

Chapter 25 Outline

Automation

The Relationship to Marketers and Consumers

Reservations Systems

Property Management Systems

Marketing Information Systems

Travel Purchasing Systems and Beyond

Competencies

1. Summarize the history of automation in the hospitality industry and describe automation applications and trends. (pp. 309–314)

Note: This chapter presents speculation about the future. Although the speculation is based largely on current factual information, it is nonetheless speculation. For that reason, it is presented strictly for your information and enjoyment. The test materials for the course include no questions on this chapter.