

CHAPTER 5

Capturing Technology's Competitive Advantages

Technology makes the world a new place.

—SHOSHANA ZUBOFF

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Describe some of the technological trends that are shaping operating practices of tourism service suppliers.
2. Describe how technology can enhance productivity.
3. Describe how technology can improve both internal and external communications.
4. Describe how technological changes will have an impact on the future of the tourism industry.
5. Describe how technology can enhance customer service.
6. Describe how the Internet has changed tourism operations.
7. Describe how revenue management has improved the financial performance of tourism service suppliers.

CHAPTER OUTLINE

Staying on the Cutting Edge

Introduction

Improving Operating Efficiency and Effectiveness

- Management Information Systems
- Point-of-Sale Systems
- Property Management Systems

Providing Customer Convenience and Enhancing Service

Changing Communication and Distribution Channels

- Internet and Travel Product Distribution
- Internet-Based Distribution for Hotels
- Internet as a Travel Tool
- The Power of User-Generated Content

Improving Profitability

- Operational Considerations
- Revenue Management in Practice

Summary

You Decide

NetTour

Discussion Questions

Applying the Concepts

Glossary

References