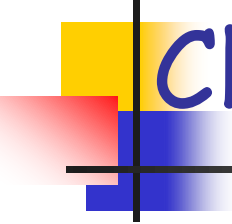




# AC 4.2

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# After Reading and Studying This Chapter, You Should Be Able to:

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- Identify the characteristics of information technology and information systems in the hospitality industry
- Identify the different types of information systems
- Differentiate between information technology use in hotels and restaurants
- Apply the importance of information systems to the hospitality industry
- Relate hospitality industry technology to management, such as property management systems



# Hospitality Industry Systems (HIS) Defined

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Collection of components that work together to provide information help in the operations and management of a hospitality organization.



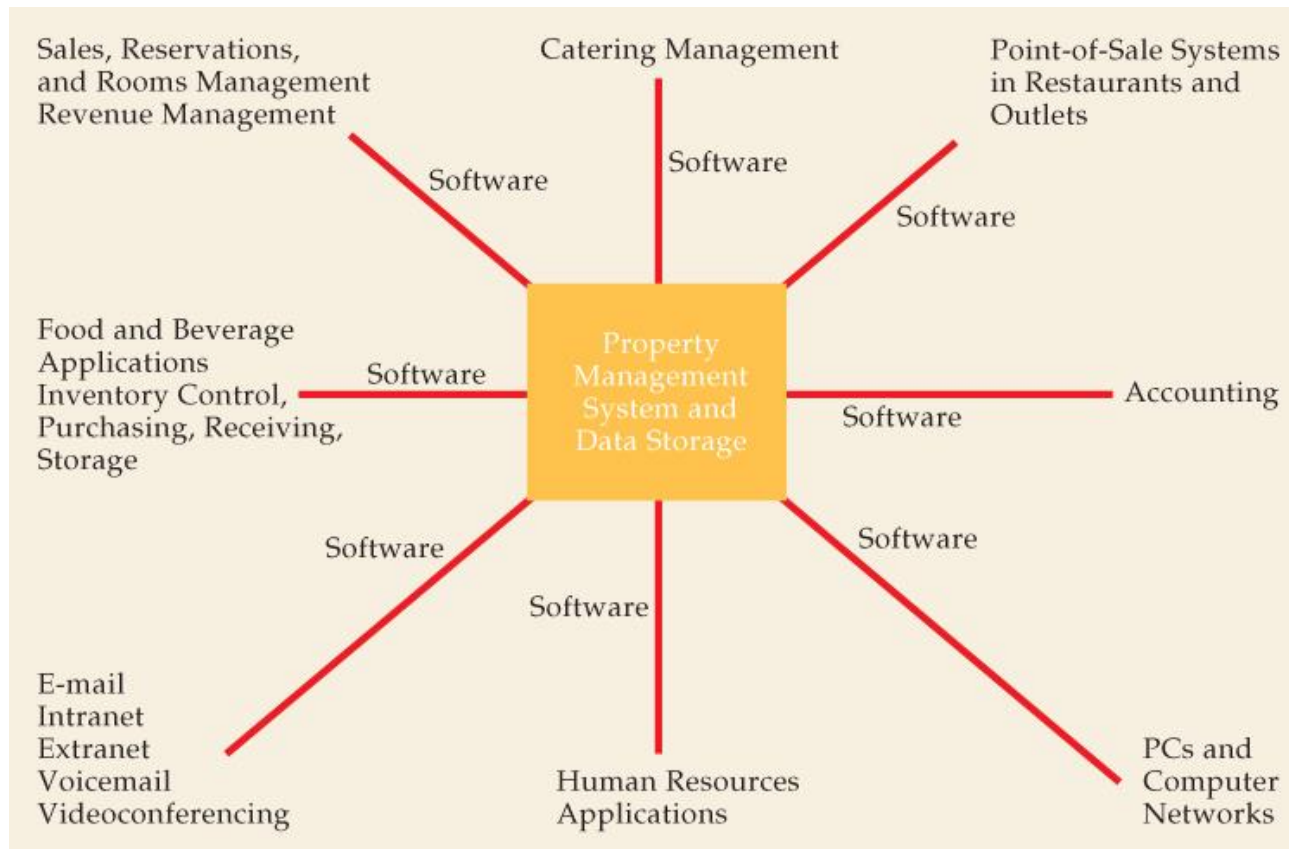
# Components of HIT

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- Sales, reservations, rooms and revenue management
- F&B applications, inventory control, purchasing, receiving storage
- Email, intranet, extranet, voicemail, videoconferencing
- Human resource applications
- PCs and computer networks
- Accounting
- POS
- Catering management

# Figure 18-1

## Components of HIT



# Information Technology Systems

- Work group information systems
  - LAN
  - WAN
- Email
- Organization information system
- Global/international information system





# Hospitality Information Processing

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- Data
- Information
- Information sharing
- Electronic data exchange



# Property Management System (PMS)

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- Hub of information processing
- Rooms management module
- Guest accounting module
- Ving cards system





# Energy Management Systems

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- Room occupancy status reporting
- Automatic lighting control
- Minibar access reporting
- Smoke detector alarm reporting
- Central electronic lock control
- Guest control amenities



# Call Accounting Systems

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- Track guest phone charges
- Available software application
- Coordination with PBX and PMS
- Discounts during off peak hours



# Guest Reservation Systems

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- Global distribution systems
- Central reservation systems (CRS)
  - Affiliate
  - Non-affiliate
  - Springer Miller Systems



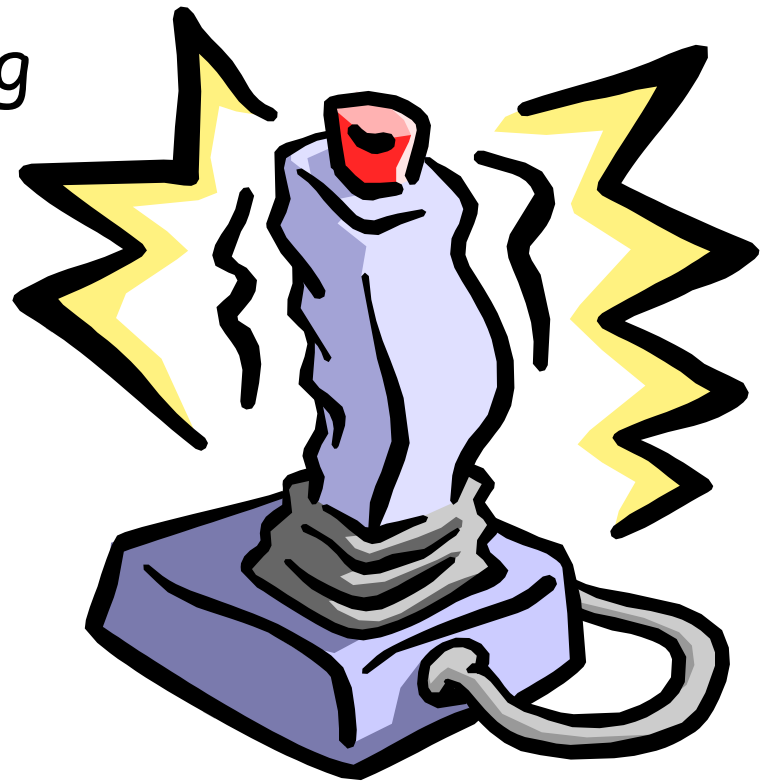
# Factors in Choosing a CRS

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- Determine whether property is affiliate or non-affiliate
- Size and design of database
- Application service provider
- Web reservation system

# Other HIT Services

- Billing of guests (rooming cycle)
- Security
- Guest comfort and convenience
- Video games and Internet





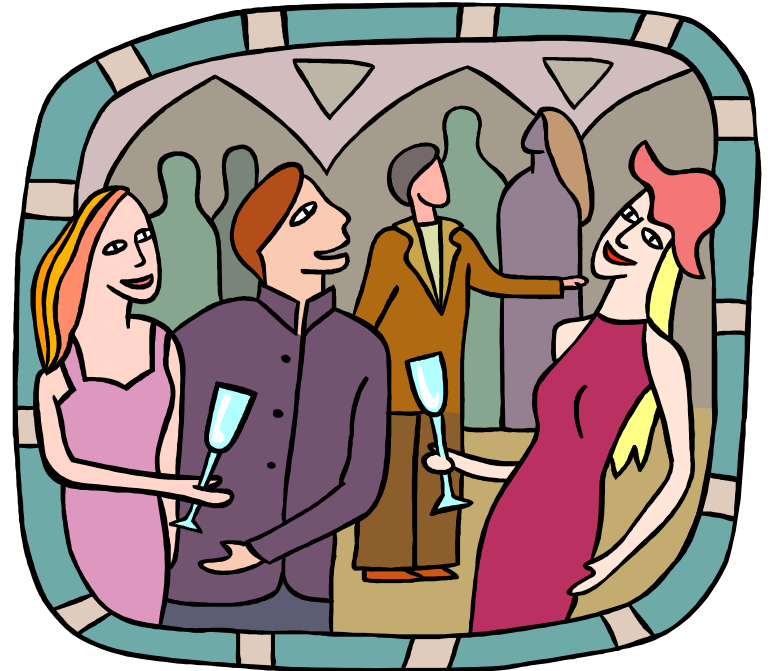
# Sales and Marketing

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- Database of customers
- Email
- Voicemail
- Internet
- Meeting Matrix

# Catering

- Event management
- Software
  - Caterease
  - Delphi





# Front of the House Systems in Restaurants

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- Point of Sale (POS)
- Kitchen display systems
- Guest services solutions





# POS Systems

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- Central processing unit (CPU) interfacing with individual units
  - Acts as a cash register
  - Guest transactions
  - Sales and guest checks
- MICROS



# Choosing and Implementing a POS

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- Contingents
  - Size and type of operation
  - Security issues
    - Guest identification verification
- Ease of training for manager and employees
- Compatible with financial applications
- Uses Microsoft Windows NT and SQL
- Scalable over time



# Product Management

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- Multiple costing methods
- Units and counting locations
- Maintains perpetual inventory balance
- Supports scheduled count
- Detailed recipe management
- Real-time depletion of inventory
- Batch recipes

# Back of the House Systems

- Inventory and food costing
- Labor management
- Financial reporting





# Beverage Management

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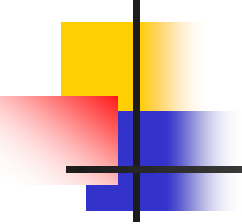
- Scanbar
  - On-going, real-time inventory control
  - Tamper-proof reliability interfaced the major POS systems
    - Bar coded label
    - Wine module
      - Keeps control of all wines by region, variety or vintage
      - Bar coded
- AZ Bar America



# Trends

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- Online travel purchasing is rising dramatically
- Online reservation sites provide a place for independent restaurants to advertise and book reservations
- Customer relationship management
- Use of PDA's
- Hotels utilizing wireless connections

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- 
- **Change impact analysis (IA)** is defined by Bohner and Arnold as "identifying the potential consequences of a **change**, or estimating what needs to be modified to accomplish a **change**", and they focus on IA in terms of **scoping changes** within the details of a **design**