Let’s Talk It Over: Telecommunications

Hotel Management
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What is Telecommunication?

Communication

Distance

Technology
Technology is relevant to the current time period

Audio signals

Visual signals

Visual History of Telecommunications (click on link)
Today

- Computers
- Internet
- Radios
- Satellites
- Telephones
  - Land
  - Mobile
- Televisions
<table>
<thead>
<tr>
<th>Equipment Needed</th>
<th>To Run the Business</th>
<th>As a Service to Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Computers</td>
<td>Computers</td>
</tr>
<tr>
<td></td>
<td>Fax machine</td>
<td>Fax machines</td>
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<tr>
<td></td>
<td>Internet</td>
<td>Internet</td>
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<tr>
<td></td>
<td>Radios</td>
<td>Satellites</td>
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<td></td>
<td>Telephones</td>
<td>Telephones</td>
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<tr>
<td></td>
<td>Television</td>
<td>Televisions</td>
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<td>Video</td>
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Understanding the Needs

Key – matching the level of features needed for the hotel and guest to the type of phone

Advanced features:
- Automated attendant
- Mobile soft phones
- Paging and intercom
- Presence technology
- Unified messaging
- Video conferencing
<table>
<thead>
<tr>
<th><strong>Combined Technology</strong></th>
<th>• creating a shift away from traditional communication devices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Computer</strong></td>
<td>• productivity tool made of hardware and software</td>
</tr>
<tr>
<td><strong>Internet</strong></td>
<td>• a network of computer networks</td>
</tr>
<tr>
<td><strong>Network</strong></td>
<td>• a series of connected computers worldwide</td>
</tr>
<tr>
<td><strong>World Wide Web</strong></td>
<td>• inter-linked hypertext documents</td>
</tr>
</tbody>
</table>
Email has replaced formal communication
  - Remember to remain professional

Property Management System (PMS)
  - used to manage the operation of a hotel
  - sends a reservation confirmation by email or text
Hotels often use two-way radios to communicate

Televisions communicate hotel charges

Used by:
- Front desk agents
- Housekeeping
- Groundskeepers
- Security
Satellites

- Located in outer space – orbiting earth
- Allow reception and transmission of communication signals
- Common use:
  - Telephone
  - Television
Three things to consider with telephone communications:

- Systems
- Types
- Techniques
Main systems:

- Plain Old Telephone Service (POTS)
- Cellular phones
- Internet Protocol phones (VoIP)

PBX – Private Business Exchange

Communication between people inside the business and access to external telephone lines
Many types and models
Each model has different features
Multiple models used in a hotel
Basic common features:
- Calls placed on HOLD
- Conference calls
- Display
- Multiple lines
- Transfer calls
Telephone Techniques

What is more important?
- What you say or how you say it?

More Considerations:
- Background noise
- Non-verbal communication
- Service businesses expect
- Voice levels
Televisions

Broadcast information

Analog and Digital
- Analog
- Digital provides sharper image and clearer communication
Other Ways to Communicate

- Fax machine
- Hotel website
  - Easy to navigate
  - Easy to use
  - Contain useful and correct information
  - Remain fresh or up-to-date
References & Resources

Article:
- Telecommunications in the Hospitality Industry
  A Technology Primer developed by the American Hotel and Lodging Association’s Technology and E-Business Committee
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- Visual History of Telecommunications
  Video montage prepared to help kick-off Location 2.0 Summit 2009 at CTIA in San Diego
  Telecommunications evolution from 1850s thru Oct 8, 2009
  http://www.youtube.com/watch?v=aBuAujwygLw&feature=share&list=PLQRaesQXyAr2PoRZq2QQJ9AgjeTWraxAB&index=7

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