



ANALYSING THE PERFORMANCE & EFFICIENCY OF THE RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES

INTROUCTION

Overview

One of the world's fastest growing upscale hotel companies, Radisson Hospitality Worldwide operates, manages and franchise deluxe plaza hotels, suite hotels, hotels, inns and resorts worldwide. Radisson also is the parent of Radisson Seven Cruises, which operates and manages deluxe cruise ships worldwide, Radisson's goal is to become the world's most valued hotel brand by providing superior business delivery and services in management, marketing and training.

Radisson has more than 360 properties representing over 76,000 rooms in 39 countries. Radisson is located Canada, Mexico, United States, South America, Australia, Europe, China, Japan, Thailand, India to name a few. Radisson is also the first U. S based Hotel Company in Russia.

PURPOSE

- A hotel reservation system enables guests to schedule date and length of stay, room selection, extras, and payment all in one place.
- Advanced reservation systems for hotels even empower customers to select extras such as wine, flowers, or other niceties to be placed in their room at the time of arrival or at later time.

2 . Problem Definition & Design Thinking

Ideation & Brainstorm Map

Conducting a brainstorm

Brainstorming is a technique for generating a large number of ideas for solving a problem or for creative thinking. It is a group activity that encourages the free flow of ideas and the development of creative solutions. The process is often used in business, education, and other settings where creative problem-solving is required.

Brainstorming Map

The Brainstorming Map is a visual tool used to organize and track ideas generated during a brainstorming session. It typically consists of a central box labeled "PROBLEM" or "GOAL" with several branches radiating outwards, each representing a different area of focus or a specific idea. The map is used to capture all ideas, no matter how small or seemingly irrelevant, and to identify patterns and connections between them.

Before you brainstorm

1. **Define the problem**: Clearly define the problem or goal you are brainstorming for. This will help you focus your ideas and ensure they are relevant to the task at hand.

2. **Choose a facilitator**: Select a person to lead the brainstorming session. This person should be someone who is comfortable with public speaking and can encourage others to share their ideas.

3. **Set the ground rules**: Establish some basic rules for the session, such as "no criticism" and "all ideas are welcome". This will help create a safe and supportive environment for brainstorming.

During the brainstorm

1. **Generate ideas**: Encourage everyone to share their ideas, no matter how small or seemingly irrelevant. The goal is to generate as many ideas as possible, so that you can later select the best ones.

2. **Record ideas**: Write down all ideas generated during the session. This will help you keep track of them and ensure you don't lose any good ones.

3. **Encourage collaboration**: Encourage participants to build on each other's ideas and to work together to develop more refined solutions.

After the brainstorm

1. **Review ideas**: Review all ideas generated during the session and identify the most promising ones. This may involve voting on ideas or discussing them in detail.

2. **Develop a plan**: Develop a plan for how to implement the ideas that were selected. This may involve assigning tasks to specific people and setting a timeline for completion.

3. **Follow up**: Follow up on the progress of the ideas and provide support and encouragement as needed.

Empathy Map

Template



Empathy map

Type your paragraph...

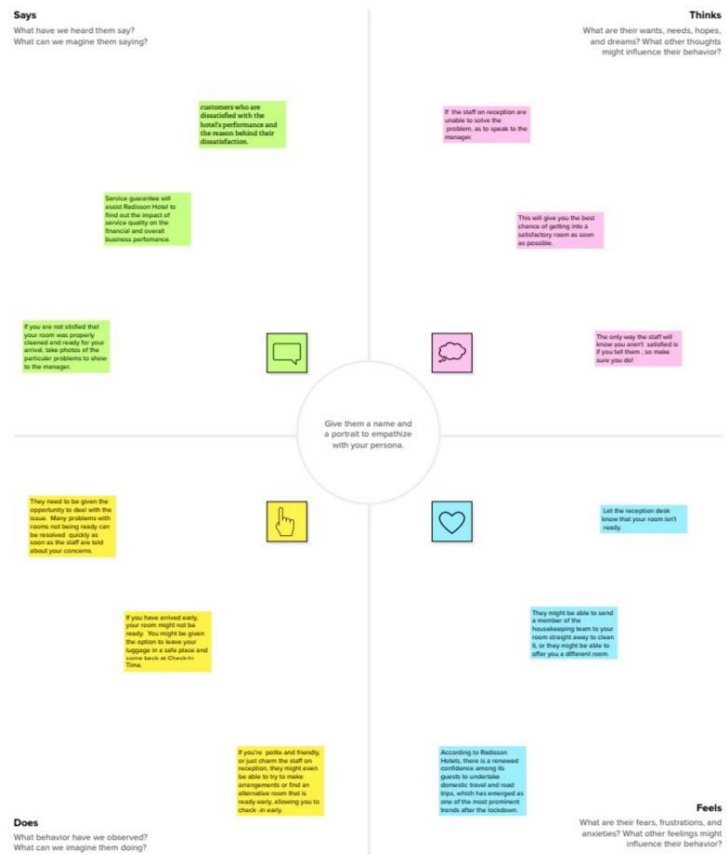
Deforestation occurs when lots of trees are cut inside the forest in order to create human dwellings. Due to deforestation, a number of forest-dwelling animals become homeless as they were living in the forest.

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Build empathy

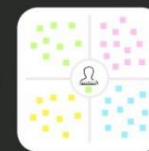
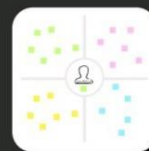
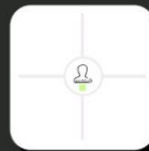
The information you add here should be representative of the observations and research you've done about your users.



Need some inspiration?

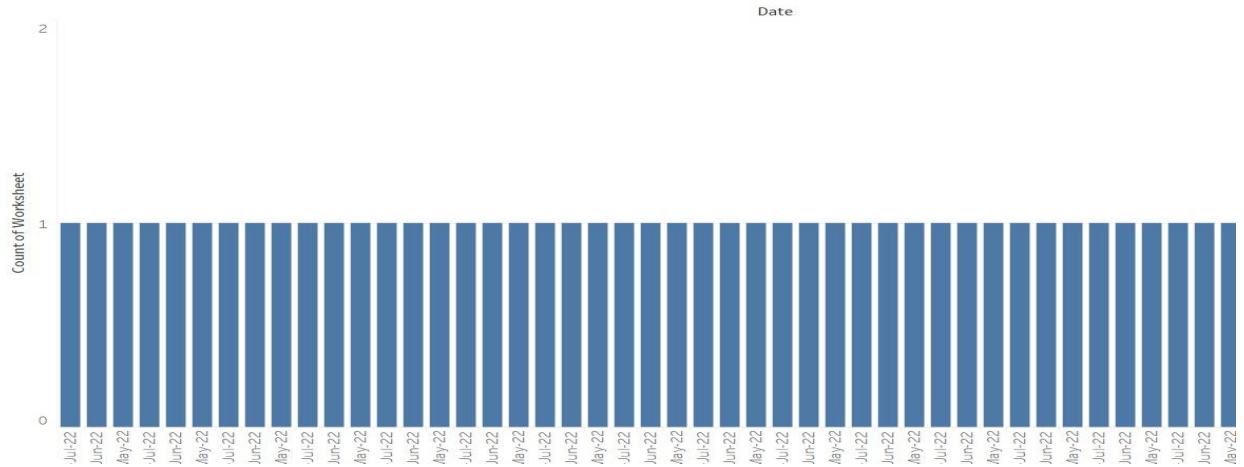
See a finished version of this template to kickstart your work.

[Open example](#)

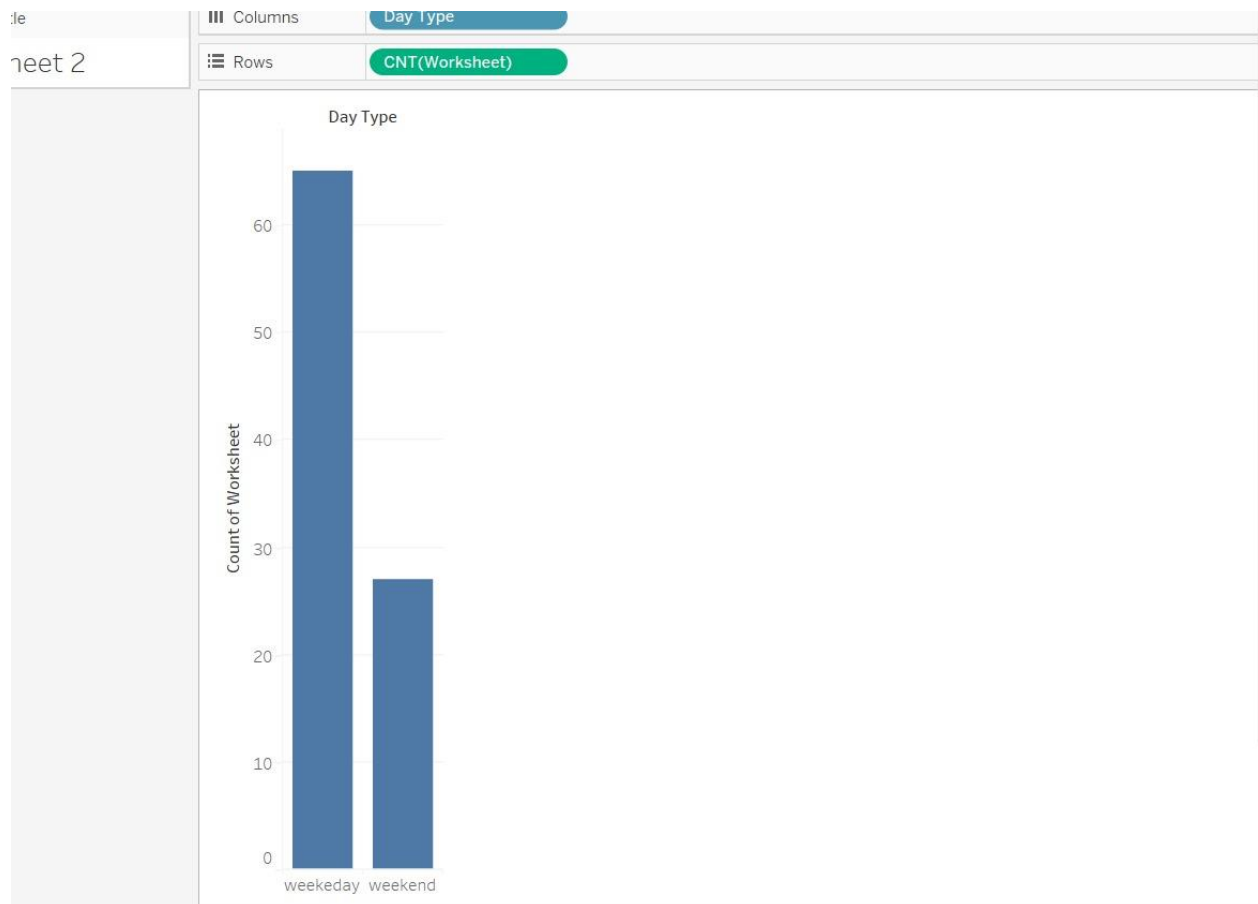


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Sheet 1



SHEET : 2



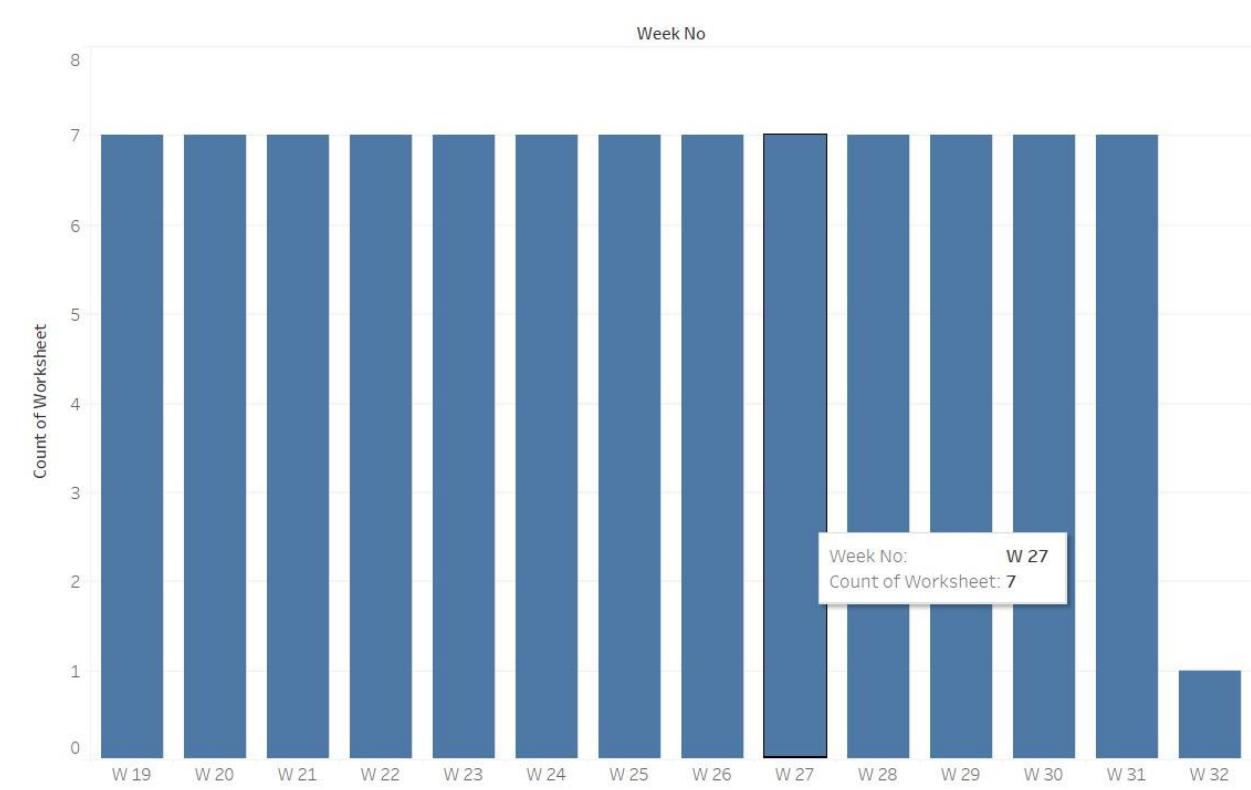
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Sheet 3



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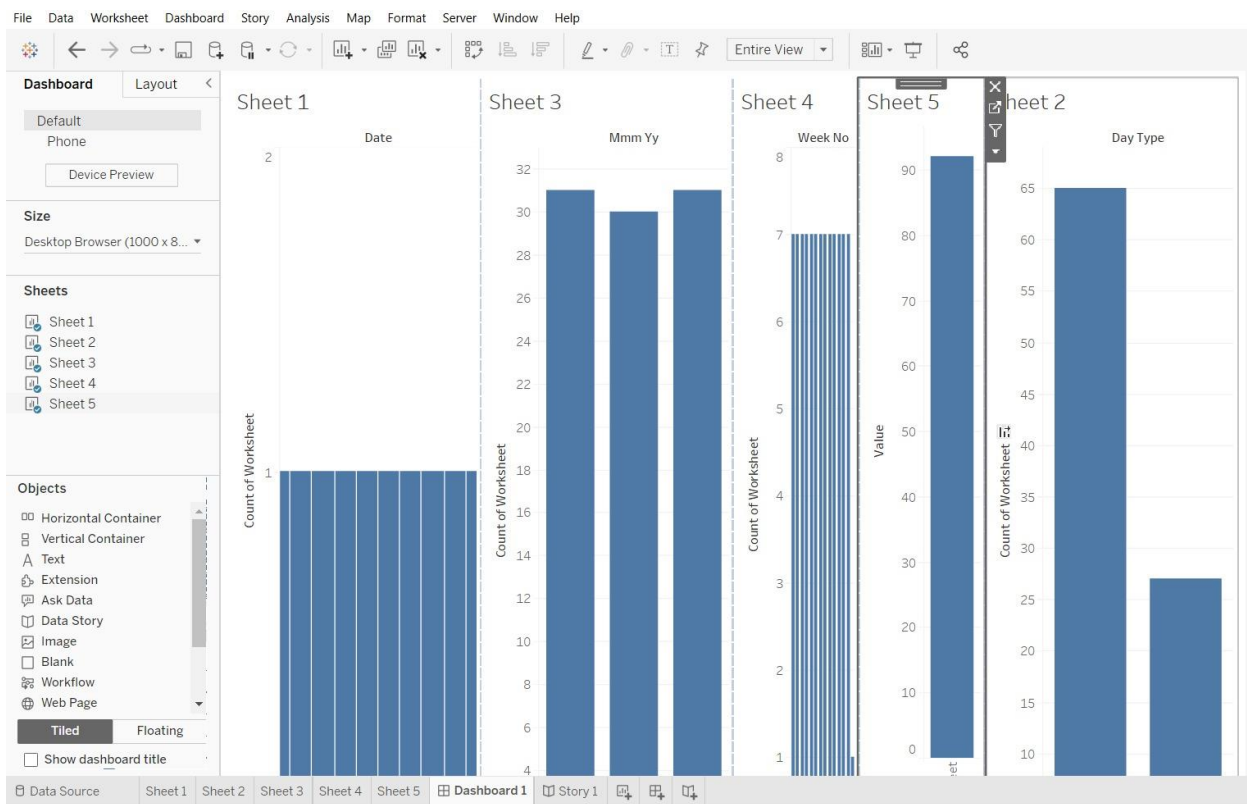
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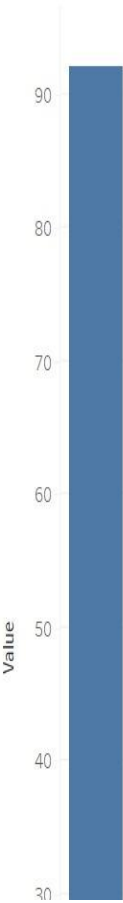


DASHBOARD



STORY

Story 1



4 . ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- As the tagline of Radisson indicates, the service motto of the hotel chain is “ Yes I Can .” The employees are trained to never say no or show disapproval for customer requests, always positive pleasant and willing to serve.
- This ensures that their service is top grade and consistent across their properties in various parts of the world.
- The Radisson Group has the presence in almost 73 countries across the world and has around 1000 properties.
- Though the majority of their hotels are in the United States where they have a wide network, the hotel chain has a strong presence in the most of the service.
- Shangri-La Hotels & Resorts are famous for the top service quality and customers are given a lot of personal attention.
- The décor of the restaurant is imperial and the architecture inspirational and the service quality is consistent across all its properties.
- Radisson is popular for their rewards program, which has often been considered as an industry benchmark.
- Their rewards scheme consists of member rates which are lower than the standard room rates for regular customers.

DISADVANTAGES

- Radisson Group is planning to expand further into the Asia Pacific and this will also be backed by restructuring and leadership change.
- This change will come with a lot expenses and, may prove to be costly for the company.
- The restructuring and leadership change may also mandate the need for a change of culture which may be challenging.
- The Radisson Group is planning to reposition and rebrand itself for which the budget assigned is 200 million USD.
- At an age facing cost management challenges, it may not be the right move.
- Radisson Group has under its portfolio eight has different hotel brands across eight segments and operations in more than 73 countries across various countries.
- This huge spread is creating a disconnect between the hotel categories and sub brands.
- This is also confusing the customer who expects the same service quality in all Radisson hotels and does not realize that it may vary depending on which segment the sub-brands caters to.

5 . APPLICATIONS

- ❖ “The mission of our hotel is to provide outstanding lodging facilities and services to our guests. Our hotel focuses on individual business and leisure travel, as well as travel associated with groups meetings.
- ❖ HR representatives initiate partnerships with all managers and supervisors of the hotel in order to serve all parties in the best interest of the hotel.
- ❖ HR representatives have a coaching role to all employees, without creating “The doctor is in” syndrome.
- ❖ Thus , our role is always to go to the source of the issue, while limiting our role as counselor.
- ❖ The Corporate HR and Legal staff resources to consult when confronted with issues are, or when outside feedback may be seen as beneficial.

6. CONCLUSION

My two years of working experience in organizations such as Standard Chartered Bank as Senior Assistant, Central Operations, Head Office, gave me a solid foundation to understand hardcore corporate culture. Therefore, I was quite prepared to blend in the department that carried huge responsibilities. And this eight week internship in HRD of Radisson Hotel has honed by understanding of HR in practice. It gave me an important exposure and an insider look of such a big organization. I could use my theoretical knowledge of HR in real practice while participating in many discussions. I was actively involved in the department meetings where I should my knowledge ad views regarding the performance in HRD of Radisson Hotel Kathmandu.

7. FUTURE SCOPE

Data visualization can enhance the value of information by incorporating motifs, objects, and imagery native to a specific use case and/or industry.

From agriculture data visualization used in prescriptive crop planning to augmented reality (AR) in financial services for mapping out data-driven wealth management scenarios, industry-specific applications of data visualization technology are enabling businesses and consumers alike to make better-informed decisions.

8. APPENDIX

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