



Technology in Hospitality and Tourism

A Rationale for its Use



Rationale for Using Technology

- ☛ Efficient workers
 - Reduce paper chase
 - Eliminate workers
- ☛ Improve quality of product or service
 - Improve consistency
 - Improve customer focus
- ☛ Improve service for customer
 - Reduce hassle
 - Improve satisfaction

Consumer Behavior about Technology

- ☛ Innovators
 - Embrace new technology
- ☛ Early Adopters
 - Accept technology early in the products' lifecycle
- ☛ Early Majority
 - Average group of adapters
- ☛ Late Majority
 - Conservative in jumping on bandwagon
- ☛ Laggards
 - Dreams of the status quo