

ΕΠΙΤΑΓΗ ΕΙΣΟΔΟΥ

ΓΙΑ ΝΕΟΥΣ ΕΩΣ 29 ΕΤΩΝ

ΣΕ ΙΔΙΩΤΙΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ

ΣΤΟΝ ΚΛΑΔΟ ΤΟΥ ΤΟΥΡΙΣΜΟΥ,

ΓΙΑ ΑΠΟΚΤΗΣΗ ΕΡΓΑΣΙΑΚΗΣ ΕΜΠΕΙΡΙΑΣ



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2007-

2013

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Τμήμα Υποδοχής

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- _____ (discount rates).
- _____ (package rates).
- _____ Tour Operators (Wholesaler Rates).
- _____ Tour Operators. (Special Offers).

_____ (individuals)

_____ passants walk-ins (_____)

Tour operators (_____).

_____ allotment:

- _____ (_____ allotment)
- _____ (_____)
- _____ (_____)
- _____ (net) _____ (_____)
- _____ (release period), _____



3: μ

- μ μ μ μ
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- μ μ , fax μ
- μ μ μ μ μ
- μ
- μ
- μ log-book μ VIP, μ μ
- μ μ
- μ μ μ μ
- μ μ μ μ
- μ

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μ μ guest relations

- μ μ guest relations
- μ μ guest relations manager
- μ μ guest relations.
- μ μ VIP
- μ μ guest relations
- μ μ VIP
- μ μ (amenities)
- μ μ amenities.
- μ μ (long stay guests).
- μ μ Upselling
- μ μ guest relations manager :
- μ μ VIP
- μ μ
- μ μ
- μ μ
- μ μ
- μ μ

B

- (2002)
- Tour Operators
- 2000
- (2001) μ M/C.
- μ & (1998) μ .
- : Interbooks.
- (2007) Front Office Management : μ .
- (1983)
- μ μ & (2014) Rooms Division Management
- μ & (1996)
- : Interbooks.
- μ . (2002) Hotel Management, μ , 2002
- (1999) μ , , 2001.
- „ « » , 2001.
- « μ – Housekeeping» 1998.
- ,2007
- Interbooks.
- & μ , . (1998) :
- μ
- (1998) : E
- nterbooks
- X , (1999) , : E Interbooks,
- (1996) μ :
- Interbooks.
- Bacal, R. (1999) Performance Management. New York: McGra-Hill.
- Cooper, C., Shepherd, R. & Westlake, J. (1994) Tourism and Hospitality Education. Guildford: University of Surrey.
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- Schulz, R. & Johnson, R. (1976) Management of Hospitals. N.Y: McGraw – Blikiston.
- Storey, J. & Sisson, K. (1993) Managing Human Resources and Industrial Relations. Buckingham: Oxford University Press.
- Tanke, M. L. (1990) Human Resources Management for the Hospitality Industry. N.Y: Albany.

Κρατήσεις

μ

PMS

Revenue Management

Yield Management

1

μ μ μ μ μ μ μ μ μ μ

- ✓
- ✓
- ✓

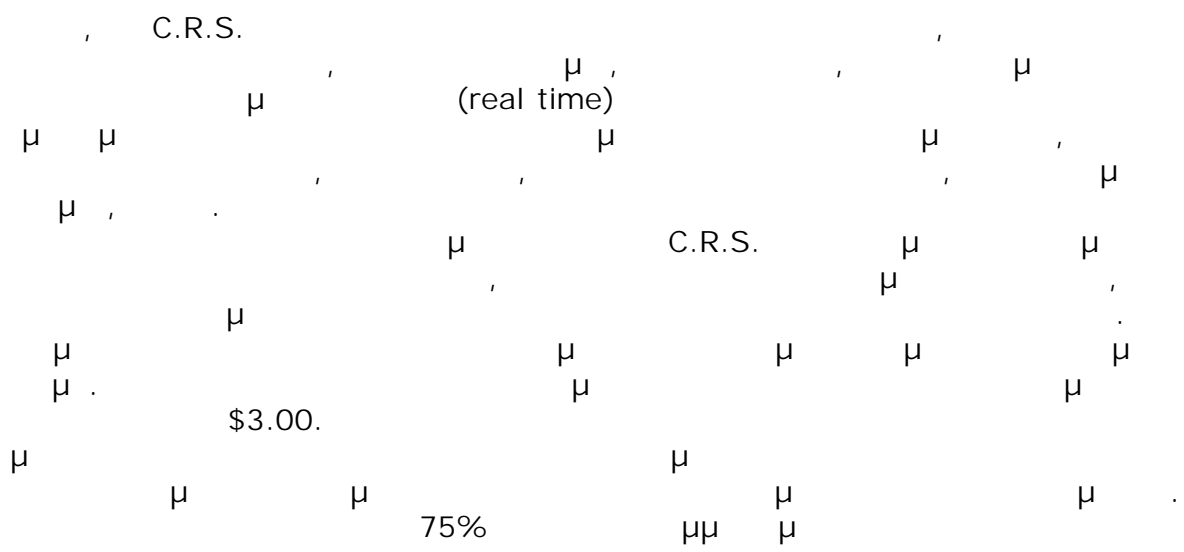
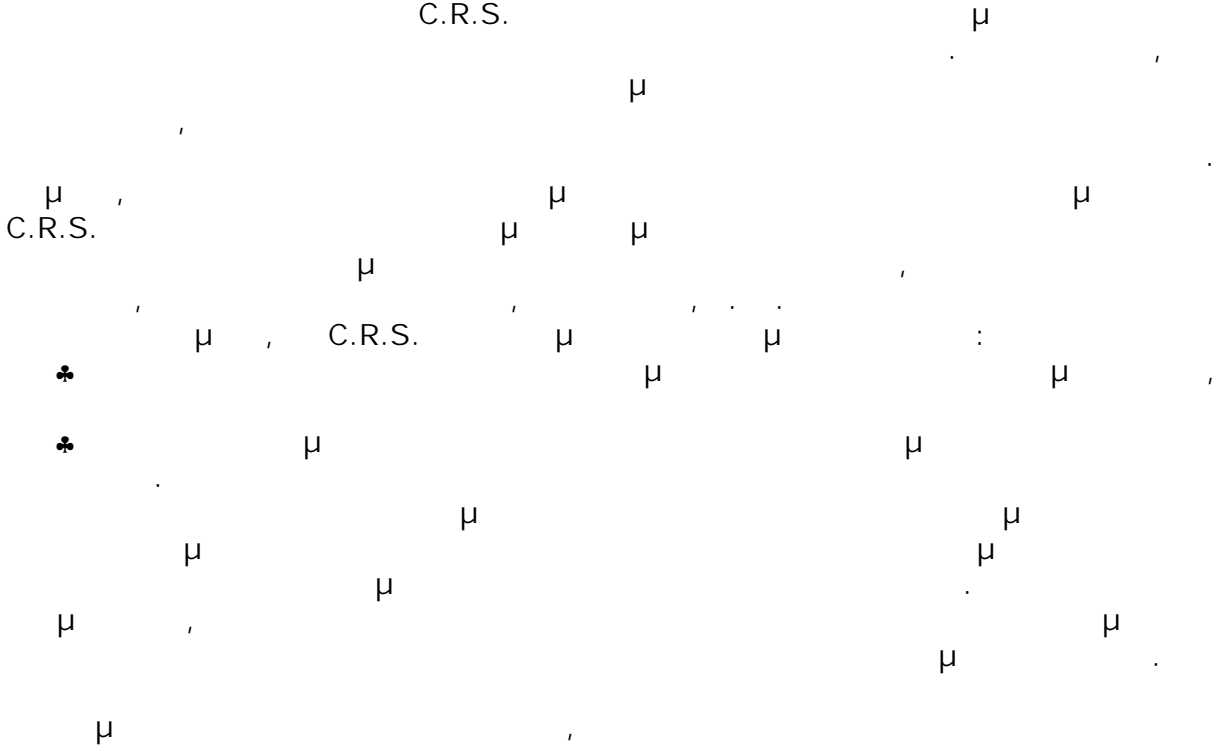
μ μ μ μ μ μ μ μ μ μ

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μ (GDS), μ (CRS), μ μ
 μ μ μ μ μ μ μ μ μ μ
 booking, UTELL (IDS), Amadeus, Sabre, Galileo, Worldspan, expedia,



1.2 Computer Reservation Systems (C.R.S.)



μ CRS, 25% μ Internet

1.3 C.R.S. G.D.S. μ (CRS)

μ μ 1960 μ μ

μ μ μ μ

μ 1970, μ μ

μ μ μ μ

μ μ μ μ

μ μ μ μ

μ μ μ μ

μ μ μ μ

μ μ Sabre Apollo, μ

μ μ μ μ

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μ μ μ μ

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μ μ μ μ

G.D.S. (Global Distribution Systems).

μ « »

μ 1978 μ μ

μ μ μ μ

μ μ μ μ

μ μ μ μ

μ : CRS
μ CRS;

μ TWA, PARS μ 5 μ Delta, Eastern Airlines DATAS, Systemone μ

Amadeus, Galileo, Abacus. (Amadeus, Galileo, Sabre, Worldspan), (Hotel Distribution Systems – HDS), G.D.S.

: Global Distribution Systems/GDS
GDS ;

1.4 Global Distribution Systems (G.D.S.)

1.4.1 Sabre

Amadeus 1987, Air France, Iberia, Lufthansa SAS (1991) Amadeus Central System (Esterel), (Savia), (Smart) Amanet, (Start). Amadeus 450, 60.000, 2/3, 210, 290.000, Worldspan

1.4.2 Galileo

1977 British Airways, Swissair, KLM United Airlines, 4%. 511, 39, 46.046

41.200
 116
 368 tour Operators

1.4.3 Sabre
 1959
 American Airlines IBM,
 Sabre. Sabre
 realtime
 370 59
 ERMES,
 31.000
 (<http://www.travelocity.com>).
 Sabre 45

1.4.4 Worldspan
 Worldspan 1990
 Delta Airlines, Northwest Airlines TWA, 1992
 Start-Amadeus.
 360 40
 16.000 22.000
 E-Business

1.5 Hotel Distribution Systems (H.D.S.)
 GDS-CRS
 (Hotel Distribution Systems-HDS)
 (suppliers) (consumers).
 E-Business

Internet Distribution Systems/IDS

- (visibility)
- (24/7)
- 24 7
- 21
- (ROI/Return of Investment)
- (No Shows)
- (travel agents)
- marketing

Internet Distribution Systems/IDS

- expedia.com
- online Microsoft
- InterActivCorp,
- InterActivCorp.
-
-
-
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-

1.7 Online

Online
online ;

GDS IDS
online

1.7.1 SecureShop

Secure-Shop

e-commerce

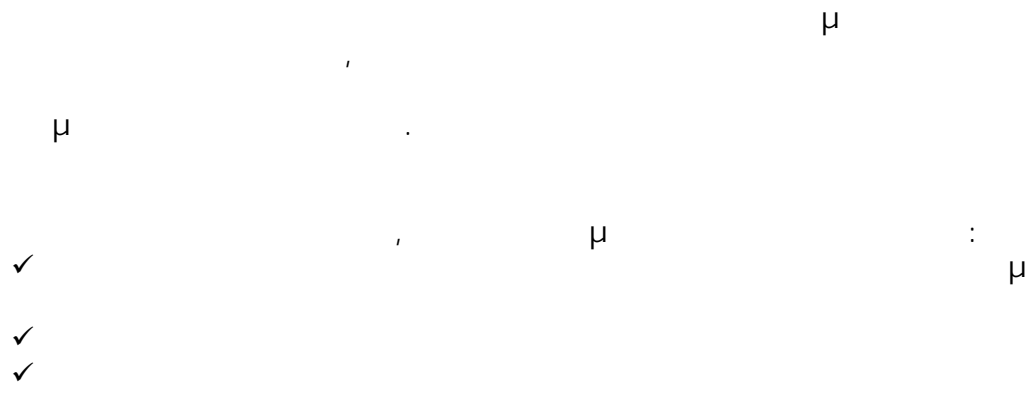
websites real time
Hotel Edition,
Internet
online

1.7.2 WebHotelier

WebHotelier

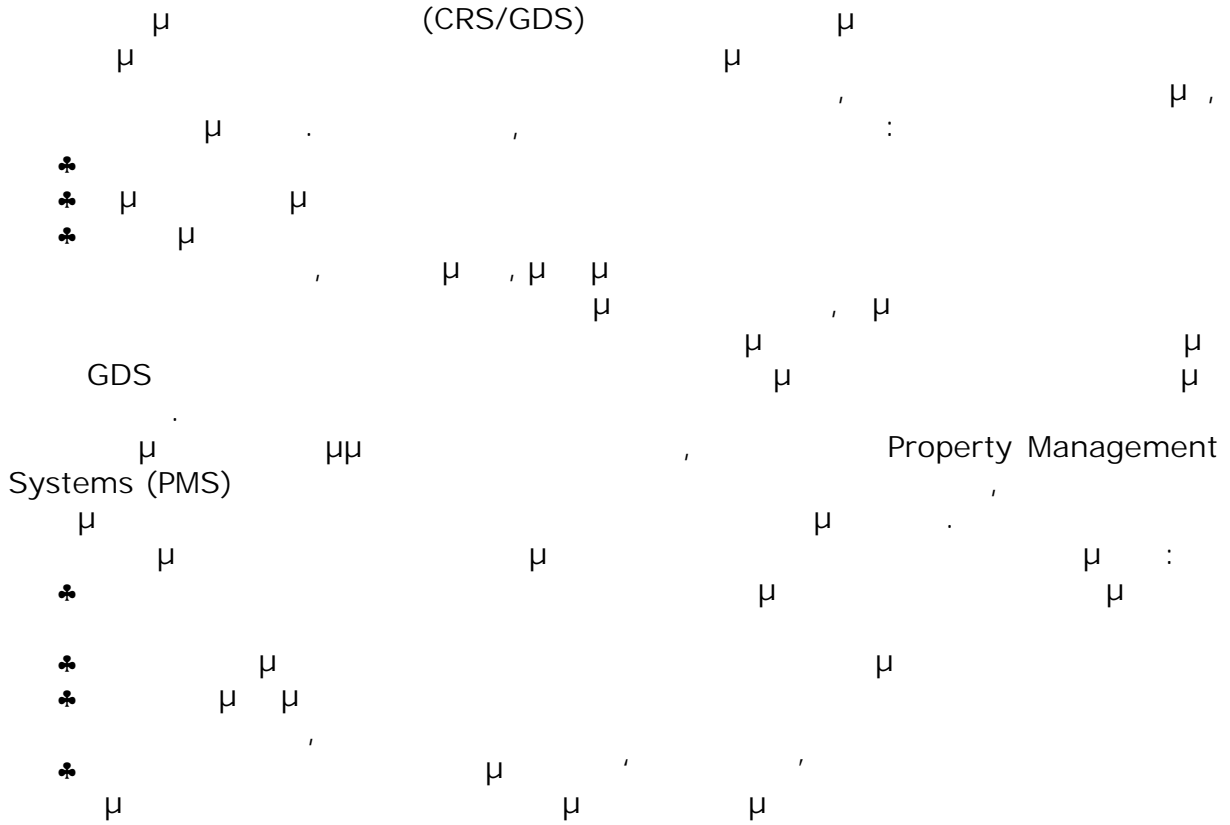
online
(extras),

μ μ , μ μ μ , μ

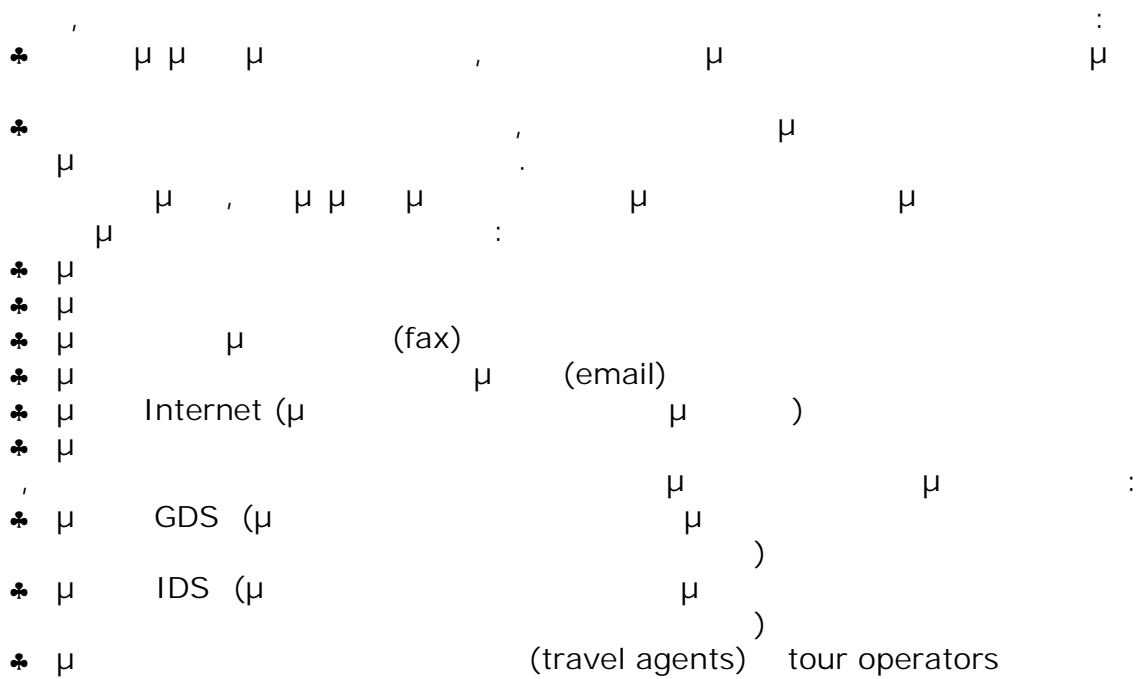


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Property Management Systems (PMS), Front Office Management, Back Office Management, Food and Beverage Management, Stock Management, POS, Main Courante, , , , tour operator

2.



2.1

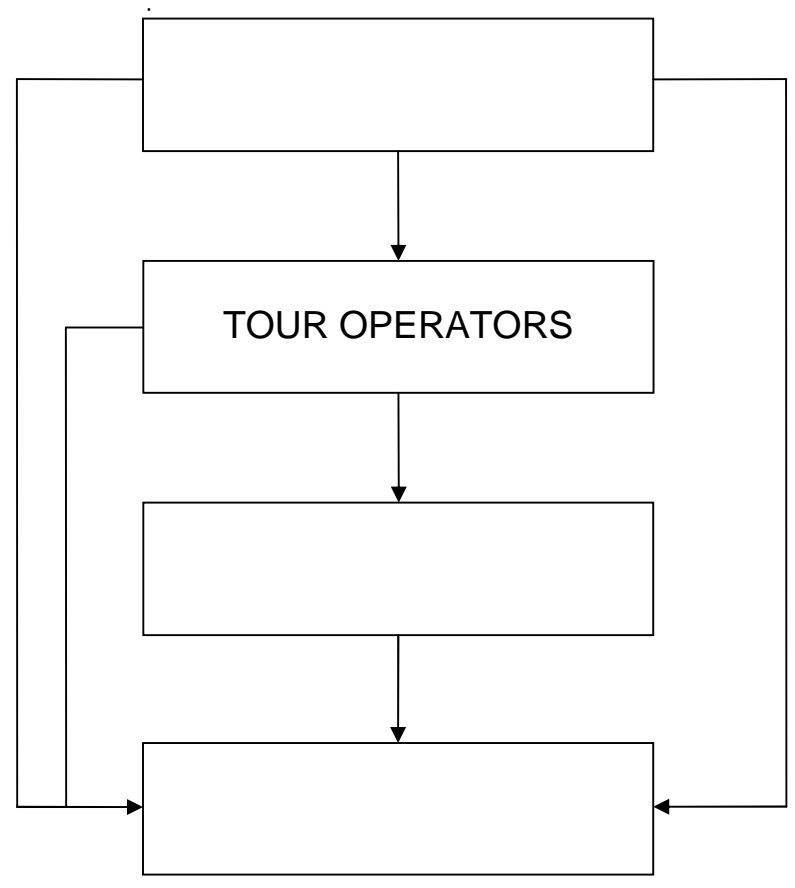


: Tour operators
tour operators;
;

tour operator (I.U.O.T.O.)

1997:177-178).

tour operators, (, 1997)



μ
μ

μ μ
(Front Office Management)

μμ μ
(Back Office Management)

Management).

(Front Office Management)

μ μ
♣ Front Office

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-
-
- Main Courante
- Reports

♣ μ (Point of Sales) μ μ

- ♣ Food and Beverage Management – Stock Management
- ♣ Sales and Catering Management

μ μ μ
μ μ μ

(Back Office Management) μ μ

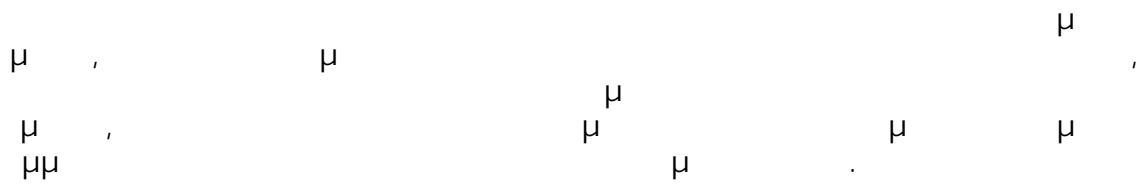
- ♣ μ
- ♣
- ♣
- ♣
- ♣
- ♣
- ♣
- ♣ μμ μ

μ μ μ μ μ μ

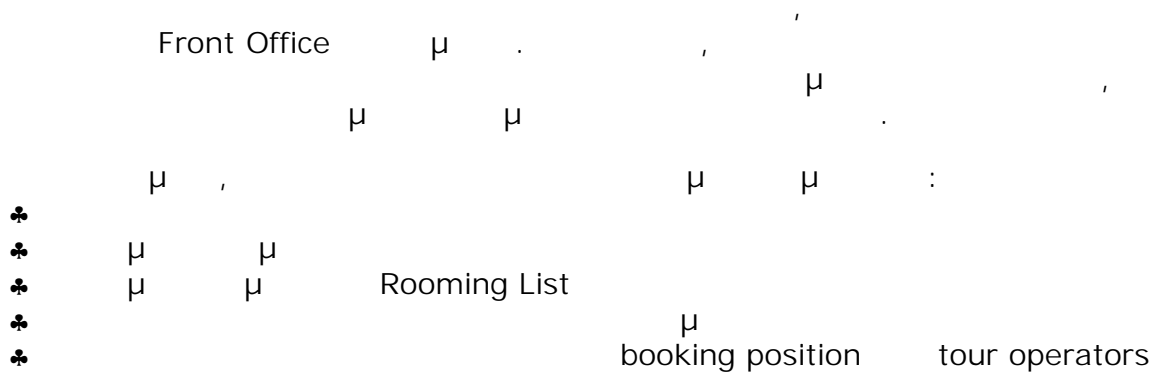
μ

:

Front Office Management	Back Office Management
	μ
Front Desk	
μ (Point of Sales/POS)	
μ	μμ μ
Food and Beverage Management	
Stock Management	
Sales and Catering Management	



2.2.1 Front Office





μ

Reports

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Housekeeping reports reports

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(Point of Sales)

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μ POS

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(official,

μ

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μ

μ

μ

μ

μ

μ

μ

μ

(happy hour)

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μ



μ

μ

, μ

(

,

pool bar, mini

market, souvenir)



μ

Food and Beverage Management – Stock Management

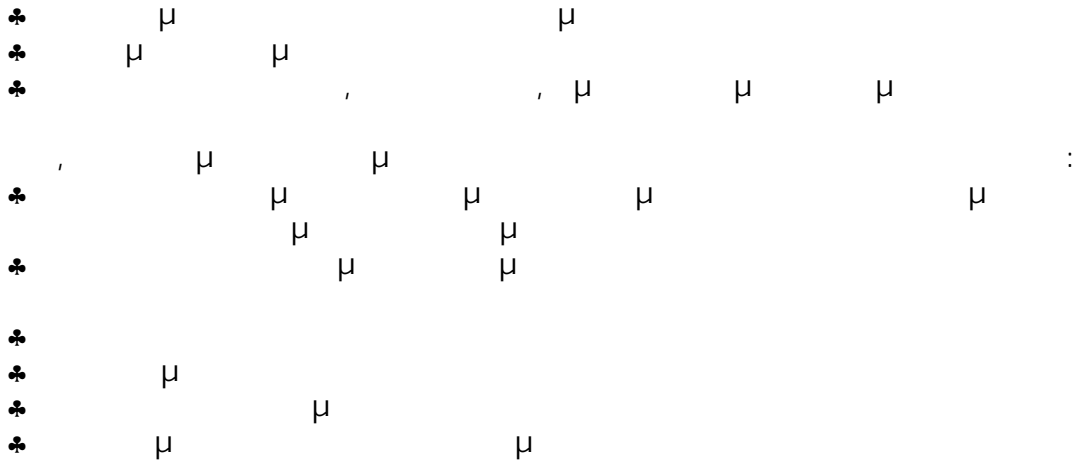
μ

:

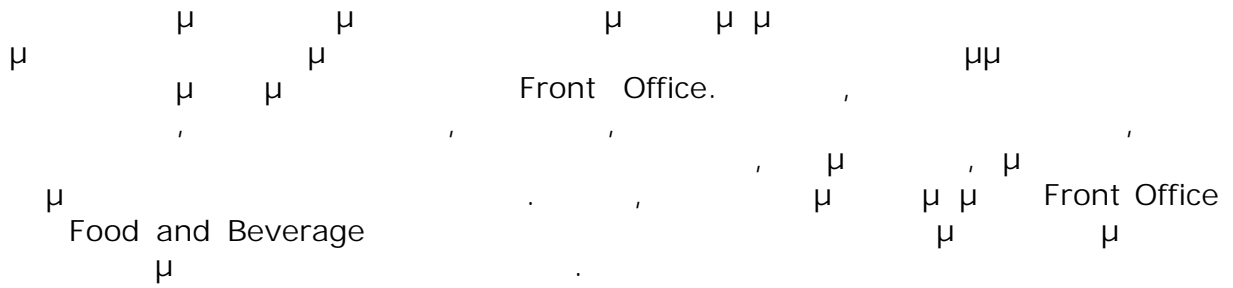


μ

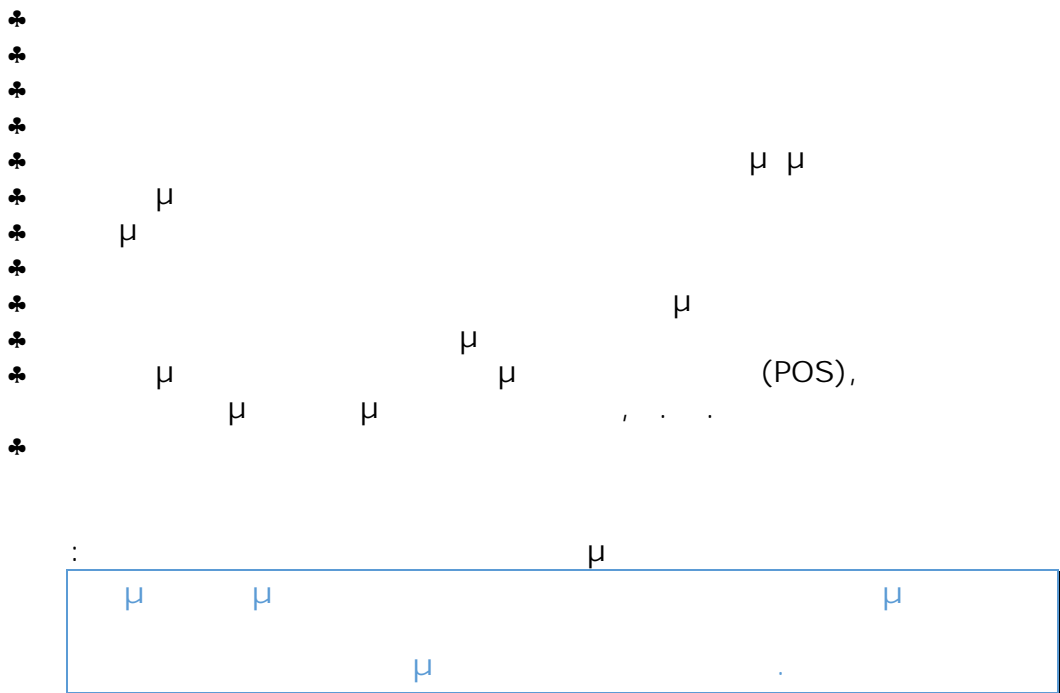
, μ



Sales and Catering Management



2.2.2 (Back Office)
Back Office :



PMS

Property Management Systems

- ✓ μ PMS
- ✓ μ PMS
- ✓ μ PMS

PMS, Protel, Opera, Fidelio, Epitome.Net, Hotel Works, Hotel System, Filoxenia, FILOS

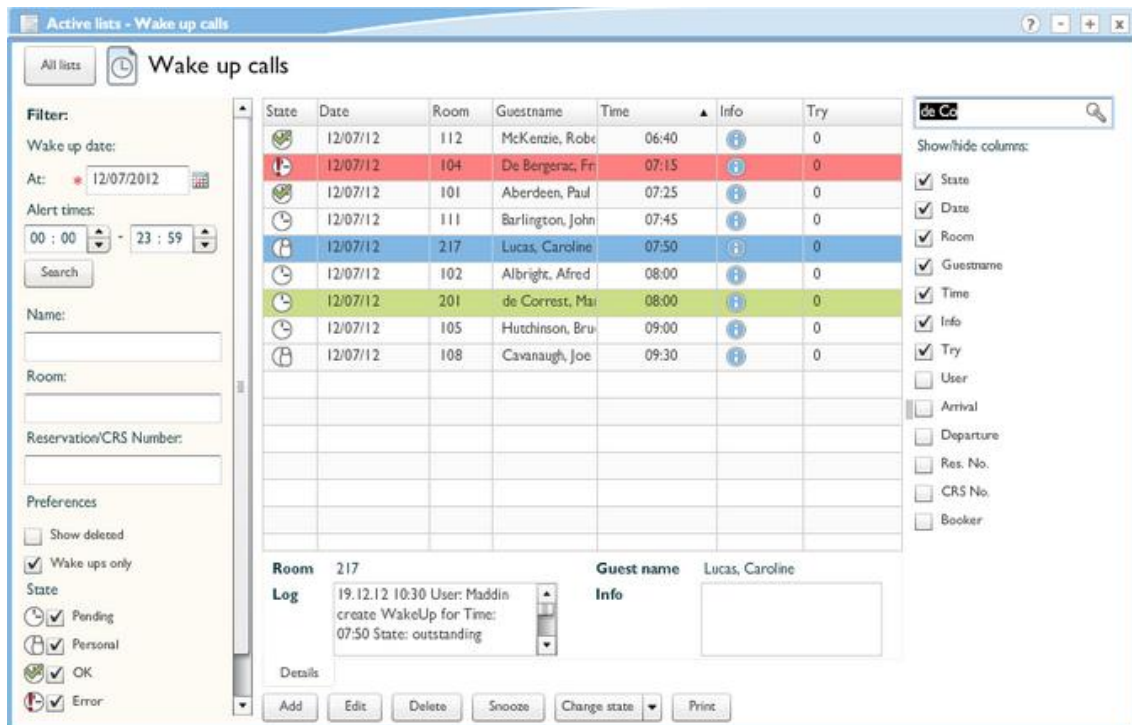
3. PMS



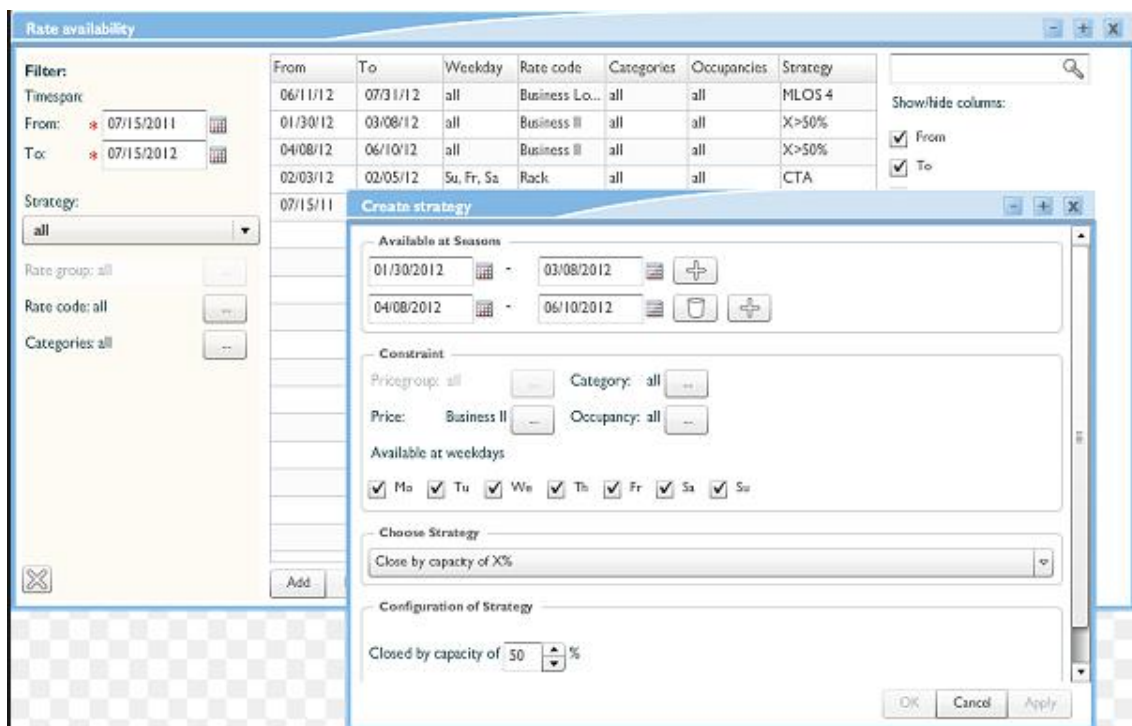
Property Management Systems

3.1 Protel

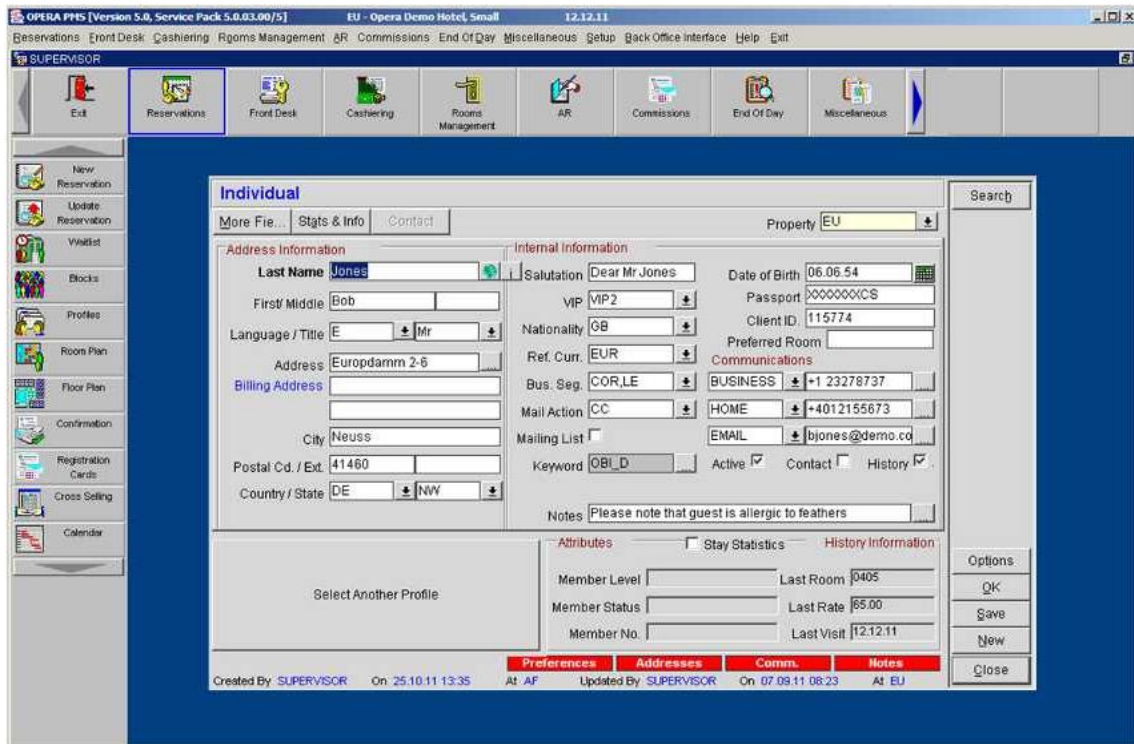
- μ Hospitality Integrated Technologies
- μ
- ♣ check-in
- μ
- ♣ check-out
- ♣
- μ
- ♣
- ♣
- μ
- μ
- μ (real-time μ)
- μ
- μ μ
- μ
- μ marketing
- μ



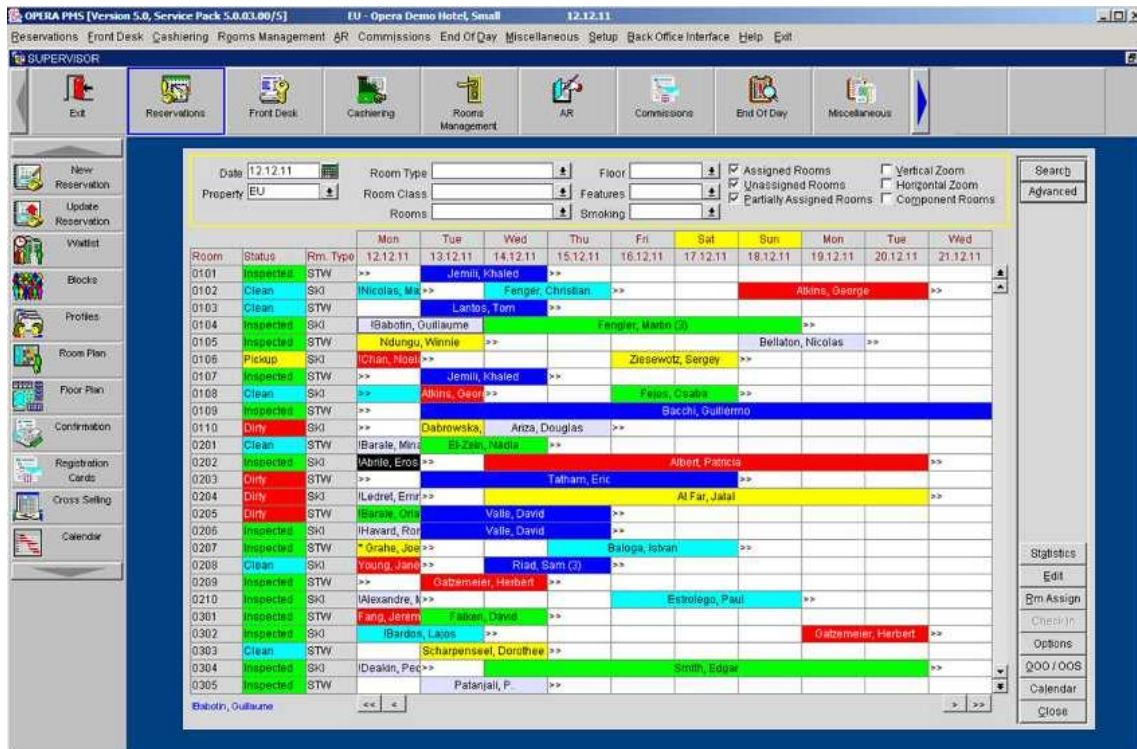
: Wake-Up Calls
: www.protel.net



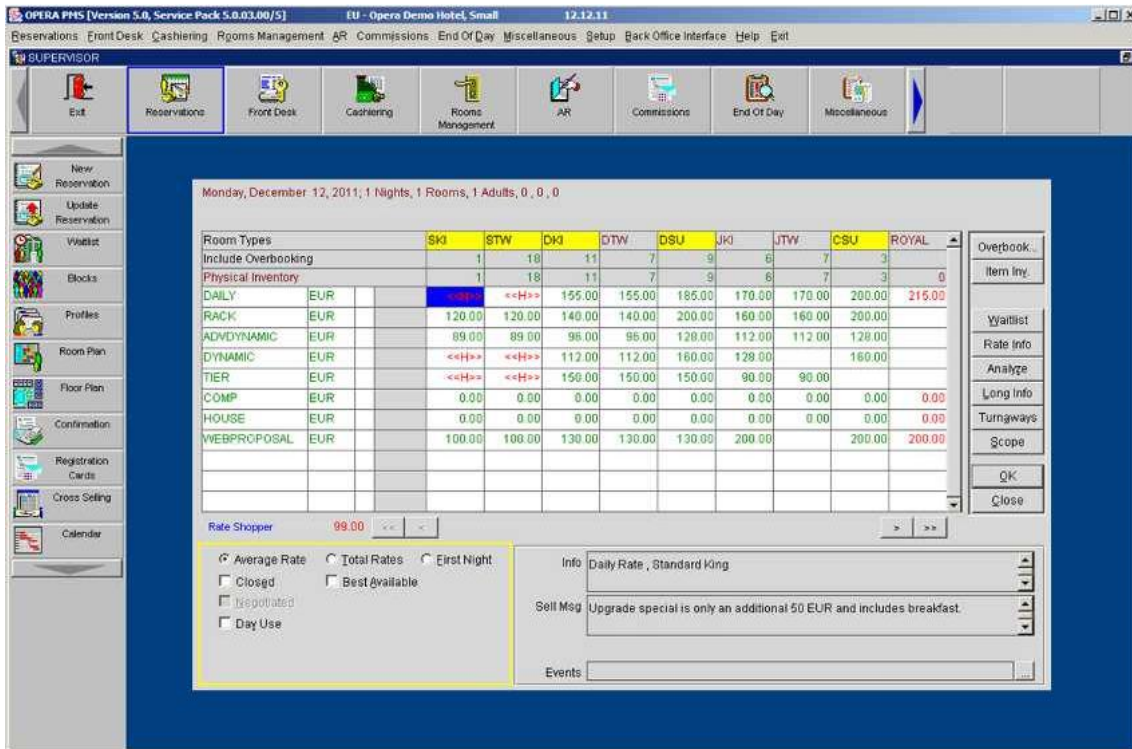
: Rate availability
: www.protel.net



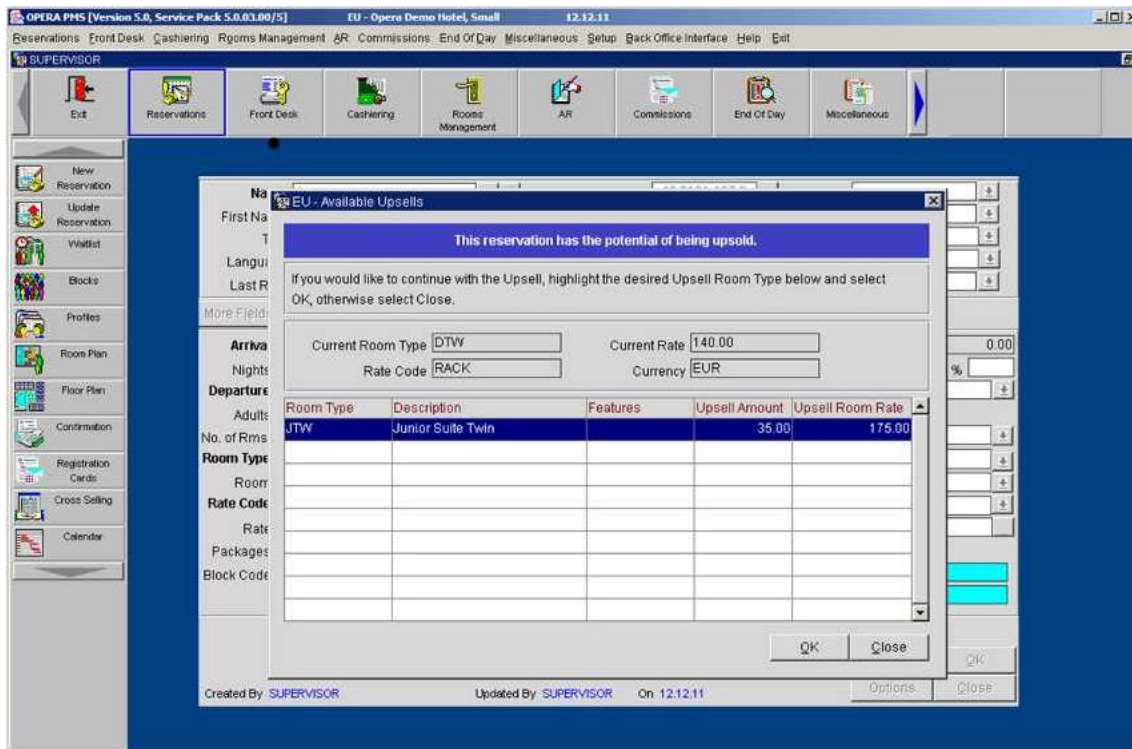
: Reservations/Individual
: www.micros-fidelio.eu



: Reservations
: www.micros-fidelio.eu



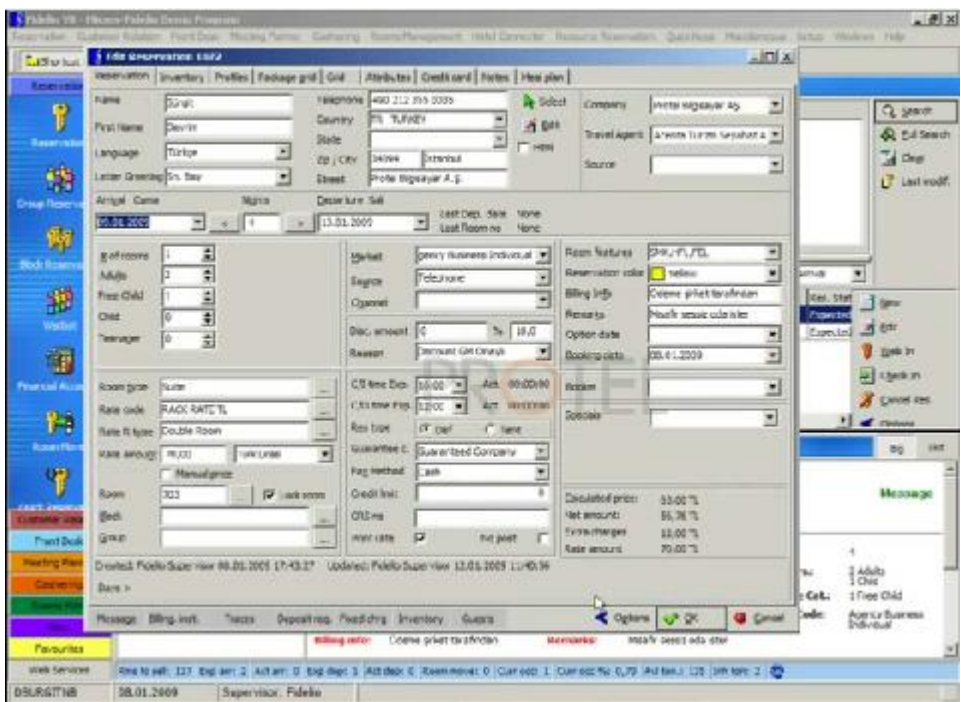
: Reservations
: www.micros-fidelio.eu



: Reservations
: www.micros-fidelio.eu



: Fidelio
: www.micros-fidelio.eu



: Fidelio
: www.micros-fidelio.eu



: Epitome.Net
: www.sysco.gr

3.5 Hotel Galaxy

μ μ Singular Logic S.A..
μ :
♣ Front office
♣ Web booking
♣ μ

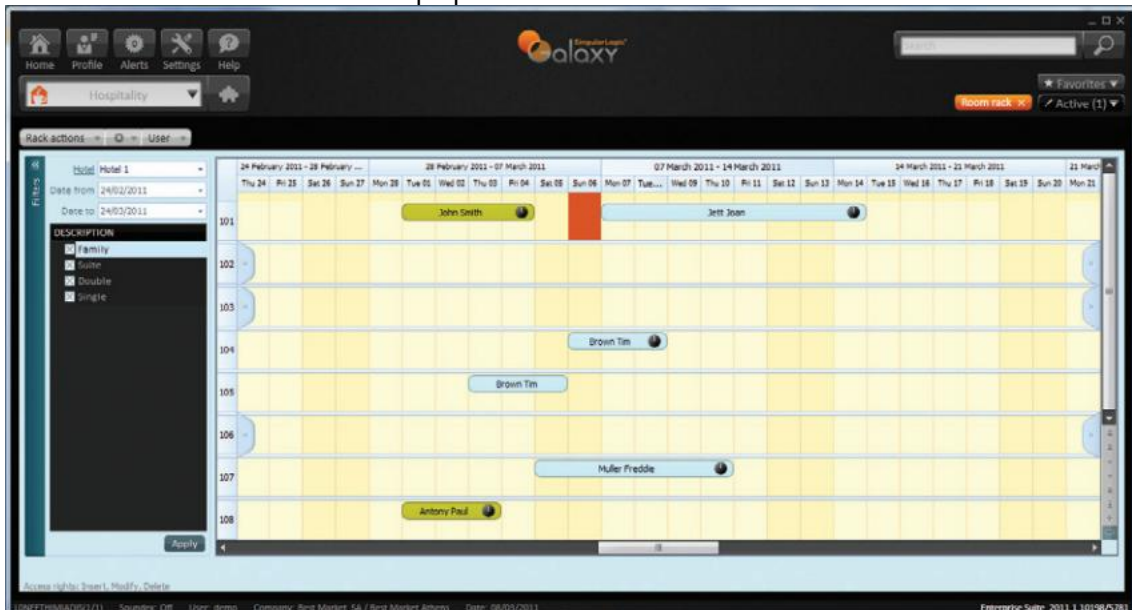
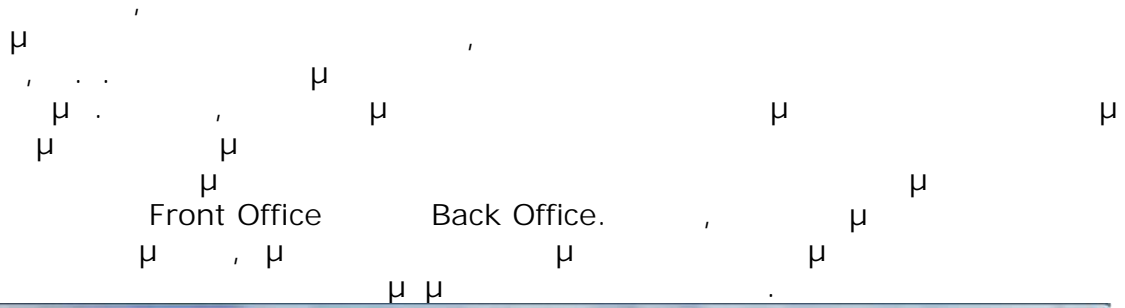
Front Office μ :

♣ μ μ
♣ μ -
♣ μ - μ
♣ - , Reporting
♣ μ
♣ Groups & Allotments

Web booking μ Internet μ
♣ μ μ
♣ μ μ

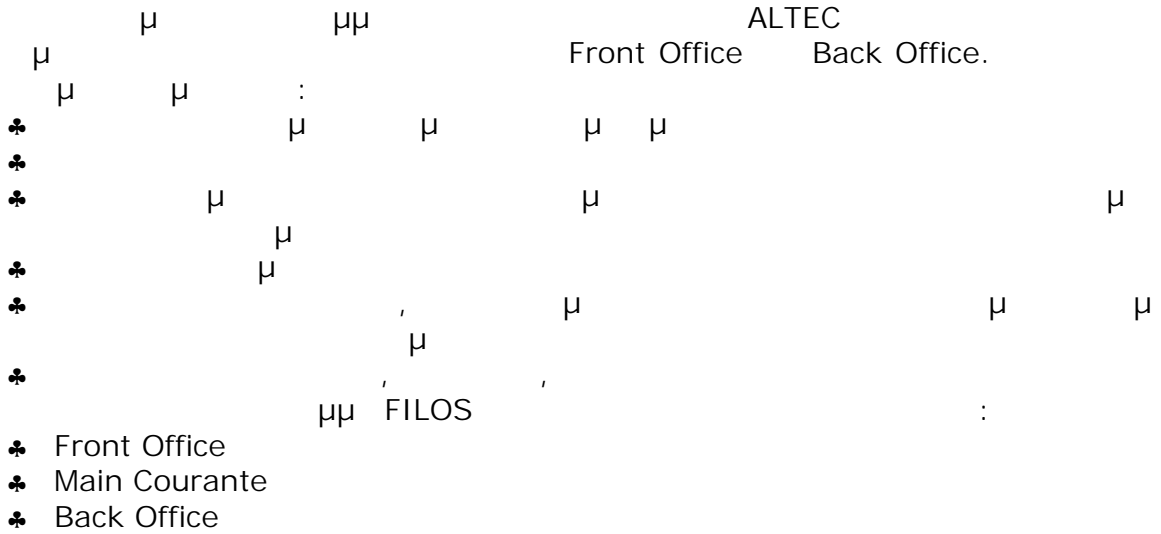
μ
♣ Point of Sales
○ μ μ μ
○ μ μ

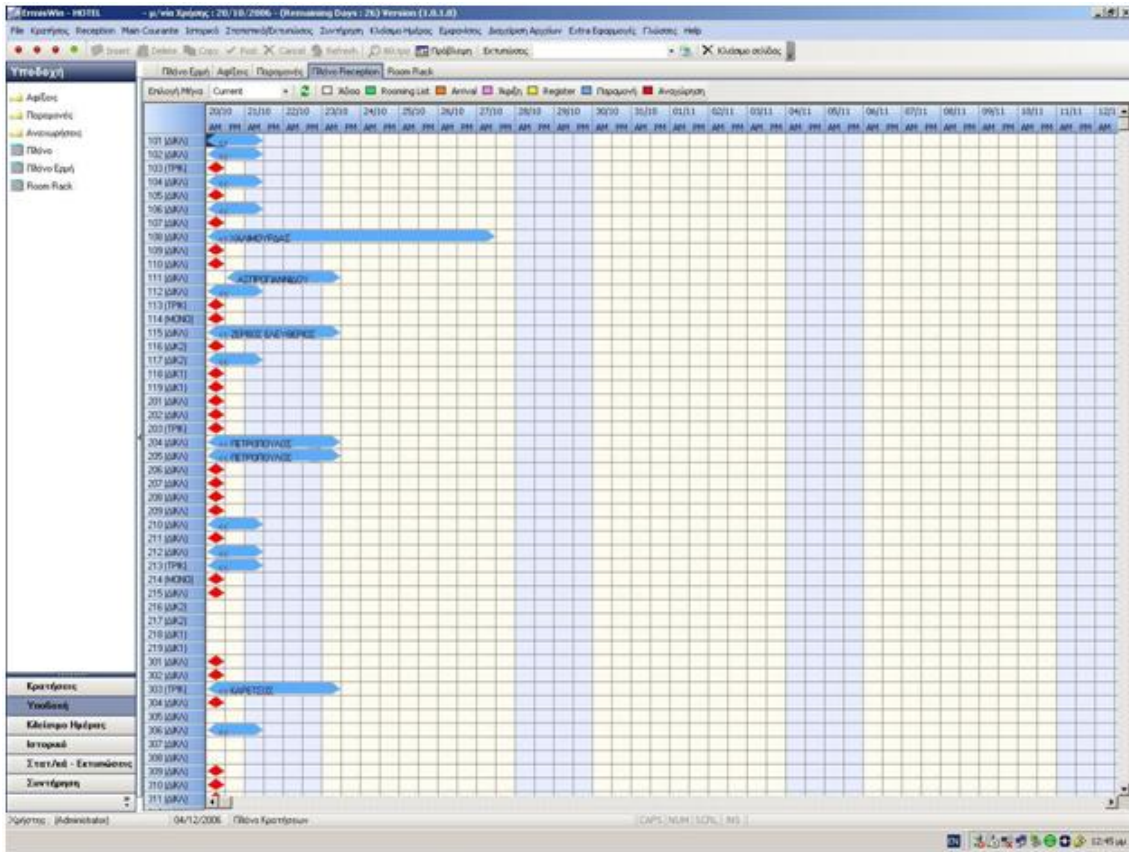
- μ Front Office
- ♣ Mobile POS
- μ μ



: Hotel Galaxy
: www.infoservices.com.gr

3.6 FILOS





:
: www.hit.com.gr

μ

μ

μμ

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-
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μ

μμ

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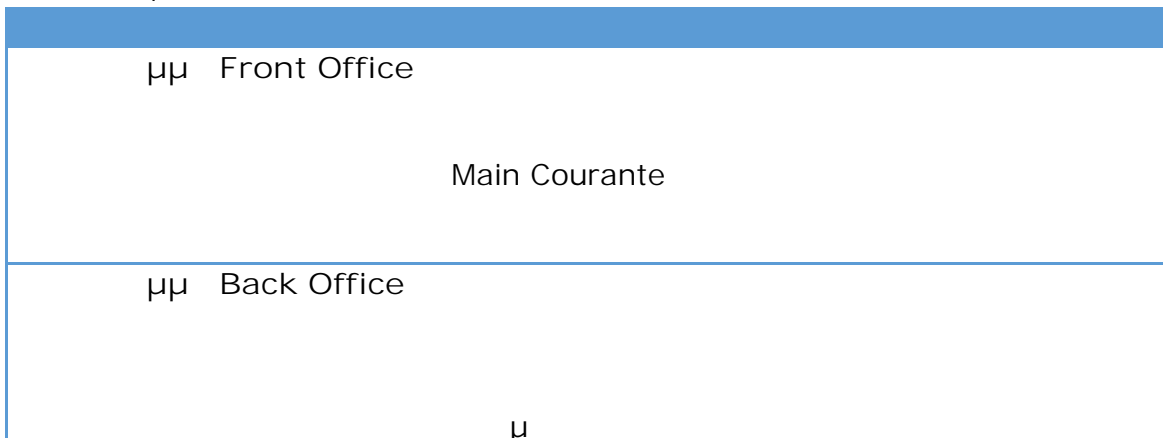
μ μ

3.8 Hotel Master

μ

Unidata

3



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Main Courante:



μ
 μ μ
 μ μ μ μ μ μ

Single Reservation

Basics | Company | Prices | Account | SetExtras | Post | Totals | Fixed | Invoiced

Reservation's Number : 31825 Hammerschmit/Gerdenitsch Status : RE
 Room - Request Room : 402 Half for double :
 Country : AT AYETPIA Booking Date :
 Arrival Date -Flight - Time : 21.10.13
 Departure Date -Flight - Time : 26.10.13 Free Nights : 0
 Agent Code : PRI PRIVEE
 Group Number - Voucher :
 Board : BB BED & BREAKFAST Complimentary :
 Room Charge - Persons : DBL 2 DOUBLE ROOM
 Extra Bed 1 - Persons : 0
 Extra Bed 2 - Persons : 0
 Extra Bed 3 - Persons : 0
 Total Rate-Discout-All Incl. : 60 0 0
 Room-Breakfast-Lunch-Dinner : 0 0 0 0 No Recalculate :
 Day Rate - Deposit : 60 (24.10.13) 0 () Grand Total : 300
 Reservation Type - Offer : 1 CLUB MEMBERS
 Remarks : QUIET ROOM - NON SMOKING FLOOR

Customer Name	Sex	Passport	Birthdate	Place Of Birth	Address	StrNo	Nat
1. HAMMERSCHMIT HERTHA	F	P2597961	07.10.50				AT
2. GERDENITSCH HEINRICH	M	P4119499	05.04.47				AT
3.							
4.							
5.							

Add Date / Time (Program's) : 21.10.13 16:21 User : REC Release Date :
 Update Date / Time (System's) : 23.10.13 18:29 User : REC Tv Status :

SF1 Copy SF2 Repeater SF3 Free Rooms SF4 Room Attr SF6 Rooms SF7 Transfers SF8 Emails SF3 Billing

: www.unidata.gr

Arrival Reports With Prices

10.06.13 EXPECTED ARRIVALS 1

ResNo	P	Eb	Agent	Group	Room	Name	Room Charge	Rm Bd Type	Rm Rate	Dep. Date	Res. St. Type	Voucher Number
Saturday 15 June 2013												
345	1	0	BEL	BEL166256	ALIEV.S MR	DBL	DBL AI	35.00	25.06	1	CO	101746
447	2	0	BEL	BEL166256	BUKAREVA.N MRS/	DBL	DBL AI	70.00	25.06	1	CO	119416
484	1	0	BEL	BEL166256	DIANOVA.T MRS	DBL	DBL AI	35.00	25.06	1	CO	121977
343	2	1	BEL	BEL166256	NEKRASOV.S MR/N	DBL	DBL AI	70.00	25.06	1	CO	101750
344	2	0	BEL	BEL166256	NEKRASOVA.N MRS	DBL	DBL AI	70.00	25.06	1	CO	101747
519	2	0	BEL	BEL166226	OSIPOVA.N MRS/P	DBL	DBL AI	70.00	22.06	1	CO	122667
400	2	0	BEL	BEL166256	VITALYEVA.T MRS	DBL	DBL AI	70.00	25.06	1	CO	116039
528	2	0	MET	MET15667	MELISSA	DBL	DBL AI	84.00	06.07	1	CO	
468	2	0	TCA	TCA156226	VANDERWELE MRS	DBL	DBL AI	69.70	22.06	1	CO	61154696
9	16	1						9,00				Total Rate : 573,70
Sunday 16 June 2013												
435	2	0	BEL	BEL166236	ANDREEV.V MR/AI	DBL	DBL AI	70.00	23.06	1	CO	118785
511	1	0	MEM		ΠΑΥΛΟΥ ΣΑΖΑ	SGL	SGL RR	0.00	17.06	9	CO	
174	2	2	MOU	MOU166306	BUGORSKAYA.N MR	DBL	DBL AI	89.25	30.06	1	CO	MT230616A37
547	2	1	PAL	PAL166236	BURGNINCH.A MRS	DBL	DBL AI	0.00	23.06	1	CO	187947
463	2	2	PAL	PAL166236	HABJAN.A MR/HAB	DBL	DBL AI	0.00	23.06	1	CO	188336
451	3	0	PAL	PAL166236	HOLESEK.U MRS/P	DBL	DBL AI	0.00	23.06	1	CO	188142
576	2	0	PAL	PAL166236	KNAUS.S MRS/KNA	DBL	DBL AI	52.00	23.06	1	CO	189797
69	2	0	PAL	PAL166236	OBERSNEL.S MR/O	DBL	DBL AI	0.00	23.06	1	CO	178992
253	2	0	TCE	TCE166306	NUDCENKO.J MR/L	DBL	DBL AI	82.00	30.06	1	CO	58834317
9	18	5						9,00				Total Rate : 293,25

Use Enter, --, <-, UpArrow, DownArrow, Mouse Wheel, PgUp, PgDn, Home, End, Space

Properties

Hotel Status

Room Status

- All Rooms 77
- Registered Rooms 42
- Allotted Rooms 0
- Other Arrivals 0
- All Departures 7
- Already Departed 7
- Registered at en... 42
- Unallocated Rooms 35
- Available Rooms 35

Arrivals

- All 4 (7 + 1)
- Expected 0 (0)

By Status

Departures

- All 7 (14)
- Expected 0 (0)

By Status

Guests 35 (69 + 6)

- By Agent
- By Group
- By Room Type
- By Nationality
- By Board

Rooms for Sale 42

Financial

- Expected Reven... 2597.52
- Current Debit 2594.97
- Current Credit 3277.60
- Value of Invoices 3277.60
- Value of Receipts 0

Room Status

: www.unidata.gr

Reservations Status M/C Debtors Contracts-Offers XL-Manager Agent Repts Stat Charts Init UTIL Phones Ταμπλακι

Guests in House (Browser) X

Drag a column header here to group by that column.

ResNo	Guest	Persons	ExBeds	HFD	Status	Floor	R Floor	Arrival	Departure	Group Number	Voucher	Agent Code	Agent Name
6839	ΓΩΝΑΖ ΛΗΚΚΟΥ	2	0	N	RE	136	136	6/6/2013	9/6/2013			1	PRIVE
6837	YDSEF ZAKEN	1	0	N	RE	530	530	6/6/2013	9/6/2013	CAD6/609/6		25	KAZINO POLO1
6896	ΒΑΡΝΤΡΟΥ ΗΛΙΑΣ	1	0	N	RE	237	237	6/6/2013	8/6/2013			1	PRIVE
6895	ΣΤΟΥΜΠΟΥ ΣΗ ΜΑΡΙΑ	1	0	N	RE	337	337	6/6/2013	8/6/2013			1	PRIVE
6804	ΓΡΗΓΟΡΟΥ	1	0	N	RE	432	432	6/6/2013	7/6/2013			1	PRIVE
6785	ΑΝΑΣΤΑΣΙΟΣ	1	0	N	DP	126	126	3/6/2013	4/6/2013	GE03/404/6		42	ΓΕΩΡΓΙΑΔΗΣ
6752	HEIDECCKER MARTIN	1	0	N	DP	535	535	3/6/2013	6/6/2013	MA		100	BOOKING COI
6751	ΓΑΛΟΥΝΗΣ ΑΝΤΩΝΗΣ	2	0	N	DP	227	227	2/6/2013	3/6/2013			1	PRIVE
6748	TRELFJA STEVEN GEORGE	2	0	N	RE	429	429	1/6/2013	12/6/2013	HE01/612/6		21	HELLENIC ISL
6747	NAGEL//	2	0	N	DP	227	227	1/6/2013	2/6/2013			1	PRIVE
6746	CARDILLO	2	0	N	DP	127	127	1/6/2013	2/6/2013			1	PRIVE
6710	ΔΕΜΠΤΣΟΓΛΟΥ ΠΕΤΡΟΣ	2	0	N	RE	123	123	30/5/2013	8/6/2013			1	PRIVE
6707	ΠΑΝΑΓΙΩΤΑΡΑΣ ΜΟΛΑ	2	0	N	RE	122	122	30/5/2013	8/6/2013			1	PRIVE
6706	ΑΛΕΞΑΝΔΡΗΣ	1	0	N	DP	328	328	30/5/2013	31/5/2013			1	PRIVE
6692	STEFANOVA	2	1	N	DP	127	127	29/5/2013	1/6/2013			1	PRIVE
6691	ΚΑΝΑΚΑΝΙΔΙΣΤΕΦΑΝΟΣ ΜΑΒΑΖΙΣ	2	1	N	DP	227	227	29/5/2013	1/6/2013			1	PRIVE
6690	ΤΟΥ ΜΑΔΑΚΗΣ ΘΕΜΙΣ	1	0	N	DP	521	521	30/5/2013	31/5/2013	HE30/531/6		21	HELLENIC ISL
6688	WACKERBAUER	1	0	N	DP	236	236	30/5/2013	31/5/2013	BU30/506/6		8	BUCHER REI
6663	ΓΡΗΓΟΡΑΣ	1	0	N	DP	234	234	29/5/2013	30/5/2013			1	PRIVE
6662	ΠΟΛΙΑΚΗΣ ΑΝΔΡΕΑΣ	1	0	N	DP	328	328	29/5/2013	30/5/2013	AE/EX			
6656	OGARD//	2	0	N	RE	425	425	1/6/2013	8/6/2013	FR01/608/6			
6655	KARLSEN//	2	0	N	RE	312	312	1/6/2013	8/6/2013	FR01/608/6			
6636	ΦΕΛΑΚΗΣ ΗΛΙΑΣ	2	0	N	DP	429	429	26/5/2013	27/5/2013				
6635	ΣΩΗΛΙΟΠΑΝΗΣ	2	0	N	DP	327	327	26/5/2013	27/5/2013				
6632	KALLIOV	2	0	N	CO		523	27/6/2013	11/7/2013	FR27/611/7			
6629	BRUNNER//	2	0	N	DP	109	109	30/5/2013	6/6/2013	AL30/506/6	18789410		
6601	REITSEMAN VANDUK	2	0	N	RE	132	132	6/6/2013	18/6/2013	NV06/618/6			
6600	JAEGER//	2	0	N	RE	131	131	6/6/2013	13/6/2013	BU06/613/6			
6597	KOKOLAKIS	2	0	N	DP	227	227	24/5/2013	31/5/2013				
6594	EKENBOOM/BECKS	2	0	N	RE	229	229	2/6/2013	16/6/2013	SU02/616/6	1953222		
6588	MOEN//	2	0	N	RE	506	506	2/6/2013	9/6/2013	FR02/609/6		4	FRITIDRESE
6587	LUND PHILLIP	2	0	N	DP	535	535	29/5/2013	30/5/2013			14	BOOKING COI
6583	DEBRUIN/JANSZEN	2	0	N	RE	214	214	2/6/2013	13/6/2013	BY02/613/6	21153387.1	37	BYERBYE GmbH
6582	BRAUER//	2	0	N	DP	529	529	30/5/2013	6/6/2013	AL30/506/6	18786631	35	ALLTOURS FL
6569	BAKKEN/HALVORSEN	2	0	N	RE	322	322	2/6/2013	9/6/2013	FR02/609/6		4	FRITIDRESE
6558	ARVESTAM//	2	0	N	RE	426	426	2/6/2013	9/6/2013	FR02/609/6		4	FRITIDRESE
6557	BERG/FOLKEDAL	2	0	N	DP	311	311	26/5/2013	2/6/2013	FR26/502/6		4	FRITIDRESE
6552	BAILEY//	2	0	N	RE	118	118	29/5/2013	12/6/2013	TH29/512/6		2	THOMSON HK
6551	ΣΕΓΑΜΤΑ ΕΛΕΝΗ	1	0	N	DP	335	335	29/5/2013	29/5/2013	MA		100	BOOKING COI
6549	SIMONS/VAN STRIEN	2	0	N	DP	131	131	26/5/2013	6/6/2013	SU26/506/6	1818112	27	SUNDIG GRO
6548	FLAHERTY PAUL	2	0	N	DP	430	430	23/5/2013	24/5/2013			14	BOOKING COI
6547	CELINDS-KAYNAR	2	0	N	DP	227	227	22/5/2013	23/5/2013			1	PRIVE
6533	GRINDEVIK//	2	0	N	RE	409	409	1/6/2013	8/6/2013	FR01/608/6		4	FRITIDRESE
6532	ROWSTUM/FJOSSEIDE	2	0	N	DP	110	110	25/5/2013	1/6/2013	FR25/501/6		4	FRITIDRESE
6529	GHENU//	2	0	N	RE	333	333	3/6/2013	10/6/2013	HE03/610/6		21	HELLENIC ISL

: Report
: www.unidata.gr

- ♣ Filoxenia Platinum
Front Office
Food and Beverage Management
POS

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Internet booking

Κρατήσεις Ver 3.20 / Agia Hotel Monday June 6, 2005

Αφιξη: Ανακ/ση: Διαν/σεις: Status: Πληρωμές:

Παράτης: Παρ/σεις στο λογ/σμό:

Όνομα Παλατών		Δωμ	Τύπος	θέα	Συ	Ε	Π	Δ	Κ	Τύπος Σ/λοίου	ΩρΑφ	ΩρΑν
<input type="text"/>	<input type="text"/>	0			0	0	0	0			0	0
<input type="text"/>	<input type="text"/>											
<input type="text"/>	<input type="text"/>											
<input type="text"/>	<input type="text"/>											

Εθνικ/τα:
 2η Εθν/τα:
 Vcr:
 Λίξη:
 Πώληση Από:

Ενήλικας				Παιδί				Χρέωση	Τιμή Κούνας	% Εκπτώση
1ος	2ος	3ος	4ος	1ο	2ο	3ο	4ο			
Δ	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0
Π	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Γ	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Δ	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00

Π/σεις Δωματίου: Π/σεις Β.Πάρτας: Εξτρα Πληρωμές: Κ.Πότα:
 VIP:

Status	Όνομα	Δωμ	Τύ	θέα	Συ	Ε	Π	Δ	Κ	Τύπ Συμβ	ΩΑφ	ΩΑν	Αρ.Λογ/σμού	Παρ/σε
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Δωμ: 0 Ε: 0 Π: 0 Δ: 0 Κ: 0

:
: Filoxenia Front Office Manual

3.10 Hotel Manager

Δelta Hospitality Systems, Δelta Singular. Front Office
 Front Office
 Reception (Main Courante)
 Back Office
 Δelta Singular
 Hotel Phone Billing (online)
 Hotel Point of Sales (online)
 Eurofasma
 Manager
 Singular Manpower

3.11 Abacus

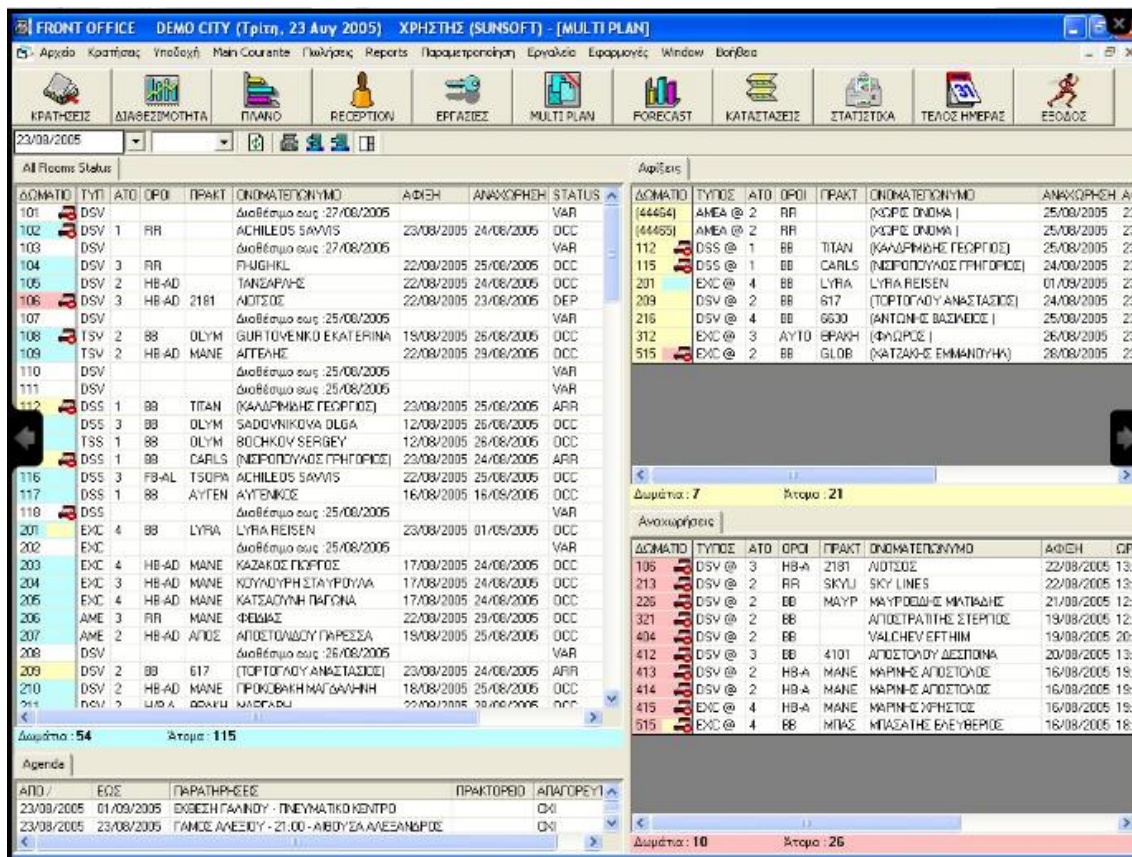
Quest Hospitality Division, Decision, Abacus Front Office, Abacus Back Office
 Abacus POS, Reception
 Office

3.12

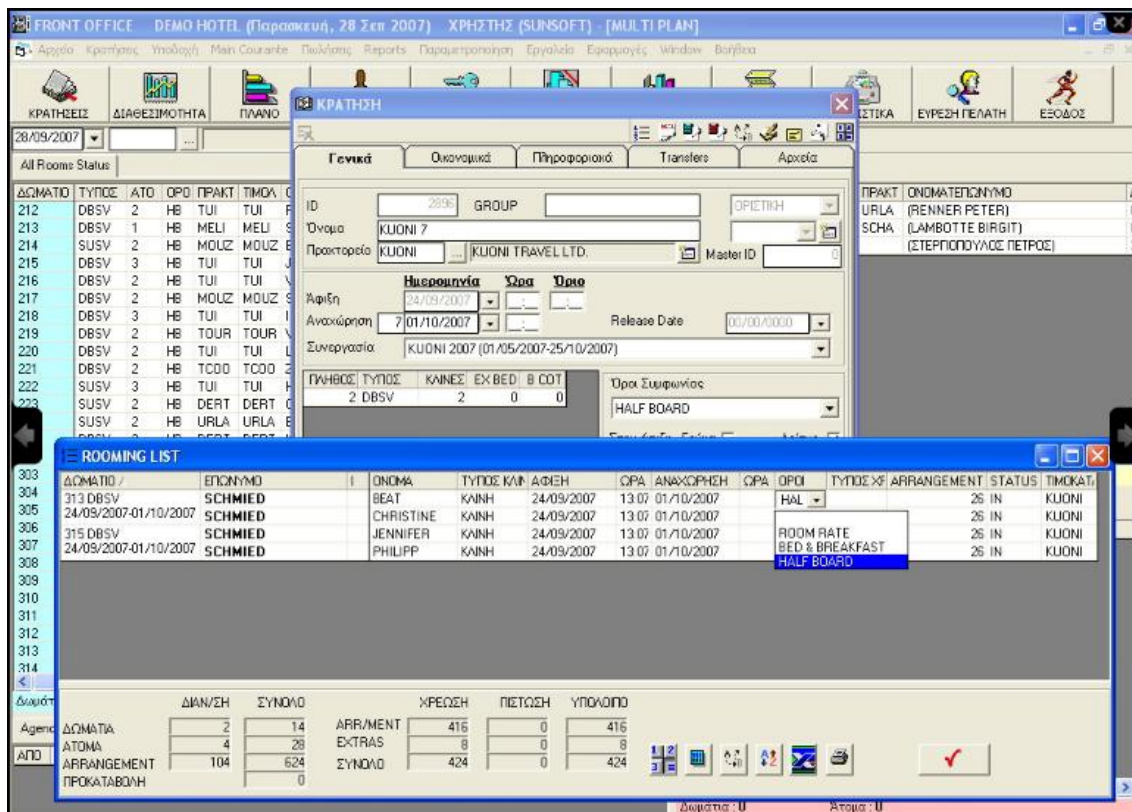
Sunsoft
 Front Office F&B Management
 Front Office
 POS

FORCAST						
15/03/2004						
Forecast						
	Δωμάτια	Άτομα	Σύνολο	Άτομα	Extra Bed	Baby Cots
Προηγούμενης	38	52	52	52	0	0
Αναχωρήσεις	12	17	17	17	0	0
Αφίξεις	25	35	35	35	0	0
Πρόβλεψη	51	70	70	70	0	0
Πληρότητα %	39,2	27,9	27,9			
Πραγματοποιηθέντα / Αναμενόμενα						
Αναχωρήσεις	0	13				
Αφίξεις	3	22				
Τρέχ. Δύναμη	42					
Day Use	0	0				
Κατάσταση Δωματίων						
Αναχ. + Αφίξη	4					
Ανέτοιμα	16					
	Σύνολο	Σοβαρή	Κλειστά	Προσω/κού	Απλή	
Εκτός οοο	1	1	0	0	0	
Κενά	79					
Γεύματα						
	Κανονικό	Πακέτο	Κρύο			
Πρωινό	52	52	0	0		
Γεύματα	0	0	0	0		
Δείπνα	1	1	0	0		
Ανάλυση Όρων Συμφωνίας						
	Δωμάτια	Άτομα				
RR	4	10				
BB	26	35				
HB	1	1				
FB	0	0				
AI	0	0				
Σύνολο	31	46				

: Forecast
: www.sunsoft.gr



: Front Office
: www.sunsoft.gr



: -Rooming List-Registration
: http://www.sunsoft.gr
6.13 Hotel Works

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Blue Byte
Front Office,

Back Office

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Online



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(Housekeeping)

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POS



POS Wireless



Food and Beverage-Multi Hotel



Hotel μ POS



μ Hotel



μμ

μ



BlueByte Hotel Works 2013.10.0

Πλάνο Διαρτάριων

LinkRoom + Εισαγωγή Προσθήκη Αφίξη Αναχώρηση Μεταφορά Καρτέλα

Ενοδοχείο	Διαρτήριο	Τύπος	Μας 13																
			Τρι 5	Τετ 6	Παμ 7	Παρ 8	Σαβ 9	Κυρ 10	Δευ 11	Τρι 12	Τετ 13	Παμ 14	Παρ 15	Σαβ 16	Κυρ 17	Δευ 18	Τρι 19	Τετ 20	
BlueByte Hotel 002	MSTU																		
BlueByte Hotel 003	MSTU		Επίσης Απουσιάζει																
BlueByte Hotel 004	MSTU																		
BlueByte Hotel 005	MNV																		
BlueByte Hotel 006	MNV																		
BlueByte Hotel 007	MNV																		
BlueByte Hotel 008	MSTU		Επίσης Απουσιάζει																
BlueByte Hotel 011	RDBL		Επίσης Απουσιάζει																
BlueByte Hotel 012	RDBL																		
BlueByte Hotel 013	MAPA																		
BlueByte Hotel 014	RDBL																		
BlueByte Hotel 015	MNV																		
BlueByte Hotel 016	MNV																		
BlueByte Hotel 017	APNV																		
BlueByte Hotel 018	MNV																		
BlueByte Hotel 021	MAPA																		
BlueByte Hotel 022	RDBL																		
BlueByte Hotel 023	RDBL																		
BlueByte Hotel 024	RDBL																		
BlueByte Hotel 025	APNV																		
BlueByte Hotel 026	MNV																		
BlueByte Hotel 027	MNV																		
BlueByte Hotel 028	MNV																		
BlueByte Hotel 031	RDBL																		
BlueByte Hotel 032	MAPA																		
BlueByte Hotel 033	MINIMAISON																		

Διαρτήριο Τύπος Ενοδοχείο 2 BlueByte Hotel Άδεια Διαρτία Από Έως

Mask Συγκρότημα Κτίριο Ορόφος Παροχές

[Remote] C:\B870\AHw\Data\Demo\ hoteluser 05/11/2013

:
: www.bluebyte.gr

BlueByte Hotel Works 2013.10.0

Διαχείριση Κρατήσεων

Κρατήσεις Δωμάτια Διαμένοντες Αφίξεις Αναχώρησης Μεταφορές

Επιλογές Φίλτρα

Κατάσταση

- Όλα
- Ενεργές Κρατήσεις
- Εσοχικές Κρατήσεις
- Χαρές Δωμάτια
- Μερικά Δωμάτια
- Όλο το Δωμάτιο
- Ακυρωμένη
- Μερική Αφίξη
- Καταλυμένο
- Αναχώρησε

Τύπος

- Όλα
- Επιβεβαιωμένο
- Λίστα Αναμονής
- Προκαταβολή
- Option Date

Πελάτης

- Όλα
- Μεμονωμένα
- 24 HOURS BOOKING AE
- 24 ΟΡΕΣ ΤΟΥΡΙΣΤΙΚΗ-ΕΠΙΧΕΙΡΗΣΙΑΚΑ
- ABSOLUT TRAVEL
- ADGE TRAVEL & CAR RENTAL
- AEGEAN AND MEDITERRANEAN CRUISES
- AEGEAN THESAURUS TRAVEL
- AFEA TRAVEL
- AGE TOURISM & EVENTS
- AGODA INTERNATIONAL HUNGARY KF
- AIR MARITIME

Κωδικός	Κ. Κατάσταση	Τύπος	Πελάτης	Διαμένοντας	Κράτηση Μ...	Αφίξη	Αναχώρηση
4	Όλο το Δωμάτιο	Επιβεβαιωμένο	ACIOLI DAVI	ACIOLI DAVI		05/11/2013 Τρ	11/11/2013
7	Όλο το Δωμάτιο	Επιβεβαιωμένο	EVANS ALLISON	EVANS ALLISON		05/11/2013 Τρ	12/11/2013
6	Όλο το Δωμάτιο	Επιβεβαιωμένο	TUI UK LTD	TUI UK LTD		05/11/2013 Τρ	12/11/2013
11	Όλο το Δωμάτιο	Επιβεβαιωμένο	REID CAMERON	REID CAMERON		06/11/2013 Τετ	10/11/2013
10	Όλο το Δωμάτιο	Επιβεβαιωμένο	TUI NEDERLAND	TUI NEDERLAND		08/11/2013 Παρ	13/11/2013
13	Όλο το Δωμάτιο	Επιβεβαιωμένο	ABDELNOUR NADA	ABDELNOUR NADA		12/11/2013 Τρ	20/11/2013
12	Όλο το Δωμάτιο	Επιβεβαιωμένο	SILVIO SANTANA	SILVIO SANTANA		12/11/2013 Τρ	16/11/2013
9	Όλο το Δωμάτιο	Επιβεβαιωμένο	OLIVEIRA RODRIGO	OLIVEIRA RODRIGO		14/11/2013 Πέμ	17/11/2013
8	Όλο το Δωμάτιο	Επιβεβαιωμένο	DANIEL ANTONY	DANIEL ANTONY		14/11/2013 Πέμ	19/11/2013

Δωμάτια

Κ. Σ. Δωμάτιο	Ενοδοχείο	Τύπος	Χρέωση Ως	Συμφωνία	Last...	Όνομα	Αφίξη	Αναχώρηση	Ημερ.Α
007	BlueByte Hotel	MNV	RDBL	BREA	-	ACIOLI DAVI	05/11/2013 Τρ	11/11/2013 Δευ	

Ενοδοχείο 2 BlueByte Hotel

[Remote] C:\B670\AHw\Data\Demo\ hoteluser 05/11/2013

: <http://www.bluebyte.gr>

BlueByte Hotel Works 2013.10.0

Διαχείριση Κρατήσεων Κρίσιμο Ενοδοχείου Πλάνο Ημέρας

BlueByte Hotel

Αναζήτηση Mask Τύπος Δωμάτιο 30 sec

Συγκρότημα Κτίριο Οροφος

001 MSTU	002 MSTU	003 MSTU Εκτός Λειτουργίας	004 MSTU	005 MNV	006 MNV	007 MNV ACIOLI DAVI ACIOLI DAVI	008 MSTU
011 RDBL Εκτός Λειτουργίας	012 RDBL	013 MAPA TUI UK LTD TUI UK LTD	014 RDBL TUI UK LTD TUI UK LTD	015 MNV TUI UK LTD TUI UK LTD	016 MNV TUI UK LTD TUI UK LTD	017 APNV TUI UK LTD TUI UK LTD	018 MNV TUI UK LTD TUI UK LTD
021 MAPA	022 RDBL EVANS ALLISON EVANS ALLISON	023 RDBL EVANS ALLISON EVANS ALLISON	024 RDBL	025 APNV	026 MNV	027 MNV	028 MNV
031 RDBL	032 MAPA	033 MINIMAISON	034 RDBL	041 MAPA	042 MAPA	051 MSAPART	052 MSAPART
053 MSAPART	054 MSAPART	055 MNV	057 MSTU	062 MNV	067 MSTU	071 MSTU	072 MNV
073 MMAI	074 MMAI						

BlueByte Hotel 1 BlueByte Hotel

[Remote] C:\B670\AHw\Data\Demo\ hoteluser 05/11/2013

: <http://www.bluebyte.gr>

:
 μ PMS

4
 REVENUE YIELD MANAGEMENT

Revenue Management Yield Management μ

μ

✓ μ , revenue management :
 ✓ revenue management μ

✓ μ μ revenue management

✓ μ μ yield management
 ✓ yield management μ

✓ μ

-
 Yield Management, Revenue Management, benchmarking,
 μ μ , stop sales

4. REVENUE YIELD MANAGEMENT
 PMS (Property Management Systems),
 yield management revenue management. μ μ , μ

:
 management yield management; revenue

4.1 Revenue Management
 revenue management μ

management μ μ μ revenue μ

revenue management

• : μ μ

• μ μ μ

• μ μ μ μ

• μ μ μ

revenue management μ μ

μ μ revenue management front office managers sales and marketing μ bar,

μ μ μμ

4.2 Yield Management

μ μ Lee-Ross Johns (1997) yield management (μ) μ μ

management μ Shine (1992) yield μ μ μ μ

μ μ

μ μ yield management 50 μ μ

μ μ μ μ

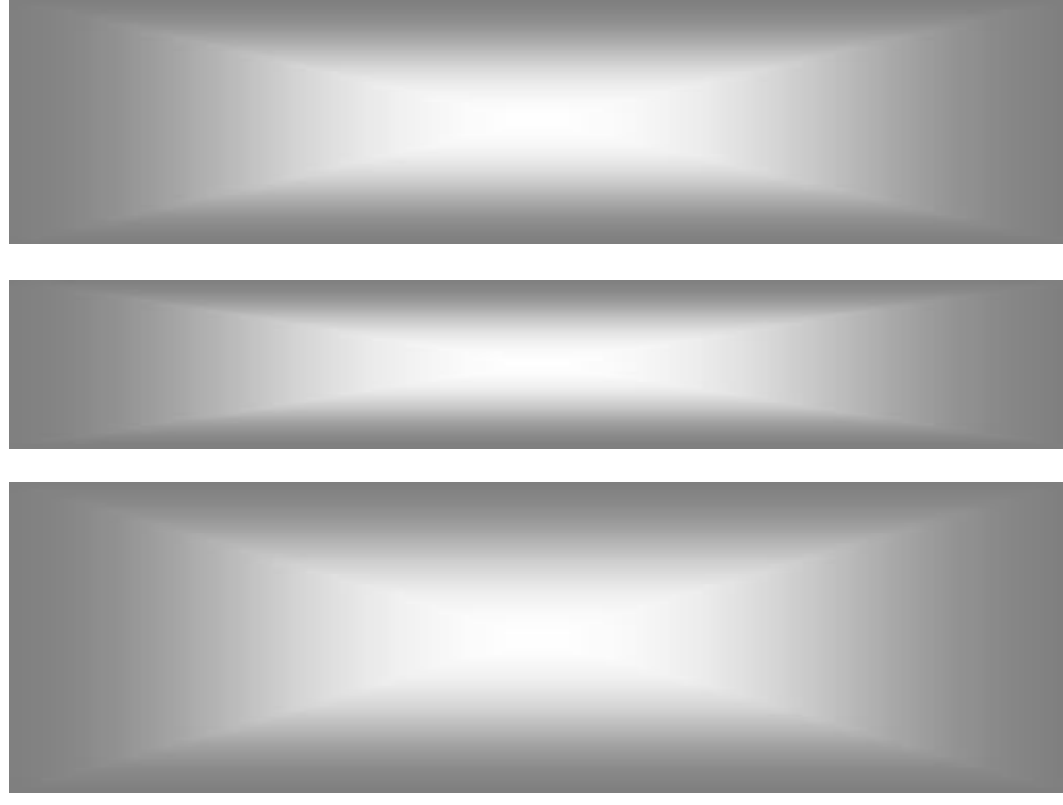
• μ μ μ μ (benchmarking) μ μ

μ μ μ μ

yield management μ μ μ μ μ μ

(, 1991).
 (yield).
 revenue management,
 PMS
 yield management
 (stop sales)
 (daily reports)
 :
 * (achieved maximum yield of rack rates)
 * (feedback)
 Food and Beverage, sales and marketing
 :
 revenue management yield
 management.

Τηλεφωνική Επικοινωνία



(Listeners)

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1.	μ μ	5 4 3 2 1
2.	μ μ μ	5 4 3 2 1
3.	μ μ μ	5 4 3 2 1
4.		5 4 3 2 1
5.	μ / μ	5 4 3 2 1
6.	μ μ μ	5 4 3 2 1
7.	μ μ /	5 4 3 2 1
8.	μ μ / μ	5 4 3 2 1
9.	μ μ μ	5 4 3 2 1
10.	μ μ	5 4 3 2 1
11.	μ μ μ μ	5 4 3 2 1
12.	μ	5 4 3 2 1
13.	μ	5 4 3 2 1
14.		5 4 3 2 1
15.		5 4 3 2 1
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18.	μ μ	5 4 3 2 1
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20.	μ μ μ	5 4 3 2 1

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Τεχνικές Αύξησης

Πωλήσεων



❖ μ , μ ?

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2.2.

10 μ

1. μ : , μ
2. μ : μ ,
3. μ :
4. μ : , μ μ μ
5. μ : , μ , μ μ
6. μ μ : μ μ μ μ
7. μ μ μ : μ μ ,
8. μ μ : μ , μ μ μ
9. μ : μ , μ μ ,
10. μ μ μ : μ μ μ μ μ

Role play game

❖ « μ » μ ,

μ : μ μ μ :
 μ : μ μ μ . «
 ». μ μ
 μ : μ μ μ , μ
 μ . μ
 : μ
 , μ

suggestive selling .

Role play games

❖ μ μ μ .

❖ μ μ μ μ μ ?

4.4 μ μ μ
 (Do's and Don'ts)
 5 Do's and Don'ts μ μ μ
 μ μ μ μ cross-selling
 upselling.
 Do: μ online (site), μ μ
 μ μ μ

Don't:

Do:

Don't:

- [unclear], [unclear], [unclear], 2010, [unclear]
- Increase Hotel and B&B Revenue by Cross-selling and Up-selling, 2012.
- Kane, Nick, 2013, Cross-Selling and Upselling: Do your customers a favor.
- Schiffman, Stephan, 2005, Upselling Techniques, Adams Media, Canada.
- Simpson, M., Sales and Marketing, Cross-Selling and Upselling: The 5 Dos and Don'ts of Personalizing the Online Booking Experience.

2013 μ μ μ : « μ μ » , 29
μ “ – 2007-



ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
“ΑΝΑΠΤΥΞΗ ΑΝΘΡΩΠΙΝΟΥ ΔΥΝΑΜΙΚΟΥ”
**ΠΡΟΣΑΝΑΤΟΛΙΣΜΟΣ
ΣΤΟΝ ΑΝΘΡΩΠΟ**

