

PMWL Research Result

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The Mobile Revolution Is Here: Are You Ready?

Access to research paper by Heather Linton & Robert J. Kwortnik added to PM World Library



Resource provided by [Venkata Srikanth Varma Datla](#)

15 January 2018 – Rome, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to the project management in the hospitality industry. The new resource is titled “***The Mobile Revolution Is Here: Are You Ready?***” Originally published by Cornell University, this paper is by Heather Linton and Robert J. Kwortnik at the Cornell University School of Hotel Administration.

With the increase in the use of smartphones and tablets, people who travel now have remarkable connectivity that allows them to make travel arrangements and share information before, during, and after their trips. With that rapid expansion of mobile devices, one concern is that the hospitality industry might not be ready for the level of mobile accessibility and functionality that customers expect. In that regard, an analysis by the Boston Consulting Group (BCG) found that although most travel companies recognize that mobile is increasing in importance, they do not yet understand its full reach and impact. Compared to PCs, mobile use patterns, behaviours, and expectations are different, and each phase of the travel cycle requires a distinctive approach for mobile. This should be useful information to anyone planning a project in the hospitality industry.

Go to the P/PM Profession section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Hospitality, Hotels, Restaurants”, scroll down to “papers” to find this interesting resource. Must be registered as free trial, professional or scholar member and logged in to access.

For post in PMWL:

[The Mobile Revolution Is Here: Are You Ready?](#) – 2015 Paper by Heather Linton & Robert J. Kwortnik provides information on The Mobile Revolution and its current practices. The study described here is motivated by the concern that the fast-changing nature of the mobile platform may have outpaced our understanding of how consumers want to use mobile devices when they travel. Information should be useful to anyone planning a project in the hospitality industry. Originally published by Cornell University, read paper at: [The Mobile Revolution Is Here: Are You Ready? \(Varma\)](#)

URL for resource: <http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1203&context=chrpubs>

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