

Review of related literature analysis essay



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This part of the paper consists of various related literature and studies about hotel ecommerce, convenience in online reservations, advantages of online accommodations and the efficiency of instant access of information to increase bookings and profitability. It includes articles (both published and unpublished materials), books as well as internet sources.

A. Related Literature

The proponents gathered materials in order to get some ideas and information that will serve as a reference to their study. All these information helped the researcher in solving out the problems and arrived to a proposal of a new system.

1. Foreign Literature Lamparter (2011) said that today, the first inter-organizational tracking & tracing systems facilitate timely identification and handling of disruptions along the supply chain. However, these systems typically operate at SCM and ERP level and therefore lack knowledge and control over production processes. This paper bridges the gap between logistics and production IT by proposing a novel architecture for coupling the manufacturing operations as defined in IEC 62264 with an EPCIS-compliant real time tracking & tracing system. The system leverages logic-based complex event processing for detecting critical disruptions in the supply chain and initiates rescheduling of production.

It is shown that in the presence of unexpected events the rescheduling algorithm minimizes delays and inventory costs while avoiding “ nervous schedules” caused by frequent changes. As proof of concept a reference

implementation of the architecture is realized within a discrete production line.

Zhou (2004) said that Internet marketing can include a variety of tools such as a constant communication with email messages exchange to current or potential customers and informative relevant and eye-catching e-newsletters that would keep them coming back to the website. Various leading hotel and tourism companies commonly now use the method of posting information regarding relevant to their products and services within various discussion groups. Interactive information can be identified and indirectly provide the chatters the information that would be of interest to them since the groups and messages are treated by everybody on an ordinary equal way.

The construction of a well-designed website eventually reflects the current image and development-pursuing strategy the hotel company aims for. Furthermore, and as an overall method, several short and long-term push and pull Internet marketing techniques have initially be utilized by various companies to maximize their exposure on the Web. Szymanski et al., (2000) elaborated that consumer's perceptions of convenience; product information, site design, and financial security were the dominant factors in consumer assessments of online satisfaction.

The findings stated that the top reasons given for shopping online were convenience, unique merchandise and competitive prices. According to CATALOG AGE's Consumer Shopping Survey about 67 percent of the online shoppers agreed that convenience was the main reason they had bought via the Internet and 41 percent mentioned price as another factor. Hence, no

wonder Technology Institute of Mariham stated that the most compelling motivation to shop online is convenience.

2. Local Literature Islay (2011) said that hotel executive will make every department of your hotel more efficient, from reception, back office and housekeeping, to the restaurant and kitchen. It will give you instant access to the information that you need to increase bookings and profitability. It is easy to adapt to the specific needs of your hotel, whether large or small, independent or group. In short, it has all the features you need to give your operation a professional edge that both your staff and your guests will appreciate.

Flens stressed that problems with the current system which were discovered during business studies are time-consuming reservation process, ambiguity view of hotel condition, static content in online system and lack of housekeeping management system. The Online Hotel Reservation System is significant to optimize the potential of the system, which offer the speed and convenience of one-stop availability check, instant purchase and confirmation in reservation process.

The system to be developed would also allow staff to manage housekeeping matters and update all data on the Internet, 24 hours a day, without involving a web designer. Research on this project is conducted by visiting the websites of various hotels and material on hotel reservation all from the internet (<http://www.studymode.com/essays/Hotel-Reservation-System-1248194.html>). Creed proposed that Maria Cristina hotel is one of the most preferred hotels in the heart of Iligan City. It is located at the center of the

city, near the public plaza. This hotel has a vintage appeal to it, boasting as the oldest hotel in Iligan City. It accommodates visitors with air conditioned rooms, hot and cold running water, and restaurant-coffee shop.

The banquet halls can accommodate 500, 150 and 60 persons for private parties, wedding receptions, conferences, seminars, etc. several nights of the week; it offers special evening entertainment in one of the hotel's restaurant - a perfect place to relax after an active day sightseeing.

However, Maria Cristina hotel still adopts the manual reservation system.

The employee shift change problem is the main problem due to its manual system. When reservation is made, the customer will be asked for an initial deposit of P50. And the initial deposit is non-refundable when you cancel a reservation. When reservation is made, there is a chance of a null reservation because when the employee assignment changes, the next employee assigned for the reservation might not notice the reservation made by the last employee assigned.

B. Related Studies

The proponents gathered related researches and studies that will serve as a guide to their study. All these information were used in the development of the new system.

1. Foreign Studies Jiaqin Yang et al., stressed that It has been reported that the online booking in the hospitality industry (including hotel/motel, airlines, travel packages, etc.) is increasing at a very rapid speed recently, especially at the lower rate end, as illustrated in Table 1 below (Deegan & Horan, 2003). As seen from Table 1, online hotel room bookings has been increased

by six times just during last four years (from 1999 to 2002) from \$1. 1 billion in 1999 to \$6. 3 billion in 2002. As a result, its percentage as of total annual bookings is increased over 400% - from about 2% in 1999 to 9% in 2002. As indicated in Table 1, it has been projected a more rapid jump in the online hotel room bookings for the next few years - reaching \$15. 8 billion in 2005 and account for 20% of total annual bookings.

Rampson pointed that there are several benefits of OHRS. It makes the reservation process computerized and thus helps one to undertake a large amount of transactions at a low cost. It lets the hotel in charge of over margins and pricing strategy. It enables one to check available inventory and complete an online booking form making the reservation process more efficient and less time consuming. The clients can settle the room rates and special offers at no extra cost. OHRS assists hotel's guests and agents with different payment options such as credit/debit cards. The system can track hotel's performance on a regular basis as all information concerning payments is updated online and sent to the reservation manager by means of e-mail or mobile messages.

Gatesix Hospitality offers online hotel reservation system development services for lodging industry including Inns, motels and resorts. Gatesix provides its hotel clients with the highest quality Internet presence as well as a seamless, embedded online reservation engine that allows for easy navigation for the consumer and greater flexibility for the hotelier. Their online hotel reservation system, " gRes" was crafted from strategic knowledge of the hotel business and a passionate commitment to excellence in hospitality services.

Fritz (1999) pointed out that a hotel reservation system receives hotel reservations from a travel agent or other authorized user and enters information relating to the traveler and the reservation into a hotel reservation terminal. The reservation information is transferred to transaction processor via a communications link, where the processor automatically generates transaction documents related to the traveler, the travel agent and the hotel accommodations. These transaction documents are then sequentially transmitted by the processor using a facsimile to various parties having an interest in the reservation transaction.

A confirmation document is sent to the hotel for which the accommodations have been reserved. The banking institution through which the transaction has been financed is notified to pay the hotel and others, and the travel agent is also sent a confirming transaction document.

2. Local Studies Blanco said that online hotel reservations are also helpful for making last minute travel arrangements. Hotels may drop the price of a room if some rooms are still available. Large hotel chains typically have direct connections to the airline national distribution systems. These in turn provide hotel information directly to the hundreds of thousands of travel agents that align themselves with one of these systems. Individual hotels and small hotel chains often cannot afford the expense of these direct connections and turn to other companies to provide the connections. Several large online travel sites are, in effect, travel agencies. These sites send the hotels' information and rates downstream to literally thousands of online travel sites, most of which act as travel agents. They can then receive commission payments from the hotels for any business booked on their

websites. Legaspi et al., investigated that The Online Billing and Reservation System of Adams Beach Resort was developed in order for the company to have a systematized form of operation and transaction in addition to a trouble-free work for the officers-in-charge. The system has a user-friendly environment and includes reservation packages, services and procedures.