DEVELOPING AN ISP FOR HOTEL INDUSTRY:
A CASE STUDY ON PUTRA PALACE HOTEL

A report submitted to the Graduate School in partial fulfillment of the requirement for the Degree Master of Science (Information Technology)

Universiti Utara Malaysia

By

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Kedah Darul Aman.
This thesis describes a study on developing Information Strategic Plan (ISP) for Hotel Industry, where Putra Palace Hotel as the case study, through the use of a well-known and popular information strategic planning methodology, Information Engineering (IE). This thesis analyzed the main and important functions for the whole department in Putra Palace Hotel. Deciding which new systems to build should be an essential component for the organizational process because few hotels operate today without the aid of information technology (IT) and information systems (IS). The hotel industry needs to develop an information strategic plan to support their business plan. This study adopted the planning and analysis phase in IE. In the first phase of IE, top management goals and critical success factors (CSFs) are gathered. The output of the study is the application systems portfolio derived from the analysis phase. Through ISP, hotel industry can use the application systems portfolio to achieve their mission, vision and goals and at the same time can prioritize the systems according to their financial budget and constraints.
ABSTRAK

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CHAPTER 1

INTRODUCTION

1.1 Project Background

This project is initiated upon the request of course TZ6996 as one of the graduation requirements of MSc (IT). The aim of the project is to develop Information Strategic Plan (ISP) for Putra Palace Hotel in helping the hotel industry to gain competitive advantage.

This chapter gives an overview of the company background and their corporate strategy. The problem statement, objective, scope, limitation and significance of the study are also being discussed in this chapter.
The contents of the thesis is for internal user only
REFERENCES


**ELECTRONIC REFERENCES**


