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MARA

THE FACTORS THAT INFLUENCE USAGE OF TECHNOLOGY
ADVANCEMENT IN HOTEL INDUSTRY

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ABSTRACT

Subsequent the rise of computers and the internet in the past two decades, the changes towards mobile devices in the late 2000s and advancement growth of cloud services and cloud computing, the environment of the hospitality business has shifted drastically. The high volume of room sales has moved away from telephone or walk-in customers, and traditional travel agents, to online travel agents, global distribution systems and the hotel's own website. Thus, a modern hotel must adapt to these new standards, or risk falling behind its competitors. Hotel nowadays needs to be connected to several online sales channels, while at the same time, maintaining a strong online presence of its own. The use of technology can lead towards that end, by providing the necessary work structure, much needed automation and connectivity.

Therefore, in this thesis, the researcher explore these advancements of technology in the hospitality business in detail, while, at the same time, having a meticulous look into what the factors and how it effect on hotel industry. The main focus of this thesis however, is to address the factors that influenced technology advancement in hotel industry.

Keyword: Technology advancement, Hotel Industry, Self-service Technology, Internet of Things, Property Management System, Automation, Devices and hardware.

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