

TECHNOLOGY SEMINAR INTRODUCTION

- Introduction of the group
- Overview of seminar
- Introduction of the subject matter

TECHNOLOGICAL ADVANCEMENTS IN THE HOSPITALITY INDUSTRY

As technology advances, the hospitality industry is being transformed. From the way we book our travel to the way we dine, technology is changing the way we live. This seminar will explore the latest technological advancements in the hospitality industry and how they are changing the way we live.

Technology In Hospitality

MICHAEL EDWARDS
EWELINA MADEJSKA
DAVID VINDIS
MYUNG-KYU SEO



Activity "An invention game"



RECOMMENDATIONS

It is recommended that the seminar be held in a room with a large screen and a projector. The seminar should be held in a room with a large screen and a projector. The seminar should be held in a room with a large screen and a projector.

Thank you for listening
Any questions?

CASE STUDY

Tablet Ordering Solution Showcases Menu and Wine List at AIDA Bistro & Wine Bar



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Bibliography

1. Michael Edwards, Ewelina Madejska, David Vindis, Myung-Kyu Seo. Technology In Hospitality. The Case Solution. 2014.

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TECHNOLOGY IN THE HOSPITALITY INDUSTRY

So... what is technology?

- Technology is knowledge transferred into tools
- New inventions
- Technology is all around us

Technology is widely used in the hospitality industry



INTERNET

Internet has been around for last 20 years, but in the last 5 years we have seen its greatest advancements and it has become the most used technology in hospitality.

Advantages:

- Used for research, communication, marketing, advertisement, sales, etc....
- In the last 5 years we have had increased access to the internet in a variety of ways, through multiple devices.

Disadvantages:

- Data protection – mainly credit card data input into the internet are very vulnerable.

Past: WI-FI

- A little wire-less zone where computers can get broadband internet.
- It uses radio waves, just like TV or mobile phones
 - WiFi is absolutely everywhere and although it has been here for some time, in the last 5 years this technology has become accessible by every business across the industry.

Advantages:

- Time and cost efficiency for guests and staff.

Disadvantages:

- Reliability - when it suddenly goes off...



Present: Airline/ Hotel Check-In Machines

- They allow us to be more efficient - especially with regard to price and time!
- However, we lose that sometimes important human interaction

Examples: BA, Easyjet, Easy hotel, Easy gym.

Future: Increased use of Tablets and Smartphones

- Reserve a table
- Hotel room
- Check-in a hotel
- Check-in on a flight
- Leave feedback and so on...

And all that on the go...