The Evolution of Hotel Room Reservation Systems, from Pencil and Paper to Online Reservation System

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Abstract: *The issues of forgotten or lost reservations prior to the 1940s marked the beginning of the intriguing journey that led to the growth of hotel reservation systems. Westin made a significant advancement with the invention of the "Hoteltype" system in 1947. The Central Reservation System (CRS) that exists today was created by a chance encounter between the CEO of American Airlines and an IBM representative in the 1950s. CRS models started to appear in the 1960s, and in the 1990s they were transformed into complex networks with connections. A real-time reservation system was established by Promus Hotel Corp. in 1995. The development of PMS systems in the 1990s created the groundwork for modern technologies. Brand websites and online travel agencies were created in the 2000s, extending worldwide reach. However, as more and more customers use OTAs, hotels encounter new difficulties in retaining direct reservations and profit margins.*

Keywords: Room reservations, CRS, GDS, CRO, online reservations

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