Application and Research of Enterprise Reservation System in Hotels and Guesthouses in China

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Abstract—**The research and development of the enterprise reservation system of sprinkler hotel in China can bring more comfort to the customers, and bring greater convenience to the managers of hotel enterprises, thus enhancing the competitiveness of the hotel enterprise market and expanding market share and influence.**

Keywords—hotel enterprise; reservation system; development and application

I. HOTEL ENTERPRISE COMPUTER RESERVATION SYSTEM, INCLUDING GLOBAL BOOKING SYSTEM, CENTRAL RESERVATION SYSTEM, ENTERPRISE-CLASS BOOKING SYSTEM

The Global booking system, a joint venture of a number of hotel and hotel companies and other enterprises, is directly connected to the booking systems of hotels and guesthouses, airlines, travel agencies, car rental companies and other enterprises through the Internet or a dedicated network, providing a way to access global tourism resources.

Central booking system, generally divided into membership-based and non-membership booking system. Membership-based booking system, refers to a hotel enterprise chain Central Booking system, all participating hotel and hotel Enterprises have signed a contract (agreement), clear their respective obligations and responsibilities. Each hotel business is described in the computer system database and is required to provide the reservation center with timely available rooms and other relevant data.

Enterprise-Class booking system, refers to a single hotel enterprise according to their own needs to purchase the corresponding Hotel enterprise software, in which the booking system is the entire hotel Enterprise management software system part. The main content of this article to the enterprise-class booking system, to introduce the star Hotel enterprise booking system.

Hotel and hotel Enterprises in order to in the market competition with a distinct market image to have a stronger competitiveness, expand market share and influence, effectively enhance the process of business development, it is necessary to speed up the pace of the information process. After China's entry into WTO, the economy and tourism have developed rapidly, and the overall economic situation of Chinese hotel and hotel enterprises shows a good situation. Single Hotel enterprise size also increased greatly, but compared to the group star Hotel Enterprises, operating capacity is low. Tourism business flow of large growth, for the Hotel enterprise industry to create a huge market demand, due +to the source market re-concussion distribution, the source market stratification more refined. Some hotel enterprises will be more inclined to single-minded source positioning, its products are also more refined, more depth. In this kind of good economic situation, it is inevitable to aggravate the competition between enterprises. At present, the construction and application of information environment in hotel and hotel enterprises in China is still in the initial stage, especially the information management process of single hotel and hotel enterprises and customers have a certain distance from the needs of hotel and hotel enterprises. According to relevant industry experts pointed out: At present, the application of information technology in Hotel Enterprises has developed to a watershed: from alternative manual operation upgrade to provide comprehensive management and management means, require hotel enterprises to make full use of the network and automation equipment, expand the space for resource sharing, so that tangible assets play the function of intangible assets , To bring more comfort to customers, to bring greater convenience to managers. Star Hotel Enterprises are usually in the company's existing general version of the digital business platform, combined with the characteristics of the Hotel enterprise industry, the purchase or development of hotel hotels and other application software, aimed at hotel and hotel enterprises to promote their own image, increase the number of network bookings, improve hotel corporate visibility and service, Enhance the core competitiveness of hotel and hotel enterprises, enhance business development. Hotel Enterprise The whole system is based on the realization of WEB, the construction of e-commerce Web site, multi-layer architecture, with openness, stability and reliability and so on. Some hotel enterprises through the perfect external information and e-commerce platform, integration with the internal management system, the establishment of their own portal, timely, dynamic and comprehensive display of enterprise information, establish the image of hotel hotels, expand the visibility of hotel and hotel enterprises. In addition, hotel and hotel enterprises can send some important information in a timely manner to hotel and hotel corporate customers, such as Hotel enterprise Room idle status, so that hotel enterprises customers quickly and comprehensively understand the hotel business situation, break the traditional telephone, fax booking method, simplify the booking process, Convenient online booking and secure online payment services can help hotel

companies attract more visitors, improve customer loyalty, and promote the growth of hotel business turnover.

II. THE DEVELOPMENT OF TRAVEL BOOKING WEBSITE PRESENTS THE FOLLOWING CHARACTERISTICS

Rich website types, diversified investment subjects: China's tourism booking website, from the geographical scope of operating products, can be divided into national tourism booking website and local tourism booking site, from the type of business products, can be divided into tourism information and tourism products a very rich number of comprehensive travel booking site, in order to And provide a single type or special travel product booking professional booking site and so on. From the industry background and investment main point of view, travel booking site can be divided into four main types: first, tourism supplier Direct Sales website. Hotel and hotel enterprises, airlines and other tourism suppliers to build a website in order to directly obtain reservations, reduce commission costs and achieve direct communication with customers. Second, the tourism broker website, mainly includes the traditional travel agency set up the business website. Third, large-scale travel booking websites, such as the Ctrip Travel Network (www.ctrip.com), invested by three-party operators (Information technology companies), have the advantage of capital, professional technology, a wide network of agents and a wealth of optional products. Travel channels offered by internet portals (such as Sina, Tom.com, etc.) and professional vertical portals (such as skiing and golf sites) usually also offer booking ports. In addition, there are a number of tourists booking sites with government background, as well as some local tourism bureau investment and construction of the tourist destination information network.

The market continues to expand, with industry leaders highlighted. At present, China's travel booking site is still in a large, medium and small scale of the coexistence of the State, and large booking sites leading the market situation has begun to emerge. From the perspective of development law, towards the "polarization" of the market pattern is the general trend, that is, one end is able to provide a very diverse range of tourism products of large-scale tourism e-commerce site, by the advantage of the size of the win, the other end is to provide special tourism products or services of small tourism enterprises, they are small and refined And become an expert in the field in which they are engaged.

The quality of information and services has improved, but the overall uneven: travel booking sites usually provide services in the following areas: First, the collection, dissemination, retrieval and navigation of tourist information, the content of information generally involves tourist destinations, attractions, hotel and hotel enterprises, traffic travel routes and travel knowledge , The second is the online sales of tourism products (services), the website provides tourism and related products (services) of various concessions, discounts, aviation, hotel Enterprises, cruise ships, car rental services search and booking, etc., third, personalized customization services, that is, according to the characteristics of tourists and needs of a combination of customized tourism products, Provide personalized travel route advice, etc. Some mainstream large-scale travel booking sites have paid considerable attention to service quality management, to tourists to introduce all-weather services and rapid response, preferential prices, safe and varied payment methods and other commitments. In the integration of distribution channels, travel booking sites usually take three aspects of the Strategy:

(1)With travel agencies and other traditional resources integration, inherited the traditional enterprises in the domestic leading level of distribution channels.

(2)The establishment of online distribution Alliance, through the cooperation of the site of human traffic to expand booking channels.

(3)The development of national membership card issuing agents.

At present, China's tourism booking website on the technology and services of the focus is mainly reflected in the establishment of internal and external information management system, the establishment of real-time booking system, provide multi-channel (telephone, network, short message, Agent shop) services, the establishment of customer service standards and service procedures, the establishment of a complete service chain, including back-office services Many websites have established customer relationship management (CRM) systems, but personalized product development and targeted marketing are still inadequate. The contribution of information technology to tourism has made it possible to provide personalized products at the cost of economies of scale, and the development of special services and the provision of ultra-subdivided products will be the main ways of value-added services. China's tourism consumption has gradually entered a mature period, tourists on the quality, personality and experience of the pursuit will be more and more intense. Under such conditions, travel booking sites should pay more attention to customer relationship management, through data mining technology, understand and track customer browsing behavior, community behavior and historical purchase behavior, estimate their taste and demand characteristics, so as to carry out subdivision into the individual's differentiated marketing. In a number of ways, websites can find key factors that drive consumers to buy, turning visitors into subscribers. At the same time, customer information can also be capitalized to become marketable products or corporate assets.

III. THE IMPACT OF WEBSITE DEVELOPMENT ON TRADITIONAL BOOKING BUSINESS

Judging from the traditional reservation business of hotel enterprises, telephone and fax are the main means of communication. The business personnel of the travel agency or the staff of the company will inform the sales personnel of the occupancy requirements by telephone and fax. After the sales personnel fill in the advance order, they will submit it to the reservation department, which will input it into the reservation system of the hotel enterprise computer. With such an operation process, if the order is to be modified, the above process needs to be repeated, and the whole process is time-consuming and laborious. For example, a fax order from a travel agency stated that at a certain time, 100 rooms would be required, 200 people would be accommodated and dining

requirements would be required. According to this order, the salesperson must first fill in the important notes about the group name, arrival (departure) time, number of rooms, number of people, whether there is a pick-up or not, meal package, etc. in the group reservation card, and then submit the filled card and all the information of the group's guests to the reservation department. The reservation department not only has to set up the team MASTER BILL and 200 GUEST ACCOUNT entries in the hotel enterprise computer system, but also has to answer individual phone calls and fill in reservation cards constantly. The confusion is palpable. When receiving the fax from the travel agency requesting to change the contents of the order again, it may be just a change from not including breakfast to including breakfast, which means a new round of time and energy investment, because the notes of the hotel enterprise computer system cannot automatically update the team information, and only 200 times of re-calling and modification of the guest information can be carried out. This greatly increases the load on the booking department and affects the quality and efficiency of service. At present, the development and application of tourism B to B e-commerce dominated by hotel enterprises is becoming a new trend. On the basis of network, commercial exchange activities can be realized through coordination of materials and personnel information. For the application of e-commerce in hotel and hotel enterprises, the pressure of bottleneck problem is relatively small. For example, on the issue of payment, online reservation and front-office payment can be adopted. At present, domestic hotel enterprises generally have sales agreements with one or more travel agencies, reservation centers and some companies, and some of them have set up their own websites, or have set up their own homepage publicity and simple reservation in some professional travel websites. In fact, there is still a certain gap from real e-commerce. For example, on the hotel business transaction platform, the travel agency clerk clicks the mouse, browses the hotel business facilities with multimedia effects, captures the latest preferential news, inquiries about the price, etc., finds the hotel business most suitable for the tour group to stay in, and then processes the order with ease. If there is any revision, there is no need to worry about the workload of the hotel and hotel enterprise reservation department, because this online reservation information is highly shared. What kind of changes do travel agencies make here, the hotel and hotel enterprise system over there will get the corresponding changed information without manual operation. The real-time, accurate, safe and reliable trading mode is commendable. In particular, the online system is connected with the reservation system of the hotel enterprise in real time, so that the hotel enterprise guests can know the hotel enterprise's room information in real time, that is to say, after the guests log in to a tourism network through a browser and enter a hotel enterprise, they can directly enter the hotel enterprise's reservation system, and can reserve hotel enterprise rooms at once.

IV. CONCLUSION

The hotel enterprise reservation function is interactive. After inquiring about the room status, room price, facility conditions and example pictures, guests can enter personal registration data from the computer reservation center function within a minute or two. Confirmed advance orders will automatically enter the hotel enterprise management system. The advance orders are exactly the same as those manually filled by hotel enterprise sales personnel. Guests can get a definite reservation reply and make a real reservation. The Internet is making direct sales and one-to-one sales of hotels and guesthouses receive meticulous services. At the same time when the guests get satisfactory service, it also makes the hotel enterprises reduce the workload and sales costs. Of course, before online payment is fully implemented, guests who make online reservations must first become members of the network and keep information records of important guests to ensure their online reservations are successful. This is different from the website reservation of a single hotel and hotel enterprise, no junk orders will occur, and the trouble of confirmation by the reservation department and guests will be reduced.

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