Report on Opera and Industry Trends

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Opera PMS (Property Management System) is a hotel lodging system. It is suitable for hotel management for various types of accommodation facilities.

**Advantages**

Opera PMS is beneficial in many operations of hotel routine work such as check-in, check-out, and reservation. It is effective to minimize human error in terms of management due to the provision of a detailed report about various processes of the business. Opera PMS is helpful to diagnose the ineffective processes and procedures in the hotel management in order to take early precautions to eliminate potential consequences. It is notable to mention that Opera PMS is a liable solution for multiple hotel management concerns due to its effectiveness. This software is designed to meet the varied requirement of the hotel and businesses to run operations in an effective manner. Due to its wide applications, it operates various processes at a greater level of productivity and profitability. In the modern world, the majority of hotels are adopting this software as it provides up-to-the-minute information. Opera PMS is easily customized, which enables the management to obtain accurate information in no time. Hotels can easily reduce their software, hardware, and labour expenses with the help of Opera’s Multi-Property functionality. It is noteworthy to mention that Opera PMS runs multiple properties off a single database which allows hotel management to obtain a reasonable profit margin. Multiple properties of Opera PMS allow using a centralized database to diagnose and maintain various problems in the management process. It is evident that Opera PMS uses a centralized database which eases in supporting the system. One must understand the fact that Opera PMS enhance labour efficiencies by sharing functions between properties such as PBX, sales, accounting, and reservations. Opera PMS is useful due to its remarkable capability of giving complete control to hotel management over future booking.

Future booking is often a difficult process in the hotel management and it is prone to human error as well. Human error can reduce the efficiency of hotels to timely and effectively manage reservations for the future. In order to minimize this deficit, Opera PMS provides beneficial assistance to search for rooms in the hotel. Its largest multi-property systems guarantee full occupancy during peak periods, which ultimately increase the profitability of any hotel. It is notable to mention that the largest multiple property systems of Opera PMS provide immediate access at any time regarding availability information. In the modern world, access to real-time information regarding hotel availability is necessary for a hotel to function properly. Opera PMS provides access to various sections of the hotel in order to get real-time information about availability (Sahoo, 2011). It is essential to mention that Opera PMS is a user-friendly interface which provides countless assistance to the hotel in terms of managing procedures and processes in an effective manner. One can easily access various applications of this software with ease as it contains quick keys to speed up the entire process (Bell & Newell, 1970). Check-ins and check-out tasks can easily be performed with the help of just one key. This significant advantage of Opera PMS shows that receptionists are at ease in managing various procedures regarding check-ins and check-outs. It is noteworthy to mention that Opera PMS avoid the formation of large queues near receptionist. If any hotel is using old ways of check-ins and check-outs, then guests are more likely to get annoyed with the entire process (Kokaz Pucciani & Murphy, 2011). Consequently, Opera PMS provides quick check-ins and check-outs which help receptionists to ease the entire process. The experience of guests can easily be enhanced with the help of Opera PMS as it provides complete access to all the information about the guests. Opera PMS helps to reduce the administrative overhead by providing full array of tools for inventory management.

Furthermore, it eases the process of planning for groups and blocks due to the provision of common information to share between the front office and sales. It eliminates the interference of third party due to the integration of applications between catering system and Opera sales. It is important to mention that Opera PMS provides effective communication through various management levels to ensure efficient management. Timely and accurate locator and messaging services increase guest satisfaction which is beneficial for any hotel to increase its profit margin (Mohamed, 2015). Furthermore, Opera PMS provides greater control over availability and rate of inventory due to the provision of rate management tool (Bondil et al., 2003). Any hotel can increase its revenue by using rate management tool of Opera PMS which is designed to get effective control over rate inventory and availability. It is notable to mention that Opera PMS provides an opportunity to increase average room rates with the help of regular control of rate schedules. Constant manual intervention can be avoided through significant rate management functionality.

**Disadvantages**

It is notable to mention that Opera PMS is one of the advance reservation systems, but it is a bit sow in processing night audit ORS. There is various software that manages night audit ORS in significantly less time as compared to Opera PMS. Furthermore, Opera PMS cannot be used outside the property which makes it hard for hotel managers to manage different branches of their hotel from a single place. Chain hotelier needs to set up another Opera PMS reservation system for each property which is not efficient. Opera PMS is not effective in hotel management due to the lack of sufficient data regarding pickup room statuses. Therefore, it can use discrepancies between the front office department and housekeeping. Another major drawback of Opera PMS is its affordability. It is designed for luxury hotels due to which small hotels are unable to afford it.

**Functions of Opera PMS**

Opera PMS is effective hotel management that helps in managing various procedures and processes of the hotel. One of the significant functions of Opera PMS is powerful package handling. This functionality helps hotel management to establish detailed packages in order to meet the needs of its property operations (Verdecho, 2010). The need for tedious accounting intervention can easily be reduced with the help of extensive package handling. Multiple quick view functions of Opera PMS provide accurate information about the availability of rooms for any day at a glance. Receptionists can effectively access level of details about various aspects of hotel operations such as staying over, a number of guests arriving and a number of guests departing. Operating efficiency is easily enhanced with the functions of room availability that can ultimately manage property operations in order to increase the profit margin (Paraskevas & Buhalis, 2002). It is notable to mention that Opera PMS ease the process of room management by providing information regarding room status. It provides an immediate update over room status such as out of order, out of service, pick up, inspected, clean, and dirty. The efficiency of Opera PMS minimizes availability conflicts in order to maximize occupancy. It is essential to mention that Opera PMS provides effective housekeeping assignments by providing valuable information about guest data and room status. Multiple task assignments for room attendants are effectively made through extensive rooms’ management task assignment functionality in order to manage special projects, daily cleaning, and turn down service (Charette et al., 1997). Furthermore, hotel management can easily get a clear picture of the financial expenses of its entire operation through the accounts receivable module.

Better control can be taken on different operations of hotel management after getting a better insight into the accounting function of Opera PMS. One can easily analyse the profitability of accounts through the accounts receivable module of Opera PMS, which enhance the efficiency of various operations. Multi-language support features and multi-currency support feature helps in reporting for seamless worldwide operations. The powerful Oracle report writer provides Opera PMS report functions in order to design more reports to fit the operational needs of the various hotel. Opera PMS and Oracle report help in customizing the operational needs of the hotel through various report functions. It is notable to mention that Opera PMS establish guest profiles in order to get complete information about guests. Opera PMS helps to create guest profiles that contain information about demographics, statistical, and historical data for various guests (Cramér, 2017). Custom relationship management program utilises this data to analyse revenue sources and fine-tune marketing strategies. It is notable to mention that the functionality of the front desk is effectively improved with the usage of Opera PMS. It is evident that the front desk is a focal point of entire operations of a hotel. The front desk is an area where hotel creates their first impression on customers. The front desk modules of Opera PMS provide a high level of satisfaction for staff and guest due to its powerful features of quick check-ins. Opera PMS’s front desk features include one keystroke check-in, automatic room blocking, OperaPalm integration for remote check-in, and rapid walk in check-in. It is also important to mention that Opera PMS provides greater profit with fewer charge disputes due to simple cashiering capability (Talluri & Van Ryzin, 2006). Cashiering module of Opera PMS includes transfer and split postings which make the entire process efficient and secure. Opera PMS provides accurate disbursement through its commission processing. This functionality of Opera PMS provides accurate pictures of commissions which helps in managing the operation effectively. In the global business, Opera PMS provides powerful operations to seamlessly accommodate differences in language and government regulations (Zhao, & He, 2008). It is notable to mention that Opera PMS also provides extraordinary responsive use with the help of hotkeys and graphical aids. These functions of Opera PMS manage the entire operation in an effective manner to improve productivity.

**Training program for employees**

As a hotel manager, I will find promote awareness about Opera PMS among staff members so that they can understand the advantage of this software in daily operations. First of all, there is a need to provide training resources to staff members so that they can easily understand its functionality. I will create a presentation about the effectiveness of Opera PMS in order to attract their attention to this software. Telling staff member about the importance of Opera PMS will help to get their complete attention which is beneficial for the whole training process. It is evident that staff members are often busy in routine work, so job rotation is an effective technique to manage the training course for various members without disturbing routine operations. The training program will be comprised of 3 weeks in which they will be provided information about the functionality and working of PMS. In the first week, staff members will be notified about the hotkeys and shortcuts to make the entire operation of check-in and check-out effective. In the second and third week, staff members will be trained on actual Opera PMS software in order to create a better understanding of its functions. Staff members will be allowed to manage the hotel operations under complete supervision so that they can ask questions if they face any concern regarding this software.

**Part 2**

The enhancing role of technologies can never ignore in case of any field of work as it is established as the one mandatory requirement to ensure the success of the organisation. Consideration of advanced form of technologies also plays a vital role in case of the approach of hotel management. It is vital for the entities involves with the hotel industry to keenly focus on the changing perspectives of technologies. This form of consideration is important to ensure the attainment of desired business objectives effectively and efficiently. It is noteworthy to mention that the approach of emerging technologies in the form of management of Rooms Division Operation is established as the key indicator to ensure the effective form of the hotel business. There are various forms of emerging technologies that dramatically change the overall approach of the management particularly in the form of Rooms Division Operations. It is interesting to examine how different technological tools and approaches assist managers to enhance their functioning in the form of the proper administration of the perspective of Rooms Division Operations. When it comes to the consideration of emerging technologies than artificial intelligence and robots are two major forms that significantly change the entire scenario of the hotel management.

**Reasons of Using Emerging Technologies**

Today, the developed form of hospitality management is never established as a successful business domain without the critical consideration of the aspect of emerging technologies. At the first step, it is vital to identify the main reasons that established the increasing trend of using emerging technologies in case of Rooms Division Operations in hotels. It is observed that a full-service hotel operation actively concerned with the three or four operational systems forms. These particular domains are established as Property Management System (PMS), Sales and Marketing, Catering Point of Sale (POS). All these operating systems are connected in the form of proper utilisation of emerging technologies. The platform of emerging technologies ensures the desired level of connection between all the functioning systems to achieve the desired objectives of the business. When it comes to the exploration of the specific reasons for the increasing involvement of emerging technologies than it is established that the reduction of complexity of the operation is a major aspect. Management of hotel organisations considers the option of using emerging technologies seriously to eliminate the problems appears due to the problem of increased complexity in the form of operation. Enhancement of the system availability is another crucial feature that increases the approach of using technologies in the context of hotel management. Enhancement of the system availability is one major objective for the management of the hotels. The option of emerging technologies makes it easy for the administration of hotels to achieve the desired business outcomes effectively and efficiently. Another major reason for the increasing form of emerging technologies in the form of the hospitality industry is to enhance the approach of availability of the business data. It is important for the management of the hotels to timely attain a necessary form of information to ensure the attainment of the desired operational outcomes. Identification of the major aims involves in case of utilisation of technologies helps to determine the specific forms of technologies. It is critical for the management of the hotel to critically and appropriately makes the decision when it comes to consideration of the specific types of emerging technologies.

**Using Artificial Intelligence and Robots as Emerging Technologies**

When it comes to the application of the specific forms of emerging technologies in the context of Room Division Operations in hotels than the options of artificial intelligence and robots can never ignore. Both these technological domains are the favourable options for the hotel management to achieve their objectives of business enhancement and ensure better forms Room Division Operations. Artificial intelligence and robots are established as the successful forms of service automation to increase the overall perspective of the business. The approach of using artificial intelligence and robots in the form of emerging technologies in case of Room Division Operations ultimately linked with all the features of operational dynamics and customer experience (Huang et al., 2007). Adoption of the approach of artificial intelligence recognised as the growing trend in the industry that helps stakeholders to increase overall value in the domain of the business. It is established as the new trend in the industry to ensure the proper form of smart automation of the existing procedures. The facet of artificial intelligence (AI) is established as the smart automation procedure that assists to increase the overall business perspective. The options of emerging technologies in the form of artificial intelligence and robots are utilised by the management of the hotels to increase the overall reputation of the hotels and increase the approach of revenue generation for the management. It is observed that the industry of hotel is going through with the period of transition due to the changing demands of the customers. The perspective of change makes it essential for the management to adopt new ways to achieve the target of customer satisfaction. Use of artificial intelligence and robots are characterised as the necessary practical measures to attain the attention of the customers and meet the increasing quality standards specified in the form of Room Division Operations. Chatbots or the approach of artificial intelligence are two core example of the emerging technologies that appeared in case of approach of the hotel management. Today, hotel management has the option to use conversational robots to effectively handle different forms of queries of customers at reception. The tool of artificial intelligence used by the management of the hotels to successfully track valuable information about different forms of system operations operating in the business.

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