

**AN INVESTIGATION OF INFORMATION SYSTEM
UTILIZATION IN SMALL SIZED HOTELS IN KEDAH**

**A Thesis Submitted to College Business in Partial
Fulfillment of the Requirement for the Degree Master
Science of Management
Universiti Utara Malaysia**

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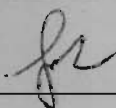
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ABSTRACT

The rapid growth with the using of the IS becomes more necessary in the various fields. Utilizes the Information System in Small Sized Hotels in Kedah, these hotels will be able to make integrates and utilize the information system during the hotel progress which support the manager with the appropriate facilities, the research illustrated the main problems that facing these hotels, most of these hotels require to integrate and utilize some features to keep the hotel progress. Utilizes the Information System in Small Sized Hotels in Kedah obtained easy way to access the enquire information about the strategy of the small hotels that need to follow. Finally, this research suggested to the small hotels to enhancing there IS capabilities of in future.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The new integration of the information system that could appear in the large and small hotels, with the additional business applications and other components, the epitome integration provides a powerful for the management to control ad support the single and multi-property for the other enterprises fields. In another hand the corporate consolidation and on-property management solutions enable hoteliers to focus on relationships, support sales and marketing goals, and implement decisions in a rapid change environment. That in many times makes it more successful in the leader optimization.

This research will describes the abilities for the information system to optimize in the small hotels, the study will be locates for the small hotels in Kedah. Many large hotels in Malaysia appear to have a partnership with many of different companies like airlines, rent car, credit-card companies except dependent suppliers as sports and leisure facilities.

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