# **HOTEL SEARCH ENGINE**

# **XHOTEL**

# **CONFIGURATION AND IMPLEMENTATION**

(version from 23.10.2014)

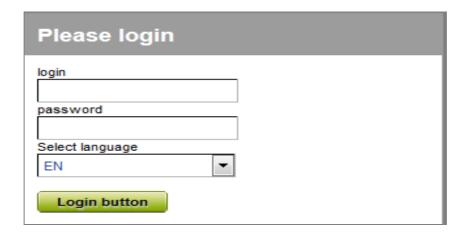


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# I. CONFIGURATION

In order to configure your own search engine, you have to enter the Administration Panel. To do that, login in on <a href="http://ibe01.merlinx.pl/panel/">http://ibe01.merlinx.pl/panel/</a> using the username and password you received after purchasing the module. When logged in, you can start configuration.



# 1. Adding and deleting affiliate

When you enter the Administration Panel for the first time, you have to create new affiliate. To do so, select ADD button in the top right corner.



Next, provide the name of the affiliate (do not use the special characters – dots, spaces, exclamation marks, brackets, etc. and Polish characters, you are allowed to use letters, numbers, dashes and underscores), and select Hotels. Choose one of the available templates (only one template available for now: EF Template 1) and select SAVE

You may create several various affiliates. Every time you log in, from the list in the top left corner of the Panel, select the affiliate you want to edit / configure.

To delete the affiliate, select it from the affiliate list and select DELETE button.



When you press OPEN button, the configured search engine will open in a separate window in the Internet browser so you can test how it works.

# 2. Agency Profile

#### 2.1. Agency Details

Provide the basic details of your Agency such as name and contact data. It is important to provide an e-mail address.

#### 2.2. IBE Profile

Here you provide the details concerning the search engine, such as the website on which it will be implemented. It is crucial to provide the URL for the 3<sup>rd</sup> step (booking formular). When the configuration is complete, remember to SAVE the changes.

- www address website where the search engine will be placed
- ▲ Subpage address for search engine (GATE version) if different than the main website
- ▲ **Booking formular subpage (GATE version)** website where the booking formular is placed
- ▲ E-mail for request e-mail address where the requests will be directed
- ▲ **Search engine language** language of the search engine
- △ Map shows hotels' location on the 2<sup>nd</sup> step
- Autosuggest settings settings for suggestions in the search engine
- ▲ 2-room search searching for 2 rooms
- △ **Default adults number –** default no. Of adults in room
- ▲ No. of offers on the list amount of offers presented on the 2<sup>nd</sup> step
- ▲ **Side column** position of the search criteria on the 2<sup>nd</sup> step
- △ Side search engine may be expanded or convoluted
- Searching progress searching progress bar
- ▲ Filters may be expanded or convoluted
- ▲ Filter configuration select filters on the 2<sup>nd</sup> step
- △ **Default filter** default offer selection
- Additional info may be expanded or convoluted
- △ **Deeplink** generate URL with offers
- ▲ **Recently seen** recently seen offers
- Advertisement possibility to post an advertisement on the 2<sup>nd</sup> step
- ▲ Important information may be expanded or convoluted
- Social network post offers on social network
- ▲ **Hotel details window** in the same or separate window
- △ **Details tab presentation –** particular information may be expanded or convoluted
- ▲ **SMTP server configuration** e-mail configuration

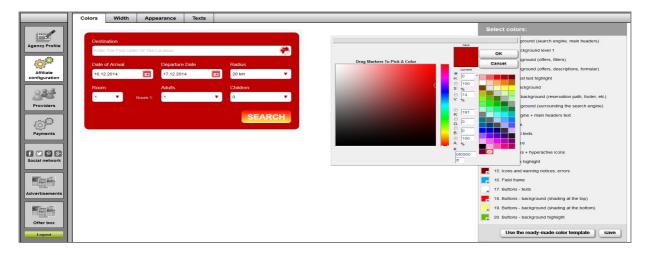
# 2.3. Requests

In this tab, you can browse the booking requests made on your website.

# 3. Template Configuration

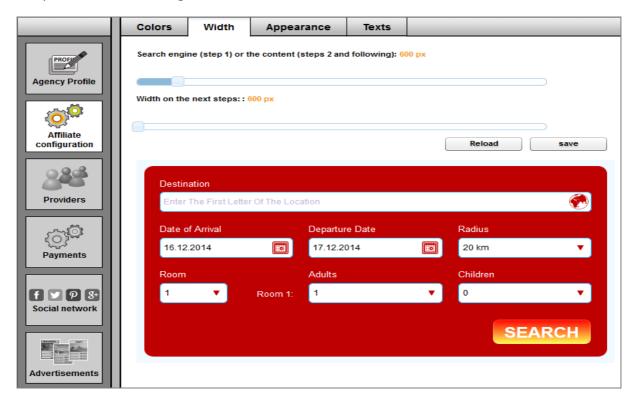
#### 3.1. Colors

In the COLORS tab, you choose colors for particular elements using the color pallette or provide any hexadecimal code of color. Remember to SAVE the changes.



#### 3.2. Width

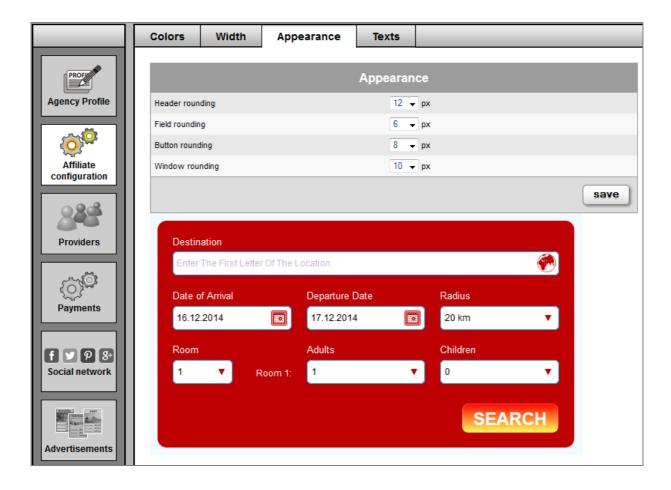
In the WIDTH tab using the slider (or providing the value), you can set the width of the search engine to fit on your website. Separate settings for the main search engine (step 1) and for the further steps (step 2-4). Notice, in further steps, the settings refer to the main part of the search engine, excluding filters and horizontal additional search engine. These elements have the default settings which cannot be modified. When the configuration is complete, SAVE the changes.



### 3.3. Appearance settings

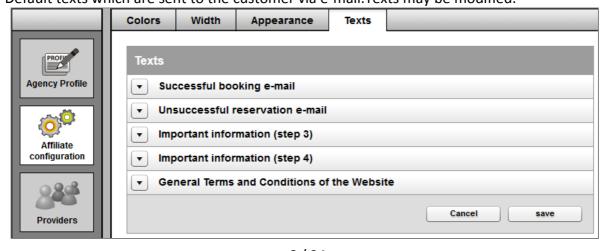
Here you can configure the overall look of the search engine:

Header rounding – corner rounding Field rounding – rounding of fields Button rounding – rounding of buttons Window rounding – rounding of information windows on the 2<sup>nd</sup> step



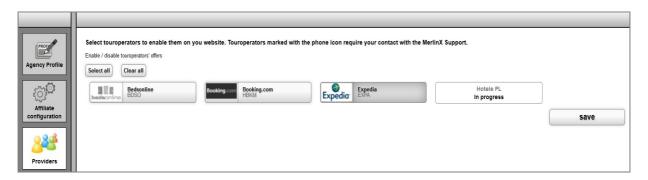
# 3.4. Texts

Default texts which are sent to the customer via e-mail. Texts may be modified.



# 4. Hotel providers

List of hotel providers available in the search engine.



#### **5. PAYMENT SETTINGS**

In order to configure the payment for the search engine, please access the Payment tab in Agency Profile in the Administration Panel.

Here we can create two payment forms, **Online payment** and **Offline payment**. Payment types may be separated with separator.

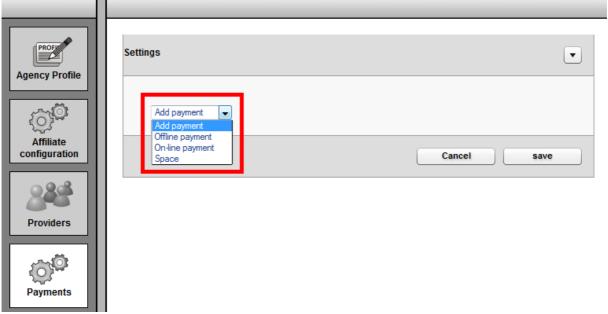


Figure 1. Payment type selection

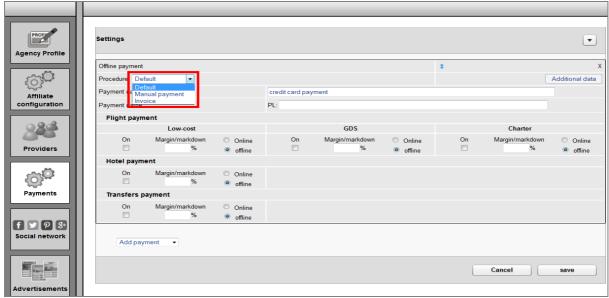


Figure 2. Selecting offline payment

To see the name of the payment on the 3rd and 4th step, it is necessary to fill in these fields:

- Payment name for remarks (Notice: the name may only consist of capital/small letters (no diacritic signs and numbers)
- Payment name (it is presented on the 3rn and 4th step; if the field is empty, the name from 'payment name for remarks' will be used here

After naming the payment, we move to settings:

#### Margin/markdown

- to activate the settings, select 'on'checkbox
- all values from margin/markdown are calculated from percent value
- we may control the particular payment by setting it online (making a booking) or offline (sending submissuion)

In the Administration Panel – Agency Profile – IBE Profile – in Configuration step 3 we can:

• select the way of presenting the payment types (on the basis of what we defined in the margin) as: percentage value, quantity value or as a total price.



After selecting: Offline payment – there are three options we can choose :

#### 5.1. Offline payment

# a) Offline payment – Default procedure

This type of payment is presented on the 3rd and 4th step of the booking process:

- · there is no credit card formular,
- no information is sent to the payment service.

If we select **online mode** for 'Offline payment – default procedure', **the information regarding payment will be sent to the Supplier if the remarks are supported** (eg. Sabre GDS (XSAB) supports remarks)

#### b) Offline payment – manual payment procedure

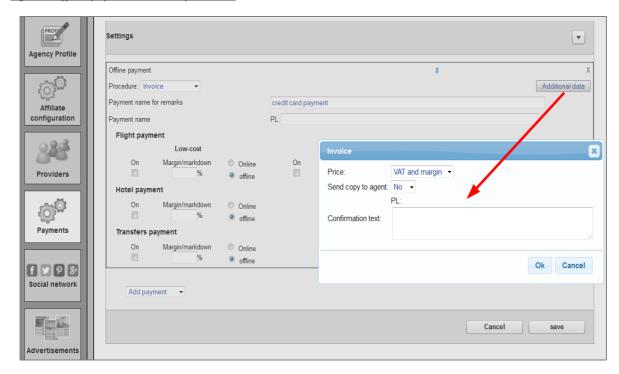
This type of payment is presented on the 3rd and 4th step of the booking process:

- there is credit card formular
- credit card details will be sent by e-mail to the agent and as remarks to the Supplier if the remarks are supported (eg. Sabre GDS (XSAB) supports remarks)

#### c) Offline payment – invoice procedure

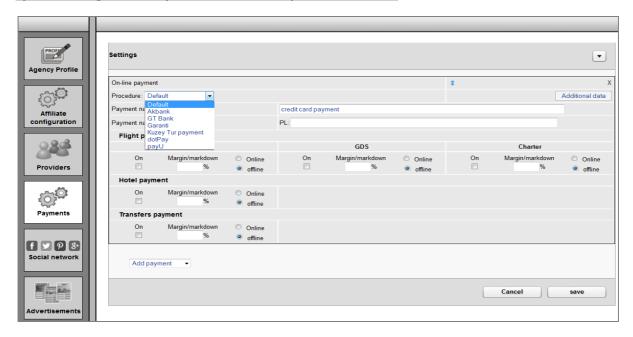
- after selecting 'Offline payment invoice procedure' select: 'Additional data' button in order to fill in the required fields:
- 'Price' you can select between VAT and margin and Only ticket price
- we can **send copy to** agent and provide the **text on the confirmation**.

Figure 3. offline payment - Invoice procedure

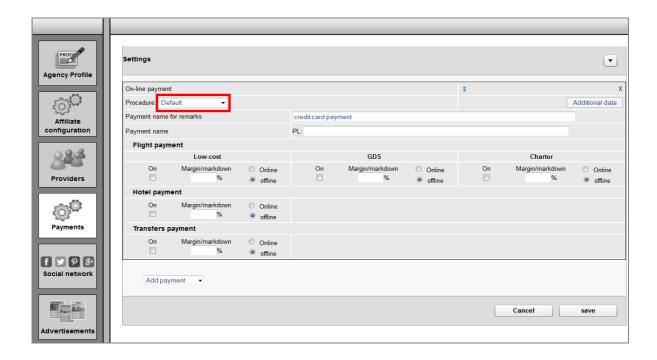


# 5.2. Online payment

After selecting Online Payment - we have 6 options to choose:

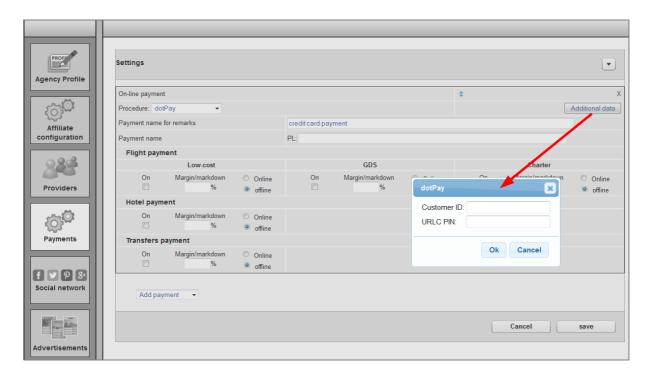


a) Online payment: Default procedure (default settings: credit card/bank transfer)



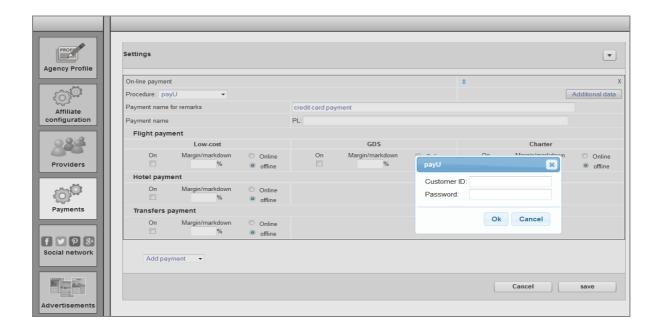
#### b) Online payment: dotPay procedure

• after selecting 'Online payment: dotPay procedure' – select: 'Additional data' button in order to fill in the required fields: "Customer ID", "URLC PIN" for proper operation.



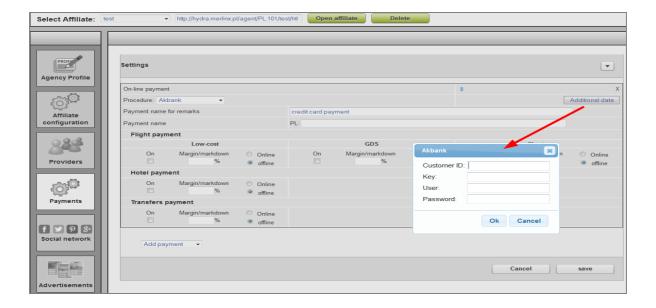
#### c) Online payment: payU procedure

• after selecting 'Online payment: payU procedure' – <u>select: 'Additional data' button</u> in order to fill in the required fields: "Customer ID", "Password" for proper operation.



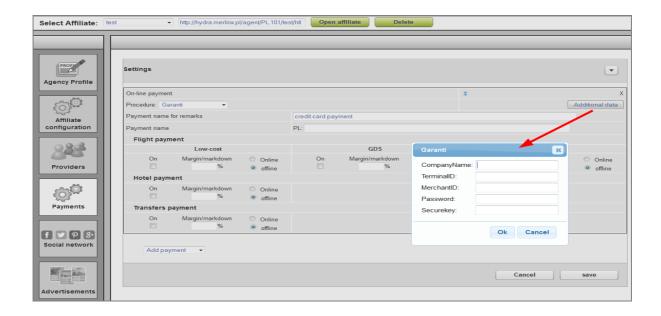
# d) Online payment: Akbank procedure

• after selecting 'Online payment: Akbank procedure' – <u>select 'Additional data'</u> <u>button</u> in order to fill in the required fields: "Customer ID", "Key", "User", "Password" for proper operation.



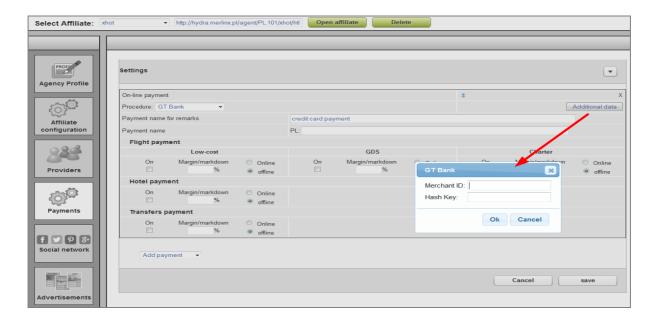
# e) Online payment: Garanti procedure

• after selecting 'Online payment: Garanti procedure' – <u>select 'Additional data'</u> <u>button</u> in order to fill in the required fields: "Customer ID", "MerchantID", "Password", "Securekey" for proper operation.



# f) Online payment: GT Bank procedure

• after selecting 'Online payment: GT Bank procedure' – <u>select 'Additional data'</u> <u>button</u> in order to fill in the required fields: "MerchantID", "Key", "User", "Password" for proper operation.



### 5.3 Assumptions

If we select **Online payment** - 3rn and 4th step on the website with xFly:

For: Sabre GDS (XSAB), Word Span (XWTP), Turkish airlines (XTKY), Atlasjet (XFKK)

- payment will be completed after the booking
- payment process takes into account the total amount of the reservation

(eg. Total price for all passengers, Fees, Transaction Fee)

If we select Online payment - 3rn and 4th step on the website with xFly:

For: Travel Fusion (XTVF)

- payment will be completed prior to the booking
- payment process takes into account only Transaction Fee and on this basis the percentage value is calculated.

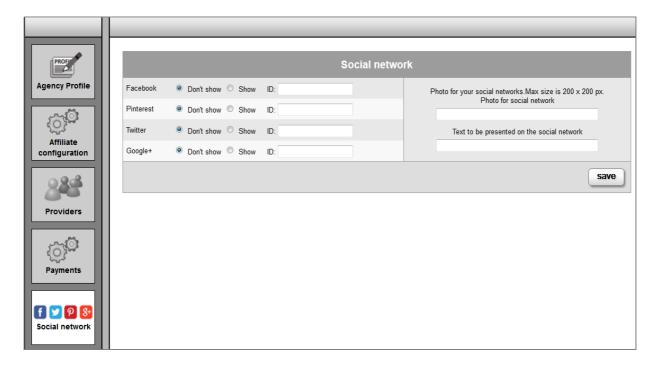
If we select **Offline payment** - 3rn and 4th step on the website with xFly:

#### For all Suppliers:

- the information regarding payment method will be sent to the agent only,
- the actual payment will nt be conducted and addittional information may be sent as remarks depending on the selected procedures.

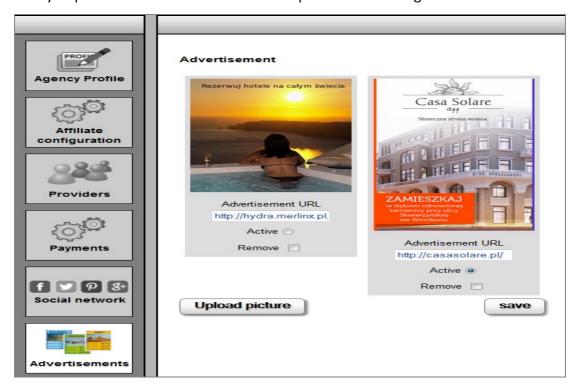
# 6. Social Network

Possibility to post offers on the particular social networks



# 7. Advertisements

Possibility to post advertisements on the 2<sup>nd</sup> step in the search engine.



# 8. Offer Boxes

**IBE** Configuration Panel is used for offer box configuration. Boxes are only available for the Xfly affiliates. In the new section "**Offer Box**" you can see the list of already created boxes, modify them and create new ones.

#### 8.1. Box list



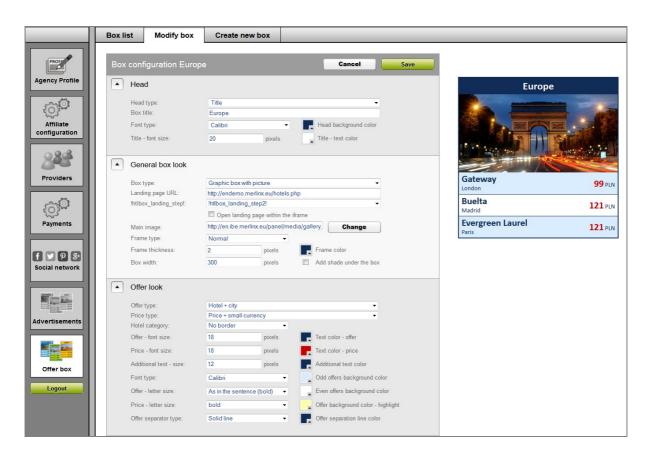
Elements visible on the list of boxes:

- box name with the amount of offers matching the criteria,
- information whether the box has been used anywhere within the last month (active),
- information regarding the box ID, which is used for implemnentation,
- △ COPY button allowing to copy the box settings to a new box,
- button to DELETE the particular box.

## 8.2. Modify Box

Box edition gives you the wide range of settings. Box generation settings have been limited to 4 elements:

- ▲ Header
- General look of the box
- △ Offer look
- Offer searching criteria.



Parameters definig the header look:

- △ "Box title" box title on the list, as well as the main text presented on the top.
- ♣ "Font type" possibility to change the text style.
- ▲ "Title font size" change of the text size in pixels.
- △ "Header background color" opens color pallette for the header.
- △ "Title text color" opens color pallette for the title text.

The overall look of the box is defined by the following parameters:

- ▲ "Box type" defines the type of the presented box. You can also select the plain data type, which gives more advanced users the possibility to create their own styles of data presentation.
- ▲ "Landing page address" provide the website to which the user will be directed after choosing an offer from the box. Parameters such as the city and check-in date of the selected offers will be added to the website.
- ▲ "Main photo" here you can select the picture, whiich will be added to the selected box. Prefered width to hight ratio is 2 : 1.
- ♣ "Frame type" parameter defining the box frame.

The "Offer general look" defines the way the offers will be presented in the box. The section consists of the following parameters:

- △ "Offer type" look of the left-handed part of the offer.
- A "Price type" look of the right-handed part of the offer.
- ▲ "Hotel standard" star presentation method
- A "Additional text size" parameter defining the font size of all additional elements for the selected presentation modes of offers and prices.
- △ "Offer letter size" the way the main offer description will be presented.
- A "Price letter size" the way the price will be presented.
- "Offer separator type" defines the lines separatring offers: solid, dashed, dotted, no line.
- ▲ "Offer background color highlight" parameter ddefining the offer background color after pointing it with the mouse.

The last element defining the box presentation is "Offer searching criteria". Using the following setings, you can decide which offers will be presented in the box. This element consists of two types of parameters:

- A "Amount of offers in the Box" maximum amount of offers.
- ▲ It is also possible to use the checkbox "**Sort by price**". This parameter saves the order of the presented offers according to selected order or sorts the offers by the price.
- "Language" language in which offers will be presented

The other parameters of "offer searching criteria" are individual for each offer:

- △ "Destination" select city where you want to fond a hotel.
- △ "Radius" defines maximum distance from the selected destination.
- "Guests" no. of guests in the room.
- ▲ "Own text instead of the destination" you can replace the original offer description with your own.
- ▲ "Search within (from to)" parameter defining the time frame within which the stay takes place. The parameter can be filed in two ways. The first one is to provide the specific dates, in the second one, on the other hand, which is more dynamic provide the number of days from the present day. For example, selecting 7 and 14, the box will present the offers with departure between 7 and 14 days.
- A "Ratings" guests' rating.
- ▲ "Boarding" select type of meal.

▲ "Maximum price" – defines whether to present offers when their price is higher than the provided value.

#### 8.3. Add new box

Here you can create a new offer box.

# II. IMPLEMENTATION

# 1. FREE-install – as a reference directly to our servers

This option is free of the installation fee. Using the Configuration Panel, you need to configure your search engine, you will receive an URL (description Chapter 1, section 5) which you have to locate on your website as a frame or hyperlink to a separate website.

#### 1.1. Frame implementation

Locate the **frame** with the search engine on your website. Provide the URL generated in the Configuration Panel, e.g.:

```
<iframe width="900" height="1000" frameborder="0"
src="http://xfly.merlinx.pl/agencyno/affilliatename/"></iframe>
```

# 1.2. As a separate window

The user clicks on the **link** and is directed to the website where he can make a booking (after clicking on the link, the user will see only the search engine).

# 2. GATE – search engine implemented on your website

GATE version – implementation in the programming language. We offer a full support for PHP. There is no possibility to implement on the HTML website. Server requirements: PHP 5.2 with functions:

- json decode() htp://www.php.net/manual/en/functon.json-decode.php
- cURL htp://www.php.net/manual/en/book.curl.php

We provide the library **hydra\_gate.class.php** which has to be installed on your server in the first place. The library is responsible for connection to our server (the file can be modified only when you want to implement the search engine using other method than PHP). Next, you have to implement the search engine in the code of the main website (or other).

#### 2.1. Search engine implementation - step 1 - 3

Decide where and if you want to implement particular elements of the search engine (main element, filters, additional search engine). Make sure that all instructions are provided in PHP marks ( <?php ... ?> )

1. At the beginning of the file, please locate the library previously installed on the server: require\_once('hydra\_gate.class.php');

NOTICE: You have to provide the correct path to the file

```
<?php require once('hydra gate.class.php'); ?>
```

In this file, DO NOT provide the parameters referring to coding when referring the library **hydra\_gate**. Received content should be in UTF-8 coding (default). Do not add any other content to the file.

2. In the headline, you should add:

```
$hydra_gate = new ef_gate('1496', 'hotele-desk');
PARAMETERS DECRIPTION:
```

- 1. '1496' your agency number as a first parameter.
- 2. 'hotele-desk' affiliate name name provided in the configuration panel.
- 3. Load search engine elements which, thanks to the function, getPart() will be presented on the website:

```
$hydra_parts = array('header', 'main', 'step');
$hydra_gate->fetchParts($hydra_parts);
```

4. In the HEAD section, add required css and javascript files:

```
echo $hydra_gate->getPart('header', false);¹
```

5. In the selected areas (wherever you want), the main element of the search engine is displayed (search engine, search results)

```
echo $hydra_gate->getPart('main');
```

<sup>1</sup> Second parameter "false" means that part of search engine does not have the additional block (<div>), which is redundant in the head of the website.

#### 2.2. Implementation – step 4 and 5

**NOTICE:** for the fourth step, where the reservation form is included, the HTTPS server has to be used (coded version of the HTTP protocol). It is due to the safety reason (data protection, e.g. credit card no.).

Step 5<sup>th</sup> including booking details also should be encrypted.

If you do not have the HTTPS server, the user will be directed to the MerlinX server (default). If you have the HTTPS server, you have to create create additional file and implement the search engine according to section 2.1.

It is crucial to provide the URL address to the website containing the reservation form to the Configuration Panel

- ▲ Agency Profile
  - ▲ IBE Profile
    - Booking formular subpage (GATE version)

## 2.3. Booking stage recognition

The current step is an additional element. It allows you to modify the content of the search engine depending of the stage of searching, e.g. Showing or hiding offer boxes on the 1<sup>st</sup> step, where there is more area for additional content.

```
<?php
if ($hydra_gate->getPart('step', false²) == 1) {
    //instrukcje do wykonania w kroku 1, np. box ofertowy:
    echo $hydra_gate->getPart('mxBox_1');
}
?>
```

<sup>2</sup> In case of searching stage recognition, the additional block (bloku <div>) of the element is also unnecessary.

#### 3. Offer Boxes

There are two ways of offer box implementation, depending on whether the Hydra search engine is implemented on the website.

#### 3.1. Offer box implementation with Hydra search engine on the website

Adding new boxes on the website with search engine is very simple.

1. During implementation of section 2.1 of this chapter, in the 3<sup>rd</sup> step (specification of search engine elements we want to use from the server) provide also Ids of boxes you want to place on the website:

2. Following another instruction:

```
$hydra_gate->fetchParts($hydra_parts);
```

You may use the box in any place on the website.

3. Place the box in PHP or HTML with PHP marks, as any other webgate element:

```
<body>
...
<?php echo $hydra_gate->getPart('mxBox_1'); ?>
...
</body>
```

#### 3.2. Offer box implementation without Hydra search engine on the website (PHP)

If you do not have the search engine on your website, you need to check the box availability directly, e.g. like that:

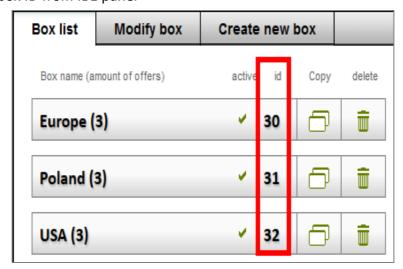
```
<?php
$searchEngineURL =
'http://hydra.merlinx.eu/agent/1496/twojewycieczki-hotel/htl';
$boxes = array('mxBox 1', 'mxBox 2);
$params = array(
     'parts' => implode(',', $boxes),
     'gate' => 'hd3' );
$c = curl init($searchEngineURL . http build query($params));
curl setopt($c, CURLOPT ENCODING, 'gzip');
curl setopt($c, CURLOPT RETURNTRANSFER, true);
$res= curl exec($c);
curl close($c);
if (!empty($res)) {
     $result = json decode($res, true);
}
?>
<?php
echo '<div id="mxBox 1" class="mxContent">'.$result['mxBox 1']
['content'].'</div>';
?>
```

Where particular elemets are:

1. \$searchEngineURL – search engine URL from IBE panel



2. \$boxes - box ID from IBE panel



#### 3.3. Offer box implementation without Hydra search engine on the website (JavaScript)

Offer boxes may be presented without using PHP by using a specific script of JavaScript. In order to do so, you need to prepare the space for boxes, e.g. Creating HTML blocks (div) or table cells with specific ID parameters:

Having the space prepared, use the script to download box content from the server. The script should be placed before closing tag </body> in HTML code.

```
<script type="text/javascript">
/* id's of prepared HTML box containers */
       elemId = 'htlBox1,htlBox2,htlBox3',
var
       /* agency nr */
       agnNr = 1496,
       /* afiliate name */
       afname = 'twojewycieczki-hotel',
       /* id's of boxes from IBE panel */
       id = 'mxBox 19,mxBox 20,mxBox 22';
function reloadBox() {
       document.write('<script src="http://hydrabox.merlinx.pl:10080/' + agnNr + '/' +
afname + '/?jsoncallback=getBoxes&parts=' + id.replace(',', '%2C') + '&xflughy=' +
Math.random() + '"></scr' + 'ipt>');
function getBoxes(parsed) {
       var ids = id.split(','),
              divs = elemId.split(',');
       for (var x = 0; x < ids.length; x++) {
              document.getElementById(divs[x]).innerHTML=parsed[ids[x]].content;
       }
}
reloadBox();
```

Pay attention to parameters which have to be set:

- 1. **elemId** HTML elements ID, where the boxes will be placed,
- 2. **agnNr** agency no.

</script>

- 3. **afname** affilliate name
- 4. **id** box ID with prefixes<sup>3</sup>. It is crucial that box count is the same as **elemId**

<sup>3</sup> Offer box prefixes are marked as "mxBox\_"