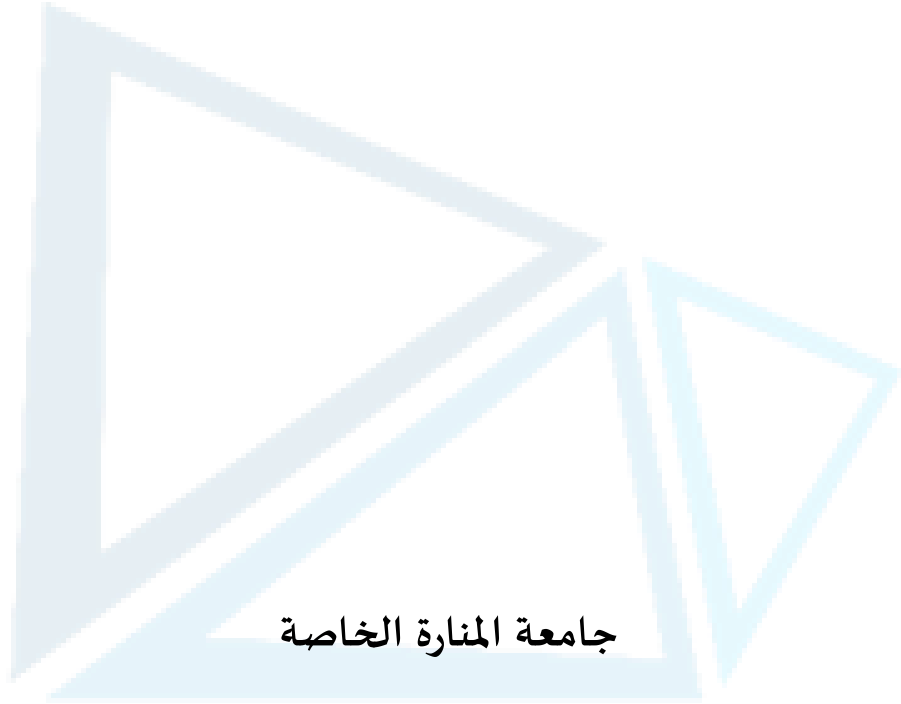




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الأعمال الالكترونية في السياحة والضيافة

CRS المحاضرة الأولى

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Electronic reservation systems in tourism

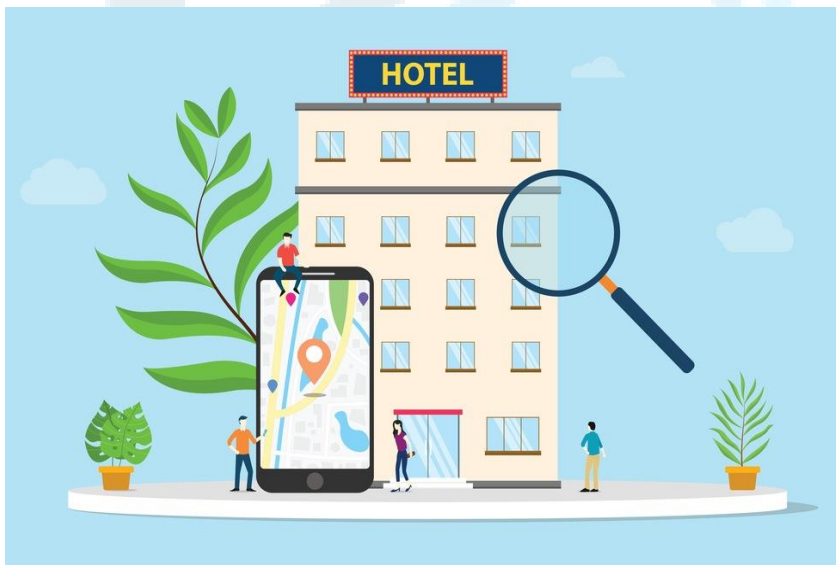
CRS (Central Reservation System)

Abstract

Hotel reservation system is an important part in the life of a modern hotel, because it ensures proper work of the hotel, making it efficient and provides the option to book a room online. It holds information for the workers and administration about the rooms and the hotel overall. This system removes most of the paperwork making it an obligatory asset to have for every modern hotel. We will study the hotel reservation online and the central hotel reservation system to provide about the system Search of theory, regarding hotels, reservations, online reservations and online reservation systems Attempt to improve the current situation in hotel reservation business.

❖ **The concept of electronic reservation for hotels¹:**

Online hotel reservations are a popular method for booking hotel rooms. Travelers can book rooms on a computer by using online security to protect their privacy and financial information and by using several online travel agents to compare prices and facilities at different hotels.



❖ **Actors in Online Hotel Reservation:**

1. Client.
2. Travel Agent.
3. Hotel Receptionist.
4. Hotel Administrator.

❖ **Types of electronic reservation systems for hotels²:**

- A. CRS (Central Reservation System) is a software tool created to connect a property or chain to the GDS (Global Distribution System), which connects over 600,000 Travel Agents, Consortia and Corporate Customers all over the world, the IDS (Internet Distribution Systems) consisting of online Travel Portals, online Wholesalers and the leading Tour Operators, and any Call Centers connected to the hotel. All this in a single system.
- B. the hotel's official website.
- C. Online Travel Agencies (OTAs); the agency negotiates a net rate for the hotel room and then adds a mark-up to create the final sale price. The mark-up varies between 15% to 30%.

❖ **phases in an online reservation³:**

Phase 1 - Search and evaluation

1. Input stay requirements – including location (city) and proposed dates of stay
2. Compare and evaluate results – user may view multiple hotel / room / rate combinations
3. Decide – user decides which hotel / room / rate combination meets their requirements

Phase 2 – Selection Reservation making”

- 1- Select hotel, room and rate – the user selects the hotel / room / rate they wish to book
- 2- Select additional rooms and rates – the user adds additional rooms if required

Phase 3 – Checkout

- 1- Input guest details – such as name, address, email address etc.
- 2- Input payment details – such as credit card details or other payment method
- 3- Confirm reservation

The user can complete these phases over a single or multiple visits.

❖ Factors Influencing Customers in the reservation online⁴ :

1. INFORMATION

Information act as the first factor that influence customer’s online attitude and purchasing behavior. The attractive advertisement on social and mass media via creative and innovative information dissemination do influence customer’s online purchasing behavior. Information such as hotels product characteristics', bedding type (whether its single or twin bedded), rooms layout, rooms view (whether its sea facing or garden view), quality and product details can entice customers to purchase it. The greater the hotels room information, the greater customers purchasing behavior to reserve a room.

2. PRICE

Price is crucial from customer's point of views since they need to commit a certain amount of money to reserve a room online. Customers normally want a quality product/service and in this case, a hotel room at a reasonable price. They will reserve and purchase it once they are satisfied with the quality of the rooms. price is tangible component and plays a significant part in influencing customers to purchase online

3. TRUST:

With the current technology that evolved in hospitality industry tremendously, safety issues are the important cases of many online customers. This is especially when they would like to do online hotel Personal information, transaction security and misuse of private customer data are basically some of the issues that customers concern. Subjects like hacking, fraud, spam and online scams regularly make headlines, raising security concerns as well as skepticism and mistrust.

Customers will reserve a room and purchase online when they trust the hotels

4. CONVENIENCE

Convenience act as another factors that influence online customers' attitudes and purchasing behavior when they do hotels reservations/ bookings. Customer has the tendency to reserve a hotel room online with their convenience and easily access situation. The purchasing power becomes greater especially if the hotel rooms available, meeting all the criteria's and can be access without difficulties. bookers would access for fast transaction, a convenient system, easy of information and lower price.

❖ **The advantages of booking hotels online⁵ :**

- Making instant payments for orders on the website.
- The client immediately receives a guarantee of check-in at the hotel's prices.
- The client can pick for oneself the length of stay, the room category, and a set of additional hotel services.
- There is no need for the hotel to get in touch with the client, since booking takes places automatically without administrator participation.
- The hotel establishes the size of quotes for rooms to be booked online, all the prices, and the availability of additional services.

❖ **Disadvantages of Online Booking Systems⁶ :**

1. You need Internet access.
2. You need to be ready for an influx of new customers.
3. Not all online booking systems are created equal.
4. Avoid booking systems that don't bring you new quality customers.