

ABSTRACT

PROCESS IMPROVEMENT OF EXTRANETS MAINTENANCE TO REDUCE
POTENTIAL LOSS OF REVENUES FROM WEB-RESTRICTED SEGMENT?

CASE STUDY OF REVENUE DEPARTMENT AT
ROYAL ORCHID SHERATON HOTEL & TOWERS

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For Hotel and Tourism nowadays, it has been known that when there are changes in the society, both positively and negatively, most of the time Hotel and Tourism is affected right away. From this face, every single hotel is now trying to either gain the most benefits from the positive changes, or be most protected from the negative changes. One of the most important aspects the hotel can gain or lose is in terms of revenues.

For the past years, a new kind of knowledge known as Revenue Management has increased its significance in hotel business around the world, while it is currently becoming a spotlight in Asia Pacific. In Revenue Management, it is described as the application of any theories and techniques, to achieve the ultimate goal of revenue maximization.

Realizing the importance of Revenue Management, this Business Improvement Project is conducted to help reduce the potential loss of revenues from one specific segment, that is, Web-Restricted Segment of Royal Orchid Sheraton. Even though Web-Restricted Segment is the only segment out of around twenty segments of the hotel, it still plays essential role in revenue maximization as its contribution to the overall revenues of the hotel is considered large.

Specifically discussing about Web-Restricted Segment, the revenue streams of this segment come solely from the productions of hotel's Online Travel Agents. And to help enhance the productions, it is the responsibility of the hotel to have attractive promotions available on those online agents which are done through their Extranets. This allows the hotel to have a direct control over any offers to be visible for online customers. However, having their promotions available at right time and with right price needs a cautious maintenance since any errors made or any time wasted is nothing more than the inability to maximize hotel revenues.

As a consequence, this Business Improvement Project aims to ensure that the hotel have the efficient maintenance of their Extranets to help reduce the potential loss of revenues from by trying to minimize the errors and excessive time spent, to ultimately maximize the hotel revenues from Web-Restricted Segment.