

## Reasoning the need for the use of channel manager in management of the activity of the hotel business

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Today, the tourism industry in Ukraine is developing dynamically. The growth of tourist flows and as well as growing income from tourism activity, encourages enterprises of the hotel business to use the latest information technology in the hotels' management.

Hotels have been developing new channels of sales. One of the most important and dominant recently is online channel.

The online purchases are supported by interactive technology, which gives the customer new benefits, such as: the speed of access to the information offered, the ability to estimate the value of an agreement in time, mass or individual choice, fast response, a certain product for a particular client at a certain time, access to other clients, as well as convenience and total enjoyment of the services provided.

To simplify the work of the hotel business with all electronic channels of sales, the Channel Manager program has been specially developed.

The software becomes more convenient as the information about all reservations is stored in one extranet.

The software allows to work in the most efficient way with more than 60 booking sites, such as Booking.com, Expedia, Agoda, HRS, LateRooms, Orbitz, Hostelsclub, HostelWorld, Oktogo, HRS.com and many others.

Using this software hotel managers do not need to go separately run different reservation systems and adjust the availability and cost of rooms. They have an opportunity to analyze the prices of their competitors without going to each of their sites, an ability to see sales statistics by periods, sales channels, countries, additional services, have tools to manage tariff plans and a single quota at the same time in all sales channels. Basically they can efficiently manage rooms availability and tariffs, changing and renewing the data simultaneously and to deliver it to all travel agencies they cooperate with.