# A Case Study of Functionalities of

# Hotel Management Information System

## on

Ascott Hotel

ASCOTT

Internship Report

A Case Study of Functionalities of Hotel Management Information System on Ascott Hotel

Submitted to:

Mohammad Noman Hossain Chowdhury
Lecturer
Brac University

Submitted by:

JesminAkter
ID:13164062
Department:MBA
Brac University

**Letter of transmittal**

August 25, 2015

**Mohammad Noman Hossain Chowdhury**
Lecturer
Brac Business School
Brac University


Subject: Submission of internship report on" A Case Study of Functionalities of Hotel Management Information System on Ascott Hotel

Dear Sir,

It is a great pleasure for me to submit the report on "*A Case Study of Functionalities of Hotel Management Information System on Ascott Hotel*". I am submitting this report as my internship report.

This report will help you to find out which software is using at this hotel and features of the software and reports are making by this software. In every step of my thesis I tried my best to make good combination of my past course and practical experience.

It is true that it could have been done in better way if there would not be the limitations. I hope you will assess my report considering the limitations of the study. Your kind advice will encourage me to do further research in future.


Thank you.

Sincerely yours,

JesminAkter
ID:13164062
Brac Business School
Brac University

## **Acknowledgement**

First of all I am grateful to almighty Allah without his help it would not have been possible for me to prepare this internship report.

I am deeply indebted to my supervisor **Mohammad Noman Hossain Chowdhury** , instructor of this internship program. I would like to express my gratitude to him for providing me detailed feedback and advice on this report. He always gave me his suggestions in making this study as flawless as possible.

In the preparation and finishing this report, I acknowledge the encouragement and assistance given by a number of people and institution, especially Mr.Zahirul Islamwho was my on-site supervisor. I am also grateful to my parents who inspired me all along the way.

Special thanks go to the respondents, who spared their time generously, and helped me a lot finishing this report.

## Executive Summary

As every industry now a days are gradually depending on automation and information industry, Hotel industry is not different. To sustain in the competition and develop a cost-effective management system, hotels are also adopting new automation techniques.

Hotel Ascott has adopted IT to manage their everyday works and serve their customers more efficiently. They are doing this through their Hotel Management Software – NICE(Nimble Code Execution System). From receiving a guest till check-out of the guest, and from inventory to taking order from customer, marinating room service – everything has come under one umbrella. Just because of the NICE software, the hotel management claims that they have become more competitive and better serving hotel.

As per the market scenario, a Hotel in the Baridhara Residential Area needs to have state-of-the-art facilities but should not have any compromise in service. Hotel in that area with all these service incurs a lot of cost and taught to manage. NICE application helped the hotel to reduce the human effort to maintain the service quality and cost in HR. Moreover, the systems helps the hotel to delivery on time and seamless service.

## Table of Content

## Overview:

Among the fastest growing economy of today's world hospitality carries a significant portion. Now a day's business area has been expanding base on newest technologies invention and as well as patterns of life style or standard of living. To think about every change, demands and to make a foot step on newest market hotel industry of Bangladesh has been expanding rapidly. In first decade of 21 century three 5 star hotel and about 50 three star hotels to luxury guest houses have been established all over the country. These establishments show the demand of standard accommodation facilities for both domestic and international business and leisure tourists.

ASCOTT Dhaka, an exotic 4star standard hotel ideally located in the diplomatic zone of Baridhara, road -06, Dhaka, which was established in 2010. It's situated only Twenty minutes' drive from the international airport. It'san ideal for both business and relaxation as the tranquil view of Baridhara Lake delivers a refreshing feeling of separation from the rigors of everyday life. Its location and security are one of the most lucrative advantages for tourists. On west of the hotel is the pristine park along Gulshan lake. One lane away from the hotel is a lush green central park of Baridhara, most ideal for evening walk. As I mention that it's in diplomatic zone so it has extra protection from government. All these reasons made Baridhara, the most coveted location for foreigners.According to the law of embassy area in Bangladesh, commercial building should not be more than 7 stored.Ascott Residence is a 6 multi-stored building, which has 55 well decoratedrooms to serve its customer. Day by day Ascott Residence is set on becoming a high performance national player in the field of hospitality industry. To compete in the market and fulfill customers demand Ascott properties open a new 4star hotel at Baridhara, road no 08 name of the hotel is Ascott Palace, which is 7 multistore bulding. At present 51well decorated rooms are offering to serve the customers and rest 15 rooms are under decoration.

Ascotthotel is becoming a high performance national player in the field of hospitality industry. It is concerned about the satisfaction level of its guest for better improvement, higher revenue as well as to stabilize its goodwill by providing different types of hospitality. The hotel has obligations to all the guests through its stafflike front desk receptionist, housekeeping staff, telephone operator, food and beverage staff, recreation staff, and services like telephone service, front desk service, housekeeping services. Some condition like bed room, bath room area and so on. Beside the accommodation service the exclusivity services are provided these hotels are:

**Ascott Residence**:

- ➢ NABIHAH DELI Restaurant
- ➢ Serenety Banquet Hall
- ➢ Touch the sky (Spa)
- ➢ Energy work out (Gym)

**Ascott Palace**:

- ➢ Royal Treat multi-cuisine restaurant.
- ➢ BISTRO 6 coffee shop.
- ➢ Grand Ballroom.
- ➢ Raindrops open sky bbq terrace.
- ➢ Palace meeting room.
- ➢ Health quest fitness club.
- ➢ Gift shop.
- ➢ Floor guest lobby.
- ➢ Wi-fi connection, Travel desk.

Both hotels are offering different kind of rooms according to customer demand and ability. Types of rooms are:

**Ascott the Residence Room Types and Rates:**

| Room Categories | Rack Rates | Rooms | Total Rooms | Room Size |
|---|---|---|---|---|
| **Asccott Single** | US $140++ | 03+10Except 203 | 09 | 230sft |
| **Delux** | US $ 180++ | 02+04+09+11 & 203 | 21 | 260sft |
| **Premium** | US $ 220++ | 06+08 | 10 | 46sft |
| **Premium Twin** | US $240++ | 05+07 | 10 | 406sft |
| **Royal Suite** | US $300++ | 01 | 5 | 540sft |
| **Ascott executive Suite** | US $430++ | 401+402 | Ex.suite | 800sft |
| **Extra Bed** | US $25++ | Total | 55rooms | |

Smoking 201-211………………601-611

Non-smoking: 301-311………….401-411………..501-511

**Ascott Palace Room Types and rates**:

| Room Charges | Rack Rate | Rooms | Total Rooms | BATH TUB Rooms | Non Smoking Rooms |
|---|---|---|---|---|---|
| **Palace Deluxe** | $ 220++ | 02+07 | 07 | 04+05+10+08 | 201-205 |
| **Premier King** | $ 250++ | 01+03+05+06+08 | 18 | 14 | 306-310 |
| **Premier Twin** | $ 300++ | 10 | 03 | | 401-405 |
| **Business Suite** | $ 450++ | 04+09 | 07 | | Total    15 rooms |
| **Ex-Premier Room** | $280++ | Level5+Level6 | 16 | | |
| **Extra bed** | $25++ | Total | 51rooms | | |

With the all services and facilities along the competitive cost Ascott hotels becoming a brand and prominent four-star hotel in the Dhaka city.

**Job Responsibility:**

As hospitality based industry, the company heavily depends on the customer satisfaction through their qualified service and providing secured and healthy accommodation. The biggest portion of the HR is maintainingoperational based personnel. After that the crucial roles played by the commercial division which includes – Sales, Business Development, Marketing Operation.

In this firm I am working in the HR Department. The specific job responsibilities are given below:

- Create salary sheeton different criteria.
- Find out the reasons about high turnover.
- Contact with media sector for giving recruitment.
- Maintain contact with top to bottom employees of the organization.
- Collect feedback both from client and employees.
- Generate new Leads.

**Recommendation:**

A few recommendations for the company:

- Update the software version or buy new software.
- Employees need to be more comfortable with the uses of the software.
- Develop HR department in the organization.
- Develop a strong payroll policy and include some benefit like Health insurance, provided fund.

Dedicated training team is required for the operational employees.

**Background of the report**:

Before development of the technology people were used to keep data at manual way. For an example at hotel sector when a guest make a reservation all the reservation details including guest details were recorded in a file and those files were stored in a special cabinet. Calculation of bills and inventory items were done by manually too.

As the current system is a file based one. Management of the organization has to put much effort on securing those files. They can be easily get damaged by a fire, insects or even by a natural disaster. Keeping files takes much time and wastes much precious than man hours. Even we cannot trust the accuracy of calculations done by manually. If we wanted to check for a previous room record or a reservation detail, management had to face a great problem. It was a tough and time taking process to search for a record in a file. After summarize some drawbacks of manual hotel management system, software has been introduced. Some drawbacks of the manual system are:

- It is much time consuming.
- It's required so many employees to keep data records.
- Data is not always reliable as it is hand written and some human errors might have occurred.
- Difficult of searching and retrieving records.
- Slow process of reservation.
- Low in security.
- Retrieval of guest records is extremely difficult.

The manual handling of hotel management system has always been a difficult task. Administering the smallest of the requirements of the guest to the basic needs the hotel management system has to put a lot of energy in controlling and executing the day-today work along with the miscellaneous item. However the introduction of the hotel management software has diminished the possibilities of error and limitation of the staff to provide a specific service on any given time.

To think about above stated problems Ascott hotel are using Nice software since they started the hotel.

**Objective of the study:**

In this study I have chosen perception towards current situation of using Software in Ascott hotel, as my report topic. I have collected the information related to the topic through the records and personal interview. As a student of MBA, I was encouraged to find the similarities between my learning and real world situation. So, this can also be considered as the objective of the paper in a broader sense.

Objective of the study:

- To know about the software which is using at hotel.
- To know about the features of the software.
- To know about the reports created by the software.

**Methodology of the study:**

Data are gathered from both primary and secondary sources. The details of these sources arc highlighted below.

**Primary Sources**

I have collected data from primary sources. The sources are:
1. The IT managers.
2. Company Website.
3. Online.
4. Interviewing of different department staff.

**Secondary Sources**

I also collected some information regarding international perspective from
   a. Company Documents.

**Limitation of the study:**

There were some limitations in gathering some information for this report:
- The main limitation I faced in preparing this report was obstacle in finding information.
- Lack of timing.
- Lack of some knowledge about software sector.

**What is a Hotel Management System?**

A hotel is a hive of numerous operations such as front office, booking and reservation, banquet, finance, HR, inventory, material management, quality management, security, energy management, housekeeping, CRM and more. All these activities take place simultaneously and managing these diverse activities manually can be a difficult process. This led to the introduction of property management systems or hotel ERP that automates a host of repetitive functions. Integrated, automated software also means management can optimize hotel operations, gather business intelligence. With growing competition in the industry it's important for a hotel to understand the needs of their guest, for example, things like what gets sold most, what guests demand for most, what food material get used least and results in loss, a good hotel management software, allows hotels to do just that.

**Requirement of Hotel Information systems**:

- Reservation and Booking System:
    - Types Customer Information.
    - Modify Reservation.
    - Mark rooms as occupied and non-occupied.
    - Create wait list for Customers and make the room available for the first customer on the list.
    - Keep trace of the checkout timing of customer and charge for late checkout.
    - Record Payment.
    - Trace customer feedback.

- Tracking and Selling Food System:
    - Trace meals purchased.
    - Charge the respective room.

- General Management System:
    - General reports of occupancy for audit, room revenue and food revenue.
    - Allow modification of information on rooms and rates, menu items and prices, user profile.
    - Creation of users and assigning passwords.

**Types of Information System used in Hotels:**

Information systems that are used by the lower level management for day-to-day operations are referred as to as Operations Supports System. This includes:

- Transaction processing systems are used to convert input data into output. These systems help reserve rooms, bill customer, send notification about payment, purchase inventory from suppliers, pay salaries to employees as well as generate reports about revenue for management purposes. It also allows adding demographic data of customers to keep a track of different profile of people staying at the hotel.
- Process control system are used to monitor and control physical processes through data sensors that can be used for analysis or inform personel such as sending automatic signal to personnel about broken elevators. Hotels with casinos can use this system to inform personnel about broken slot machines or the lack of cash in them.

Management Support System is used by mid and senior level managers for decision making activities.

- Management information system collect data from databases to help generate various reports such as the customer analysis report, profitability report and labor analysis report.
- A decision support system helps collect, display, and integrated data from multiple sources to help managers' make non routine decisions. Hotel managers can use information about customer performance to provide personalized services or determine the demand of their hotel in certain cities by collecting industry data.
- Hotels also make use of Expert Systems that mimic the judgment of experts by following sets of rules that experts would follow. For instance, hotels can use revenue management systems to optimize profitability of the hotel.

**How to Choose the Right Hotel Management System for Your Hotel?**

When a hotel is looking to upgrade their software the natural question that comes to mind is which Hotel Management System should I choose? As installing a hotel management system is an expensive affair, hoteliers need to make a choice with care. The first thing to do is

- Look at your hotel needs and areas of operation you want to simplify. You may also want to plot your future needs to ensure the software can scale up as and when you need it to

- Make a list of the features you are looking for. One of the main deliverables of a hotel ERP is its business intelligence. Does the ERP you are evaluating give you a bunch of in-depth reports that assist decision making?

- Always check if the hotel ERP provider has been in the business for a considerable amount of time has tested the solution across market segment and geographies if possible. A hotel cannot afford downtime, and so ensure your ERP provider also delivers high quality customer support

- Take help of a qualified consultant or delegate someone from within the hotel with exposure to technology to access your needs before you opt for an ERP. This helps you understand you requirements more precisely.

At my project my aim is to know about Ascott hotel management information system using computer technology. Technology is the form of computers, communication devices and labor saving mechanical equipment has had and will have a major effect on the way in which hotels are managed and operated. The speed with which information is accumulated, stored, manipulated and transferred is such that today most travelers expect that the hotel rooms they rent will allow them to be as productive as they are in the office or at home. Moreover, the legal and regulatory environments are increasing important to all business managers, and hotel operators are no exception.

For Ascott Hotel, the used software is named "Nimble Code Execution System ver. 1.0.1" or in short "Nice". This was purchased from "**Nimble Code Execution System"**.

**About the Software**: This software is mainly built targeting the Middle sized Hotels. The current version of the software is Version 1.0.1 which is being currently used in Ascott Hotel.

**About the Publisher**: NIMBLE Code Execution System (NICE Soft) is a software development company that has been successfully present on the offshore software development market for over 5 years and since that time has grown to become a well-regarded player in this industry and has proven to be a reliable, efficient and trustworthy service provider to the businesses house. The company was established recognizing the potential of the increasing market of the companies, that are or would be looking to make their business processes more efficient by automating them through the use of advanced software solutions and/or to act in response to the current market forces that dictate the necessity of online presence in order to stay abreast with competition. Since the time it was founded in the year 2005, the company has been involved in releasing numerous projects for diverse business spheres ranging from basic websites to highly sophisticated business automation systems. Our proficiency in a wide range of modern computer technologies ensures that the solutions we develop perfectly suit our clients' needs.

The Software is divided into four major parts. These parts are:
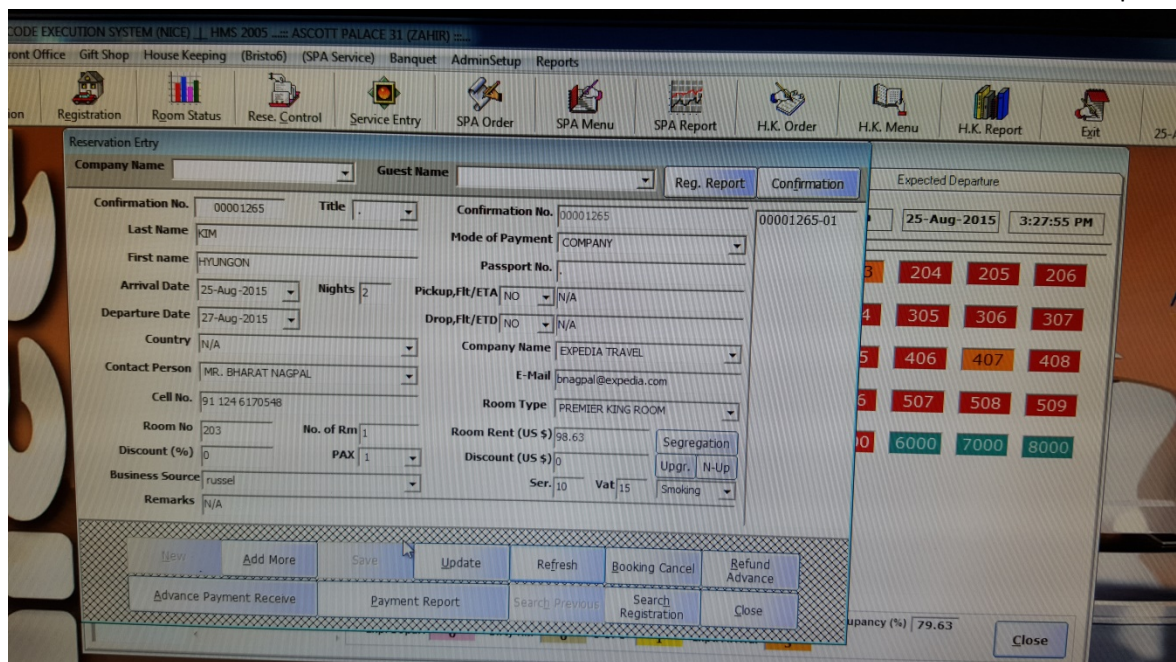
- Guest Management
- Inventory
- Housekeeping
- Billing

Guest Management: This part deals with the Guest of the Hotel. The primary input of the Guest Management is the database of the Guest. It starts with the room reservation, then check-in and other service taken while staying and lastly check out. There are several parts of the Guest management System. This are:

✓ **Reservation**: Guest can reserve their room either from online or directly from the reception. Client needs to fill up a form while making this reservation. This information is saved in the database of the Software.

Reservation                                                                                                     Input



Figure 1: Reservation Input
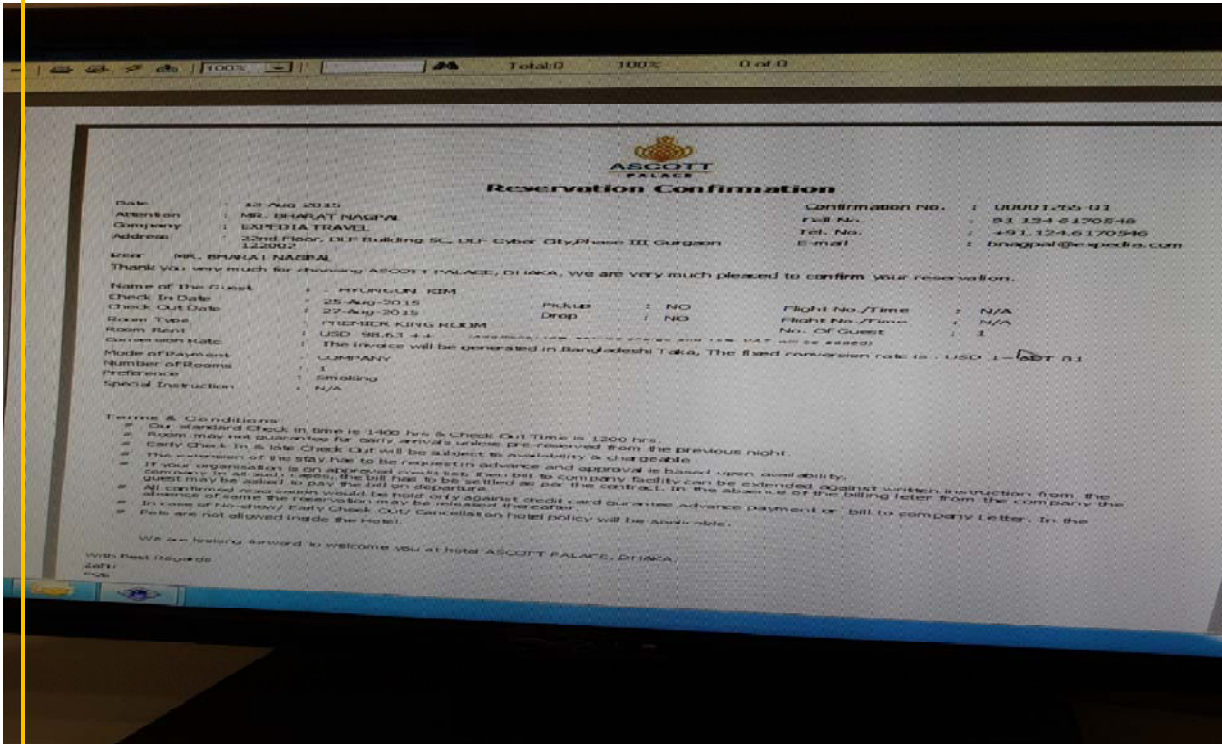
- ✓ **Online Reservation**: Online reservation is one of the major uses of the software. Most of the guests do the online reservation before travel to one country to country or city to city. It's very easy to do. Simply they can visit our website "http://www.ascottdhaka.com/", can chose our hotel either Ascott Residence or palace. Then they can input their information according to our reservation requirement.
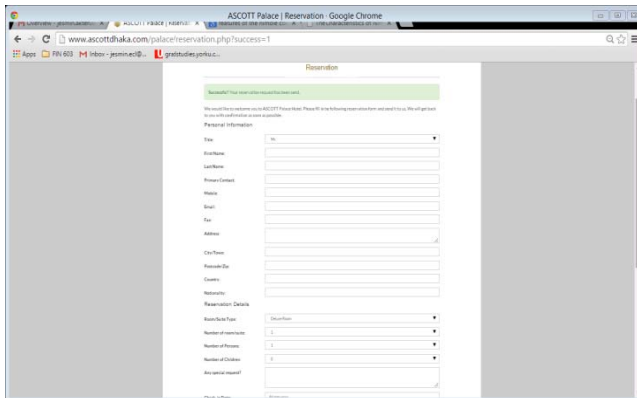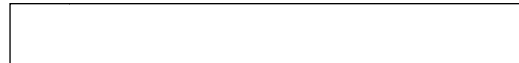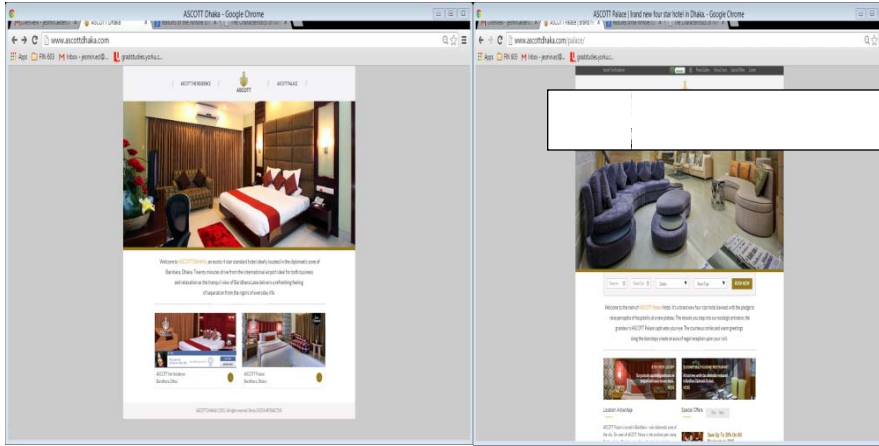
- ✓ **Registration**: Registration is when the customer check-in the hotel, the front desk register the customer as a current guest. For completing the registration process we need customer passport for their details. For an example see a picture of a customer;
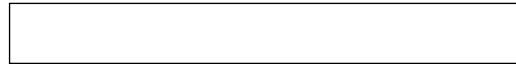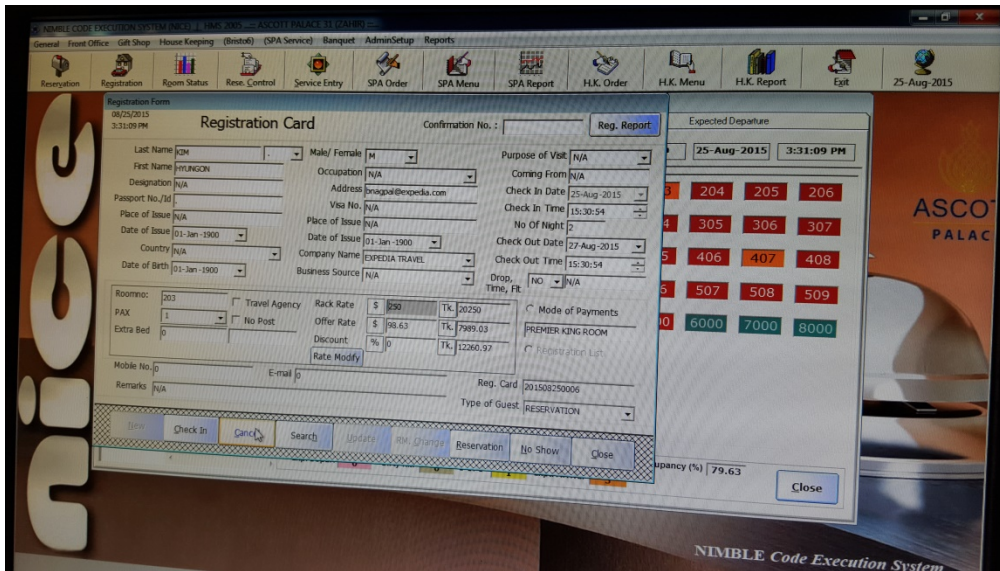
✓ **Bill Transfer**: Sometimes the bill needs to be modified as per the guest'srequirement. For example on guest has booked 3 rooms but all the bills of the three room will be adjusted with only one room or sometimes employees come to Bangladesh under their company, where company will bear their accommodation cost but employees will bear foods and others expenses. In these cases e-Bill Transfer service is here to solve this type of issue.
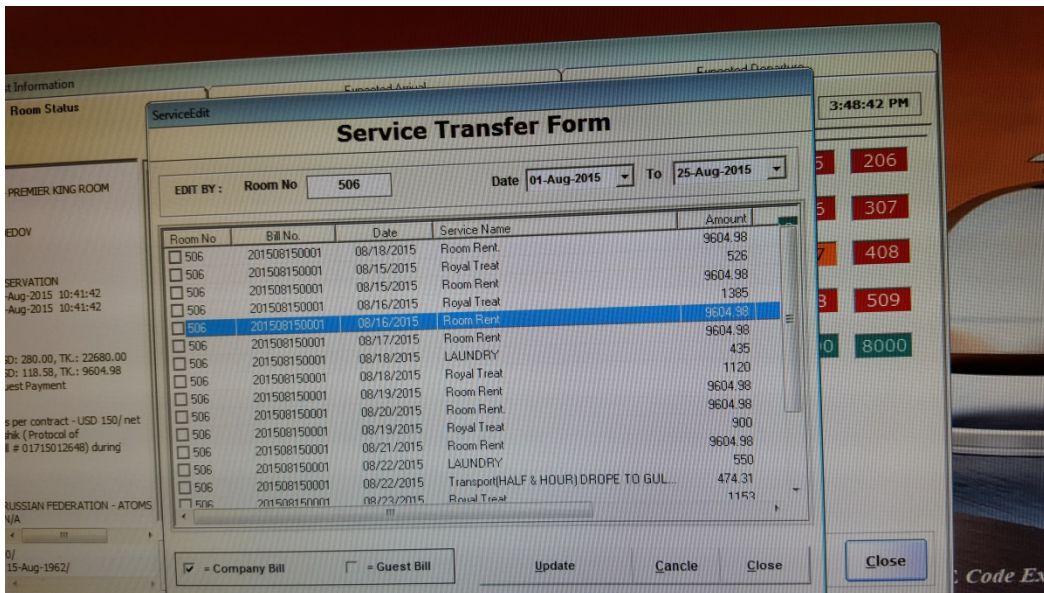


✓ History/Database: All the Guest information is saved in the Database. This information includes – Demogr                                    ge anniversary, Check in – out logs, and other preferences. So, once a client is check into the hotel, he will not have to

provide any information when the customer re-visits the hotel. Moreover, the information needs to be given to the Police. It can be search by guest's Last name/First name/ Company name/Nationality/ Passport no/Arrival date/ Departure date.
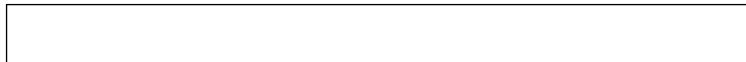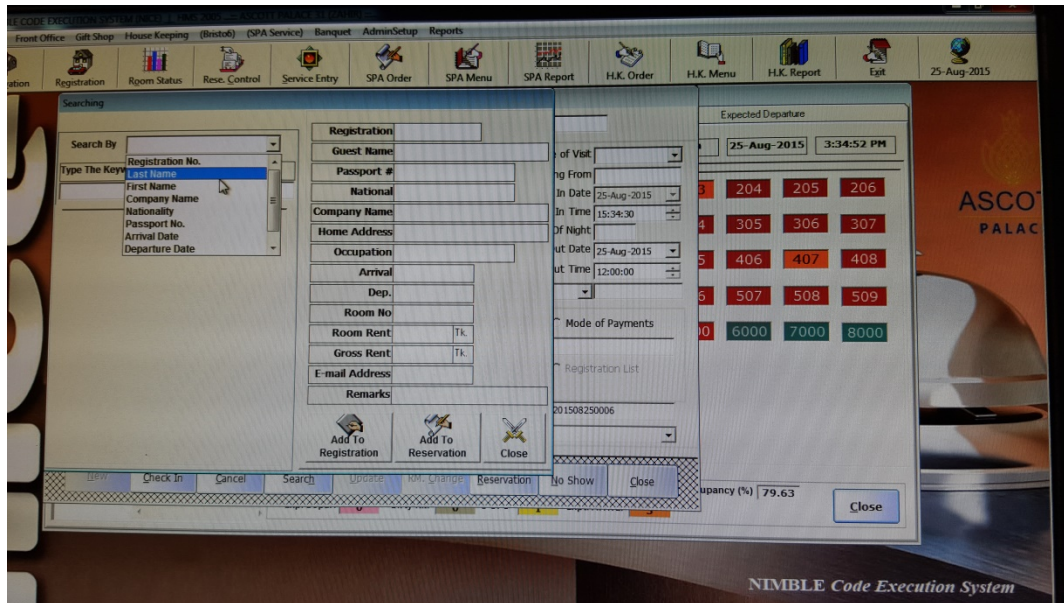


✓ **Additional Guest Information**: Sometime guest make their booking for 3nights but they need to extend the date or need to leave before booking date, time we need edit guest information or sometime guest wants to add extra bed to change their room type. It can be also done by using software.
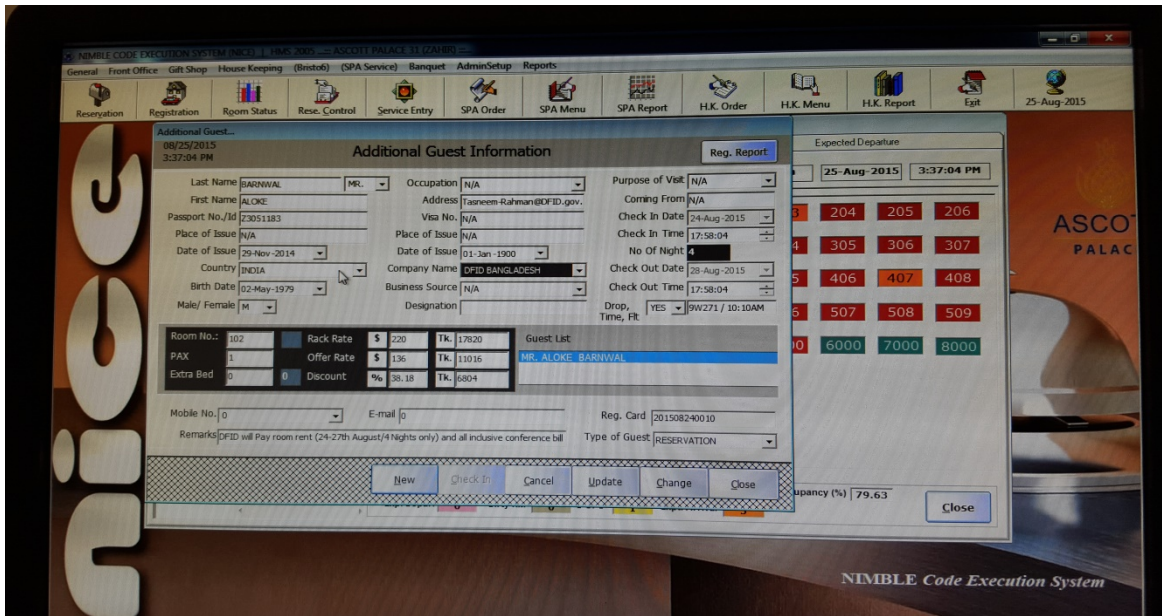
✓ **Foreign Currency Exchange**: This part works in two ways. When a client want to pay his bill in foreign currency then the part of the software works for exchange rate. The client can also exchange money for his personal purpose. This software keeps track of the exchange and maintains a balance sheet for the client.
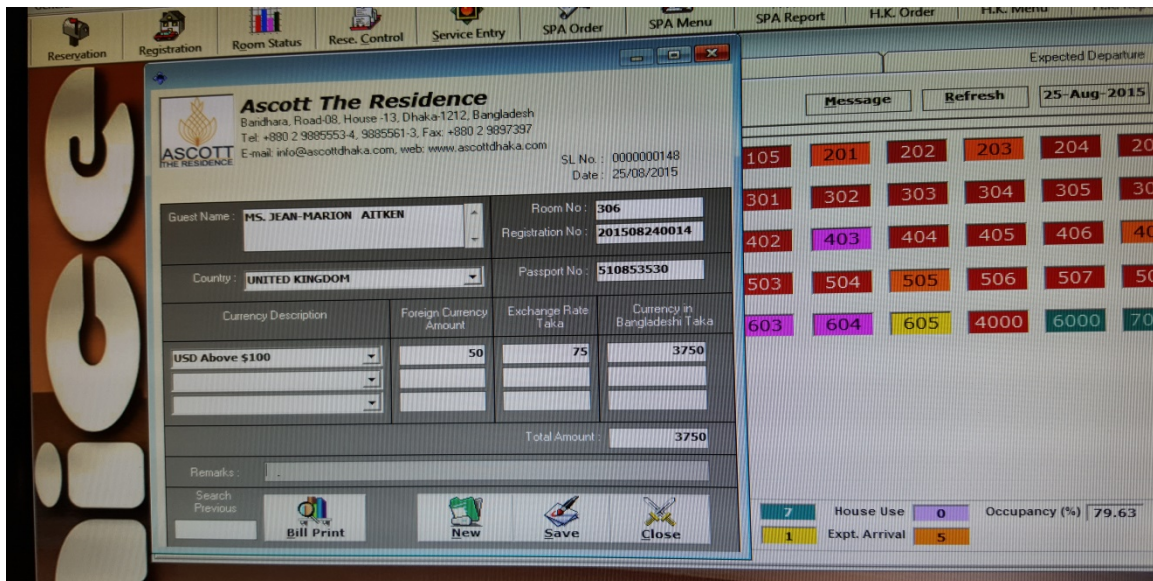
**House Keeping**: This part of the software is to maintain the service and the maintenance of the guest rooms. This includes a few parts which are given below:

- ✓ Room Status: It provides and bird-eye view of the room status of the hotel. The reserved room status, vacant and the rooms that need cleaning are shown in a single view. Here red color box are showing occupied sign, green are showing vacant room no, light yellow showing expected arrival booking room and violet color showing today's check-in room no.
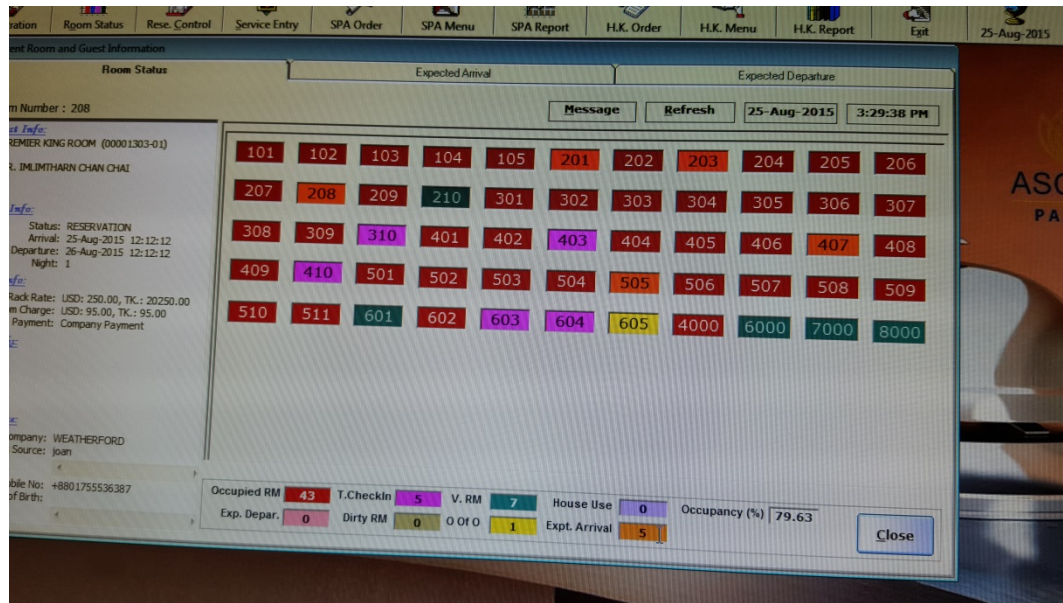
- ✓ Laundry: It keeps the record of the laundry service of the guest. The required service from the customer, amount of the clothes and the expected delivery date and time all this information are maintained by the software.

- ✓ Food Service to room: The food provided to the room is listed in the Software. This includes – Orders, preferences and bills.
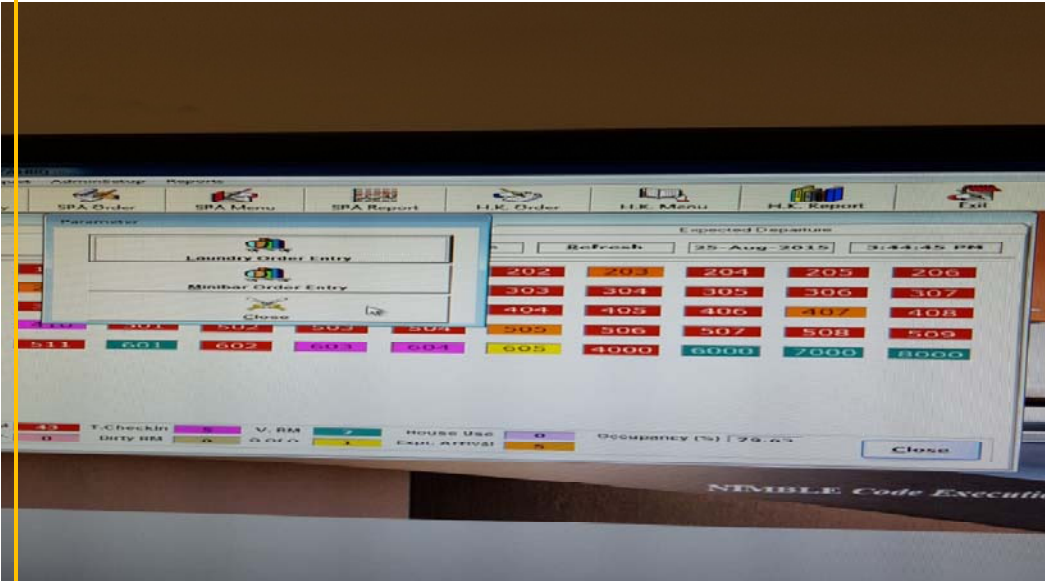
| Time | Foreign Currency Name | Country Amount | Conversion Rate (BDT) | Total Amount In BDT | Guest Name | Passport No | Room No | Remarks | User Id |
|---|---|---|---|---|---|---|---|---|---|
| 02:50:42 PM | USD Above $100 | 200.00 | 75.00 | 15,000.00 | MR. LU YUNWEI | PO1383612 | 205 | | IMRAN |
| 06:40:03 AM | USD Above $100 | 200.00 | 75.00 | 15,000.00 | MR. ARIE DAHAN | . | 101 | | ATIK |
| 07:03:14 AM | USD Below $100 | 10.00 | 70.00 | 700.00 | MR. ALEXEY TERESHKO | 710361683 | 510 | | ATIK |
| 01:18:53 PM | USD Below $100 | 50.00 | 70.00 | 3,500.00 | MR. PACHARAPOL PADERMPRACH | CD 1003735 | 410 | | ZAHIR |
| 07:12:48 PM | USD Below $100 | 40.00 | 70.00 | 2,800.00 | MR. MARIO ROSALES | E708857 | 307 | | WALID |
| 09:58:24 AM | USD Above $100 | 300.00 | 75.00 | 22,500.00 | MR. TAMAL DUTTA | G1840196 | 206 | | ZAHIR |
| 10:08:58 PM | USD Below $100 | 20.00 | 70.00 | 1,400.00 | MR. PETR VOYTENKO | 712655629 | 605 | | IMRAN |
| 10:20:06 PM | USD Below $100 | 5.00 | 70.00 | 350.00 | . VALTER ZORZI | . | 301 | | WALID |
| 10:20:42 PM | USD Below $100 | 5.00 | 70.00 | 350.00 | . VALTER ZORZI | . | 301 | | WALID |
| 07:35:31 PM | USD Below $100 | 110.00 | 70.00 | 7,700.00 | MR. VITALY DULKIN | 730602602 | 508 | | IMRAN |
| 03:51:33 PM | USD Below $100 | 60.00 | 70.00 | 4,200.00 | MR. PETR VOYTENKO | 712655629 | 605 | | ZAHIR |
| 07:07:17 PM | USD Below $100 | 10.00 | 70.00 | 700.00 | MR. VITALY DULKIN | 730602602 | 508 | | WALID |
| 05:48:59 PM | USD Below $100 | 20.00 | 70.00 | 1,400.00 | MR. VITALY DULKIN | 730602602 | 508 | | WALID |
| 07:51:32 PM | USD Below $100 | 50.00 | 70.00 | 3,500.00 | MS. RITANBARA MUNDREY | G1072539 | 501 | | IMRAN |
| 10:49:29 PM | USD Below $100 | 5.00 | 70.00 | 350.00 | mr.somon | | 4000 | | WALID |
| 07:02:03 AM | USD Below $100 | 27.00 | 70.00 | 1,890.00 | MS. MEG KARCHNER | 217479750 | 505 | | WALID |
| 08:46:11 PM | USD Below $100 | 5.00 | 70.00 | 350.00 | mr. rashed | | 4000 | | WALID |

`

**Billings**: All sorts of billings are included in the software. The types of billings are given below:

- ✓ Total Bill:  This includes the living cost of the in the hotel with other service taken.
- ✓ Restaurant Bill: If guest make any order anything from the restaurant, then restaurant billing takes place to make the billing.
- ✓ Spa bill: Most of the guest after visit the city or finish the work they like to get spa service from the hotel, which bill also included to the guest room's total bill.
- ✓ Guest Balance: The balance of the customer indicates the total amount of money given to the hotel and the total bill. The client can know anytime his balance as he needs to clear all his due while check out.
- ✓ Others: Guest can take loan from the hotel. But hotel charges 5% interest for that. This includes in the others part.
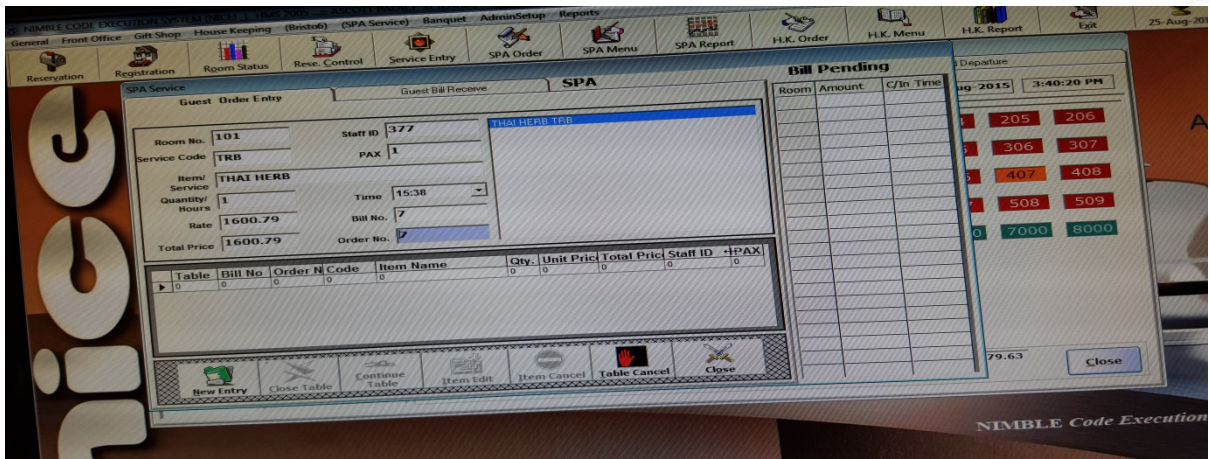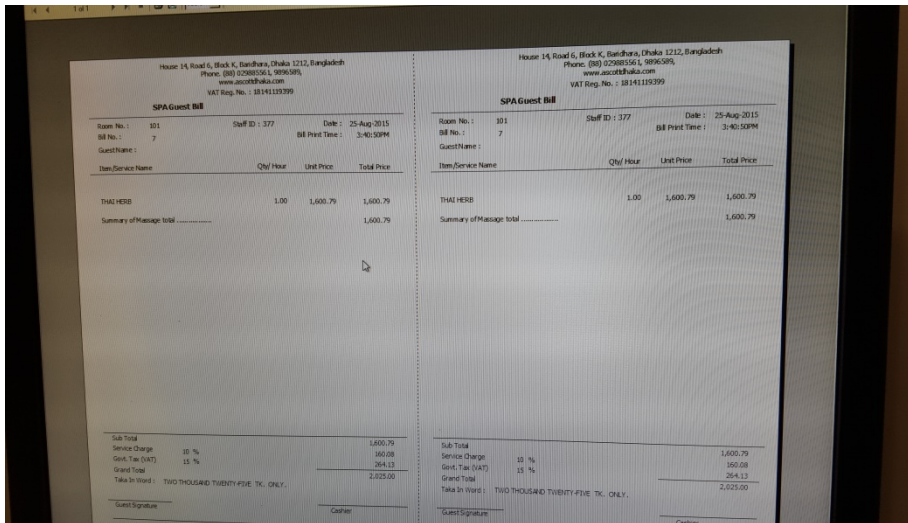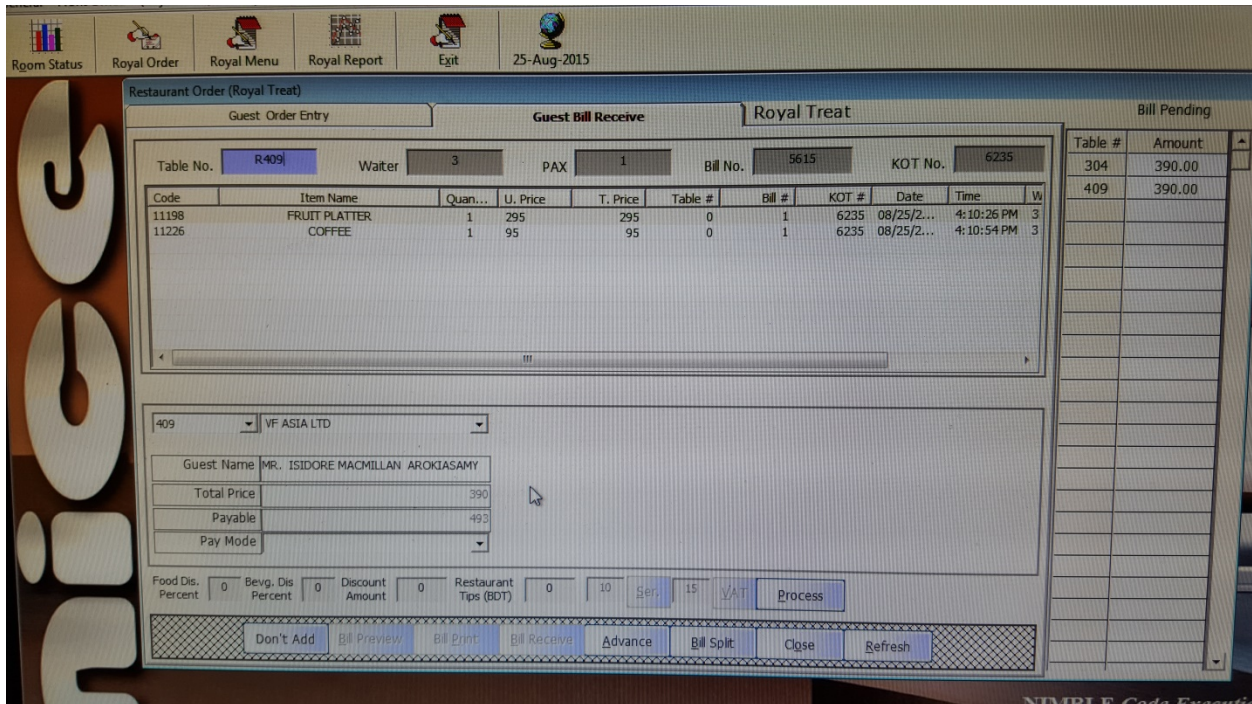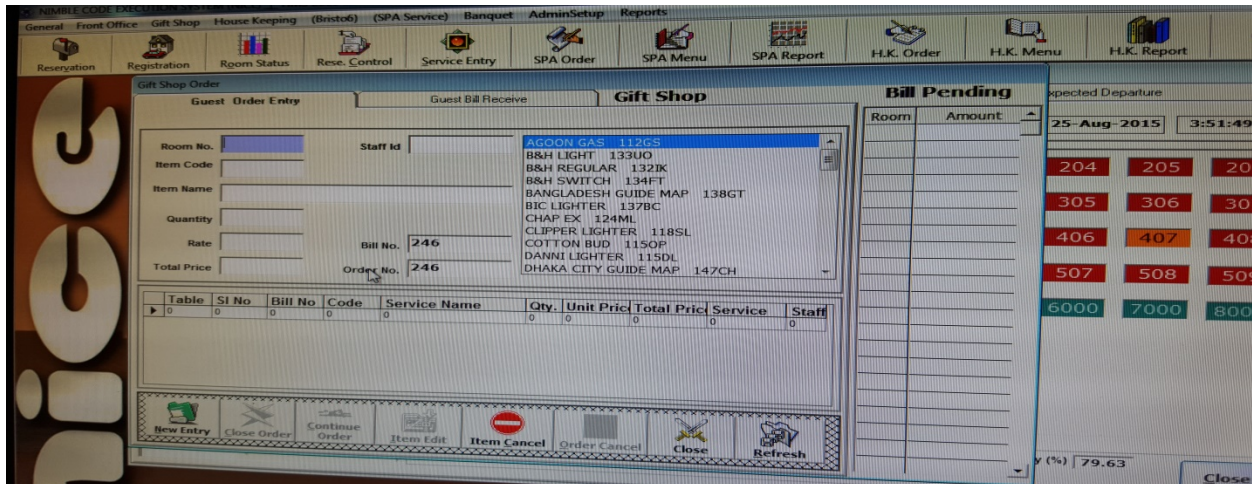
Figure: Spa Service Bill entry

However in Ascott hotel Nice software is using more or all of the daily activities. We are also keeping our pick and drop data list in this software. By using this software we are getting couple daily work reports. Such as: Advance reservation, posting Data wise, Reservation cancel,

expected arrival, pickup list, No show report, Expected departure list, check-in and check-out list, Daily guest list, Birthday report, guest ledger, single item reports, room reservation, room revenue, Front office cash, police report etc.
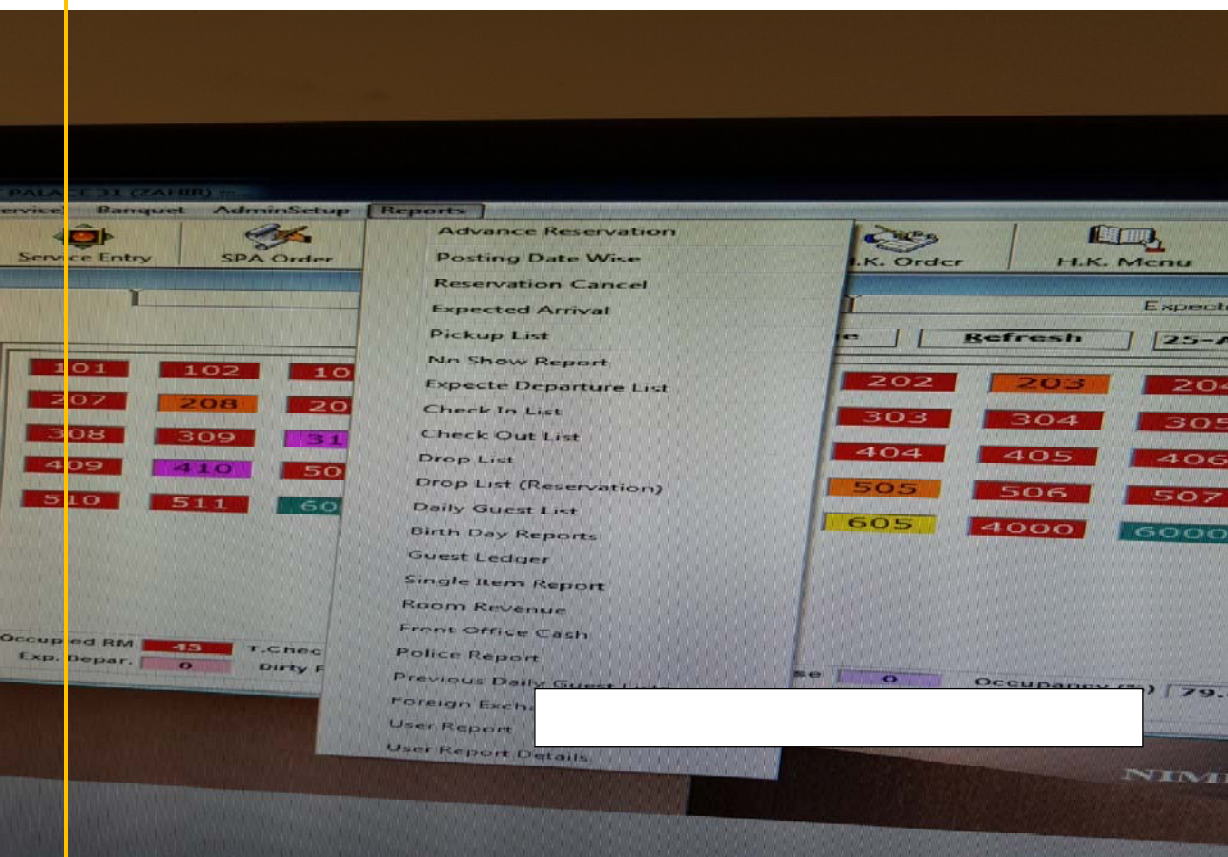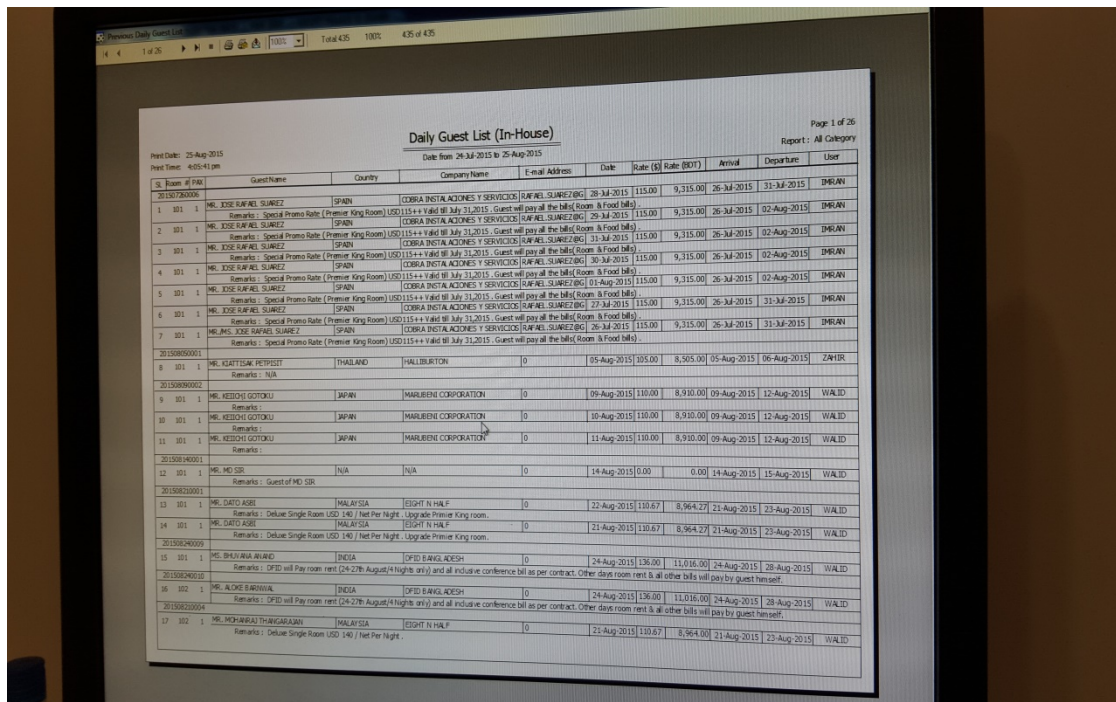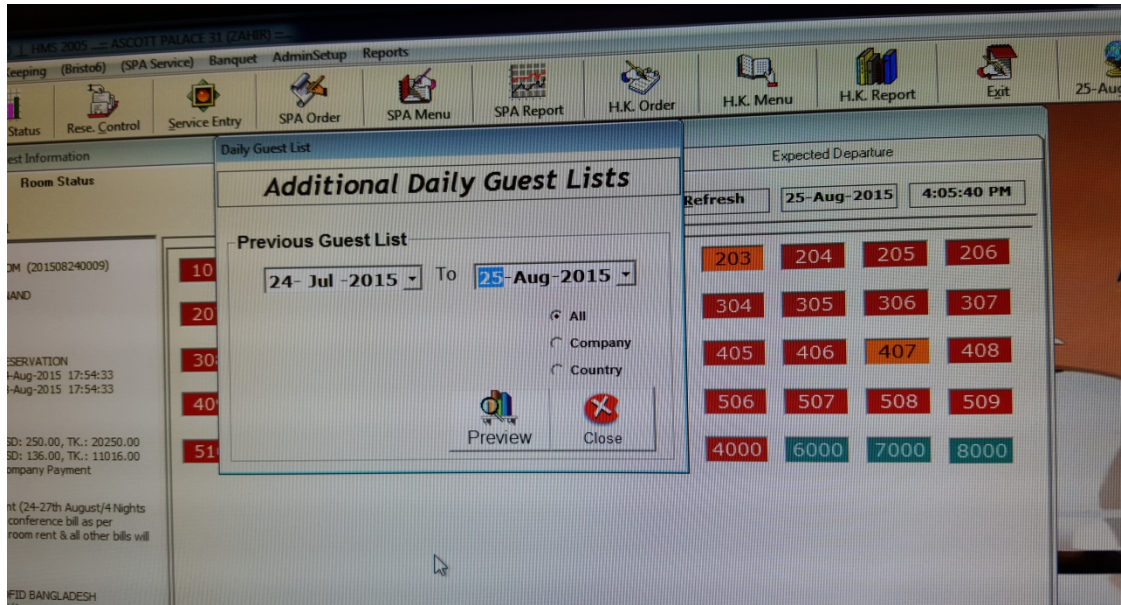
**Limitation**:

At present Nice software are using in Ascott hotel, which is very useful for every activities. But still has some limitation. Such as:

- Back dated.
- From restaurant sometimes employees do error at the time of billing.
- View of reports are not that much standard.

## Chapter 6: Recommendation and Conclusion

**Recommendation:**

There are some recommendations that I would like to mention:

- For employees check-in and check-out data should be recorded by software.
- Company can develop in-house software.
- Can use separate software for the purpose of inter-employees communication.
- For guest complain or feedback should have anOnline Option. It will be better rather than keep the information on paper.

**Conclusion:**

Ascott Hotel, like many other middle sized hotels around the world has adopted the technology very successfully and maintaining it. With the help of four IT managers the hotel has become a leader in terms of software driven hotel in Bangladesh. Though, the hotel is maintaining the NICE software very effectively, but Ascott Hotel Management needs to upgrade their Software time to time to meet the expectation of the guest.

**References**:

1. Hospitality Technology (https://hospitalitytechnology.wordpress.com/2012/05/07/what-is-hotel-management-system/)
2. Analysis of Hotel Management Information System (http://www.slideshare.net/GowthamanKarunanidhi/analysis-for-hotel-management-system-11345429)
3. Hotel brochure.