MOBILE TECHNOLOGY ADOPTED IN HOTEL SALES

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ABSTRACT

Mobile technology has advanced rapidly and significantly, shown great promise. This paper discusses the adoption of mobile technology in the hotel industry and its impact on sales. The authors explore the use of mobile devices and applications in various hotel operations, including customer service, reservation management, and marketing strategies. The study highlights the benefits of mobile technology in enhancing customer satisfaction and operational efficiency. Keywords: Mobile technology, Value-focused thinking (VFT), Hotel

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