

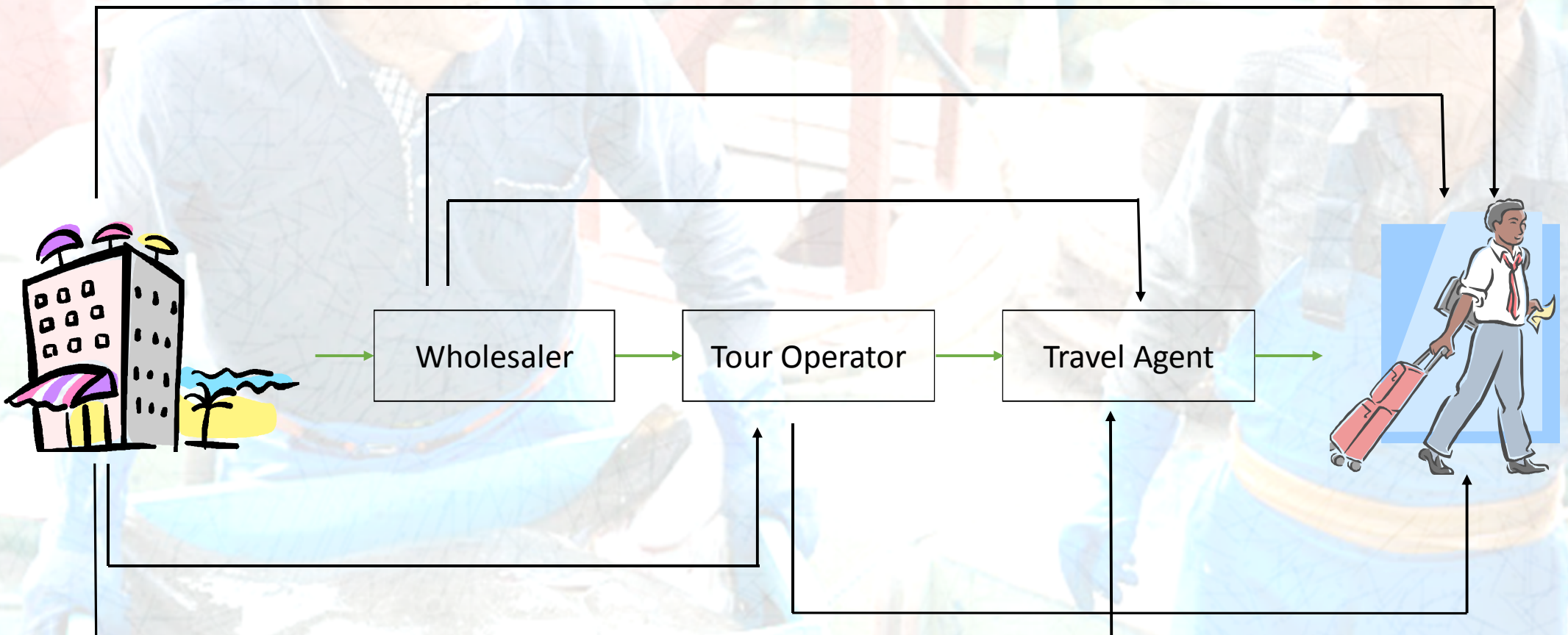
Az Internet és a digitális technológiák hogyan írják át a régi dogmákat

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Group director of revenue and distribution

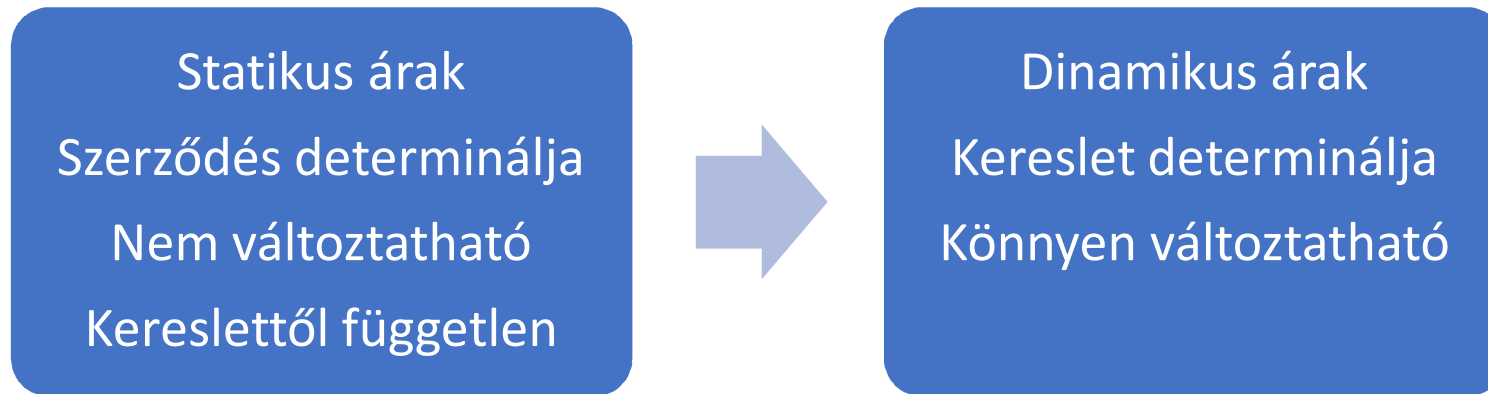




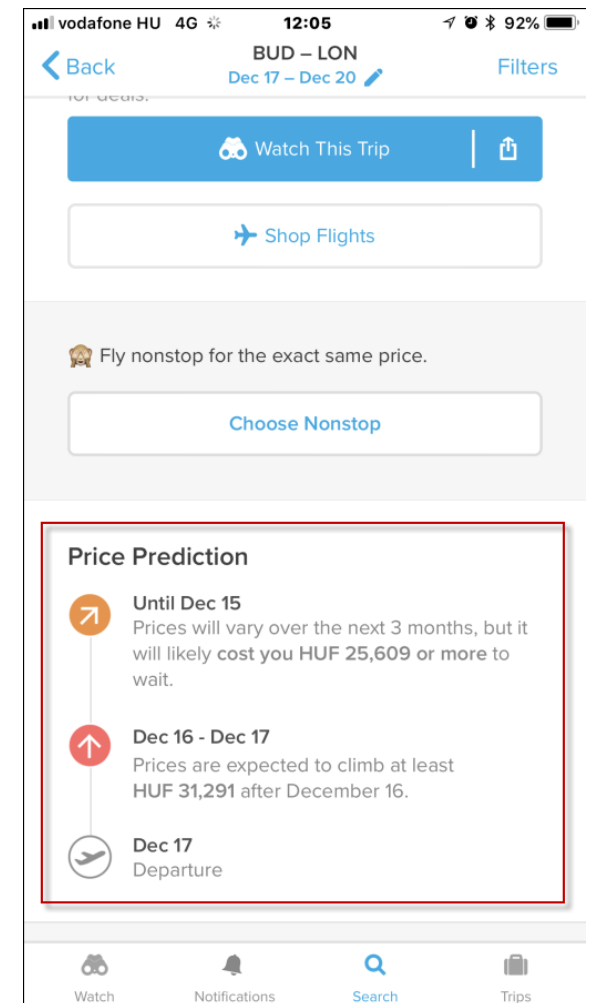
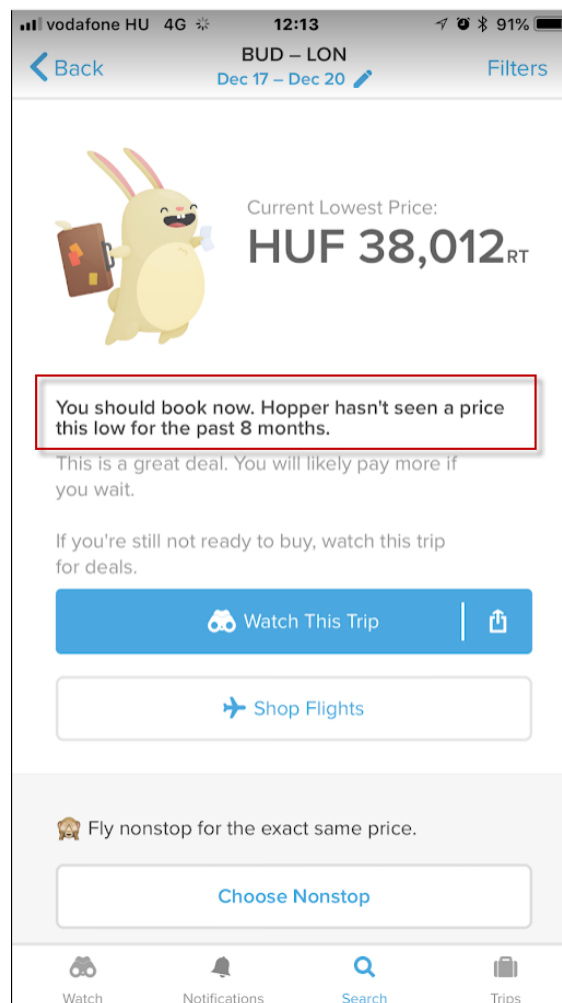
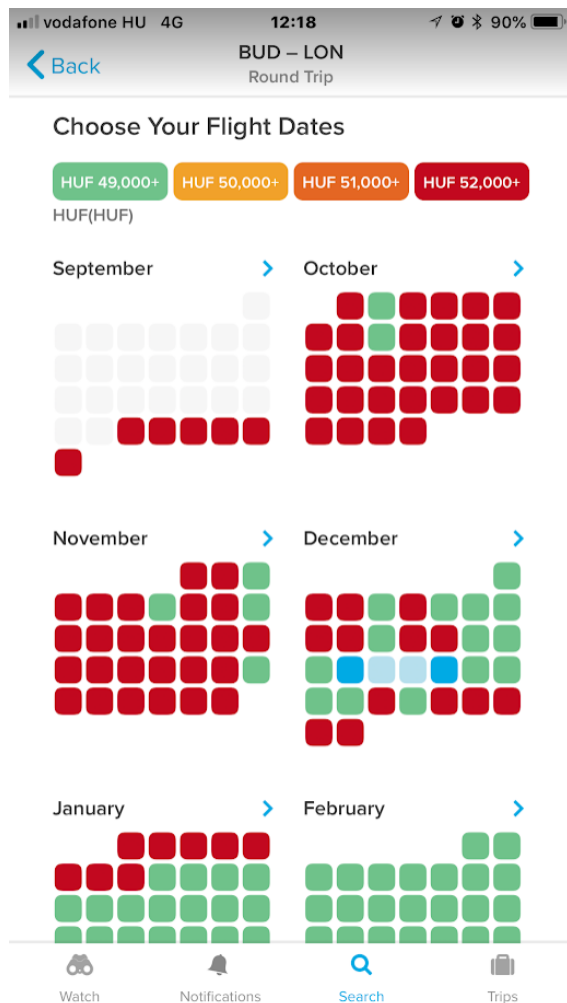
Értékesítés, disztribúció



Bevéteľoptimalizálás, árazás



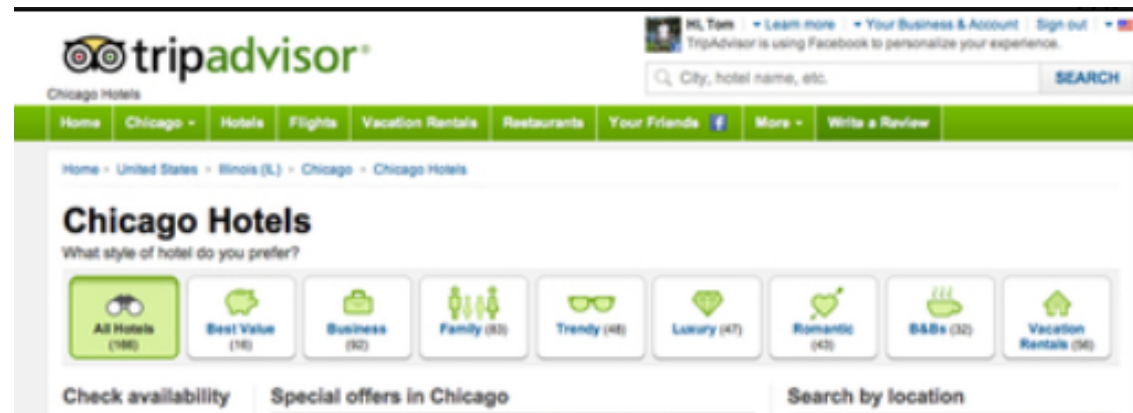
Bevéteoptimalizálás, árazás – mi várható még?



Klasszikus versus alternatív VIP lista



Klasszikus versus alternatív VIP lista



The screenshot shows the TripAdvisor website for Chicago Hotels. The top navigation bar includes links for Home, Chicago, Hotels, Flights, Vacation Rentals, Restaurants, Your Friends, and a Write a Review button. Below the navigation bar, the page title "Chicago Hotels" is displayed, followed by a question "What style of hotel do you prefer?". A row of filter buttons is shown, each with an icon and a count: All Hotels (166), Best Value (16), Business (32), Family (33), Trendy (48), Luxury (47), Romantic (43), B&Bs (32), and Vacation Rentals (56). At the bottom of the filter row, there are three buttons: Check availability, Special offers in Chicago, and Search by location.



The screenshot shows a detailed review for the Waldorf Astoria Chicago. On the left, there is a profile picture of Peter Hook, a user with a blue checkmark indicating a verified review. The review title is "Has to be the schmickest hotel on the Gold Coast" in blue text. Below the title, the review is marked with five green stars and the text "Reviewed 30 August 2012". The review text begins with "You're asking a lot when you couple the word 'Souf' with Surfers". To the right of the review, there is a section titled "Friend's review" with a Facebook icon. Below the review, there is a section titled "Waldorf Astoria Chicago" with a price range of "\$330 - \$739". It includes a "Travelers' Choice 2012 Winner Top 25 | Luxury | Best Service" badge and a "Special offer Best of Waldorf" badge. The hotel is ranked #1 of 166 hotels in Chicago with 463 reviews. A quote from a reviewer says "Waldorf picked up right where the Elys..." and another says "Great hotel, but not the best in the C...". There are buttons for "Show Prices" and "Compare Hotels". On the right side, there is a section titled "Friends' advice" with a profile picture of Adam Rosenberg, who rated the hotel 5 stars.

Összefoglalva

- Szakmai felkészültség
- Adatokon alapuló döntések
- Technológiai eszközök elérhetősége