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Apple in Hospitality industry

Any hotel uses computer technology, be it a chic five-star hotel with 300 rooms or an economical hostel with 30 beds. Why does the hotel industry need modern IT technologies? Currently, innovation, creativity and technology are an essential part of the development of a product. Considering tourism products and their particularity in the intangible service, it is very complex to develop a product that meets all the needs and demands of the consumer. With Usually the need is the same but with different requirements because each individual has a particular requirement, that is, the demand is the same, however it has unique requirements.

Since the hotel services began to be incorporated, we know that they were simple inns for the night, and then over time the concepts and models of overnight stays were changing, it is for this reason that today we have different categories and classifications of hotels. Thematic Hotels are currently the most demanded as well as being the most expensive, however it meets the singularities of the demand because they are integrated with technologies offered by Apple company .It can help in reservation, managing system, making graphs and spread sheets ad above all keeping all the data(Olsen and Daniel 30).

Technology is part of our daily life, the synchronization we get from our mobiles, tablets and computers is incredible, we have applications for all kinds of need from an application to edit photographs to one that allows us to manage our companies from anywhere in the world and from our mobiles. And it is with the growth of these technologies that the need arises to modernize our services and update them in a novel, creative and above all technological way. It is for this reason that hotels are already restructuring their physical and virtual infrastructure with the help of Apple technologies. (Liu, Stephanie and Anna 268)

It is normal to make a hotel reservation from the comfort of our homes, but it is still better to do it from our mobiles at any time and place, As is the case in Colombia, there is an apple mobile app about tourism in Colombia, with an assistant that helps you organize your trip, and gives you suggestions according to what you are looking for. It is fascinating as this destination although it has some factors of which are essential for tourism, I innovate with this mobile app that gave it an incredible result. Because users can know in detail everything, we need to know about the tourist places in Colombia.

Just as Colombia innovated with an Apple app, we have the case of other benefits of Apple in hospitality industry. Another hotel that has shone through the use of technology is hotel 1000: Seatle, United States. In addition to be a prodigy of design, at Hotel 1000, integrated with Apple technology is made available to the privacy and privacy of customers. In this sense, all rooms have an infrared scanning system that tells waiters and other hotel staff when a room is empty (and therefore they can enter without calling) or when it is occupied. (Law, Rob, and Giri170).

Probably the most technological helix hotels are famous in the world. Not only is it an architecturally spectacular construction (in the form of a propeller) but it is also the most ecological hotel ever built (Sammons2). As we can see the evolution in the hotel industry throws as a conclusion, that every day more technology will be a key to the success of this industry, because consumers every day demand a comfortable, innovative space and especially with the technological modernity that is Living in our daily lives. Thus the cooperation of Apple industry is very help for hospitality industry.

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