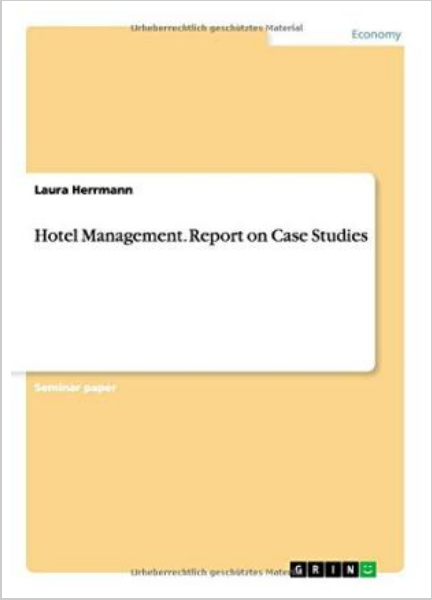


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Hotel Management. Report on Case Studies

By Laura Herrmann

GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. Neuware - Seminar paper from the year 2013 in the subject Tourism, grade: 1,0, Stralsund University of Applied Sciences, course: Hotel Management, language: English, abstract: Nowadays the Internet is the most important source of information and the main channel for buying products. With more than 2.4 billion Internet users worldwide (Internet World Stats, 2012) and the highest population penetration in regions that are most relevant for tourism (see figure 1), it seems obvious, that the internet has been changing the sector in a crucial way since the 1980s and is still gaining importance. Therefore it can be considered as one of the most influential technologies that changes the behavior of tourists (Crnojevac, Gugi & Karlov an, 2010: 41). While nowadays about 33% of all hotel rooms are booked via the Internet (Ricca, 2011) there is also a trend in the direction of booking directly on hotel websites. Efficiency, quality and flexibility convince the tourists, although still quite a large number of them ends up actually buying the product or service offline and only using the Internet as a platform for information exchange. But modern technology has not only...

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