

Chapter 3 Outline

Electronic Distribution Channels
 Global Distribution Systems
 Internet Distribution Systems
 DSP Connectivity
 Extranet Connectivity
Intersell Agencies
Central Reservation Systems
 Affiliate and Non-Affiliate Systems
 CRS Functions
Property-Level Reservation Systems
 Reservation System Elements and
 Procedures
Distribution of Revenues
 Merchant Model
 Wholesaler Model

Competencies

1. Describe the role played by e-distribution systems and distinguish global distribution systems from Internet distribution systems. (pp. 55–58)
2. Explain the use of distribution service providers and extranets in meeting the needs of hotels and the e-distribution channels they use. (p. 59)
3. Summarize the services provided by intersell agencies. (pp. 59–60)
4. Distinguish affiliate from non-affiliate central reservation systems. (pp. 60–62)
5. Identify the basic functions and services performed by a central reservation system. (pp. 62–64)
6. Explain the elements and procedures of a property-level reservation system. (pp. 65–70)
7. Describe the revenue effects of using various distribution channels and explain the difference between the merchant model and the wholesaler model. (pp. 70–72)