

Hospitality Versatility Around the Globe A Case Study on Developments and Challenges in the Hospitality Industry in Panama

Palak More¹, Chetan Motwani², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The most successful hospitality companies are constantly evolving, but if you are going to achieve this, you need to continuously keep up with the very latest hospitality trends. This includes everything from marketing efforts and hospitality processes, to embracing the latest technology and responding to global events. With marketing, keeping up with the latest trends will give you the best possible chance of reaching your target audience and conveying what you want to convey. Embracing new technology, meanwhile, can help to make a business more efficient, while in other cases it can assist in improving the overall customer experience. On the other hand, a failure to keep up with the latest hospitality trends can have some serious negative consequences, such as providing rival companies with a clear competitive advantage over you. Worse Still, it can lead to your business failing to deliver the kind of experience customers might have come to expect.*

Keywords: Hospitality, Technology, Service

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