

## Abstract

The Pacific Rim Bangkok Hotel's case study presents a challenging situation of hotel technology selection and configuration. Hotel's current system is ten years old. It makes it difficult to maintain and upgrade the system. The case poses a challenge of an incompatibility of modern developed technologies with the outdated ones from ten years ago. Recurring downtimes of the current PMS cost Pacific Rim Hotel a lot of time, resources, and money. Students are asked to serve as consultants and assist the hotel owners and the management company with the system selection. The case comes with the hotel performance information (occupancy, ADR, distribution mix), information technology interfaces and configuration.

## Teaching Objectives

The case study addresses a complex situation of hotel technology use, selection and configuration. The case study aims to achieve the following learning objectives:

- Discuss an importance of hotel technology for the hotel operations,
- Describe the functionality of a property management system (PMS),
- Describe hotel information technology interfaces,
- Understand an issue of technology compatibility, and
- Utilize the steps of technology selection process in order to identify company's needs and select new technology.

## Teaching Strategy

The case study is suitable for a variety of courses including Lodging Management, Front Office Management, Hospitality Information Technology and others. The case study is designed to increase students' engagement in the learning process. It presents a real-life hotel situation that would require students to use their critical thinking and analytical skills to solve the problem.

The case study may be used for both undergraduate and graduate students. Depending on the audience, the case study process may focus on several different areas, such as;

- Technology role for the hotel operations,
- Hotel departments interrelations and technology interfacing,
- Steps of the technology selection process,
- Factors influencing technology implementation.

The case study may be solved during one or two class periods. It depends on the audience and the number of selected learning objectives. If two class periods are allocated for the case study, students may be asked to collect additional information that is not presented in the case (e.g. compare two or three PMSs available in the market to justify their recommendations).

## Discussion Questions

- The following discussion questions are suggested to guide the discussion:
- Describe the main functions of the PMS and its importance for the hotel distribution.
- Do you think a new PMS system should be purchased? Why? Why not?
- Who would you involve in the PMS selection process? (Think in terms of different hotel operating departments).
- Do you recommend to buy Fidelio or another system available in the market (e.g. Visual One or HIS)? What steps do you have to take to make the correct decision? In which order? Explain.
- What is technology interface? Do you need to be concerned about technology interfaces to solve this case? Why? Or why not?
- Looking at the current systems that this hotel has, what would you suggest that the hotel may do in addition to a new PMS? Do you suggest any changes to current technology interfaces? If yes, what are they?

## Additional Readings

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