



The impact of the internet and social media on the hotel industry: How the internet and social media have changed the way hotels need to operate if they ... in today's dynamic and global markets

Christoph Müller

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Essay from the year 2011 in the subject Hotel Industry / Catering, grade: A, The University of Surrey, language: English, abstract: This paper deals with the impact of the internet and social media on the hotel industry. In particular, it points out how the rules of the game have changed in today's dynamic and global environment and how hotels need to operate if they are to succeed from a long-term perspective. Likewise, it outlines how activities on both the buy-side and sell-side can be enhanced through the implementation of internet-enabled technologies. Furthermore, the paper highlights barriers that might inhibit further development of e-business. Practical examples are used throughout the paper and an industry analysis using Michael Porter's Five Forces model and a case study are provided in the appendices in order to promote understanding.

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