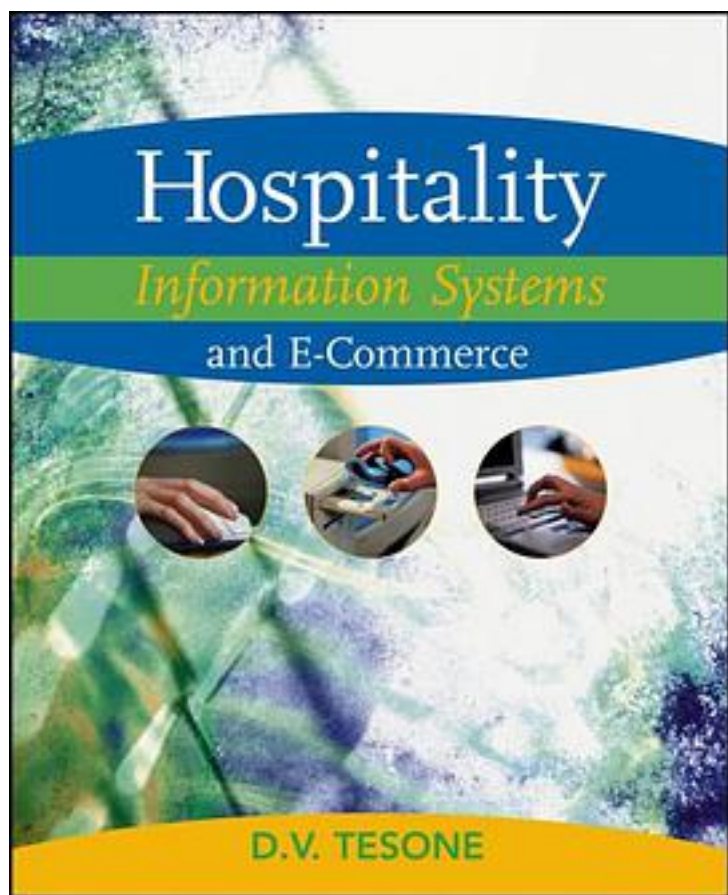# Hospitality Information Systems and E-Commerce

[Hospitality Information Systems and E-Commerce_下载链接1_](#)

著者:Tesone, Dana V.

出版者:John Wiley & Sons Inc

出版时间:2005-3

装帧:Pap

isbn:9780471478492

Up-to-date coverage of how technology impacts management in the hospitality industry In order to succeed in today's business world, hospitality managers must have a wealth of knowledge when it comes to technology. Hospitality Information Systems and E-Commerce provides this essential information. Covering the technology used in

each segment of the hospitality industry - lodging, foodservice, and tourism - this insightful book emphasizes the management decisions necessary to purchase, implement, and execute technology initiatives in a hospitality operation. Packed with industry examples that illustrate the influence of technology on management and customer service, Hospitality Information Systems and E-Commerce : Provides an overview of information technology basics, including computer hardware, software, and networks Covers electronic commerce (e-commerce) and its impact on the hospitality industry, as well as how managers can implement successful e-commerce strategies into their business Features interviews with information technology professionals in the hospitality industry Includes "On the Job" vignettes that show readers how the concepts covered in each chapter translate into the management of a hospitality operation Contains a practical glossary of technical terminology Hospitality Information Systems and E-Commerce offers an in-depth look at how hospitality managers can most effectively use technology to benefit their business, and is a must-have resource for students and professionals seeking to learn more about this cutting-edge topic.

作者介绍:

目录:

Hospitality Information Systems and E-Commerce_下载链接1_

标签

评论

Hospitality Information Systems and E-Commerce_下载链接1_

书评

[Hospitality Information Systems and E-Commerce_下载链接1_](#)