Write down your own opinion on the current importance of mobile technology in the hospitality industry.

1) Using the excerpts on the importance of mobile technology, report on the findings of both authors and whether they agree or disagree.

2) Use one or both authors to support your opinion on the importance of mobile technology.

Excerpt from A. Rauch 29 November 2012 Top 10 Hospitality Industry Trends for 2013 available from Hospitalitynet.org

Social Media and Mobile Will Be Inseparable Social media and mobile already live in symbiosis and this year we will continue to see them merge. Now, people can create social media updates from their phone, while tagging friends or checking in. Mobile has allowed social media to truly become real time. Smartphones represent more than 50 percent of new mobile devices being purchased. And, the growth of connected devices will only continue to soar throughout 2013. In fact, Ericsson estimates there will be **over 50 billion connected devices** in circulation by 2020, including laptops, tablets and smartphones. In North America, 2013 will mark the first year that online access is greater from mobile devices than desktop or laptop. Smart hotel marketers will keep their eye out for authentic ways to make use of emerging social/mobile applications in 2013.

Excerpt from Calum McIndoe 13 May 2013 Six technology Trends Revolutionising the Hospitality Industry available from Hospitalitynet.org

Mobile is the new face of computing as devices such as tablets and smartphones revolutionise the way we interact with technology. Hospitality is no exception to this revolution, in some cases leading the way.

There has often been the expectation that because hotels are, by their very nature, fixed entities, mobile technologies may have minimal impact. However, this myth has been thoroughly laid to rest as tablets, mobile phones, smartphones and laptops have become critical tools on both sides of the check-in desk.

City Nites accesses its hotel management system on Apple iPads to eliminate old-fashioned, manual registration desk processes. This enables hotel team members to 'meet and greet' their guests at any location, improving the personalisation of the check-in experience and reducing the costs associated with static reception desks and all their technology at each location.

These benefits are not reserved for just large international chains: the low capital expenditure investment for mobile hardware and much reduced software costs mean that mobile is a viable option for small independent properties, looking to develop customer service as a competitive edge.

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