

1. Record Nr.	UNINA9910153082103321
Autore	Nyheim Peter D.
Titolo	Technology strategies for the hospitality industry // Peter Nyheim, Daniel Connolly
Pubbl/distr/stampa	Harlow, Essex : , : Pearson, , [2014] Â©2014
ISBN	1-292-05467-0
Edizione	[Second, Pearson new international edition.]
Descrizione fisica	1 online resource (271 pages) : illustrations
Collana	Always learning
Disciplina	647.940285
Soggetti	Hospitality industry - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover -- Table of Contents -- 1. If You Think You Don't Need to Know About IT, Think Again! -- 2. Using Information Technology to Drive Competitive Advantage -- 3. Computing Essentials -- 4. Networks -- 5. E-Commerce -- 6. Restaurant Management Systems -- 7. Hotel and Resort Technology -- 8. Global Distribution Systems and Channels -- 9. Databases -- 10. Competing on Knowledge: How the Power of Information Can Enable Great Things -- 11. Technology for the Meetings and Events Industry -- 12. Technology in the Casino Industry -- 13. Strategic Hospitality Technology Investment -- Index.
Sommario/riassunto	For undergraduate/graduate-level courses in Hospitality Information Systems, and Hospitality Technology. This text examines technology strategies for the hospitality industry. Exceptionally practical in approach, this edition includes a new chapter on technology in the casino industry and a new chapter on technology for meetings and events. A separate chapter is devoted to planning and investment as students learn what technology exists and how to use it to succeed in the hospitality business.