Class #5
ICT in Hotel sector

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Today Topics

1. Introduction to hotel industry
2. Advantages from ICTs uses in hotel industry
3. The role, impact, uses of ICT in hotel industry
4. Case study

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1. Introduction to hotel industry

Accommodation definition

- A place to live or stay, especially on holiday or for students at college
(Cambridge University)

Ref: https://dictionary.cambridge.org/dictionary/english/accommodation

Accommodation definition

- A room, group of rooms, or building in which someone may live or stay.
(Oxford University)

Ref: https://en.oxforddictionaries.com/definition/accommodation

HOME STAY

HOTEL

Group #18 Type of Hotel

Classification of Hotel

- Hotel size
- Location
- Ownership and affiliation
- Level of service
- Facilities it offers
- Target markets

Ref: http://infoanil.blogspot.com/2015/11/classification-of-hotel.html

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By size

The number of guest rooms in a property also enables to categorize. Hotel can be classified as follows.
- 10 to- 25 rooms - Small hotels
- 26 to- 100 rooms - Medium hotels
- 101 to- 300 rooms - Large hotels
- 301 to- Above - Very large hotels or Mega hotels

By Location

1. **Downtown hotels**;- A commercial hotels are located in business centers, shopping arcades, theaters, in international organization etc.
2. **Resort hotels**;- A resort may be located away from busy cities, are located on the top of the hills, in an island.
3. **Motel**;- a combination of motor and hotel
4. **Transit hotel /Airport hotel**;- these hotels are located near by the airport.
5. **Inn**;- The concept of Inn hotel is a private home.
6. **Sub-urban hotel**:- hotels are located in the periphery of the urban/city area.
7. **Floate**l;- These hotels are located on the surface of water.

By ownership

Type	Operation	Ownership
Independent	Independent	his/her family
Alliance	Independent and partnership with other hotel	his/her family
Affiliate	Agrees to promote or sell goods and services on behalf of a primary company in exchange for commissions.	his/her family
Franchise	Buy the license and use the name, business model and processes from franchisee	his/her family
Chain	Same standard in every location	Big company

By ratings

- There is a wide variety of rating for hotel.
- It is used by different organizations around the world.
- Many have a system involving stars, with a greater number of stars indicating greater luxury.
- In general, 1-5 star:-

Tourist (*), Standard (**), Comfort (***), First Class (****) and Luxury (*****)

Ref: https://en.wikipedia.org/wiki/Hotel_rating#World_hotel_rating

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Example:- One star hotels

- These hotels offers basic bedding and bathroom facilities.
- Arrangements for meals may or may not be included.
- One star hotels have no bell-boys or hotel staff available for carrying your luggage.

Ref: http://www.letstravelzine.com/differenttypesofstarhotels.html

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Hotel in Thailand

- Hotel & restaurant business.
- Hotel business with maximum 50 rooms.
- Hotel, restaurant, and seminar rooms.
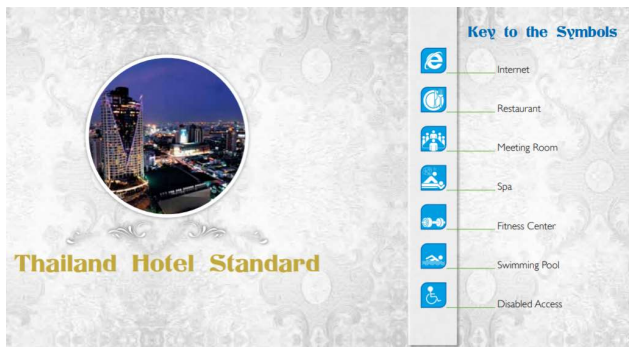- Hotel, restaurant, seminar rooms, and entertainment business.

Ref: https://www.sunbeltasia.com/business-license-hotel-license

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Key to the Symbols

Thailand Hotel Standard

Key to the Symbols
- Internet
- Restaurant
- Meeting Room
- Spa
- Fitness Center
- Swimming Pool
- Disabled Access

Ref: https://mekongtourism.org/wp-content/uploads/Thailand-Standard-Hotel-Director.pdf

Hotel Departments and their Functions

1. Front Office
2. Housekeeping
3. Engineering
4. Accounting
5. Human Resource
6. Security
7. Food and Beverage
8. Sales & Marketing

Front Office Department

- The main function is to give warm welcome to the guest . It helps to create good image in front of the guest.
- It generates the maximum revenue for the hotel as it sells room to the guests.
- This also includes sub departments like reservation, Bell desk, and Information desk.

Housekeeping Department

- This department is responsible for cleaning and maintaining. (rooms, building, furniture and open areas)

Engineering Department

- This department is responsible in repairing and maintaining such as machinery, water treatment, lightning, and etc.

Accounting Department

- The Accounting department plays a significant role in the managing of the hotel.
- By providing financial data and forecasts which are used for daily decision making to the administrator.

Human Resource Department

- This department is responsible for the Hiring and training/development of employee, maintaining rules and regulations of the hotel.

Security department

- This department works for maintaining the safety and security of the guests, staffs and the entire hotel properties.

Food and Beverage Department

- The food and beverage (F & B) department provide food and drink to a guest.
- The services may be provided by coffee shops, bars, lounges, specialty restaurants, banqueting, and room service, etc.

Sales & Marketing Department

- The sales and marketing department is responsible for generating new business for the hotel.
- This could be the sales of rooms, functions, conventions, or even restaurants and bars.
- It also handles the advertising of the hotel as well as sales promotions to the public.

2. Advantages from ICTs uses in hotel industry

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Hardware

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Software

- promotion and marketing
- reservations
- revenue and yield management
- check-in, check-out
- guest billing
- guest histories
- CRM
- communications
- security
- energy management

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ICT solution in hotel
1. Main Hotel Software
2. Addition Hotel Software

Main software

Group #19
Property Management System : PMS

Property Management System (PMS)

It is a computerized system that deals with

- guest bookings,
- online reservations,
- point of sales etc

in other words it is a computerized system used mostly by hotels to integrate all the elements of hospitality information and management.
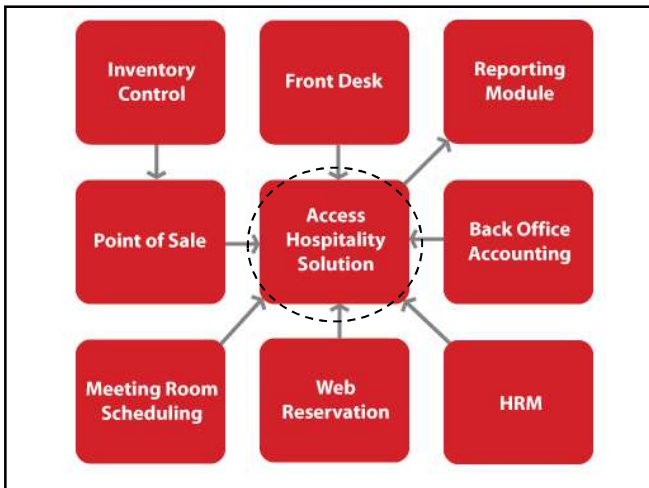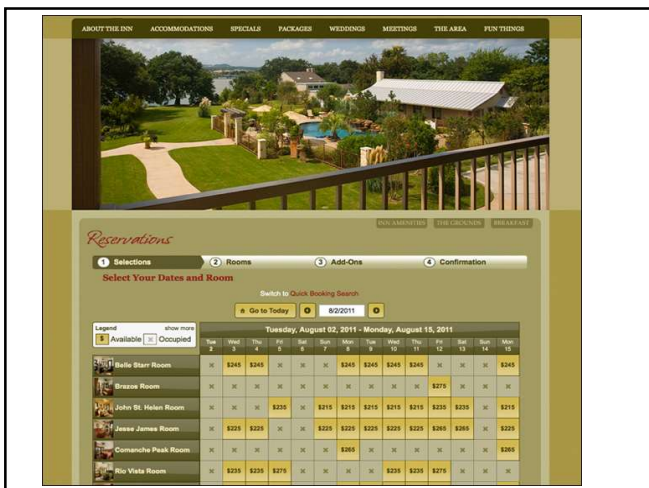
Point of Sales System (POS)

Accounting System
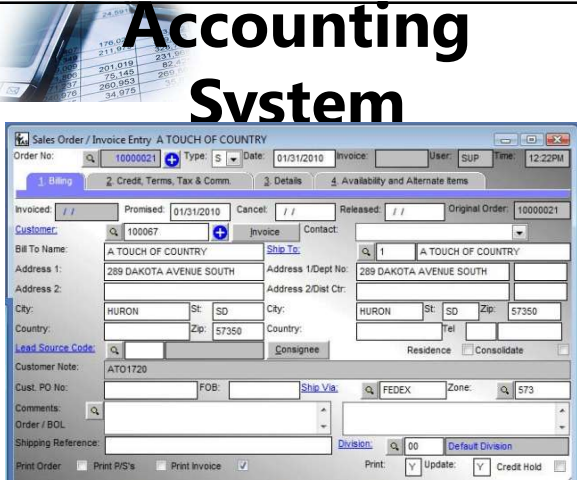
Group #20
Customer Relationship Management : CRM

Customer Relationship Management System (CRM)

**Group #21
Human Resources Management :
HRM**

Human Resource Management (HRM)

**ระบบเพิ่มเติม
(Addition Hotel
Software)**
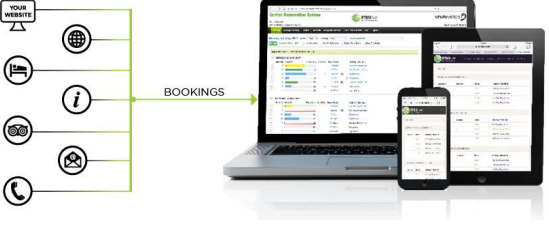
Reservation System

BOOKINGS

Internet Connection

Hotel Website

Call Center

3. The role, impact, uses of ICT in hotel industry

The role of ICT in hotel

ICT functions with the help of
- *e-tourism,*
- *e-promotions,*
- *e-booking and*
- *e-commerce systems*
- *official websites*
- *social media sites*
- *mobile tourism apps*

The use of those functions have helped different hotels in the tourism sector to keep connected with the customers about the recent offers and packages.

The role of ICT in hotel

- ICT helps in minimizing the time and also increases the efficiency of the operations in the tourism industry.
- There are various activities that can be conducted with the help of the ICT applications in the hospitality industry like check-in and check-out service, social media networking, room booking, acquiring details of the hotels etc.

ICT applies in hotel

ICT has made huge contribution to the development of hospitality and tourism services.

- Management
- Marketing
- Service

Management

- PMS integration
- HRM
- Accounting system

Marketing

- Online Booking
- Reservation system
- Website

Service

In Room Entertainment Solution
- Full HD TV
- VDO on Demand
- Radio on Demand
- Display of hotel's information, promotions And ads via TV screen

Service

Wi-Fi Solution

- All-in-One services covering Wi-Fi system design, implementation and maintenance
- Lower management cost
- Carrier-Grade equipment for wireless Internet
- Authentication system
- Traffic-data logging in line with the Computer Crimes Act

Service

Internet & Customer Insight Management
- User & Policy management system
- Customizable Wi-Fi log-in
- Registration with Social-Media accounts
- Single log-in for the whole period of stay
- Compatibility with Property Management System (PMS)
- VDO ads or survey prior to log-in
- Customers' internet usage data are available for marketing analysis or planning
- Efficient tool for delivery of information or promotion news via email/SMS to customers

Service

Surveillance Solution

- 24/7 surveillance in all zones of the hotel
- All movements are recorded in Full HD
- Recording from both days and nights are clear for face recognition
- Data can be backed up and archived
- 360-degree camera is available to comprehensively cover the whole compound

Impact of ICT in hotel

- the use of the ICT tools have huge benefits for the travel and hotel companies.
- However the extensive use of the ICT technologies may bring about certain negative impacts on the business process of the organizations.

- The hotel websites or the ratings from the social media may be misleading in a negative way.
- High cost, high investment and maintenance.
- Short duration in operation. It needs to update both hardware and software.

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4. Case study

Group# 22
An example of using ICT in Hotel

Next week

23. Transportation System component

24. Transportation's history

25. Computer Reservations Systems (CRSs)

26. Global Distribution System: GDS

27. An example of using ICT in transportation sectors

Q &A