

Technology Strategies For The Hospitality Industry

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Philippe Masset, PhD, is an Assistant Professor at EHL where he teaches courses in finance. His research areas are empirical finance, alternative investments, wine economics, hospitality financial management and hotel real-estate investments.

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The Importance of Marketing in the Hospitality Industry Posted January 15, 2016 | By Tricia H

In any business, a solid marketing strategy is critical to building a brand, attracting new customers, and maintaining loyalty.

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Technology in the hospitality industry – exploring the ...

Technology in the hospitality industry has revolutionized the way hotels function. In this blog, we will discuss the top 10 hotel technology trends and why every hotelier needs to consider them to run a sustainable hotel business.

The Importance of Marketing in the Hospitality Industry

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The Latest Technology Trends in the Hospitality Industry ...

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business.

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Technology Strategies For The Hospitality

Keeping up with the latest technology trends is essential for those operating in the hospitality because the industry itself is extremely competitive. This means that those who fail to adapt find that they are being left behind by hotel and travel companies that have implemented new approaches and ideas.

Hospitality Industry; Everything You Need to Know About ...

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2019 Top Hospitality Industry Trends

Cloud computing and artificial intelligence will once again dominate the technology headlines, 2019 could be a breakout year for edge computing. Deloitte's global technology, media, and telecommunications industry leader, Paul Sallomi, shares his perspectives on the advantages of edge computing ...

Best Travel Technology Company | Hospitality Solutions ...

Once long ago, hotels, motels and other hospitality businesses occupied a fairly simple space in people's lives—they were a place for guests to lay their heads away from home. But anyone who has spent time in the hospitality industry in the last several years knows that the role of technology in

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Most Promising Hotel Technology Trends for the Hospitality ...

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Top 10 Hospitality Technology Trends for 2019

This post has been updated for 2018. The traditional role of project management is to put a process in place that prevents failure. Such processes are comforting for businesses, and help to ensure predictability. If something goes wrong after establishing set guidelines, either the process was not followed or the process was flawed.

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