

**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
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ABSTRACT

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

Tesis ini membincangkan tentang membangunkan Perancangan Maklumat Strategik bagi industri hotel, di mana Hotel Putra Palace sebagai kajian kes, dengan menggunakan metodologi Kejuruteraan Maklumat. Kajian ini mengenalpasti fungsi-fungsi utama dan penting bagi setiap jabatan di Hotel Putra Palace. Membuat keputusan mengenai sistem baru yang perlu dibangunkan merupakan komponen utama kepada proses organisasi kerana kebanyakan hotel yang beroperasi pada masa kini tidak menggunakan bantuan teknologi maklumat dan sistem maklumat. Industri hotel perlu membangunkan Perancangan Maklumat Strategik untuk menyokong perancangan pemiagaan mereka. Kajian ini mengadaptasi fasa perancangan dan analisis dalam kejuruteraan maklumat. Dalam fasa pertama, matlamat pihak pengurusan dan faktor-faktor kejayaan kritikal diperolehi. Hasil kajian adalah *portfolio* aplikasi sistem yang diperolehi dalam fasa analisis. Dengan terhasilnya Perancangan Maklumat Strategik, industri hotel dapat menggunakan *portfolio* aplikasi sistem untuk mencapai misi, visi, dan matlamat organisasi dan pada masa yang sama dapat mengutamakan sistem yang perlu dibangunkan mengikut peruntukan kewangan dan kekangan-kekangan.

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LIST OF ABBREVIATIONS

ISP	Information Strategic Plan
IS	Information Systems
IT	Information Technology
IE	Information Engineering
F&B	Food and Beverage
CSFs	Critical Success Factors
CRM	Customer Relationship Management
CRS	Central Reservation Systems
PMS	Property Management Systems

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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.

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