E-Commerce and Information Technology in Hospitality and Tourism

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E-Commerce and Information Technology in Hospitality and Tourism Zongqing Zhou Ecommerce and Information Technology in Hospitality and Tourism fills a serious need for useful information about the applications of ecommerce and information technology in this industry. The Author takes the view that the industry continues to experience dramatic changes as a result of Internet technology. The text provides an extensive discussion of information technology, e-commerce and e-marketing as these emerging technologies apply to the hospitality and tourism industry. Concepts, terms and technical jargon are explained using non-technical terms and analogies. Students will be well prepared to tackle the challenges of ecommerce and information technology in the Hospitality and Tourism industry. Essential information on business-to-business and business-to-consumer e-commerce models and an explanation of marketing schemes and strategies used by various sectors of the industry is provided. The concepts presented in each chapter are exceptionally well illustrated through myriad case studies and examples from actual experiences in the industry. Students at all levels and in any setting will benefit from the extensive list of terms and set of learning objectives contained in each chapter, as well as from information on major resources available on related Web sites. The text can easily serve as the primary resource or as supplementary reading for those teaching Internet marketing courses.

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