

Table 5.1 Examples of Management Information System Features

| | |
|-----------------------------------|----------------------------|
| Accounts receivables | Auditing and analysis |
| Climate control | Customer problems |
| Customer profiles and preferences | Customer relations |
| Financials | Food production management |
| Housekeeping | Maintenance |
| Reservations and table management | Retail outlets |
| Revenue management | Sales and catering |
| Security | Staffing |
| Standing orders and preorders | Telephones and televisions |
| Web ordering | Web reporting |

However, many of the MIS for restaurants, hotels, and car rental companies were initially implemented at the local level with the same profit motive, but with an eye toward enhancing productivity and improving customer service.

Points of data input for these systems may be found at the time reservations are made, when orders are entered into a POS device, or when guests check in. Retrieving information from any of these input points can aid in *property*- (a term used to describe individual hotels, motels, and resorts) and *store*- (a term used to describe individual food service units) level decision making, but aggregating these data across local and regional boundaries can also improve financial, management, and marketing decisions. Each of these functions can be thought of as a module. For example, reservations management systems, back office accounting systems, and human resource management systems have been in use for years. Today, lodging companies have centralized these programs, moving them from individual properties to corporate offices. This allows software updates to be made once, instead of at various times in locations, that may be spread around the world.² Table 5.1 provides just a few examples of the many individual tasks that can be accomplished with integrated data retrieval and analysis programs.

Similar integrated management systems are available for restaurants, casinos, cruise lines, car rental agencies, and theme parks. Total integration through ERP systems takes the concept of MIS to a higher level of integration by combining all information sources, subsystems, and processes into one unified system. For example, an ERP system would incorporate everything listed in Table 5.1 and more, allowing every department and function within a hotel or resort, even an entire chain in diverse geographic locations, to store and/or retrieve information on a real-time basis. Everything from purchasing and warehousing to payroll and sales and marketing would be managed by one system.

Point-of-Sale Systems

Point-of-Sale (POS) systems are being integrated into MIS to improve foodservice efficiency and profitability at a staggering pace. They are no longer just glorified cash registers. POS systems for restaurants, with intuitive touch screens, reduce training time for servers and cashiers, reduce input errors and waste, and improve customer service. These same systems, designed to:

- Process reservations,
- Manage wait lists,
- Balance table assignments,
- Record and track customer orders,
- Process debit and credit cards,
- Reduce credit card expenses,
- Manage inventory,