

Technology Strategies For The Hospitality Industry

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Meripustak: Technology Strategies for the Hospitality Industry 3rd edition, Author(s)-Peter D. Nyheim, Publisher-Pearson Education India, Edition-3rd, ISBN-9789353941888, Binding-Paperback, Language-English, Publish Year-2019, .

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In the digital age, social media MUST be a part of hospitality marketing and it goes without saying that every hotel or restaurant needs to have a high quality website – preferably with an online booking system. With hotel review sites such as Trip Advisor becoming more and more popular it ' s important to have a digital presence and be involved! Here, customers can review your establishment honestly; you can get some real insight into what your customers think and how you can improve.

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Summary. For courses in technology in hospitality. A practical guide to enhancing hospitality with technology. Technology Strategies for the Hospitality Industry examines technology strategies for the hospitality industry, from hotels and restaurants, to meetings and events. Practical in its approach, the text has a running theme of strategy throughout, and each chapter flows in the same order — interview, content, case study, and questions.

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Through corporate involvement and detailed presentation, Technology Strategies for the Hospitality Industry is a partnership book between industry and academia, which provides the reader with a current and thorough text on the hospitality industry's technical side, in an easy-to-follow format.

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Technology, Loyalty, Creativity Much of the future of hospitality marketing lies in three major areas: technology, customer loyalty, creativity, and new concepts in the business model.

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How Technology is Changing the Hospitality Industry - TISOH

Here you find 16 upcoming hospitality marketing trends within the hospitality industry for 2021. 10 general & 6 COVID related trends.

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