



Article Title

Yield Management in Hotel Room Pricing With Online Channel Manager

Citation

By: Alpaslan ATEŞ. In: Journal of Travel and Hospitality Management, Vol 16, Iss 2, Pp 207-228 (2019); Sidas Medya, 2019

Abstract

The technology's usage is increasing day by day in marketing distribution channels in the hospitality firms. The channel manager software is one of the application of the technology to efficiently improve the revenue in hotel marketing distribution channels. In this study, which examines whether the channel manager software is advantageous for the hotels and the online complex structure in the distribution channels by providing with effective control for the time saving and dynamic pricing contribution to operational activities. Hoteliers can achieve their full capacity with full efficiency by making critical and efficient dynamic pricing. It is seen that the hotels meet with negative factors especially in the processing of e-commerce sales marketing. In the study, secondary data and case studies were analyzed by literature review and the effects that could be attributed to business activities were determined.

Conclusion

With technology accelerating and making life easier, the tourism industry should adopt newer computer software in the operational activities of tourism businesses.

Hotel management software is developing day by day to meet the needs of current times. The main advantage of channel manager software is that the price changes automatically by integrating into their hotel management program (PMS) system.

By expanding the mobility of the hotels, B2C prices together, along with mobile applications will enable efficient sales with the channel manager that allows them to intervene whenever they want realizing their occupancy at maximum effective prices.

Channel manager takes a lot of the work away from hotel booking systems and matches competitor prices automatically. There is no need for manual comparison in this case.

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