



TECH JOBS IN TOURISM

You would be forgiven for thinking that the tourism and hospitality industry doesn't have anything to do with technology or computer science. Think again! Here are some of the top high tech jobs in the sector today:

1) Revenue Management Analysts

Hotel revenue management is the process of strategically optimizing hotel room pricing and inventory to maximize revenue and profitability. This involves analyzing market demand, competitor pricing, and historical booking data to forecast demand and determine the best pricing and inventory allocation strategies. Hotel revenue management aims to sell the right room to the right customer at the right time and price to increase revenue while ensuring occupancy levels are optimal. By utilizing various data analysis tools, revenue management allows hotels to improve their bottom line and make informed business decisions.

Revenue management techniques can also be applied in the food and beverage industry. For example, a restaurant can use data analysis techniques to identify popular dishes and adjust pricing accordingly, as well as using targeted promotions and discounts to drive demand during slower periods. Similarly, a bar can use dynamic pricing to adjust drink prices based on demand, such as offering happy hour specials during off-peak times to encourage customers to visit.

At attractions and event venues, ticket pricing and inventory can be managed to maximize revenue and profit, such as with dynamic pricing (or, adjusting ticket prices based on factors such as demand and popularity). Ticket inventory must be managed to ensure the right seats are available at the right prices for different customer segments, such as season ticket holders, group buyers, and individual event buyers. Revenue management analysts look at historical sales data and market trends to forecast demand for upcoming events and adjust their pricing and inventory accordingly.

In every aspect of the tourism industry, a career in revenue management is a highly skilled career that requires the ability to collect, analyze, and interpret complex data sets and identify patterns and insights. Analysts must be proficient in data analysis software, spreadsheets, and other data management tools, and be able to effectively communicate data insights and recommendations to stakeholders at all levels of the organization, including senior management and front-line staff. People in these careers must be able to think strategically and develop innovative solutions to complex business problems. This combination of technical and interpersonal skills makes revenue management an interesting, challenging, and rewarding career.

2) Software Developers

You may not think of software when you think of hospitality and tourism, but the modern industry couldn't get by without it! Here are some of the types of software commonly used in the hospitality and tourism industry:

Property Management Systems (PMS) are used to manage various aspects of hotel operations, including room reservations, check-ins and check-outs, housekeeping, and billing. Customer Relationship Management (CRM) software is used to manage customer interactions, track guest preferences, Revenue Management Systems (RMS) use data analytics to optimize pricing and inventory, and business intelligence software provides insights into customer behavior, market trends, and business performance--both are used quite a bit by our Revenue Management Analysts discussed in section 1! Point of Sale (POS) systems process transactions, manage inventory, and track sales data--it's typically used in restaurants, bars, and retail operations.

Have you ever wondered what happens when you book a hotel on a website like Expedia or Booking.com? Distribution Channel Management software is used to manage online distribution channels, including online travel agencies (OTAs) and other third-party booking platforms. Channel manager tools allow hotels to manage their room inventory across various distribution channels to ensure that availability and pricing are consistent across all platforms. This doesn't even get into mobile apps, which will be discussed in section 3.

3) Mobile App Developers

Mobile apps have become an essential tool for the hospitality and tourism industry, providing a convenient and accessible way for travelers to plan and book their trips, as well as enhancing the overall customer experience. Mobile apps allow travelers to search, compare, and book hotels and other accommodations directly from their smartphones, making the process more convenient and accessible. They provide travelers with the ability to book flights, rental cars, and other transportation services, providing a one-stop-shop for travel planning. Apps also provide travelers with destination information, such as maps, local attractions, and restaurant recommendations, helping them to plan their itineraries and make informed decisions.

On top of this, mobile apps allow travelers to connect with customer service representatives, providing a convenient and accessible way to resolve issues or request assistance. Travelers can use apps to participate in loyalty programs by earning points and rewards for their travel purchases and enhancing customer loyalty. These apps can be used to make contactless payments, reducing the need for physical contact and enhancing safety and convenience.

4) Digital Marketing Specialists

No business today can survive without a strong digital marketing strategy, and these specialists are the professionals that make it happen. Digital marketing specialists are responsible for promoting hotels, resorts, restaurants, and other tourism-related businesses by creating a comprehensive strategy that includes search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. They create and curate engaging and informative content, such as blog posts, social media posts, and email newsletters, that resonate with the target audience and promote the brand's values. These

specialists also manage social media accounts, including Facebook, Twitter, Instagram, and LinkedIn, to engage with customers, promote products and services, and build brand awareness.

Digital marketing specialists conduct market research to identify trends, customer needs, and competitor strategies, which help inform their digital marketing campaigns. They monitor analytics data from websites, social media accounts, and email campaigns to measure the effectiveness of their digital marketing strategies and adjust them as needed. In addition, specialists collaborate with other departments such as sales, revenue management, and customer service to ensure a consistent brand message across all channels.

Digital marketing is only becoming more important over time, and more and more brands are investing in increasing their digital footprint--job opportunities in this field are bright!

5) Artificial Intelligence Developer

The power of newly emerging artificial intelligence (AI) programs, like ChatGPT, have the potential to revolutionize all industries, and the hospitality and tourism sector is no exception. AI-powered recommendation engines can analyze customer data to provide personalized recommendations for travel destinations, accommodations, and activities based on individual preferences and past behavior. Chatbots and virtual assistants can provide 24/7 customer service, answering common questions and resolving issues in real-time. AI-powered revenue management systems can make a revenue manager's job even more efficient by helping them to analyze demand patterns and optimize pricing and inventory in real-time to maximize revenue.

Not only that, but AI-powered systems can also monitor equipment and facilities within a hotel, event venue, or other buildings to detect potential problems before they occur, allowing for proactive maintenance and reducing downtime. Security systems powered by AI can monitor public areas, detect suspicious behavior, and alert security personnel in real-time, making hotels, venues, and other destinations safer. This rapidly growing and developing field will only experience exponential growth in the future.

These are just some of the exciting technology jobs the tourism and hospitality industry has to offer. Technological innovation will continue to play a significant role in the future of the industry, and there are many exciting developments on the horizon.

