

DIGITAL SKILLS AND RESEARCH METHODS

P R E M I E R I N N
H O T E L

BACKGROUND OF THE
ORGANIZATION

MANUELA DOLHASCU (2024140)
ANGELIKA BRYLEWICZ (2021932)
JALANI ROBERT DEJEAN (2023703)
MOHAMMAD SALIM (2020481)
BMSW 4003
LECTURER NAME: AFZAL MUNNA
GROUP 3

OVERVIEW

- General presentation
- Premier Inn hotel facilities
- Premier Inn hotel brands

GENERAL PRESENTATION

- Premier Inn is a British hotel chain in the UK's largest hotel brand. It has more than 72,000 rooms and 800 hotels.
- Type: Subsidiary. Private limited company
- Industry: Hospitality
- Founded: 1987
- Founder: Whitbread
- Area served: United Kingdom, United Arab Emirates, Republic of Ireland, Isle of Man, India, Germany, Jersey

Whitbread bought Premier Inn Lodge in 2004 and merged it with Travel Inn. He formed "Premier Travel Inn" the current business.

All Premier Inn have an on-site restaurant with the exception of the Holiday Inn Express where kitchen facilities were added to the total for breakfast only.

Premier Inn was the first major budget hotel chain in the UK that invested in prime time television advertising

Substantial investments were realised in the website and mobile app for smartphone bookings.

PREMIER INN HOTEL FACILITIES

UK short break ideas

UK is an amazing place to see, exciting city break, discovering beautiful country side, get away to the coast, you can enjoy.

Hub by Premier Inn

Smart stylish rooms with Monsoon showers and luxurious Hypnos beds, slick touchscreen room controls, all at great prices.

Zip by Premier Inn

A simple idea: brilliantly essentials, a small room, a single stay, best of all, very cheap rooms.

PREMIER INN BRAND

Premier Inn is having some of the UK's most loved brands across the UK and Germany, also some of the nation's favourite restaurant chains.

It is offering great food, comfy rooms, collaborating with charitable causes.

Business model and strategy

Premier Inn become number one hotel operator in the UK due to our unique ownership business model.

Awards

Premier Inn hotel was ranked in the Sunday Times best companies to work for the Britain's Top Employer's.

Premier Inn hotel won the award for the best leisure and best budget hotel chain.

Premier Inn hotel get the top employer 2021 award from top employers institute.

Premier Inn hotel won the liner in diversity from Financial Times diversity leaders award.

The vertically integrated model that incorporates the ownership of property hotel operations brand, generate a good return on capital.

Our strategy is highly compelling. We are looking to achieve long – term growth in earnings and dividends combined with good returned on capital

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Digital skills and Research methods

- Angelika Brylewicz
- 2021932
- BMSW4001
- Lecturers name:
Afzal Mumma
- Group E

I will be talking
about:

The challenges before
the
introduction of modern
technology in
hotel industries.

Overview

Challenges within interoperability

Challenges within data management

Challenges within security

Interoperability

HARD? As 100s of companies across the country, each with different technology try to reach out and communicate with one another and sometimes messages don't go through.

Challenges:

- Sending
- Receiving
- Managing info between guests

Interoperability enables different information technology systems to communicate and share and exchange data that can be useful and re usable.

Interoperability lets providers to access to all data for the guests being served.

technology.
affects the guest experience, creating conflicts and causing inconvenience that reflects on the service that was promise.
Non modern technology can induce added learning times & on-boarding periods for guests.

Data managements

Is all about organizing, storing, analyzing company data.

Data management introduces greater hotel pricing strategies and expands their customer base.

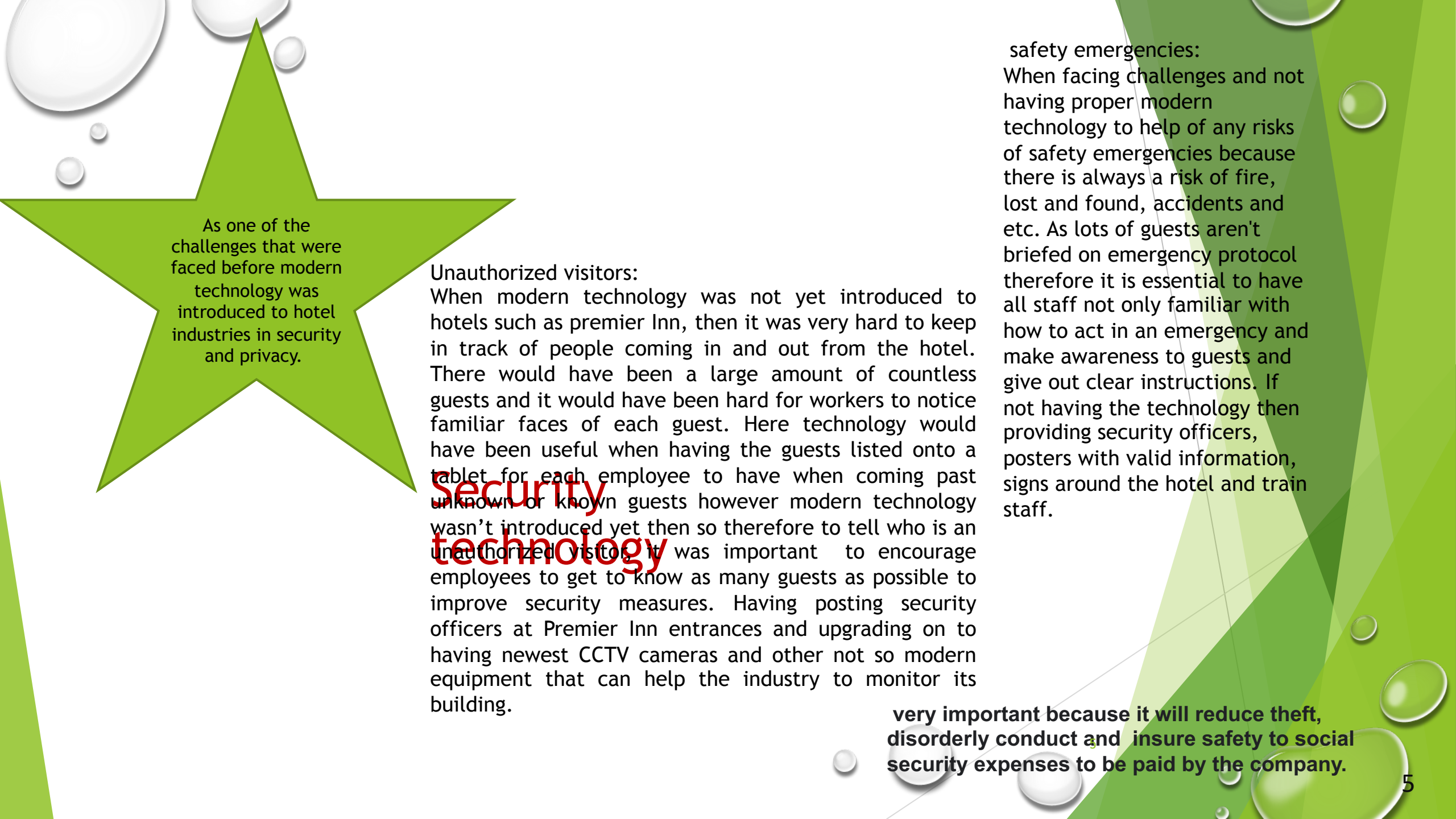
Data managements role is to supervise company's numerous data systems and network.

Safeguarding company's security and confidentiality standards.

Data management is important to hotel industries because it is key to marketing building customer loyalty and enhancing productivity.

It lets hotels give out personal experiences to guests at the hotel.

Therefore when hotel industries faced the challenge and not having the use of modern technology in their data management then it would have been hard to do all those necessary duties and had to be prepared with these challenges.



As one of the challenges that were faced before modern technology was introduced to hotel industries in security and privacy.

Unauthorized visitors:

When modern technology was not yet introduced to hotels such as premier Inn, then it was very hard to keep in track of people coming in and out from the hotel. There would have been a large amount of countless guests and it would have been hard for workers to notice familiar faces of each guest. Here technology would have been useful when having the guests listed onto a tablet for each employee to have when coming past unknown or known guests however modern technology wasn't introduced yet then so therefore to tell who is an unauthorized visitor it was important to encourage employees to get to know as many guests as possible to improve security measures. Having posting security officers at Premier Inn entrances and upgrading on to having newest CCTV cameras and other not so modern equipment that can help the industry to monitor its building.

Security technology

safety emergencies:
When facing challenges and not having proper modern technology to help of any risks of safety emergencies because there is always a risk of fire, lost and found, accidents and etc. As lots of guests aren't briefed on emergency protocol therefore it is essential to have all staff not only familiar with how to act in an emergency and make awareness to guests and give out clear instructions. If not having the technology then providing security officers, posters with valid information, signs around the hotel and train staff.

very important because it will reduce theft, disorderly conduct and insure safety to social security expenses to be paid by the company.

DIGITAL SKILLS AND RESEARCH METHODS

DIGITAL SKILLS AND RESEARCH METHODS DSR ASSESSMENT I ONLINE GROUP PRESENTATION

MODULE:DIGITAL SKILLS AND RESEARCH METHODS

MODULE CODE:BMSW4003

MODULE LEADER:KOUSHIK MODAK **INTERNAL VERIFIER:**HUSAM HELMI

STUDENT NAME:MOHAMMAD SALIM

STUDENT ID: 2020481



INSIGHTS TO THE MODERN TECHNOLOGIES INTRODUCED BY PREMIER INN

- Order management system
- Responding to customer inquiry in online media.
- Managing online marketing activities.
- The communication technologies

IMPACT OF THE TECHNOLOGIES IN THE COMPANY (POSITIVE)

- The company maintain its service through technologies.
- AI system improved its service in the market (Chandler and Lapowsk, 2017).
- The marketing and brand promotional activities in the market have been interacted properly by the company.

IMPACT OF THE TECHNOLOGIES IN THE COMPANY (NEGATIVE)

- The maintenance cost is higher for the start-up company like Premier Inn.
- The skilled employees are not so available to handle the technological operations.
- There is a psychological and physical imbalance while maintaining the technologies (Chandler et al., 2017)

IMPACT ON THE EFFICIENCY AND EMPLOYABILITY

- Creation of sustainability
- Enhancing interest
- Employee engagement
- Easy and perfection of the service

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