

The screenshot shows a web browser window titled "Items Worksheet - Microsoft Internet Explorer" displaying the "ProfitLogic Price" interface. The page includes a navigation menu with "About", "Help", "Feedback", "Logout", and "Main Menu". Below the title, there are fields for "Worksheet", "Division", "Department", "Key", and "Sub-Cl", with values 3, 26, 363, and "Thu Jun 26 17:00:00 EDT 2002" respectively. There are "Save", "Submit", and "Done" buttons. A "Chain" section shows "Zone" and "Collections". An "Action" section has a dropdown menu and "Apply" and "Share" buttons. The main content is a table with columns: Item, Description, Division, Department, Department Name, Key, Class, Sub Class, Subclass Name, Status, Inventory, Rec. Pt., Orig. Pt., Curr. Retl., and Pn. The table contains three rows of data for item 179843, L/S HOL BLUES, in Division 1, Department 36 BOYS DIVISION, with Key 363, Class 0, and Subclass 0 LONG SLEEVE SHIRTS. The inventory and pricing details are as follows:

Item	Description	Division	Department	Department Name	Key	Class	Sub Class	Subclass Name	Status	Inventory	Rec. Pt.	Orig. Pt.	Curr. Retl.	Pn
179843	L/S HOL BLUES	1	36	BOYS DIVISION	363	0	0	LONG SLEEVE SHIRTS		25483	\$2.99	\$16.50	\$16.50	
179843	L/S HOL BLUES	1	36	BOYS DIVISION	363	0	0	LONG SLEEVE SHIRTS		12978	\$2.99	\$16.50	\$16.50	
179843	L/S HOL BLUES	1	36	BOYS DIVISION	363	0	0	LONG SLEEVE SHIRTS		12505	\$2.99	\$16.50	\$16.50	

At the bottom of the interface, there are summary statistics: "# Rows" (2), "# Taken" (2), "# Held" (0), "# Variance From TB Cost" (\$0.00), "# Net Mkt Budget" (\$446), "# Cur Mkt Budget" (\$0.00), "# Opprt. Cost" (\$0.00), "# Variance From Takeor" (\$165,894.33), "# Status" (Submitted), "# Modified By" (S. Mehta), "# Last Mod." (Aug 14, 2002), and "# Effective Date" (Nov 09, 2002).

Figure 11.7. A screen-shot of a price-based RM (markdown) user interface (Courtesy: ProfitLogic Inc.).

the world. Table 11.5 gives a list of the major GDSs and their owners (as of 1998). GDSs charge per transaction (with different fees for different types of transactions) or per booking. GDS fees can quickly add range anywhere from 2% to 8% of distribution costs [191]. Because some GDSs are owned by airlines themselves and the order in which flights appear on travel agents' screens affects sales, there have been persistent concerns in the industry that GDSs are biased in favor of their owners [410]. In response to these concerns, today all GDSs are governed by regulations that attempt to ensure there is no such display bias. The governing rules also specify that any data generated by the system be available to all participants at equal and reasonable fees. The latter requirement is important because GDSs sell market share and sales data that can be used in RM systems.

11.2.3.1 GDS Interface Technology

The host CRS or PMS and GDSs interact thousands of times a day as travel agencies and other distributors (for instance, the switch companies in the hotel industry) query the CRS for availability and make