

# **INDUSTRIAL PRACTITIONERS' PERSPECTIVES ON INFORMATION TECHNOLOGY APPLICATION IN HOSPITALITY INDUSTRY**

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## **Abstract**

The hospitality industry has widely adopted and applied information technology (IT) with the purpose of cost reducing, improvement of operational efficiency. More importantly, it helps to enhance service quality and customer experience. Therefore, IT is increasingly a critical part of the competitive operation among hospitality organisations in the globalisation. This IT development becomes more sophisticated, and it may make industrial practitioners, educators, and policy makers find increasing difficulty in selecting, analysing, implementing, and operating new IT systems. This paper will raise the awareness of the recent changes in IT and their relationship with customer service, and management in hospitality industry by investigating the current IT application at hotel services in Southeast Asia Region, particularly Vietnam. Definitely, difficulties are not avoidable. It then proposes some recommendations for the enhancement of the best quality of hospitality services. The presentation of some sample IT software is given as a demonstration of the advantages of IT application in hospitality industry.