Unit 202: Understand business success

Worksheet 16: Know how technology contributes to business success (Tutor)

Describe how **technologies** can be used to contribute to business success:

Most hotels in the world use ICT to ease their operations tasks; such as taking reservation, room management, telecommunication, and guest accounting. Accurate data can be used to forecast business activity, productivity and financial positioning.

Describe the key **responsibilities** a hospitality business has to manage digital information:

Legal and ethical responsibilities associated with digital information and data restrict the access and use of personal and confidential information. Hospitality businesses have a duty of care to guests to protect and manage sensitive information. All information should be treated with the utmost respect and security.

Identify the **consequences** of inappropriate use of digital communication technology:

Any of the following examples:

- non-compliance of data legislation
- legal action
- loss of data or data breaches
- misuse of important, financial or business sensitive data
- bad publicity
- loss of reputation
- loss of customer confidence
- brand damage.