THE NATURE OF KNOWLEDGE MANAGEMENT IN HOTEL INDUSTRY

Summary

Today, knowledge management seems to be one of the most important tasks any hotel manager has to face in order to, in an optimal way, take advantage of the possibilities it offers and, at the same time, create conditions for its development. However, despite the fact that the concept of knowledge management is common to many other branches, hotel industry still does not fully benefit from the concept which undoubtedly is a consequence of its specific qualities. Huge international hotel systems elaborating quality standards, geographically scattered, should be particularly interested in implementing the concept of knowledge management which enables to obtain competitive predominance in the market.

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