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المحاضرة الثانية

الأعمال الالكترونية في السياحة والضيافة

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Central reservation system (CRS)

❖ What is Central Reservation system :

A hotel reservation system, commonly known as a central reservation system (CRS) is a computerized system that stores and distributes information of a hotel, resort or other lodging facilities. A CRS offers assistance to hoteliers to manage all of their online marketing and sales where they can upload their rates and service availabilities to be seen by sales channels. The list of main modules that are present in a CRS are: Content, Information stored on a CRS and Reporting.

This system has been designed to computerize the following functions that are performed:

1. Room Detail Functions
2. Opening a New Room
3. Modification to room assigned
4. Check-in and check-out Detail Functions
5. Admission of New customer
6. Check-out of customer
7. Room assigning related to customer's need.
8. Statement of Customer Details
9. Room Details
10. Total number of Customers in the Hotel
11. Individual customer Report

❖ **Statements that describe the system :**

1. User creates an account
2. User creates a reservation.
3. User pays for the reservation.
4. Worker checks the reservations
5. Worker checks room status
6. Worker updates the room status
7. Administrator manages the reservations

❖ **Goals of the information system**

1. Allow users to book a hotel room from home.
2. Help workers to be more efficient.
3. Allow gathering room history.
4. Simplify hotel room reservation.
5. Reduce the paperwork.

❖ **Main processes:**

1. Reserving the room.
2. Paying for the reservation.
3. Updating room status.
4. Person registration.

❖ Functional requirements for the electronic hotel reservation system :

Functional requirements define the fundamental actions that system must perform.

Two categories in Functional Requirements:

1. Reservation
2. Management.

1- Reservation:

1. The system shall record reservations.
2. The system shall record customer details.
3. The system shall record the room number.
4. The system shall display the default room rate.
5. The system shall display whether or not the room is guaranteed.
6. The system will generate unique confirmation for each reservation.
7. The system will record expected check in time and date and also expected check out time and date.
8. The system shall display the amount owed by the customer and record the payment.
9. The system shall record the customer feedback.

2- Management:

1. The system shall display the hotel occupancy for a specified period of time.
2. The system shall display the room revenue for a period of time.
3. The system shall display an exception report where default room has been overridden.
4. The system shall allow for the addition, deletion and also modification of information, regarding rooms, rates, and user profiles.
5. The system shall allow managers to assign user passwords.

❖ System main functions.

Main functions of the system are presented in the following packet diagram:

1. Guest.
2. Room booking.
3. Paying for the reservation.
4. Checking room statues.

❖ important features of a central reservations system:

- Integrations and distribution:

reservation software should integrate seamlessly with your existing property management system and allow your hotel to distribute rates and availability through a wide network of channels, including direct channels (website, call center) and third-party travel industry channels (OTAs, GDS (global distribution systems)).

The CRS should have integrated channel management capabilities to facilitate hotel distribution with OTAs (online travel agencies like Expedia and Booking)

- **Pricing capabilities and flexibility:**

Every revenue manager needs a good toolset to develop a sound distribution strategy whether they work for an independent hotel or one of the major hotel chains. Your CRS should offer dynamic pricing tools that will give your hotel enormous flexibility when it comes to executing complex revenue strategies and selling multiple hotel room types across multiple channels.

- **Booking engine / e-commerce platform:**

A huge deciding factor for many hospitality industry businesses is the quality of the CRS's booking engine, which should offer conversion optimization features to encourage direct bookings and enable high volumes of online bookings.

- **Innovation:**

Your CRS should always be seeking to enhance features, support the latest technology trends, and evolve the platform to fit the needs of today's hotel.

Conclusion:

Online reservation is necessary for hotels to operate in light of this technological development and global openness. Therefore, hotels that seek to upgrade themselves and their services must apply the central reservation system in their work, which ensures that they achieve an important position among hotel's.