

### Case Study: Digital Transformation of a Hotel Chain

You are a consultant hired by a company that recently acquired a financially troubled hotel chain, "The Best Hospitality Experience "(BHE), with hotels and camping places spread nationwide. The BHE hotel chain has suffered from low occupancy rates, poor customer satisfaction, and high operational costs. The hotel chain has also lagged behind its competitors regarding innovation and technology.

The company wants to revitalize the hotel chain by investing in building renovation and using contemporary technology and digital solutions to increase guest experience, add value to the whole guest experience (from reservation until they leave the hotel), and improve daily activities and processes inside the organization. The company believes this will enhance the hotel chain's quality, efficiency, and profitability.

The primary objectives of this modernization initiative are as follows:

1. **Renovation and Modernization:** The company aims to renovate and modernize the hotels and camping places, ensuring they meet contemporary standards of comfort and sustainability. This includes updating facilities, enhancing interior design, and implementing eco-friendly practices.
2. **Enhanced Guest Experience:** The company seeks to elevate the guest experience by leveraging information systems and digital solutions. This involves streamlining reservations, improving in-room technology, enhancing guest services, and creating a seamless digital journey.
3. **Operational Efficiency:** Efforts will also focus on improving the organization's daily activities and internal processes. This includes optimizing hotel management, inventory, staffing, and resource allocation through the use of information systems.

The company has asked you to design and propose an information system supporting this digital transformation.