

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

I. INTRODUCTION

Prior to the 1940s, making reservations over the phone, by mail, or by telegram sometimes resulted in forgotten or lost reservations. Westin built the first hotel reservation system, known as "Hoteltype," only in 1947. (Stayntouch)

The chief executive officer of American Airlines and a top IBM sales representative met by coincidence in the 1950s, which led to the development of the central reservation system (CRS) that hotels use today. The first CRS models appeared in the 1960s, and hotels started utilizing them extensively by the next decade.

The CRS had developed into a sophisticated, interconnected network by the 1990s, utilized to control rates and bookings across a wide range of channels. With the advent of brand websites and online travel agencies (OTAs) in the 2000s, new channels for selling directly to customers opened up. Through a variety of means, hotels might spread widely, opening access to new markets all over the world.(Hub)

In 1995, Promus Hotel Corp. continued to advance by establishing a real-time central reservation system. Here, visitors could make a reservation and check into the building. The first online booking engine for hotels was developed that same year by Holiday Inn and Choice Hotels Group, taking it a step further. The same year that PMS systems went live with allotments and group block features, which hotels are still having trouble with 25 years later!

Many of the systems still in use today, which served as the foundation for cloud-based technology and open APIs, were established in the 1990s. Ten of the largest systems like ASK Investment Managers Ltd. Abakkus Asset Manager LLP, Alchemy Capital Management, Unifi Capital Ltd., Marcellus Investment Managers, MotilalOswal, Helios Capital Management (India) Private Limited, SageOne Investment Managers LLP, White Oak Capital Group & ROHA Asset Managers LLP ever created came to life during this decade, some of which saw significant technological advancements and others of which stayed the same.(asksuite)

However, as consumers have become more tech-savvy, the industry has changed in favor of independent distributors that provide a better user experience. In actuality, an increasing number of consumers increasingly only use OTAs, and numerous hotels are experiencing tighter profit margins as their proportion of direct bookings declines.

Objectives:

- To study the evolution of hotel room reservation
- To study the Central Reservation System

II. LITERATURE REVIEW

A room module can be used to manage rapid access to room availability information during specific registration process conditions. The number of rooms available in the reservation display is automatically reduced to reflect the actual available rooms when rooms in a hotel are temporarily blocked for renovation, repair, maintenance work, or cleaning procedures. This module also helps control future room inventory and ensure that all guests have rooms ready when they check into the hotel.(H.M. Moyeenudin, 2018)

Managing workflows for both back office and front office day operations, including reservations and guest profiles, room inventory and occupancy, pricing and RevPAR, check-in and check-out, housekeeping, invoicing, and reporting, is one of the PMS's major responsibilities, according to the author. New features have either been added throughout time to the PMS platform or have been integrated as third-party applications. Today, lodging providers have access to a variety of apps that can be linked to the PMS, including integrated reservation systems, revenue management tools, and maintenance management programs.(Castle)

This article describes issue situations that library employees and patrons face in the absence of a computer reservation management/print job system. It sheds light on the variables management took into account before selecting a computerized reservation system. It describes the steps that staff and customers must take, examines usage and revenue before and after deployment, and provides the responses of staff and customers to a computer reservation/print job system.(Cannon, 2008)

The authors examine the implications of online reservation systems and how they affect the hotel industry in London City hotels. The assessments that follow take into account the various distribution methods used by chain and independent hotels. Statistical methods such as means, t-tests, and correlation coefficients have been used to test the results of the postal questionnaire survey. These results demonstrate that no matter how much money is put into the online reservation system, the rate of reservations made using that method won't change. Hotel managers may find the approach valuable in developing a cutting-edge profit plan.(Lee, 2009)

This study examines how consumers choose between several sales channels when making hotel reservations. Both direct (hotel websites) and indirect (online travel agencies, destination marketing organizations' websites, and DMO call centers) channels were taken into account. It has been determined that the hotel business benefits from DMOs actively booking rooms since it draws in particular client demographics and opens up new marketing opportunities. Additionally, pertinent managerial consequences were described.(Law, 2015)

III. METHODOLOGY

Academic publications, industry reports, social media, internet review sites and databases pertaining to the hotel and travel industries were employed in the study's secondary data gathering.

IV. FURTHER RESEARCH SCOPE

New research issues may arise as a result of rapid developments in technology, society, and culture. There is a research gap when a new trend, such as online reservations or online travel agencies, has not yet been properly examined.

V. CONCLUSION

From the time before the 1940s to the present, hotel reservation systems have had a spectacular voyage of innovation and adaptation. The business has advanced significantly since Westin's "Hoteltype" system was introduced in 1947 and the chance encounter that gave rise to the Central Reservation System (CRS) in the 1950s. By the 1990s, CRS had developed into a sophisticated network, and by the 2000s, brand websites and online travel agents had become commonplace. Online booking engines first appeared in 1995, and real-time solutions soon followed. Hotels are having trouble making a profit margin, meanwhile, as consumers embrace OTAs. The necessity of ongoing adaptation in the runny world of hotel reservations is highlighted by this history.

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