Managing Technology in the Hospitality Industry

Fourth Edition

Michael L. Kasavana
John J. Cahill

MANAGING TECHNOLOGY in the HOSPITALITY INDUSTRY

Fourth Edition

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John J. Cahill, CHA, CHTP

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Property Management Systems
- Reservations Module
- Rooms Management Module
- Guest Accounting Module

PMS Interfaces
Point-of-Sale Systems
Sales and Catering Systems
Hospitality Accounting Systems
E-Commerce
- E-Distribution
- Enterprise Systems
- Web Site Development

Competencies

1. Describe the basic functions common to property management systems. (pp. 3–9)
2. Identify stand-alone technology systems that may interface with property management systems. (pp. 9–13)
3. Describe the basic functions of a point-of-sale system. (pp. 13–15)
4. Describe the basic functions of a sales and catering system. (pp. 15–17)
5. Identify hospitality accounting modules typically provided by back-office software packages. (pp. 17–19)
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Keep this book. You will need it and use it throughout your career.

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1

Hospitality Technology Systems

HOW MUCH DOES a manager need to know about technology to operate a technology system? About as much as a motorist needs to know about auto mechanics to drive a car. A motorist does not need to master the mechanical wonders of the internal-combustion engine to drive a car. A driver simply needs to learn how to instruct the machine—how to turn the ignition key, push the gas pedal, apply the brake, and so on. Sparks jump, cylinders explode, pistons pump, and gears turn, regardless of the driver's knowledge of mechanical engineering. However, if a motorist has some understanding of auto mechanics as well as basic auto maintenance skills, the car should perform even better and meet his or her transportation needs for a longer period of time.

Similarly, in order to use technology, a manager does not need to learn the intricacies of electronic circuitry etched on silicon chips. The manager simply needs to learn the commands by which to instruct the system to carry out the desired functions. However, if a manager also has some basic knowledge about the essential operations of a system, he or she will be better equipped to use technology as an effective tool in managing information needs. A basic knowledge of the way systems operate enables managers to select technology applications which best meet the information needs of their operations, or to enhance and expand their present systems. Some knowledge of technology can be extremely helpful in identifying the functions desired from a system and in understanding the functioning of the system itself.

Despite the increasing number of functions being built into modern hospitality applications, no one system is likely to cover all areas a property may need to manage.[1] At a minimum, a property management system (PMS) and an accounting system will be needed. If there is a bar or restaurant, a point-of-sale (POS) system will also be needed. For operations with several function rooms and strong group meeting or wedding/banquet business, a sales and catering system is essential. Those with extensive food and beverage operations will also gain much from the cost controls provided by inventory and purchasing systems.

Apart from these, there are a host of sub-systems that manage such functions as telephone call accounting and charging, voice mail, electronic door locks for the guestrooms, energy management, pay-per-view movies, mini-bars, bookings for spa/tennis/golf, and so on. These systems are produced primarily by specialists (not the main PMS vendor) and interact with the PMS through interfaces of varying

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