



Article Title

Mobile Technology Adopted in Hotel Sales.

Citation

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Abstract

Mobile technology has advanced rapidly and significantly, and has shown great promise and potential for hotel use. However, the previous research studies have focused mainly on what the impact of mobile technology on hotels is. The way how mobile technology impacts hotel is still under-explored. This study examines the strategic impact of mobile technology on hotels by studying a modern fashionable hotel using the value-focused thinking (VFT) approach. Accordingly, six fundamental objectives are found to contribute to the overall objective of maximizing the hotel's benefits of using mobile technology, including 'increase efficiency', 'increase effectiveness', 'provide better customer service', 'maximize company image', 'maximize employee satisfaction' and 'minimize cost'. In addition, a means-ends objective network developed by this study to depict how hotel strategies can be achieved via the use of mobile technology and serve as a conceptual foundation for future research in the area.

Methods

A case study is an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between the phenomenon and context are not clearly evident' (Yin, 1994). As the aim of this research is to study the strategic impact of mobile technology applied in the hotel industry where few studies exist, case study approach is well-suited for this research. Case study allows the researchers to understand the nature and complexity of the process that is taking place and answer the 'how' and 'why' questions. Hence, it is an appropriate methodology for this research. Interviews are an essential source of case study information (Yin, 1994). To identify the values of mobile applications, this research conducted interviews based Keeney's value focused thinking (VFT) approach.

Results

The overall objective for mobile applications is to maximize the overall benefits to the hotel. We identified six fundamental objectives in this study - maximize efficiency, maximize effectiveness, maximize customer service, maximize company image, maximize employee satisfaction, and minimize cost. According to our subjects, these objectives are the fundamental reasons and main drivers for rolling out Tablet PCs to the sales personnel in the hotel.

Conclusion

Mobile technology has advanced rapidly and significantly, and has shown great promise and potential for hotel use. As demonstrated in this study, mobile technology can be used as a strategic tool in hotels. This study examines the strategic impact of mobile technology on hotels by studying a modern fashionable hotel using the VFT approach. The use of the qualitative approach provides us with deep insights on the strategic implications of using mobile technology to support sales and marketing in this hotel. In this case study, six fundamental objectives are found to contribute to the overall objective of maximizing the hotel's benefits of using mobile technology. The main drives for the hotel to adopt mobile technology are to 'increase efficiency', 'increase effectiveness' and 'provide better customer service', which are three key dimensions of competitive advantages. In this hotel, mobile technology has been adopted and applied in the hotel as a strategic tool to achieve competitive advantages.