

Importance of reservation services in tourism

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Abstract: Importance of Hotel Reservation. A reservation enhances the likelihood that the traveler will receive a better rate for ensured lodging when they arrive. Reservations help hotels to manage their guests' experiences during slow and busy periods more effectively.

Keywords: Managers, Tourism, Accommodation, Reception, Reservation.

Introduction. As one of the leading factors in the progress of civilization, information technologies and their widespread use have formed a new sphere of social relations and have a powerful impact on all aspects of the social and economic aspects of world development. The use of IT is crucial for improving people's living standards and is the basis of informatization processes and the movement towards an information society. In the Russian Federation, the development and effective use of IT is one of the priority areas of state policy.

The information and communication technologies industry is one of the most dynamically developing industries in Russia. However, in terms of the level of use of IT in the economy, public administration and public life, there is a significant lag not only from the leaders of world progress, but also from the countries of Central and Eastern Europe. The Russian IT market accounts for about 1.5% of GDP (more than 5% in the USA). The average revenue of leading Indian and Irish companies exceeds the average turnover of similar Russian enterprises by more than 10 and 5 times, respectively. Effective and progressive movement in the development of information technology support can become an important factor in the rise of the national economy, accelerating the growth of business and intellectual activity of society, increasing the country's competitiveness and strengthening its position in the international community.

Active consumers of IT in Russia are the state, enterprises in the processing, oil and gas production and energy sectors, and the aviation industry; Demand in the financial and trade sectors is growing at a slower pace. Other industries lag significantly behind in their use of IT.

There is an intensification of the use of information and communication technologies in tourism, which is also a priority sector of the Russian economy. The tourism industry itself has grown significantly. The turnover of the domestic tourism market in 2005 was, according to some estimates, about 16 billion US dollars, and inbound tourism was approximately 9 billion US dollars. The use of information technology in the tourism sector is one of the key points of development and can significantly increase its economic and quality indicators.

Information technology represents, in a formalized form suitable for practical use, a concentrated expression of scientific knowledge, information and practical experience, which makes it possible to rationally organize one or another fairly frequently repeated information process in a subject area. This achieves savings in labor, energy or material resources required to implement this process. Saving social time, which is achieved as a result of using any type of technology, can be considered as a general criterion of efficiency. The effectiveness of this criterion is especially evident in the example of information technology.

Information technologies have gone through several evolutionary stages, the change of which

was determined mainly by the development of scientific and technological progress and the emergence of new technical means of information processing. Today, among the main trends in the development of information technologies and resources, the following can be identified:

- 1) the presence of a huge amount of resources containing information on almost all types of social activities, the intensive development of the Internet;
- 2) creation of technologies that provide interactive access for the mass user to information resources through communication and data transmission systems integrated into national, regional and global information networks;
- 3) expanding the functionality of information systems, implementing technologies for creating and maintaining hypertext databases, including expert systems, decision support systems and other technological tools in information systems.

The rapid development of the tourism industry in recent years is associated with two factors: the development of civil aviation and the creation of computer reservation systems. In turn, the increase in the number of airlines, aircraft, as well as the growth in air travel volumes naturally led to the need to create and use computer reservation systems CRS (Computer Reservation System), which have become the main tool for reserving air tickets.

Previously, information technologies were of secondary importance for the development of the tourism sector and the market success of travel agencies, but now they have become one of the most important factors of progress.

However, now this topic is very relevant, since reservation systems increase the efficiency of an enterprise and make the work of managers selling certain services easier.

Tourism is an information-rich activity. A tourism service cannot be displayed and considered at the point of sale, like consumer or industrial goods. It is usually purchased in advance and away from the place of consumption. Thus, the tourism market depends almost entirely on images, descriptions, communications and information transfer. It is the nexus that holds the various producers within the tourism industry. It is information flows, and not goods, that provide connections between producers of tourism services; they come not only in the form of data streams, but also in the form of services and payments.

Reservation is a pre-order for upcoming tourist services, preliminary securing of booking items: places (tickets, vouchers), equipment, equipment, etc. for the customer. Reservation is carried out by various information systems that reserve, i.e. create stocks of booking items, and then assign them to the consumer from the created reserve.

The high economic efficiency of using computer booking systems has prompted their owners to fight for influence in the tourism services market. In order to attract travel agencies, companies have expanded the scope of application of reservation systems, including in their program a wide range of services (hotel reservations, car rentals, air passenger insurance, issuing tickets, foreign passports and even orders for flowers). In addition, the programs provide travel agents with the ability to computerize documentation and accounting.

Currently, there are many computer programs that allow you to distribute travel services using computer booking systems.

Reservation systems supply travel agencies with special packages that include these programs and, of course, special equipment for carrying out activities. Of course, all reservation operations are carried out by the company through communication with certain structures involved in this area. The set of equipment and communications depends on the type of connection to the system chosen by the travel agency:

- connection via a dedicated communication channel (direct wire or non-switched communication channel) direct connection;

- connection with dialing a telephone number (dial-up communication channel) - telephone connection;
- connection via the Internet.

Computer reservation systems today serve to meet the needs of travel agencies and define their primary goals as follows:

- offer travel service providers (air travel, car rental, hotels, tour operators, railways, etc.) a reliable and efficient global distribution network, giving them access to the world's largest client base belonging to travel agencies and airline sales offices;
- offer subscribers (travel agencies) a powerful management and marketing tool, allowing them to be competitive and profitable, have access to both local and international providers, provide management of activities and maintain financial records of the company's work;
- offer airlines the opportunity to use the system in their commercial offices in such a way that both airlines and travel agencies can work through the same system; provide global service through technical links and alliances with other systems.

Each computer reservation system creates its own computer programs that perform the following functions:

- allow you to search for optimal price options for travel services;
- allow you to work at various tariffs, including confidential ones;
- allow the travel agency to automatically print on a dot matrix printer tickets intended for manual issuance, using booking data;
- allow travel agencies to use automatic reporting programs;
- allow you to conduct various types of statistics; provide access to an extensive help system of operational information;
- allow you to control all transactions on mutual settlements with clients and suppliers;
- allow you to create a system for booking travel services for corporate and private clients on the travel agency website. Thus, the site visitor has the opportunity to independently select flights and hotels and then book them.

The interaction of a tour operator with computer booking systems creates the opportunity to:

- integrate into the global tourism market;
- promptly manage your activities;
- expand the sales market for tourism products;
- plan marketing activities;
- pre-form consumer lists and ensure loading in advance;
- analyze demand for tourism products and much more.

Global computer networks: ABACUS (shareholders: several Asian airlines); AMADEUS (three European airlines); GALILEO Int. ("United Airlines" + several European airlines); SABER ("Atg. Corp."); SISTEM ONE (Continental Airlines, US); WORLDSPAN (three American airlines + ABACUS).

Conclusion. The differences between these systems are small. They are based on the same basic principles: a general transfer of commissions (every week, every 15 days or every month), usually in local currency; the calculation is mainly accompanied by a pay slip indicating information about the hotel, the client's name, arrival and departure dates, length of stay, commission amount, non-arrivals and cancellations. These systems introduced by hotel chains not only help travel agencies in earning commissions quickly. They also help reduce currency exchange costs. For hotels, paperwork is reduced. Streamlining commission payments encourages agencies to book more rooms. Travel agencies gain confidence that their booking is registered, their client will have his own number and payment of commissions is guaranteed.

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