

Factors affecting price policy of the accommodation in the development of technology 4.0

TRAN DINH TUAN

Ho Chi Minh City University of Economics and Finance

Submitted: June 30, 2021 - Accepted: Sep 15, 2021

Abstract:

The tourism industry has grown markedly thanks to the development and application of information technology. The changes are most evident in the accommodation sector. Tourists tend to search for and book room services by themselves through smart devices and digital applications. This article to find down the factors affecting hotel price policy in the development of technology 4.0 with the results as follows: the strong trend of online travel agency OTA; The development factor of the sharing economical system will be divided and the young generation will affect the price policy in the future; Pull-push factor combined with information technology in price policy. Understandings of these matters allow hotels to offer better supply service, overcome competition, as well as meet the demands of the market.

Keywords: *information technology, price policy, competitive advantage price, technology 4.0.*