

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

GDS



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What is GDS ?

- ▶ GDS is a database capable of storing and updating enormous information on the supply of a wide range of tourism products worldwide. GDS enable the travel agents to access, in real-time, availability, features and prices of flight tickets, hotel rooms, rental cars, cruises, ferry reservations, trains and other services.
- ▶ The premier global distribution systems are Amadeus, Galileo, Sabre, and Worldspan.
- ▶ They are owned and operated as joint ventures by major airlines, car rental companies, and hotel groups. Also called automated reservation system (ARS) or computerized reservation system (CRS).

Main features of GDS

- Report availability and prices of travel products
- Reserve user requests.
- Sale and ticketing
- Track sales (extend customer's stay, change of flights, etc).
- Facilitates control management for travel agencies).

Hotel Distribution System

- ▶ The distribution system of rooms is known as hotel distribution system
- ▶ The HDS involves tries to provide direct access to the customers to ensure lower cost.
- ▶ The tourism and travel related information and consumption can be done through distribution systems and as well as directly
- ▶ **This distribution channel is constructed as follows:**
The customer visits a travel agency, travel agency summited the client's demand to the Tour operator, the Tour Operator applied a request to incoming agencies via a CRS or else, and finally the incoming agency registered a reservation with the hotel.

AMADEUS

- ▶ Founded in 1987 by Air France, Iberia, Lufthansa, and SAS, Amadeus is the youngest of the four GDS companies.
- ▶ **Amadeus** is a computer reservation system (or global distribution system, since it sells tickets for multiple airlines) owned by the **Amadeus** IT Group with headquarters in Madrid, Spain.

Products and Services Offered by AMADEUS

▶ **Travel Providers**

- ▶ ➤ Airlines: network airlines, regional airlines, low cost and leisure carriers
- ▶ ➤ Hotels: chains, representation companies, and independent hoteliers
- ▶ ➤ Ground & Maritime: car rental, railway, ferry, cruise and insurance companies
- ▶ ➤ Tour operators: specialty, mass-market and vertically-integrated tour operators

Galileo

- ▶ Galileo began in 1993, when British Airways, KLM (a Dutch airline) and United joined forces to create a computer reservation system
- ▶ It is a major player in the GDS business throughout the world: North America, Europe, the Middle East, Africa, and the Asia/ Pacific region.
- ▶ Galileo is owned by Travel port, an international company headquartered in New York. Travel port specializes in travel-based services and has a gross annual income of more than 2 billion dollars.

SABRE

- ▶ For more than 40 years, Sabre has been developing innovations and transforming the business of travel. From the original Sabre computer reservations system in the 1960s, to advanced airline yield management systems in the 1980s, to leading travel web sites today, Sabre Technology has travelled through time, around the world, and has touched all points of the travel industry.
- ▶ Sabre, represented in 45 countries, is a leading provider of technology for the travel industry and provides innovative products that enable travel commerce and services, and enhance airline/supplier operations.
- ▶ Headquartered in Southlake, Texas, Sabre connects more than 60,000 travel agency locations around the world, providing content from approximately 400 airlines, 55,000 hotel properties, 52 car rental companies, 9 cruise lines, 33 railroads, and 229 tour operators
- ▶ Sabre-connected travel agencies use Sabre web-based technologies and low-fare finding solutions to create new sales opportunities, drive operational efficiencies, and improve customer service.

Worldspan

- ▶ Founded February 7, 1990, World span was originally owned by affiliates of Delta Air Lines, Inc., Northwest Airlines, and Trans World Airlines, Inc. It is the technology leader in Web-based travel e-commerce, offering solutions for conducting all facets of travel business in the online channel.
- ▶ It is currently owned by affiliates of Delta Air Lines, Inc. (40%), North west Airlines (34%), and American Airlines, Inc. (26%). Since its 1995 advance into the world of Internet technology for the travel industry, World span has successfully developed the strategies, solutions, and services to ensure the company's long-term success in the new web-based world of travel distribution.
- ▶ Headquartered in Atlanta, Georgia, World span connects approximately 421 airlines, 210 hotel companies, 40 car rental companies, 39 tour and vacation operators, and 44 special travel service suppliers.

References

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Core Textbook, Students & Faculty to follow this book.**
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- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed (Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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Name of the Faculty: Jyoti

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