

Technology in the Hospitality Industry Project

Scenario: You are employed as one of several assistants at a local hotel review agency and your team has been asked to review three hotel properties. Your team's main objective is to determine the level of impact and utilization of technology at each hotel.

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As a group, select a large city in the United States and research three hotels in that city. In your research, you will compare and contrast each hotel's level of impact and utilization of technology.

City choice _____

Hotel choice 1 _____

Hotel choice 2 _____

Hotel choice 3 _____

Once you have made your choices, begin with one website. Tour through the website, looking at all their information, pictures and social media links. Use the following questions to help you compose your compare and contrast report for reviewing the information on your hotel choices.

Possible research questions:

1. What headings/pages does each hotel website have? Are they the same? Any different headings?
2. Where there any photos? Describe some of the photos. Were they good quality photos? Were the photos inviting and enticing to you? What impact do the photos have on selecting the property as an accommodation?
3. Which social media links does each property use? Compare each property's use of social media, what information is communicated? Analyze each of the social media links, in your opinion which link was more helpful – from a guests' point of view? Which link was use/visited more often? Why do you think that link had more traffic?
4. Describe a unique feature of each hotels' website/social media use.
5. What other technology offerings did each property have, for either the customer or hotel operation?

After you have compiled all your research on the three hotels, compose your written report. You will present your report in class.

The report will be assessed with Rubric for Technology in the Hospitality Industry Project.