

## Hospitality Management System for **Orissa Tourism Development Corporation, India**

Incorporated in 1979, as a Government sector of the Government of Orissa, Orissa Tourism & Development Corporation Limited (OTDC) is Orissa's largest organization in tourism sector.

The main objective of this Department is to increase the Tourist Traffic to and extend their duration of stay in the State. At the beginning of 9th Plan i.e. 1997-98, the tourist arrival in the State was 2870665. By the end of the 9th Plan period, i.e. 2001-02, the tourist arrival in the State increased to 3184524 which showed an annual growth rate of about 3 % during the 9th Plan period. In the 10th Plan, it is targeted to increase the tourist arrival in the State by 5 % every year.



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## Business Challenge

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The OTDC currently uses the manual system for Front Office, Food & beverages, Inventory Control (House Keeping), MIS. The OTDC is considering computerizing this process in order to lower cost and improve service to its Units with the help of OCAC.

The Objective of the Project is to computerize the entire office and process of OTDC like a tourism portal with Online Reservation, Hospitality Management System (Front Office, Food & Beverages and Inventory Control) and MIS.

## Solution

### Front Office

The general requirements for a new customer are: in order for the customer to make a reservation they need a first and last name, valid address, credit card number, and phone number. They will be informed about the different room types available and the prices for each of the room types. Then the customer can make an informed decision in what they want. After the reservation is complete the hotel database will assign a customer ID number to the new customer. But as far as the customer is concerned they are simply given a confirmation number for their reservation, which they present upon arrival.

If the customer is a returning guest and wants to make a reservation all their information is already in the database. Therefore, all they need to present is the arrival and departure dates and the room type they want. In return we give them the price and a confirmation number, which again they present upon arrival. The Front Office module manages reservations, front desk duties, reports and all other aspects relating to room sales.

### **Inventory Control**

Inventory control module is a part and parcel of the Front Office module. It is a useful tool for the housekeeping department, enabling them to manage their day-to-day affairs with a minimum of effort. By providing functions such the Duty Roster and Cleaning Schedule preparation, it allows the department head to be more productive in managing the operations.

### **Food & Beverage**

Food & Beverage will be deployed and integrated with Front Office, and House keeping. The application used to manage purchase and inventory cycle. It provides all the functionality needed to manage the day-to-day inventory and maintains stock valuations based on average cost method.

### **About the Network**

As per the plan, The OTDC Panthanivas will be interconnected through a reliable and seamless network so that the proposed computerized process can be implemented. It is proposed that there will be a Central server which will be connected to the Internet. Panthanivas at Bhubaneswar, Barkul, Puri, Konark and Chandipur will be connected to the central server through or through dialup connection. We have chalked out plan for interconnecting all five Panthanivas and OTDC, HQ with the Central Server. The network diagram including financial implication & mode of connection with H/W details are enclosed for reference.

## **Results**

The following benefits will be achieved by OTDC by implementing the networking and computerized applications.

By implementing Network Connectivity

- Bridge the gap between the customer's needs and available products
- Use of cutting edge technology to benefit the hospitality industry
- Global presence in over 4 locations
- Delivery of best in class services to guests.
- Cost of Communication to Head Office is Zero

## By implementing Hospitality Management System

- Increase Online Booking
- Facilitates customer for Online Payment
- Increase customer's satisfaction
- Increase productivity
- Reduced operating costs
- Efficient Master data maintenance
- Efficient Event Management
- Increase Access control and security
- Facilitates efficient Market Research
- Better control in Inventory Management
- Centralized Control for Managers
- Efficiency in Decision Making
- Increase profitability
- Balance market competition
- Assured return on investment (ROI)
- Increase Brand Value in terms of quality and quantity



At CSM, we understand the critical nature of keeping the customer's organization up and running from an IT perspective. We understand the technical issues within complex systems and work to put together the best solution to support end users' needs, both today and in the future.

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