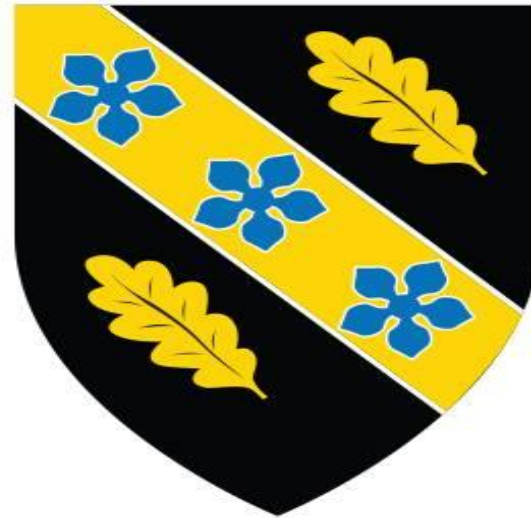


***University of Wales Trinity
Saint David London
Campus***



Moodle leader: Terry Walcott
Module name: Digital Skills
And Research Methods
Module code: BMSW4003

Topic of the Task



Premier Inn

Digital Skills and Research Group Presentation

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Introduction

- Technological innovation is highly beneficial for businesses
- It helps in protecting financial marketing and operational activity
- Help the organisation achieve competitive advantage and improve workplace efficiency
- It improves the employability and operational activity of the company



Introduction (cont..)

- The present study will include:
- Evaluating introduction of modern technology in Premier Inn hotel to improve its workplace efficiency
- Discussing the condition of business before the introduction of modern technology in managing the work environment



Introduction

- Analysing the impact after the introduction of modern technology in the organisation in promoting efficiency and employability.



Background of the organisation

- Hotel Premier Inn is a British hotel chain
- It is one of the largest Hotel brands in UK
- Headquartered in Dunstable England (Net, 2021)
- It is a private limited company



Background of the organisation

- The company operates in diversifying location with around 800 different hotels (Net, 2021)
- It provides its services in the main centre and suburbs to compete with other hotels.



Background of the organisation

- The company was established in in 1987
- The organisation account for around 70% of the Whitbread earnings (premierinn, 2021)



Background of the organisation

- The company takes to responsibility Central reservation system and property management system for providing better experiences to the guest
- Streamlining payment process (premierinn, 2021)
- The organisation provides comfortable and executive facilities for the travellers



The challenge(s) before the introduction of modern technology

- Interoperability of Hotel Technology system (Olimovich, 2020)
- Unproductive Data management system



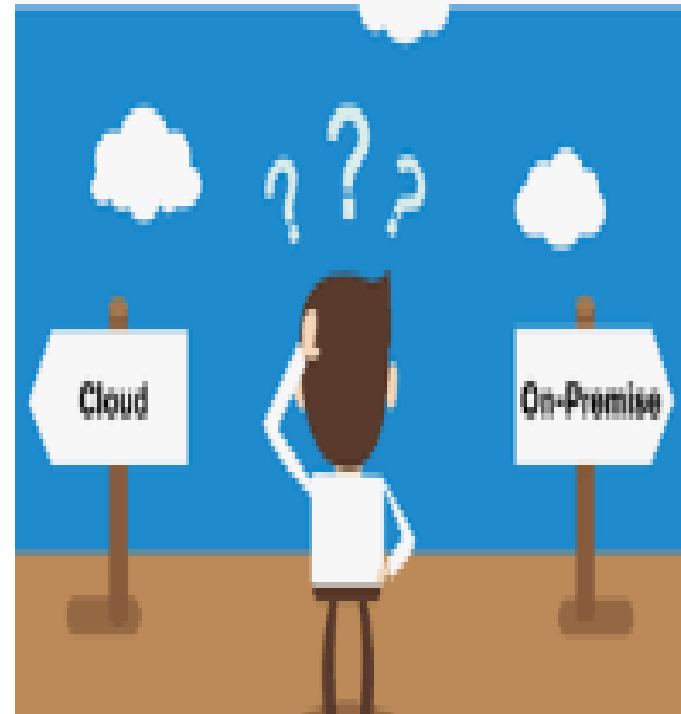
The challenge(s) before the introduction of modern technology

- Unsuitable retaining and finding talent
- Lack of Security and privacy control along with responsiveness (Olimovich, 2020)



The challenge(s) before the introduction of modern technology

- Lack of Personalising tourist experience
- No Loyalty program (Voronova *et al.*, 2020)



The challenge(s) before the introduction of modern technology

- Ineffective Digital marketing strategy
- Activity and workplace inefficiency (Voronova *et al.*, 2020)



Insights to the modern technology introduced



- Effective marketing strategy
- Appropriate ICT (Batinić, 2016)
- Reputation management

Insights to the modern technology introduced

- Performance management system
- Inventory management (Kraguljac and Milašinović, 2016)



Insights to the modern technology introduced

- Enhancing services according to the needs of consumers
- Predicting the consumer behaviour and their requirement (Li *et al.*, 2019)



Insights to the modern technology introduced

- Analysing data of different consumers
- Attracting more customers with promotional activities
- Demand forecasting (Kuźmicki, 2019)



The impact of the technology introduced

- Technological infrastructure
- Data management system along with security and privacy maintenance (Denysenko and Breus, 2020)



The impact of the technology introduced

- Advance employability and retaining capable employees
- Increase in international travellers with AI, Robotics and machine learning (Verzhak, 2018)



The impact of the technology introduced

- Competitive advantage (Aghiad *et al.*, 2020)
- Support for guests and disabilities



Lessons that can be drawn from the case study

- Advantages of modern technology in the organisation
- Competitive advantage
- Brand recognition
- Highly productive and innovative (Aghiad *et al.*, 2020)
- Customer satisfaction
- Increase efficiency and sales



Lessons that can be drawn from the case study

- The drawback of using modern technologies in business
- Highly costly (Li *et al.*, 2019)
- Lack of experience
- Experienced management needs to be recruited (Jabłońska *et al.*, 2016)
- Challenges in understanding new technology which is not being tested



Conclusion

- The application of modern technology is highly beneficial for the organisation for influencing its work efficiency and employability
- It helps in promoting marketing strategy financial budgeting and operational activity of the company



Conclusion

- However, there are several drawbacks of using modern technology such as cost inexperience in the application of tools and Technology and lack of trial for new technologies.



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