Information and Communication Technologies in Tourism
ICTs in the Airline and Hospitality Industry

- ICT usage by the Airline Industry
- ICT usage by the Hospitality Industry
  - Case study GASTROdat
  - Case study Micros Fidelio
  - Further collection of Hospitality Case Studies
ICTs in the Airline and Hospitality Industry

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ICT and the Airline Industry

- Technologically most advanced sector in the tourism field
- Growing importance due to the tendency to long haul tourism
  - Between 1980 and 1992 scheduled traffic grew by 92%, and the capacity by 94% with falling prices (due to deregulation, growing capacities, increased competition)
- Use advanced Yield Management methods
  - In the USA the number of rates increased from 400,000 to 7 Mn in the seventies
- Airlines were among the first companies creating worldwide electronic networks (SITA)
  - For selling and distribution, for internal management and operations
Airlines have been investing heavily on ICT since the early stages of their development.

- In 1962, American Airlines introduced Sabre Computer Reservation System (CRS)
  - Provided the base for generating flight plans
  - Enabled tracking of spare parts
  - Enabled scheduling of airline crew
  - Developed a range of decision support systems for the management
- CRS as alternative to expanding fleet by 50%
ICT and the Airline Industry

- **Airlines use ICT for**
  - Tactical & strategic management
  - Revenue analysis and forecasting
  - Route planning and capacity management
  - Strategic pricing and yield management
  - Developing partnerships and alliances
  - Maximisation of internal efficiency
  - Reduction of travel agencies’ dependency
    - Develop interfaces and attract consumers directly
  - Reduction of distribution and commission costs
Internal Systems & Intranets for Airlines

- **Airline Computer Reservation Systems (CRSs)**
  - Offer an integrated solution for managing reservations, sales, ticketing & accounting
  - Interface with GDSs and the Internet

- **Flight schedule management systems**
  - Support airlines to plan their schedules
  - Planning processes need to optimise the network performance

- **Crew management systems**
  - Assist airlines in the creation and maintenance of duty rosters
  - Ensure that crew scheduling is efficient, complete, legal, economic & fair
Internal Systems & Intranets for Airlines

- **Maintenance control systems for airlines**
  - Co-ordinate aircraft maintenance, commercial & operational requirements

- **Station control systems for airlines**
  - Monitor all kinds of connections on a hub in an airline's network
  - Facilitate communications with local organisations

- **Cargo reservation and revenue support systems**
  - Link all partners in the handling process
  - Automate procedures throughout organisation
Internal Systems & Intranets for Airlines

- **Baggage handling and monitoring systems**
  - Increase efficiency
  - **Baggage tracking** through the whole system

- **Operations control systems**
  - Enable airlines to plan their operations
  - Enable airlines to analyse all incoming information
  - Contribute to operational planning

- **Decision support systems**
  - Monitor traffic & bookings on computer reservation systems
  - Identify **customer behaviour, traffic flows or trends**
  - Analyse performance of partners & sales agencies
Internet and the Airline Industry

■ The Internet

- Provides new communication & purchasing channel
- Enables interactivity with consumers to build up relationship marketing strategies
- Reduces power & costs of traditional intermediaries
- Enables airlines to reduce their commission rates significantly (past commission rates 10-12%)
- Has the ability to promote distressed capacity at discounted rates at last minute
- Enables discounted fares promoted via e-mail and auctions
- Nofrill airlines (e.g. Easyjet) achieve more than 90% of bookings online
Internet and the Airline Industry

- Internet Distribution Channels
  - Airline websites or online platforms
    - AUA (www.aua.com)
    - Lufthansa (www.lufthansa.com)
  - Global airline platforms
    - Opodo (www.opodo.de)
  - Online platforms of CRS/GDS
    - Amadeus (www.start.de), Sabre, etc.
  - Online travel agencies and platforms
    - Expedia (www.expedia.com)
    - Travelocity (www.travelocity.com)
Critical Issues for the Airline Industry

Challenges for the Airline Industry

- Improve safety & security for online transactions
- Improve the entire customer travelling experience
- Use ICT for in-flight entertainment
- Provide self-service kiosks for travellers to check in
- Offer passengers the ability to purchase airline tickets through a hand-held device virtually anywhere
- Alert passengers of flight delays, departure & arrival information through wireless solutions (mobile phones, PDAs)
- Develop successful extranets as collaboration channels with all their partners
- Obtain a certain level of collaboration between competitors (co-opetition)
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Case Study – Airline Industry

Air France and KLM launch inflight Wi-Fi Launch of inflight connectivity on two Boeing 777-300

www.airfrance.com
www.klm.com

Air France and KLM Royal Dutch Airlines will operate their first inflight connectivity flights with Wi-Fi on board.
Case Study – Airline Industry

EasyJet mobile boarding pass trial includes Passbook integration

http://www.tnooz.com/article/easyjet-mobile-boarding-pass-trial-includes-passbook-integration/

EasyJet is testing mobile boarding passes.

The service for Smartphones enables travelers to check-in in under 10 seconds, download the boarding pass and store it on their phone.
Case Study – Airline Industry

Ryanair's new comms chief to eschew social media

http://www.prweek.com/article/1168936/ryanairs-new-comms-chief-eschew-social-media
http://www.ryanair.com

Kiely said that “while other airlines had 'tapped into social media' platforms such as Twitter and Facebook, the sites 'would not be helpful' to Ryanair’s comms strategy”.

Robin Kiely is Ryanair's new comms head
Case Study – Airline Industry

Southwest Airlines demos video versions of flight confirmation e-mails


http://www.southwest.com/

Southwest Airlines may begin sending customers video versions of flight confirmation e-mails that confirm details on a flight’s departure time, gate number, and arrival time.
Case Study – Airline Industry

Qantas becomes a launch customer for Airbus’ iPad Electronic Flight Bag solution


These ‘Electronic Flight Bag’ (EFB) applications will be used by all pilots of Qantas Airlines, who fly Airbus aircraft.
Qantas stops offering in-flight Wi-Fi for long-haul flights


Qantas ended in-flight internet on selected Airbus A380 routes. In a statement, Qantas advised that the average take-up during the trial was less than 5 percent.
Case Study – Airline Industry

Lufthansa launches simple self-service check-in

http://www.lufthansa.com

Check-in even simpler: Frankfurt and Munich airport passengers can check their bags in themselves.
Case Study – Airline Industry

British Airways claims to have invented the flight check-in of the future


BA: revolutionizing the check-in:

The idea (whether it is revolutionary and the future or not is debatable) is that the airline will automatically check-in passengers without them having to lift a finger, or click a mouse button/press a screen.
Case Study – Airline Industry

Deregulation of travel distribution in China – what does it REALLY mean for those outside?


China travel deregulation:

As of October 1st 2012, a change in the Civil Aviation Administration of China (CAAC) CRS saw foreign airlines begin to leverage distribution partners to enable access to their fares and content across a wider network of travel agents.
Case Study – Airline Industry

OAG launches next generation of airline schedules analysis


OAG, the global flight information provider, is launching an airline schedules tool that sets new standards in accessible, sophisticated aviation data analysis.
Case Study – Airline Industry

SunFlight – choose your airline seat based on what side the sun will be


http://sunflight.net/

SunFlight uses flight scheduling data provided by OAG OnDemand to plot on a Google Map exactly where the sun will be in relation to the progress of a flight.
Case Study – Airline Industry

HP and airlines implement automated global tax feed


http://www.atpco.net

HP and all of the airlines tied into its itinerary pricing engine were to have cutover by today and become the first entities to implement a new automated and global tax-pricing feed from the Airline Tariff Publishing Company.
ICTs in the Airline and Hospitality Industry

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Primary Suppliers

- **Basic product suppliers such as accommodation, catering or entertainment**
  - By far the biggest group in tourism
  - *Accommodation* facilities largest subgroup
    - In 1995 there existed **12,3 Mn rooms** worldwide
  - Mostly *SMEs*
  - “*HoReCa*” sector (covering hotels and other accommodation, restaurants, canteens and catering) in EU
    - 95,5 % of the enterprises are very small (0-9 employees)
    - The *HoReCa* sector accounts for more than **1,3 million enterprises** in the EU (about 8,5 % of the total number of enterprises)
    - In Austria average number of beds per overnight facility, including only the one to five star hotels, is 37,4
Primary Suppliers

- **Main disadvantages**
  - Normally little marketing and technology know-how
  - Little knowledge about market developments
  - Rather limited access to distribution channels
    - E.g. over 85% of European accommodation providers are not listed on CRSs/GDSs that serve travel agents worldwide
  - Whereas other sectors of the tourism industry can be seen as early adopters of new technologies, this sector is normally lagging behind
Hotel Chains

- **On the intermediary as well as the supply side**
  - Chains represent *marketing* and *operation units*
  - Market is dominated by US multinational corporations
    - Own 13 of the top 20 chains
  - Focus on the *higher-priced* market segment
    - well-established *reservation centers*
  - Learned to *cooperate*
    - 1989 70 major hotel brands established THISCO as a computer switch to provide a common *electronic booking interface* to their central reservation systems worldwide

- **Represent 60% of the worldwide market share**
  - 18 Mn reservations per year and 3,2 Bn USD revenue
The hospitality industry is the most under-automated segment of the international travel industry

- Most reservations are still rooted directly to the property
- Central reservation offices are still used by phone
- The % of bookings emerging from GDSs and the Internet are still fairly limited

The major challenges for hospitality industry are expensive technology & time

- The average planned ICT expenditure for 2001 was 2.6% of the hotels’ gross revenue
ICT and the Hospitality Industry

- Hospitality organisations increasingly use computerised systems to:
  - Communicate with their customers
  - Allow increased interactivity with customers
  - Improve their inventory management
  - Maximise their profitability
  - Reduce operational costs
  - Improve their yield
Internal Systems and Intranets

- **Computer Reservation Systems (CRS) & Property Management Systems (PMS)**
  - Improve capacity management and operations efficiency
  - Facilitate central room inventory control
  - Provide room availability information
  - Offer yield management capability
    - Ratio of actual revenue to potential revenue
    - Forecast, accept, reject and redirect demand
    - Maximise occupancy and average room rates
  - Provide better database access for management purposes
Internal Systems and Intranets

- **Computer Reservation Systems (CRS) & Property Management Systems (PMS)**
  - Support extensive marketing, sales & operational reports
  - Assist sales and front office personnel to identify consumers' preference & price range
  - Facilitate marketing research and planning
  - Track travel agencies & commission payments
  - Handle & track frequent flyers & regular hotel guests
  - Facilitate personalised services for (regular) hotel guests
Interconnecting Systems in Hospitality

- **Hotel CRS - GDS switches**
  - Interconnect between hotel CRSs and GDSs
  - Provide an interface between the various systems
  - Allow a degree of transparency
  - Minimise set up and reservation costs
  - Maximise the number of reservations
  - Facilitate inter-organisational communication with partners
  - Examples
    - THISCO
    - WizCom
THISCO – The Hotel Industry Switch

General Distribution Systems

Sabre

Galileo

Amadeus

WorldSpan

Internet

UltraSwitch

Hotel Reservation Systems
WizCom switch
GDSs in the Hospitality Industry

- GDSs currently dominate hotel bookings but are problematic because
  - They allow only a fairly limited number of rates to be displayed
  - Database architecture is restricted making it difficult to describe room attributes in limited code words (limited information categories)
    - Potentially a hotel can price each room individually for each day
  - An unacceptable amount of time is taken to update data as they are more geared up for regular airline updates
Internet and the Hospitality Industry

- **Internet Distribution Channels**
  - **Supplier-operated websites**
  - **Destination management systems** and platforms
    - Tiscover, Feratel, etc.
  - **Accommodation online platforms**
    - Tiscover ([www.tiscover.com](http://www.tiscover.com))
    - netHotels ([www.nethotels.com](http://www.nethotels.com))
    - intHotels ([www.inthotels.com](http://www.inthotels.com))
    - HRS ([www.hrs.com](http://www.hrs.com))
  - **Online platforms of CRS/GDS**
    - Amadeus ([www.start.de](http://www.start.de)), Sabre, etc.
  - **Online travel agencies and platforms**
    - Expedia ([www.expedia.com](http://www.expedia.com))
    - Travelocity ([www.travelocity.com](http://www.travelocity.com))
  - **Switch companies** as gateway to different internet platforms
Internet and the Hospitality Industry

- Internet Distribution of Tyrolean Hotels

- Vendor-operated Web site and Tiscover entry; 60%
- No vendor Web site, but Tiscover entry; 33%
- No WWW presentation; 5%
- Unknown / Not found; 2%

(Hepp 2005)
ICT usage by SMTEs

- The majority of SMTEs are reluctant to introduce new technologies due to
  - The ICT illiteracy of their entrepreneurs
  - Lack of marketing and technology understanding
  - The cost of ICTs being perceived as prohibitive for entrepreneurs
  - Inability to control the equipment
  - Perceived dependency on trained staff
  - Lack of standardisation and often professionalism
  - Insufficient training and established organisational practices
  - Seasonality and limited period of operations in resorts
Opportunities for SMTEs using ICT

SMTEs can benefit from ICT as it enables them to

- Collaborate at the destination level
- Have networks of shared costs, resources & information
- Gain more benefits from scale economies
- Co-operate and obtain support of local, regional, national and international public tourism organisations and tourist enterprises/hoteliers’ associations
- Be represented in destination management systems
- Be represented in different distribution channels
Critical issues for the Hospitality Industry

- **ICT will enable the hospitality industry to**
  - Establish best operational practices and paradigms
  - Enable corporations to revise their info-structure
  - Enable integration of back and front office procedures
  - Adopt multi-channel strategies
  - Develop suitable business models
  - **Manage their resources better & reduce costs**
  - **Improve the competitiveness and profitability of an organisation**
  - Create further value, improve customer service provision
  - Improve customer care and recognise the needs and demands of the consumer
  - Emulate the ‘home away from home’ and ‘office away from office’ principles (customization)
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Hotel management system

- Computer Reservation System (CRS)
- Property Management System (PMS)
- Online booking engine
- Customer Relationship Management (CRM)
GASTROdat

- **Objective**
  - Support hotels in all parts of daily business
  - Provide software for all hotel sizes (SMEs)

- **Functionality**
  - Hotel programme
    - Room plan
    - Customer file
    - Billing (dynamic pricing, additional services)
    - Accounting
    - Analysis
  - Seminar room management & wellness programme
  - Online booking engine
  - Electronic guest-file
  - Email marketing
  - Interfaces to third-party systems (telephone, keycard, Skidata)
Room Plan
Customer File

- **CRM: Customer relationship management**
  - Customer profile, preferences, history
  - Customer-centric data storage
  - Email marketing
  - Offer generation
Customer File

CRM: Customer relationship management
- Customer profile, preferences, history
- Customer-centric data storage
- Email marketing
- Offer generation

Herrn
Martin Huber
Salzgasse 10
4020 Linz
AUSTRIA

Salzburg, 07.08.2006

Urlaub am Bodensee: sonnig und erfrischend!

Sehr geehrter Herr Huber,

ein herzliches „Gruß Gott“ aus Lochau!

Aufwachen in unserem herrlichen Panorama mit Blick auf den Bodensee ...
... so beginnen Ihre schönsten Tage bei uns!

Für Ihre Anfrage danken wir Ihnen sehr herzlich. Schön, dass Sie sich für einen Urlaub im Schlosshotel am Bodensee interessieren. Gerne machen wir Ihnen folgendes Angebot:

Anreise:
04.08.2006
Abreise:
12.08.2006 (9 Nächte)

Zimmer:

Einzelzimmer

Dusche/WC, Telefon, Satelliten, 1 Doppelbett

Wohnfläche 32,38 m²

Doppelzimmer

Wohnfläche 22,02 m²
Management information & decision support

- Operational management
- Capacity management
- Yield management
### Manager-Report

**07.04.2005**

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#### Management information & decision support

- Operational management
- Capacity management
- Yield management
Electronic Guest File

- Automatic generation of guest file
- Electronic transfer to local authority
Online Booking Engine

Hotel GASTROdat Tirol

Zimmernachrichten

Hotel: GASTROdat Tirol
Ort: Landeck
Telefon: +43 5287 88 189
Email-Adresse: info@gastrotal-tirol.at

Anzahl Erwachsener: 1
Anzahl Kinder: 0
Anzahl Kleinkinder: 0

Anreise: 15.10.2005
Abreise: 18.10.2005
Dauer: 3 Tagen

Preise

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Gesamt: 180,00 EUR

Ihre Reservierung wurde registriert.
Sie erhalten an Ihre Email-Adresse eine Bestätigung.

Mit freundlichen Grüßen
Hotel GASTROdat Tirol

Weitere Reservierung [Login]
System Architecture

Stand-alone configuration
- Only one workstation
- Configuration for small properties

Workgroup configuration
- Several (but few) workstations
- Star-shaped network (connected via hub or switch)
- One workstation as data server
  - Central storage of all data
  - Connection to Internet
  - Interfaces to external systems (telephone system, keycard, cash system)
System Architecture

Client-server configuration

- Central data server
  - High performance
  - Redundancy (raid system,...)
  - Security and backup mechanisms
- Multiple workstations
System Architecture

Terminal server configuration

- Based on Windows 2003 terminal server
- Thin client architecture
  - Execution of application exclusively on server
  - User interaction via terminals (keyboard, mouse, screen)
- Advantages
  - Central maintenance
  - Connection of external clients (work at home)
  - Low hardware requirements on client side
System Architecture

Application service providing (ASP)

- Provision of application service on third-party server
- Access of service via Internet
  - Low hardware investment
  - Low installation, maintenance and administration effort
- Profitability of ASP (ASP Konsortium e.V.)
  - Break-even after 1,3 years
  - Return on investment (ROI) after 5 years: 400%
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Case Study Micros Fidelio

Hospitality management system
- Integrated IT system combining
  - Front office
  - Customer relationship
  - Catering management
  - Procurement
  - Electronic distribution channels
- Support of
  - Single properties
  - Hotel chains or cooperations
Fidelio Services

- **Front office management**
  - Room management and reservation
  - Group and contingent management
  - Housekeeping
  - Revenue and cash management
  - Guest file and history
  - Online booking

- **Customer relationship management**
  - Contact and address management
  - Customer activity management and scheduling
  - Sales administration
Fidelio Services

- **Catering & conference management**
  - Conference booking
  - Event management
  - Resource management
  - Room planner for event facilities

- **Materials control management**
  - Procurement of food and non-food items
  - Inventory management
  - Report generation
  - Interfaces to accounting systems (DATEV, SAP, etc.)
Fidelio Services

- **Hotel connector**
  - Exchange of profiles & statistics
    - Guest files, statistics, management reports
  - Cross reservation & availability
    - Availability requests & reservation in partner hotels

- **Cube reports**
  - Analysis, statistics, reports
    - Based on OLAP cube
  - Forecasting
  - Export to statistic software
Fidelio Opera

**Central**
- Hard- & software
- Equipment
- Updates
- Maintenance
- IT responsibility
- IT support
- IT administration

**Functionality**
- Cross booking
- Cross selling
- Cross check-in/check-out
- Group management
- Central accounting
- Central reporting
- Central CRM

**Management of data and Information**

**WAN/LAN**

**Local properties**
**Regional properties**
**National properties**
**International properties**

Minimal equipment in single properties – only connection to central data center
Fidelio Opera

Distribution channels
- Global distribution systems
- Online booking
- Call center
- Internet portal
- Tourism portal
- Direct booking
- etc.

Central layer
- ORS (Central Reservation System)
- OCIS (Customer Information System)

Central data base
- Yield management

Local layer
- Hotel A
- Hotel B
- Hotel C
- Hotel D
- Hotel E
- Front office

Further local applications e.g. sales & catering, materials control, etc.

Central data base

Profil managmt
- Payment handling
- Marketing tools
- Member handling
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Case Study – Hospitality Industry

Seventeen mistakes hotels make with travel review websites


It surprises that many hoteliers do nothing with review sites.

Even if all the reviews are positive, there should still be some level of management response.

This case study presents 17 mistakes with regards to review sites
Case Study – Hospitality Industry

The Next Big Hotel Online Revenue Driver: Google Hotel Price Ads (HPA)

http://www.hebsdigital.com/blog/the-next-big-hotel-online-revenue-driver-is-here-google-hotel-price-ads-hpa/

The Google Hotel Price Ads (HPA) program feature drop-down pricing menus that allow users to comparison shop by price; each listing features four vendors and their nightly rate.
Case Study – Hospitality Industry

Restaurants Putting Mobile Tech on Their Menu

http://technorati.com/technology/article/restaurants-putting-mobile-tech-on-their-

Mobile Payment transactions are meant to replace payments via debt- or credit cards
Case Study – Hospitality Industry

How Starwood boosted its mobile paid search ROI


Online travel companies often wonder if their mobile marketing campaigns are resulting in customer purchases.
Case Study – Hospitality Industry

Facebook Graph Search adds hotels

http://skift.com/2013/01/31/facebook-interview-graph-search-to-add-hotels-and-social-signals-to-fine-tune-results/
https://www.facebook.com/about/graphsearch

Facebook’s Graph Search, which enables you to search the social network for hotels and restaurants as categories.
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No downtime for Four Seasons guests as brand offers in-car wifi


The luxury hotel chain is providing in-car Wifi, leaving no excuse for the always-connected traveler with deeper pockets to not be productive.
Case Study – Hospitality Industry

Vancouver’s Opus Hotel aims to remove all landlines and replace them with iPhones


The boutique hotel Opus in Vancouver’s Yaletown district plans to replace all of their oh-so-quaint traditional landline phones with iPhones.
InterContinental Hotels Group opens up properties to online guest reviews

http://www.tnooz.com/article/intercontinental-hotels-group-opens-up-properties-to-online-guest-reviews/

InterContinental Hotels Group announced a new system to allow guests to leave online reviews against hotel properties.

IHG will only allow reviews to be posted after verification with its database of actual previous guests.
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Swiss Alps meets China’s Hawaii: Mövenpick moves East


How does a small hotel group make its mark on a big and increasingly important market?

A small ‘passionately Swiss’ hotel chain meets Sanya, the Chinese answer to Hawaii.
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Fast check-in at hotels with mobile phone

Mobile Phone confirmation allows guest to Check-In within less than 1 Minute

http://www.youtube.com/watch?v=Z2zZFUjJYWI
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Hampton unveils its “Feel the Hamptonality” campaign

http://www.eyefortravel.com/social-media-and-marketing/hampton-unveils-its-“feel-hamptonality”-campaign

Hampton Hotels has officially launched a new advertising campaign, Feel the Hamptonality.

The goal of the ad campaign is to bring that feeling to life in a fresh, modern way as well as to highlight Hampton’s product offerings.
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Hyatt first large hotel chain to modernize the hotel TV

http://travel.usatoday.com/hotels/post/2012/03/hyatt-first-hotel-chain-overhaul-in-room-tv-system-internet/646438/1

Hyatt today has become the first major hotel brand to announce that it will roll out a newfangled, in-room TV system centered around the Internet.
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Paris' Hotel Plaza Athenee heightens guest experience with new technologies


From sleep devices to digital cocktail games, guests can now enjoy new technology at this Dorchester Collection address on Avenue Montaigne.