



Why IT - Hospitality

Combining hospitality knowledge with IT skills can greatly enhance students' competitiveness and preparedness for the evolving demands of the industry.

1 | Digital Reservations

Learn how to use software for managing reservations, which is crucial in hospitality management.

2 | Online Marketing

Gain skills in digital marketing to promote hospitality services effectively.

3 | Customer Relationship Management (CRM)

Understand how IT tools can enhance customer satisfaction and loyalty through CRM systems.

4 | Data Analysis

Learn how to analyze customer data to make informed business decisions.

5 | Inventory Management

Utilize IT systems to manage inventory efficiently, reducing waste and costs.

6 | Point of Sale (POS) Systems

Gain proficiency in using POS systems for processing transactions and managing sales data.

7 | Website Development

Learn web design to create attractive and user-friendly websites for hospitality businesses.

8 | Mobile Applications

Understand app development to cater to the growing demand for mobile solutions in the hospitality industry.

9 | Cybersecurity

Gain knowledge about cybersecurity to protect sensitive guest information and business data.

10 | E-commerce

Understand the fundamentals of e-commerce and its application in the hospitality sector.