***[Cover Page to be replace with PDF]***

**Checklist:**

• Use same design layout as deliverable 1

• Must have UPDATED date, signature, and consent statement for each member.

***[ insert Table of contents page]***

**Front Matter  
  
  *Cover Page***

***Table of contents***

***Statement of Previous Works (if any)***

**Executive Overview (updated)**

**Identify of Client (updated)**

***Description of client   
 Business Problem*   
 *Business Domain   
 Business Environment***

**The Questionnaire**

***Open Questions***

***The Questionnaire***

**Appendices**

***Appendix 2.1 – the questionnaire***

***Appendix 2.2 – if any***

***Appendix 2.3 – if any***

***[ insert “Updated Executive Overview” statement – max 1 page]***

[text]

**Checklist:**• (5 marks) An executive overview (maximum 1 page) summarizes the major findings of the project to-date and highlights (in words) the elements of the report being submitted. It is more than a table of contents in narrative form. It summarizes the contents of the document and contains all the essential information a business executive who does not necessarily have time to read the whole document needs to know to understand the crucial elements of your project at that point. Typically, it is written after the rest of the report is completed.

***[ insert “previous work” statement]***

[text]

**Checklist:**  
• (2 marks) A statement about using previous work in the deliverable. It is possible that your project will use code and ideas that you developed in another course, or at your place of work. Identify any previous (or concurrent) course project work on which your current project will build. If none, say so.

***[ insert “Identify Client” section]***

[text]

**Checklist:**• (5 marks) Description of the business domain – this is a description of the industry, based on your research

The hotel industry is a service industry that deals with guest accommodation or lodgings services. The services provided to guests can vary quite drastically from one hotel to another, and hotel owners generally aim to attract a particular type of customer through their pricing model and marketing strategy, or via the range of services they offer.

There are a variety of hotel types that typically can be categorized by size, function, service, and cost. The most common type in hotel industry is hotel. The hotel offers overnight accommodation, meals and other services. They are mainly aimed at travellers or tourists, although locals may also use them. Hotels provide private rooms, and almost always have en-suite bathrooms. Other types are bed and breakfasts, motels, cottages.

Within the hotel industry, star ratings are used to provide a measure of the quality of hotels. Hotels can receive a rating of 1 to 5 stars, with 1 being the most basic and 5 being the most extravagant. Choosing a hotel stay can be challenging when face many types of hotels to pick from. Once travelers select a particular hotel they are interested in, the next step is navigating the hotel ratings and comments. Within the hotel industry, star ratings are used to provide a measure of the quality of hotels. Although there is no international standard for defining what star ratings actually mean, people narrow down their search by comparing the hotel star. Although word of mouth and feedback from other customers is important, star rating can carry extra weight, because many customers take the time to research hotels before making a reservation. Keeping or moving up a star rating can help hotels to generate more booking and revenue while moving down can have the exact opposite effect.

It is essential for hotel owners to keep pace with the latest hotel trends because one of the most important abilities is to meet customer expectations. The outbreak of COVID affects the standard when people choose a hotel. People pay more attention on safety, hygiene and contactless. For example, they will book a room which is deep cleaned and disinfected. They prefer to order food to home deliveries instead of going to the restaurant. Furthermore, if possible, customers demand to contactless payments because it can reduce contact with others. Hotels should keep the all of these trends otherwise they are easily left behind. Guests are more than happy to look elsewhere which meet their requirements.

• (5 marks) Description of the business environment – this is a description of the world in which your client operates, based on your research and observations

Manoir Ramezay is a 3-star hotel located in Marieville. Marieville is a city in the Canadian province of Quebec, located in the Montérégie region about 30 kilometres (east of Montreal. with a population of 11,332. Most citizens in Marieville speaks French.

Since Marieville is a small city with less population, Manoir Ramezay is the only hotel in this area. Fortunately, they don’t have any competitors in this area. Moreover, there is a public park across the street. During the summer, several events will be held in the park in the evening. Guests could enjoy the event during their stay at hotel. Besides, CHSLD Sainte-Croix is only 5-minute walking from the hotel, which bring many visitors each year. The visitors who want to visit their old relative staying in CHSLD Sainte-Croix will choose to stay at Manoir Ramezay, which is convenient for them to go the CHSLD. Moreover, grocery stores, pharmacy and restaurants are walking distance from the hotel which offers more choices for guests. These are the main reasons bringing more bookings.

Manoir Ramezay has three floor including the basement, where is restaurant located. The hotel is equipped with an elevator, which is out of date but works properly. The hotel provides a free parking for guests. The parking lot is behind the hotel, which has a large space to park around 16 cars at the same time. Guests can also enter the hotel from back door at the parking lot.

The hotel has their own website. Like other hotels’ websites, it has common functions like hotel introduction, making a reservation, services offering, contact information. In the booking page, each type of room has a brief introduction, such as facility, pictures. People can check the room availability and rate with choosing the check in and check out date. Meanwhile, it will tell you how many rooms left on the date you choose. It also has introduction, restaurant, spa pages on their website. The restaurant is in the basement with a large space and bar separately. Due to limitation of staff and time, the restaurant is open to rent. The breakfast service is suspended because of the COVID, which is indicated on their website. The same situation of SPA service. Instead of SPA service, the hotel provides a spa facility in terrace which guests can have SPA as they wish, which is one of the features of the hotel. Guests will feel like having a spring hot when they use SPA facility in the winter. The other feature of the hotel is that it provides one suite with sauna and one suite with open kitchen, which two suites have the access directly to the terrace.

• (3 marks) Description of the client – especially computer skills and attitudes

The owners are a couple, who bought Manoir Ramezay around four years ago. They are a new immigration family with two children. They can understand and speak English, but their French is not very well. They speak very basic French which is a problem to communicate when some guests don’t speak English. However, during the four-year operating the hotel, their French is improved. They don’t use any database to maintain the guests’ information. Meanwhile, the booking system on their website is from the third part.

Since the couple are new manager of the hotel, they don’t change the previous management method. They use the same website, the same selling method. However, with the new technology, new lifestyle, the old operating method should be changed to keep the pace with the trends. The owners have the basic knowledge of the Microsoft office. The hostess has the knowledge of accounting software, such as QuickBooks. If there is a new system to operate the hotel better, they are more than happy to learn how to use and maintain it.

• (5 marks) Business problem – what is the business problem that the new system will resolve?

The new system will solve the problems of syncing room availability through different booking methods and save the guests’ information.

The hotel doesn’t have any system to keep room availability updated on their website. The operator needs to update manually. When one room is booked on other website, the operator has to change this room unavailable on their own website avoiding duplicated booking. Although it’s a small hotel with 14 rooms, it’s not laborious task to mortify the room availability on the website. However, during the summer, it’s a different story. The hotel is usually fully booked. Image that the front desk is on the phone making a reservation for the guests. One of the rooms are booked by the other client. But the front desk doesn’t have time to change the room availability. Meanwhile, another guest book the same room on the hotel website, which results the same room booked twice. After that, both guests will be unhappy and complain to the hotel. The hotel will not only lose the guest but also reputation. The new system will solve this problem and make works easier.

The other problem the new system could resolve is to save the guests’ information, no matter which method they make the reservation. Writing down all guests’ information on paper is such a huge workload and waste time. The operator needs to check the guests’ information day to day from all website and compare which information already has. With the new system, it will automatedly save the guests’ information from booing.com and Expedia and Airbnb. Regarding the reservation from telephone, the front desk should type all information into system. If the same guests call next time, the front desk doesn’t need to ask the information again. Instead, he could search from the system and then make a reservation for him.

***[ insert “Open Questions” section]***

**Checklist:**

• (10 marks) Open questions (things you don’t know but wish you did). This should be a narrative; that is, it should read like a story. For the example above (the small restaurant), part of the narrative could read.

***[ insert “The questionnaire” section]***

**Checklist:**

• (10 marks) The questionnaire. This is a formalized version of the narrative. It will be an aid to finding the answers to the open questions. Continuing with the example, the questionnaire includes:

How do you operate right now (as far as your inventory)?

What different types of inventory do you have?

How or where do you buy your supplies (e.g., distributors/stores)?

How frequently do you update your inventory?

Do you buy your supplies jointly with [another restaurant] location?

**Miscellaneous Checklist:**  
• (2 marks) Proper use of references

• (2 marks) Bibliography/Works cited (APA Style)

• (3 marks) Spelling, grammar and formatting.

**Appendix 2.1 – The Questionnaire**

*[replace with PDF file]*

**Appendix 2.2 –**

*[replace with PDF file]*

Reference:

https://www.revfine.com/hotel-industry/

**Appendix 2.3 –**

*[replace with PDF file]*