

Information Systems Models in the Hotel Industry and Effects on the Economy (The case of Albania)

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Abstract

In the framework of this study are initially analyzed the Information systems in the field of hospitality, the development of new innovative systems and the problems encountered in their use. These systems are used for collecting, storing, processing and reporting data in the company, serving in daily operations, in the decision-making process, planning, etc. The tourism sector, which is entering the main topic of economic, social and national development of our country, uses different information systems, which help managers in their main task, that of decision-making. This study aims to empirically analyze the importance of information systems in decision making in hotel companies in Albania, through the perception of managers of three levels. The study also provides a theoretical conceptual model for the importance of Information Systems in decision making in hotel companies in Albania, a model based on the functionality of information systems used by these companies and how they are perceived by managers.

Key words: MIS, hotels, systems, models

J.E.L. classification: Q55, Z31, Z38, Z31, Z32

1. Introduction

Today's global environment is competitive not only for the company but also for its employees, both nationally and internationally. Therefore, the employees of a business should be trained in the use of information technology.

Of course, mastery and mastery in the use of information systems, among other things, provides very fast calculations, for very large numerical volumes, fast and accurate communication and cooperation, within and between organizations, fast and cost-free use of information. Of particular importance in this environment is the ethics of using information, ways to maintain privacy and security, to avoid threats to systems, as well as human error.

The goal of information systems is to make the right information available to the right people, at the right time, in the right amount and in the right format. Undoubtedly applications and information systems will benefit more if you understand the logic on which they are created and if employees are able and have up-to-date knowledge to improve the quality of the company's IT applications through their suggestions. This way they will be more productive and successful.

1. PMS management systems are responsible for managing day-to-day activities such as accepting reservations, canceling reservations and creating daily events or happenings. It is an effective tool to run hotels of any size. In a hotel PMS will take care of the online hotel reservation system and other administrative tasks. So some important functions that will be performed by a PMS software are front desk reception operations, reservations, management channels, housekeeping, price and availability management, payment methods. The hotel's PMS program is also responsible for checking bookings and financial transactions. It also helps to manage housekeeping maintenance and perform HR in terms of functions. Hotel Property Management systems are used by large hotel

chains. With these programs at the reception, hoteliers can check the booking status of the rooms and check the reservations. Using a PMS program in the hotel, hoteliers can also manage back-office operations, food and beverage services, and room rates according to their own standards.

2. Channel Managers - A Channel Manager is a software program that will help hoteliers connect with various agents. So these agents have real-time information about room availability and they are able to resell rooms more efficiently against a commission.

3. Online BOOKINGEngines - These are a special type of hotel information system that help accept bookings directly from the website. It is a necessity and a mandatory component for almost any type of hotel.

4. Pricing tools - Pricing tools help to develop an effective revenue management strategy. This type of information system avoids changing prices manually or calculating the revenue to be generated for each room. In this case these new pricing tools can be used to automate the process.

Hotel management systems modules

1. Dashboard: A friendly and very helpful system is noticed in the hotel management program. The panel provides an overview of all activities taking place at the hotel. This system provides information such as availability, number of check-ins-checkouts, free rooms, staff availability, etc.

2. Online booking support: Online distribution channels help to grow the business, but they come at a cost and that cost increases, as can the percentage increase in commissions. But if in some way a person manages to find the hotel website easily, their direct booking can be realized. Customers do not have time to wait to complete a registration form and wait for a response. An online booking in the hotel billing program will allow the guest to explore different options, check availability, make payment and get confirmation all in one session. Even large hotel chains that have strong relationships with online travel agencies have made a massive push towards the direct online booking engine.

3. Best available prices (bar): Best available rates BAR helps you to control price plans. Using the bar functionality you can manage promotions, employee performance, and can easily respond to market conditions. Your hotel program should be efficient enough to provide BAR functionality based on different seasons ie by setting higher prices in the tourist season seasons and lower price in the less busy seasons. Along with the bar functionality, the billing program makes it easy to change prices and promotional packages. Creating promotional codes and special prices is never lacking through the facilities offered through the above functionalities.

4. Maintenance: Using a reception system one can check the condition of the rooms which must be prepared before the customers arrive. In connection with the maintenance of a hotel management the program keeps future schedules in terms of repair schedules to ensure that plumbing and electrical repairs are carried out effectively and efficiently. The program combines housekeeping and timekeeping by providing guests with all the services and at the same time helps the management so that all efforts are structured in the right direction.

5. Reporting: A reporting module is a must for any hotel management program. There are many reports that are mandatory for a hotel that need to be done every night. These reports are divided into three categories. • Production Reports - This report helps to understand how the online hotel management system is operating according to the rate plan, distribution channel, ADR, and REVPAR calculations. Reports are used to make strategic decisions based on delivery pricing. • Financial reports - They report income, taxes, commissions, net income, etc. This report helps to understand the payment methods and all transactions performed. . • Daily activity reports - The report of customer arrivals, their departures and the number of existing customers in the hotel are the reports which record the traces of the guests and help to lead a smooth operation.

6. Customer database Some of the best online booking systems operate as a basic management system for storing customer data. Customer information stored in the system previously constitutes the real treasure of a hotel. This technique definitely helps in stability and increasing the number of clients. The fact that the client profiles are available helps to keep track of their personal information, which will make them feel more comfortable.

7. Customer communication management The hotel management program should be able to communicate with customers in a structured and professional manner. The hotel requires constant attention to the little things.

2. Theoretical background

In the literature, some empirical studies on the profitability of information systems have been conducted in a specific country while others have focused on a number of countries.

According to: (Whitten, 2001), Information System is an agreement between human, data, processes and interface, which interact to support the day-to-day operations of a business as well as support to solve the problems and decision-making needs of managers and users. In other words, the information system can also be described as the totality of all the tools and methods that provide managers with information to support operations and decision making in an organization.

Kenneth C. Laudon and Jane P. Laudon (2012) have defined information systems as a set of separate components that collect, process, store, and distribute information to support decision-making, coordination, and control in an organization.

Information systems contain information about important people, places, and things within the organization or the environment in which it operates. By information is meant data which is shaped in a form that makes sense and is usable by man. (Laudon & Laudon, 2012). Information systems support efficient business operations, teamwork and enterprise collaboration, or effective business decision-making.

Information technology can change the way business competes (O'Brien & Marakas 2006).

One of the main roles of information systems applications in business is to provide effective support to the company strategy using IT. So to develop products, services and capabilities that give the company a great advantage over the competitors it faces in the global market. Strategic information systems support or in other words shape the competitive position and strategies of an enterprise. Thus, strategic information systems can be any type of information system (TPS, MIS, DSS, etc.) that uses technology to help an organization gain a competitive advantage, reduce a competitive disadvantage, or meet other strategic enterprise objectives (O'Brien & Marakas 2006).

There are numerous studies that have focused on information systems and technology, analyzing the impact that these systems have on entrepreneurship and finding many factors that in some ways are related to entrepreneurship. Entrepreneurs combine several personality traits - innovation, risk-taking, proactivity in the sense of doing the things that need to be done to realize the combination of ideas with taking responsibility for success or failure (Covin & Slavin, 1991; Morris & Sexton, 1996).

IT systems affect products and services, markets, production costs and firm product differentiation. Thus, the success of successful companies depends largely on the implementation and creative use of Information Technologies. (Deans & Kane, 1992, Pearse J. M. 2008) describe information technologies in line with social enterprise as financial levers for sustainable development. Computers and other technologies have found a place in all areas of business, industry, banking, education and governance while (Deans and Kane 1992) have found that information technology plays an indisputable role in the success of a company in uncertain economic conditions and turbid.

In conclusion, it can be said that entrepreneurship is the process of creating value by combining a unique blend of the aforementioned concepts, in order to take advantage of an opportunity (Morris & Sexton, 1996). Meanwhile, in different countries studies have been done on the relationship between systems of information and technology and entrepreneurship, where it is worth mentioning the study of [Janson and (Wrycza done in Poland)] who have found a positive relationship with a high level between the use of IT and entrepreneurship in this country.

3. Research methodology

Based on the literature on hotel information systems and profitability in the tourism sector we came to the conclusion that the most important specific factors of information systems are the logic on which they are created and whether employees are able and have up-to-date knowledge.

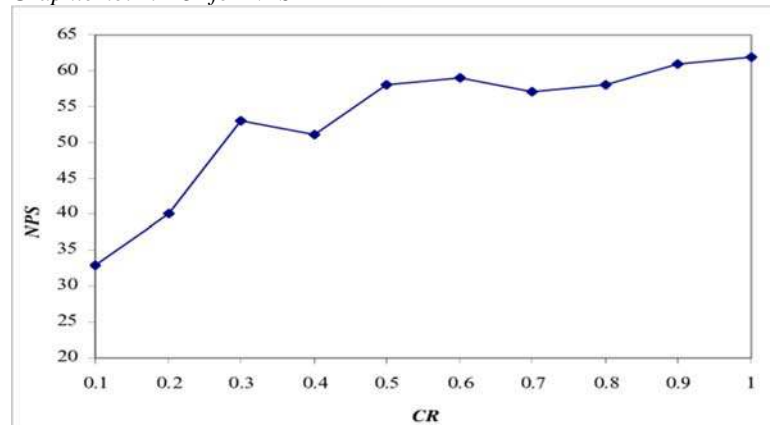
In this paper we will perform an analysis of the RevPar and NPS systems models and their impact on hotels as well as how these management systems are an added value for hotel ventures. Whereas, as performance indicators we have taken (RevPAR) Revenue Per Available Room and NPS. (Net Promoter Score). A high index (on a scale of 0-100) means that the hotel is doing well compared to

the accommodated group of accommodations. Any score of NPS above 0. It means the audience is loyal. Anything over 20 is considered. $REVPAR = ADR$ (Average Daily Rate) / OR (Occupancy Rate) Revenue per available room (RevPAR) is a performance measure used in the hotel industry.

The REVPAR result comes as a proportional result of ADR (average daily room) the average price of rooms per night with the occupancy of rooms in total. RevPAR is also calculated by dividing the total room revenue by the total number of rooms available in the period being measured. An increase in RevPAR indicates an improvement in its occupancy rate and performance RevPAR is a metric used in the hospitality industry to assess a hotel’s ability to fill its available rooms at an average rate. An increase in RevPAR means that its average room level or occupancy level is improving. However, an increase in RevPar does not necessarily mean better performance. Benchmarking, NPS & Custom.

Benchmarking reports against the competition starts by analyzing the NPS and working towards improving it. Custom reports are created based on a wide range of variables, allowing the hotel to identify what customers value most. Guest feedback is used to build a long-term strategy based on the most important variables.

Graphic no. 1. ROI for NPS



Source: Authors’ contribution

NPS surveys can provide a company with valuable customer base knowledge. Some benefits of using NPS include getting of where the company is trending. Although NPS is certainly a high-level metric, it can give an accurate idea of how well the business is performing in the CX sector. A contraction in the number of liabilities and an increase in promoters would indicate that the company is on an upward trend. Conversely, an increase in liabilities or destroyers often provides calls for change, whether in product quality, in the business process, or in any other area. Priority of efforts according to customer responses.

NPS can also help personalize and prioritize marketing efforts according to the responses received. For example, marketing strategy may involve an initiative towards opponents. You may decide to communicate your gratitude for their honesty, regret any inconvenience or frustration they experienced while using your product, and a special discount (or free) offer to influence them towards a more positive brand image. Getting valuable feedback on business processes. If the NPS survey includes an open-ended comment section, then feedback will surely be received from customers on what society is doing well, and which areas can use some improvements. Both types of feedback are valid.

4. Findings

Analysis of indicators related to tourism. Source World Council of Travel and Tourism In a general analysis, the World Travel and Tourism Council WTTC mentions the impact of Albanian tourism on Gross Domestic Product, employment, number of visitors as well as total investment. Albania has become in recent years a favorite destination for foreigners, who are increasingly choosing our country to spend the holidays.

The Institute of Statistics announced earlier last year that in the period January-August 2018, the entry of foreign nationals for holiday purposes increased by 24.7%, compared to the same period last year. The development of the tourism sector, consequently is expected to make a significant contribution to the Albanian economy, through employment, increased consumption, increased activity for hotels and restaurants.

The WTTC in its report for 2019 estimates that growth mainly reflects the economic activity produced by industries such as hotels, travel agents, airlines and other passenger transport services. But it also includes, for example, restaurant activities and leisure industries directly supported by tourists. Also, according to the tourism council, the contribution of tourism and travel to Albania's gross domestic product is 27.3% for 2019, with an increase of 5.2% from 2018. The World Tourism and Travel Council reported that thanks to the growing trend of the tourism sector in Albania, the country is expected to be visited by about 6.6 million tourists by 2028.

The direct contribution of tourism to the Gross Domestic Product is expected to increase by 4.7 %, reaching 9.3% of GDP by 2028. The WTTC anticipates increasing all of these factors. According to her, direct tourism contributions to GDP during 2017 were 134.1 billion ALL (USD 1,124.1mln), or 8.5% of total GDP, while for 2018 there is an increase of 3.9% in 2018 and an increase of 4.7% per year during the years 2018-2028. This increase will reach ALL 220.4 billion (USD 1,847.2 mln) or 9.3% of total GDP in 2028. According to WTTC, the total contribution for 2017 was 414.2 billion ALL (USD 3,471.9 million) or 26.2% of GDP and the forecast is an increase of 4.4% in 2018 and an increase of 4.7% per year, to 684.2 billion ALL (USD 5,735.0 million) or 28.9% of GDP in 2028. 3. Investments in the tourism sector are projected to increase by 5.5% in 2018 from ALL 32.2 billion in 2017. WTTC expects total tourism and travel investments to gradually reach ALL 52.1 billion in 2028.

One of the most beneficial sectors for the development of tourism in the country is undoubtedly employment. The increase of foreign tourists in the country, creates the need for new human resources for service in hotels, resorts, bars and restaurants. According to the WTTC, In 2017, the tourism industry directly supported 93,500 jobs (7.7% of total employment). In 2018, tourism directly supported the creation of 286 thousand jobs, an increase of 3.3%. This is expected to reach over 300 thousand jobs in 2019 and increase by 1.4% to 111,000 jobs in 2028 (8.8% of total employment).

In 2017, the total contribution of tourism to employment, including jobs indirectly supported by industry was 24.1% of total employment (291,500 jobs). This has increased by 3.8% in 2018 to 302,500 jobs and will increase by 1.3% to 344,000 jobs in 2028 (27.3% of the total) According to the WTTC, exports to visitors amounted to ALL 235.5 billion (USD 1,974.1 mln), 54.2% of total exports in 2017. This is projected to increase by 3.6% in 2018 and will increase by 4.7%, from 2018-2028, to ALL 387.4 billion (USD 3,247.4 mln) in 2028 or 62.2% of the total. investments Meanwhile, for investments WTTC says that for 2017 it was 32.2 billion ALL or 7.5% of the total investment (USD 269.9 million). They will increase by 5.5% in 2018, and by 4.4% over the next 10 years up to ALL 52.1 billion (USD 437.1mln). In 2018, Albania is expected to attract 4.85 million foreign tourists, while by 2028 the annual number of international arrivals is projected to reach 6.6 million foreign tourists.

Table no. 1. Impact of Albanian tourism on Gross Domestic Product.

	2017 (% of total)	2018 (annual growth)	2028 (% of total)
GDP: direct contribution	8.5%	3.9%	9.3%
GDP: total contribution	26.2%	4.4%	28.9%
Employment: direct contribution	7.7%	3.3%	8.8%
Employment: total contribution	24.1%	3.8%	27.3%
Visitor exports	54.2%	3.6%	62.2%
Investment	7.5%	5.5%	8.2%

Source: WTTC

Predictive analysis related to tourism for 2020 - 2028. (World Travel and Tourism Council Corona 19 effect) virus effect of this pandemic in the tourism sector. According to research conducted: (World Travel and Tourism Council (WTTC)), about one million jobs are being lost every day in the travel and tourism sector due to the spread of the coronavirus, (Anadolu Agency (AA)).

The WTTC says up to 75 million jobs are at immediate risk, up 50 percent from its previous survey. The data say that due to the comprehensive effect of the pandemic, this year the loss from travel and tourism will be \$ 2.1 trillion.

The council also revealed the level of crisis for individual regions. The Asia-Pacific region is expected to be most affected with up to 49 million jobs at risk across the region, accounting for a loss of about \$ 800 billion. Tourism and the travel sector in Europe are projected to lose 10 million jobs, representing a loss of nearly \$ 552 billion. North and South America are also expected to be hit hard by this crisis, with the US, Canada and Mexico expected to lose up to \$ 570 billion together, with nearly 7 million jobs at risk.

The report notes that Germany risks being the most affected country in Europe, with nearly 1.6 million jobs at risk, followed by Russia with about 1.1 million potential job losses. (S&P Global Rating analysis) ranks Albania among the 15 most hit countries in the world by COVID, tourism hard hit.

The Debt Assessment Agency S&P Global Rating conducted a special analysis of the impact of the emergency that COVID-19 has created on external financing, for countries that have based these inflows from the tourism sector. S&P scenarios have stimulated somewhat different impacts, predicting declining incomes in the tourism sector, ranging from 11 to 27% in 122 countries which will experience declines. The analysis shows that Albania is among the 15 countries along with Barbados, Aruba, Belize, Cape Verde, Montenegro that will suffer the greatest losses. Due to the already large external financing needs, some large Eurozone countries will experience material deterioration in their external liquidity, including Greece, Cyprus and Portugal. In the "extreme" scenario, a total of nine countries will experience a deterioration in gross external financing by at least 10% of current account receipts.

According to S&P analysis, the "Economy of the Sun, Sea and Sand" will be most exposed to the effects of covid-19. The second region with the highest negative impact globally will be the Balkans. According to S&P, even in the lowest stress scenario, these countries will lose from tourism inflows of 1.9-2.2% of GDP. Other major tourism exporters such as Portugal, Turkey, Spain and Australia may also experience a decline in tourism GDP of between 0.9-2.5%.

The COVID-19 pandemic appears to have exceeded the rate of spread more than any other infection (World Health Organization) officials have stated that Europe is now the epicenter of the pandemic, reflecting its rapid spread globally. The consequences for economies around the world are now material, most likely in a global recession. Many sectors have been affected by this situation, but the tourism sector will be hardest hit. For many countries, tourism is the main source of foreign exchange, GDP growth and fiscal revenues.

The rate of slowdown in the sector is currently subject to considerable uncertainty. However, the prolonged slowdown will make tourism-dependent countries less credible for lending. In all S&P scenarios, the contraction of growth is followed by a return to previous levels in 2021. Estimates point to a one-year shock to GDP growth, which is likely to lead to a one-sided deterioration of fiscal parameters in the year 2020, which exacerbates public debt.

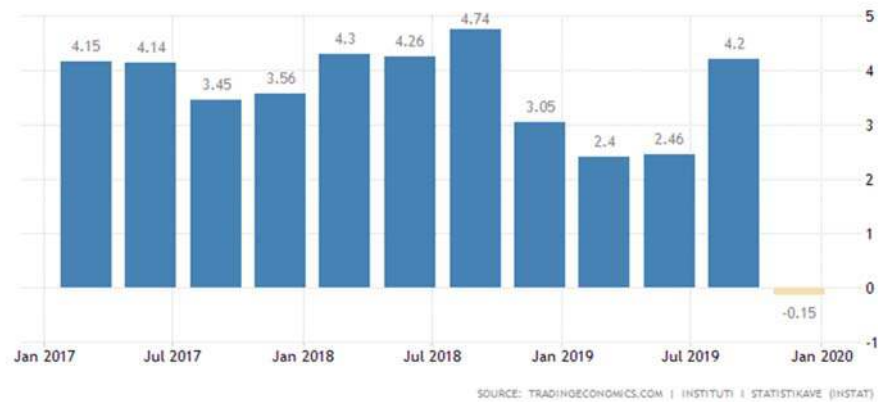
Table no. 2. Ranking of Albania among the 15 most hit countries in the world by COVID

Sovereigns Ranked By Deterioration In External Liquidity									
			Tourism receipts/CAR %	--Deviation in gross external financing needs/CAR + usable reserves (%)--					
			2018*	--2020--			--2021--		
Ranking	Sovereign	FC Ratings	Actual	11% shock	19% shock	27% shock	11% shock	19% shock	27% shock
1	Bahamas	BB+/Negative/B	73.10	20.99	38.56	58.50	20.60	37.58	56.58
2	Barbados	B-/Stable/B	45.87	12.16	22.17	33.37	9.52	17.11	25.35
3	Aruba	BBB+/Stable/A-2	74.31	7.49	13.77	20.91	7.09	12.87	19.27
4	Belize	B-/Stable/B	39.91	5.87	10.52	15.54	5.28	9.39	13.75
5	Greece	BB-/Positive/B	23.51	5.50	9.67	13.99	4.61	8.08	11.65
6	Cyprus	BBB-/Stable/A-3	19.48	5.19	9.10	13.14	4.15	7.26	10.44
7	Cape Verde	B/Stable/B	38.07	4.55	8.10	11.88	3.83	6.77	9.85
8	Bahrain	B+/Positive/B	11.84	4.07	7.10	10.19	3.51	6.11	8.75
9	Jordan	B+/Stable/B	28.47	3.98	7.02	10.18	3.55	6.24	9.02
10	Portugal	BBB/Positive/A-2	19.17	3.86	6.76	9.74	3.18	5.55	7.97
11	Bermuda	A+/Positive/A-1	15.71	3.46	6.05	8.71	3.10	5.41	7.77
12	Fiji	BB-/Stable/B	43.40	3.13	5.57	8.15	3.04	5.37	7.81
13	Panama	BBB+/Stable/A-2	17.70	3.22	5.65	8.13	2.65	4.62	6.63
14	Montenegro	B+/Stable/B	39.18	3.05	5.38	7.82	3.20	5.63	8.15
15	Albania	B+/Stable/B	35.78	2.91	5.13	7.44	2.58	4.54	6.56

Source: World Health Organization

Referring to the year 2020 for Albania, the contribution to travel and tourism related to GDP is 21.2% of the total economy Albania's GDP contracted 0.2 percent year-on-year in the fourth quarter of 2019, following a revised upward expansion of 4.2 percent in the previous period. It was the first annual GDP decline since the last quarter of 2014. On a quarterly basis, the economy also shrank by 0.2 percent. Taking full account of 2019, GDP advanced 2.2 percent, slowing down from an expansion of 4.1 percent in 2018

Graphic no. 2. The contribution to travel and tourism related to GDP



Source: INSTAT

Table no. 3 Forecasting for the future

Actual	Previous	Highest	Lowest	Dates	Unit	Frequency	
-0.15	4.20	13.50	-10.84	1996 - 2019	percent	Quarterly	NSA

Calendar	GMT	Reference	Actual	Previous	Consensus	TE Forecast
2019-07-01	02:20 PM	Q1	2.2%	3.3%		3.6%
2019-09-30	10:35 AM	Q2	2.3%	2.4%		2.9%
2019-12-24	11:00 AM	Q3	3.8%	2.5%		2%
2020-03-27	11:30 AM	Q4	-0.2%	4.2%		3.3%
2020-06-30	10:00 AM	Q1		-0.2%		-1.5%
2020-09-30	10:00 AM	Q2				-3.5%
2020-12-24	11:00 AM	Q3				-0.3%

Source: INSTAT

6. Conclusions

The purpose of this paper is to identify the relationship between information systems ratio and profitability ratios. In this analysis the profitability is represented by the revenue ratios for the occupancy of the rooms (REVPAR) and the ratio (NPS).

Travel and tourism contribute to 10.4 percent of the global PPV and is directly responsible for generating 10 percent of the world's jobs, while for eight years in a row it has exceeded the growth rate of the global economy.

The NPS itself may not be enough as a management tool, but in the right framework and with some additional motivational questions it can definitely be a useful metric. Its greatest strength is simplicity, making it functional and interpretable to any stakeholder.

Given the large number of large enterprises that use this tool consistently, it has certainly proven its worth. NPS is just a starting point. After the analysis, real work can begin, improving the organization and taking action to increase the NPS. This will be a long-term project, but NPS allows a perfect assessment of what stage the organization is at in this growth process.

Par Revpar and NPS are important indicators of the profitability of the hotel industry in Albania.

It is recommended that focusing on improving or managing these indicators can increase the profitability of hotels or even their performance.

One recommendation that can be made for report analysis is the inclusion of other indicators. Adding more variables can be a suggestion, this can help researchers to increase the accuracy of the reports. In addition to the risk of debtors, I recommend that other risks of the hotel sector be considered to see what the relationship with profitability will be.

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