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KEY WORD: MANAGE, LEAD TIME, EFFECTIVE, AND PRODUCTIVITY

PRAE KLAYTHONG: PRELIMINARY STUDY OF HOW EZYIELD CAN HELP TO MANAGE OTAS EXTRANETS IN REVENUE MANAGEMENT IN HOSPITALITY: A CASE STUDY IN A 5 STAR HOTEL IN THAILAND: INDEPENDENT STUDY ADVISOR: ARDIPORN KHEMARANGSAN, PH.D. PP.106.

Revenue Management is a business practice which aims to maximize revenue, especially for perishable products such as airline and hotels, by yielding the selling rate according to demand and supply. Talking about hotels, it has several distribution channels which stimulate demand. Since an emergence of internet and wireless technology, hotels has wisely taken advantage to use it as low cost distribution channel, they set up their branded website and cooperated with Third party as Online Travel Agents (OTAs). Due to limited research and information on the usefulness of IT software program on revenue management, case study is considered to be an appropriate method for this research. In this case study, the researcher has spent half a year of observation, participated in a Revenue Department of a hosted hotel. Through observation, there are many yielding room rates for several room types for all Best Available Rates (BAR) and promotions through its branded web and 10 OTAs that a revenue manager has to manage or change its rates. To do it all manually, it has consumed so much time as much as 2 hours. Moreover, changing rates manually has leaded to some errors. It was because of work load, exhausted and lacking of manpower. While there is software which is a compulsory to apply by the hosted hotel chain company, to use for supporting yielding process to branded web and all OTAs. The software calls EZYield. After applying EZYield, it contributed significant result, decrease time to change rates tremendously; from hours to be a few minutes. The result showed that IT software can enhance the productivity of the employee. However, some obstacles were discovered after interview 4 revenue practitioners who work for 4 different city hotels. Some of them have no idea how to start using the EZYield thus she has never used it, but change rates manually instead. Without any training course for a new user, creating an EZYield user guide book is an appropriated solution. At the end of the research, user manual has been produced; it shows how to use the tool step by step, which helps user to change rates effectively.

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Independent Study Advisor's signature.....

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