

Hospitality jobs require tech know-how

By Julie Weed, New York Times

The front desk manager or housekeeper may epitomize the hotel employee, but the hospitality industry is increasingly dependent on tech workers, vacuuming data scientists, web designers and other experts into its ranks.

More than ever, guests look to their phones and computers to research, book, stay in and communicate with hotels. That translates to critical technology needs in information security, mobile development and systems integration.

Inside hotel operations, data analysis can help find new customers, make a dining room more profitable or provide information to executives making business decisions.

Kate Walsh, interim dean of the School of Hotel Administration at Cornell, says she is seeing more companies coming on campus to hire students who are specializing in areas like digital marketing and business analytics. "They want foodies who code," she said.

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