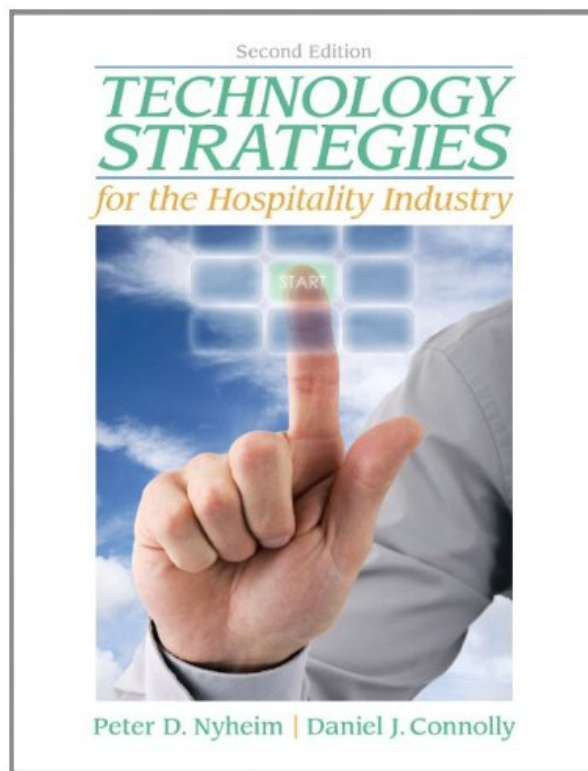


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HOSPITALITY INDUSTRY (2ND EDITION)
BY PETER NYHEIM, DANIEL CONNOLLY**



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Second Edition

TECHNOLOGY STRATEGIES

for the Hospitality Industry



Peter D. Nyheim | Daniel J. Connolly

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Most helpful customer reviews

3 of 4 people found the following review helpful.

Hospitality Technology Through a Firehose

By Worth Bishop

This is an excellent beginner's guide to hospitality technology. It is a "Reader's Digest-on-Adkins-Diet" treatment but the authors hit some high points and de-mystify much of the jargon without bogging the reader down in too much information.

Each chapter begins with an interview of an industry luminary. While a tad superfluous, the interviews are a light-weight introduction of each topic, a reinforcement of the vocational pragmatism of the text and an attempt to humanize the subject matter.

The first two chapters are preachy but a good discussion of what IT (information technology) means in the context of hospitality and why one should care. For those just beginning their careers, or those who might have forgotten why we do what we do, they are worthwhile reading.

The balance of the book is a compendium of the major application sets specific to the industry - CRS, PMS, POS, CRM, MIS, EIS - and just in time to prevent TLA overload, includes segments on e-commerce (defined mostly as Internet purchasing methods) and a primer on how to specify, evaluate and acquire technology.

The authors are faithful throughout to the theme of technology for the sake of the business and emphasize strategic considerations at each turn. They reasonably stop short of defining or recommending specific business strategies, instead stressing the importance of aligning technology with the strategies of the organization as a whole.

Recommended reading for newbie's or baffled veterans trying to get their arms around IT hospitality concepts and issues.

(Review first appeared on Hotel-Online and in Hospitality Upgrade Magazine)

3 of 4 people found the following review helpful.

A good and broad introduction to the technologies used today in the hospitality industry

By Craig Matteson

This is an interesting and basic book for those planning to work in the hospitality industry to become familiarized with the technology issues and information systems they are likely to encounter in their jobs. The book isn't on the sharpest cutting edge of technology, but in an introductory book like this, that matters much less. It is the broad subjects of each chapter that matter most.

The book is eleven chapters in two parts. The first part consists of four chapters on computing basics. They discuss IT based careers in Hospitality, using IT for competitive advantage, computing essentials, and networks & security.

The second part has chapters on e-commerce, restaurant management systems, property management systems & interfaces, hotel global distribution systems, databases, the power of information, and strategic hospitality technology investment.

One interesting feature is that each chapter begins with a short interview with an authority in the field of the topic the chapter discusses followed by a short introduction.

The authors do a fine job of keeping the techo-speak to a very minimum because this book is focused for hospitality industry people rather than computer jocks. However, it is about IT matters rather than sunblock and chlorination levels for the hotel pool. So, with that little caveat, have fun!

1 of 1 people found the following review helpful.

Dated and wrong

By Loki

If i were the editor or publisher of this book i would be embarrassed. Sadly, it appears the second edition of this 2001-era book was created by liberally sprinkling 2010 buzzwords (like "android") without updating the content.

two examples:

(1) the text expands the acronym USB as "United Serial Bus". How that got past the technical reviewers and the editors (much less the authors) escapes me.

(2) the text states that very few hotel patrons have smartphones.

If this text wasn't required reading for my class i would have immediately returned it. I shudder to think that the instructor will take the text's contents as gospel.

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Chapter 5 begins Part II with a detailed discussion of e-commerce and the way in which the Internet has changed the way we do business. Chapters 6 and 7 detail operational-specific applications for both the food and beverage and lodging sides. Chapter 8 is our most detailed chapter and is a thorough analysis of the global distribution system, where and through which much of our customer data originates and travels. Chapters 9 and 10 round out the text with a discussion of databases and customer relationship management (Chapter 9) and the efficient usage of information through such systems as executive information systems (Chapter 10). Today's front line managers often purchase technology directly, just as they would food or uniforms. They are expected to shop competitively, apply it to their department, and provide a return on investment (ROI). For this reason, we end the book with the investment and implementation chapter (Chapter 11).

Appendices

The appendices of the book contain further detailed analysis on four important themes. The first appendix expands on the case study from Chapter 3, it is the HITIS initiative from the AH&LA for hospitality information technology industry standards. This organization is concerned with the interoperability of technology used in our industry.

The second appendix comes from an established professional, Cindy Estis Green, and is a more detailed analysis of revenue and yield management from Chapter 7 and customer relationship management (CRM) from Chapter 9.

The third appendix offers more detail on the global distribution system from Chapter 8.

The fourth appendix contains a sample request for proposal (RFP) from Chapter 11, providing a working example of the content presented in the chapter.

Companion Web Site

The companion Web site www.prenhall.com/nyheim to the text provides hands-on problem solving. Interactive "how to" solutions are presented to the reader. Topics include return on investment (ROI) and labor cost spreadsheet exercises, a customer database problem, and an e-commerce exercise on implementation and marketing. The Web site also contains updated materials and industry news and links.

Career

For those seriously considering hospitality technology as a career, the authors encourage the reader to pursue the industry's certification, Certified Hospitality Technology Professional (CHTP). This certification is offered from the Hospitality and Finance Technology Professionals (HFTP). More information can be found at www.hftp.org

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