovation, online travel agents (OTAs) gave the biggest contribution. Their share was more than 70% in January and February because they helped the hotel become visible online again. But after March, the percentage from OTAs started to go down. By the middle of 2023, it dropped to only 26.5% in June. At the same time, offline travel agents started with a smaller contribution in 2023, but their percentage slowly increased. They reached the highest point in October 2023 at around 73%. In 2024 and the first half of 2025, their contribution stayed strong and steady, reaching almost 67% in June 2025. Offline agents usually brought group bookings and long-stay guests, which helped the hotel more in the long term.

From the 30 months studied, offline travel agents gave higher contribution in four out of five semesters. Their average ranged from 52.29% to 61.04%, while online agents ranged from 30.88% to 51.28%. Offline agents became the stronger

performer because of several key reasons. They have long-term cooperation with the hotel and know the product well, which helps them confidently promote it to their customers. Offline agents are also strong in group bookings and package deals, especially through big wholesalers like TUI, DER Tour, and Dnata. These partners regularly bring in volume bookings, helped by the hotel's strategic location in Tanjung Benoa. Many offline agents offer bundled travel packages (hotel + flight + transfer), which are popular in markets like Australia. Agencies such as Luxury Escapes and Trip A Deal also do large promotions, which helps increase bookings. Lastly, the wholesale system allows room inventory to reach many smaller agents around the world. These wide networks and strong partnerships made offline travel agents the main contributor to room occupancy during the research period. The top three offline travel agents were Hotelbeds, Luxury Escapes, and BWS Tour, while the top three online travel agents were Accor Reservation System, Booking.com, and Expedia.com.

5.2 Suggestion

Based on the conclusions of this study, several suggestions are given to help Novotel Bali Benoa improve room occupancy through travel agent channels:

To boost room occupancy through online travel agents, Novotel Bali Benoa should actively participate in promotional campaigns, flash sales, and exclusive offers provided by major OTAs, especially during low seasons. Regularly audit and update content on OTA platforms, including room photos, descriptions, and amenities, to ensure consistency and avoid guest complaints caused by outdated information. The hotel should also use a third-party system to monitor and maintain

rate parity across distribution channels, helping to prevent pricing discrepancies that can confuse potential guests and harm the hotel's revenue strategy.

In addition, maintaining close relationships with repeat guests, or repeaters, can support steady occupancy through direct bookings and word-of-mouth promotion. Combined with strengthening collaboration with top-performing agents and streamlining offline communications, these strategies can significantly contribute to sustainable occupancy growth.



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