

DIGITAL SKILLS

BMSW4003_LON

HOSPITALITY

Giraffe Manor Hotel

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Background

- ▶ The first creator of the Giraffe Manor Hotel is a Sir David Duncan member of the Macintosh family build the hotel Scottish hunting lodge in 1932.
- ▶ 1960 local investor
- ▶ In 1974 Betty Leslie-Melville and her husband Jock
- ▶ In 1977 Kenyan government relocates some of the Rothschilds giraffes to Nakuru national park and since 3 wild bull giraffes already lived on Betty's property, they decided to relocate one of the babies there as well: later bringing another one.
- ▶ In 1983 Rick Anderson and his wife take over the management of the hotel as a small and private.
- ▶ In March 2009 Giraffe Manor was owned by Mikey and Tanya Carr-Hartley.

Past technology

- ▶ Type of technologies used during the early ages of the company.
- ▶ Telephone is used in the beginning of the hotel's establishment.
- ▶ Website was used later on.
- ▶ Social media





Marcet and sell without the technology

- Security system
- Through TV advertainment
- Through customer relationship
- Online booking
- Through newspapers and magazines
- Through billboard



Reach customers and suppliers

- ▶ Security system and online booking
- ▶ Through contact number and fax

Struggled without the technology

- Security system
 - There was not video surveillance
 - There was not alarm
- Online booking
 - Potential risk for overbooking
 - Limit to what customer are reached
 - Could miss out on cheaper supplies without the technology

Online Booking

- Availability calendar
- Checking the rooms sizes and each design.
- Mobile phone on the website.
- Online payments.



Security System



- Glass break detectors.
- CCTV Security Cameras.
- Smoke detectors.
- Alarm System.

Challenges we face



- ▶ Adapting Digital Learning Environment
- ▶ Good connection
- ▶ Mastering Power Point and Word
- ▶ Managing our time
- ▶ Motivate each others
- ▶ Concentration and focus
- ▶ Different learning style
- ▶ Develop ability in communication
- ▶ Challenges is an adventure and made us grow many