Take a Byte: Technology in the Hospitality Industry
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Why integrate technology?
Mobile Technology
Hotel Property Management System (PMS)
Cloud Computing
Apps, Apps and more Apps
How Technology is Changing in the Hospitality Industry
Check In and Check Out
Guest Comment and Feedback

It is important that company managers and executives have insight into customer feedback.
Room Entry

• Magnetic key card are a thing of the past
• Ability to use mobile/smart phone as a room key
• Facial recognition – from government sector to the hotel industry.
The Guest Room

- Flat screen TV
- Free Wi-Fi or access to it
- Tablet remote control to control everything in the room, from lighting, temperature and even window shades
- Substantially more electrical service outlets in rooms
Smart Hotel Room
Internet Impact

- Guests require Internet access
- Hotel website – view property
- Book reservations
- Hotel’s connection with online travel agencies
Social Media’s Impact

• Demands hotels be transparent
• Guests can rate their hotel stay experience and give inputs
• Instagram and snap chat – instant feedback
• Property web pages – rates, amenities and pictures
• Tweets allow for interaction with customers
• Travel blogs – more in depth review of property and experience
The Hotel Room of the Future

(click on image)
Review

• Name two ways technology has impacted the hospitality industry.
• What are the functions of a property management system?
• How can a cloud service benefit a hotel’s management system?
• Compare and contrast hotels from the decade of the 1990’s to today.
• What are the functions of a hotel kiosk?
References and Resources

Images:
• How Technology is Changing in the Hospitality Industry (Infographic).
• Photos obtained through a license with Shutterstock.com™.

Websites:
• Associations Now
  Technology Takeaways from the Hospitality Industry.
  http://associationsnow.com/2013/09/technology-takeaways-from-the-hospitality-industry
• Hotel Business Review
  Upping the Ante: The Evolutions of Hospitality Technology in 2015.
• The Center for the Future of Work
  Digital Technologies Transforming the Hospitality Industry.
References and Resources

YouTube™:

• Smart Hotel Room of the Future in Action
  See the Smart Hotel Room in action, a collaboration with Caesars Entertainment.
  https://youtu.be/JpnqT5VNuCs

• The Hotel Room of the Future
  A four minute video showing a futuristic hotel in Germany.
  https://youtu.be/RZqEAKTEOqE