

Competitive horizons

Hotel industry urged to exploit technology to enhance performance

A report published by www.traveldailynews.com argues that the hotel sector can deliver added value to customers in 2017 through greater exploitation of different technologies. Guest requirements are changing and becoming increasingly diverse, and technology can enable the hotel to better meet these needs. A key example is how using mobile technology can transform the check-in process that is often an ordeal for weary travelers. Employees can meet clients as they arrive and enable them to check-in on the move. This obvious boost to relationships might also make lengthy queues at the front desk a thing of the past. Another benefit of mobile technologies is their scope to let hotels highlight their green credentials. Both the establishment and its guests can use mobiles as part of energy conservation initiatives. Enabling the room temperature, lighting and water use to be controlled remotely would be a significant step. Through more creative use of technology, hotels might also find more unique ways to reward clients for their loyalty and differentiate their offerings from conventional loyalty programs. It is important to remain aware of customer requirements, and listening to the chatter on different social media channels keeps hotels in the loop. In addition to these recommendations, the report urges the industry to be ready for the arrival of 5G wireless technology. It is reported to be up to 100 times faster than 4G and has the potential to drastically refashion many aspects of a guest's experience.

The economy in Namibia

Mining and tourism are expected to be the main growth drivers of the Namibian economy in 2017, according to Simonis Storm Securities (SSS). The leading stock brokerage firm anticipates that gross domestic profit (GDP) will edge up to 2.8 per cent over the coming year. Higher commodity prices and increased output will boost the mining sector, while capacity could rise even further if normal rainfall occurs. Tourism should benefit from the weaker rand and Namibia's greater competitiveness relative to other nations in the region. Political tensions and structural challenges are among the factors that will ensure currency instability and have an unfavorable influence on the country's economy. A continued increase in inflation is another cause for concern. As reported by www.allafrica.com, SSS predicts that resource inadequacies and harsh regulations will see the fishing industry continue to underperform. Similar expectations are reported for construction, where a decrease in state investment is a major factor.

How to create an effective e-commerce presence

Thinking of selling online? Well, some basic measures can help you get started and increase the chances of success. According to an article published by www.score.org, selecting an appropriate domain name is an important initial step. The name you choose should be memorable and relate to your business or some key aspect of it. Incorporating your location in the domain name is also helpful. Deciding on an appropriate e-commerce solution is the next thing to consider. Will the online store be on your own website or will you exploit an established marketplace platform like Amazon or eBay? The latter option offers a simple set-up and exposure to a wide base of potential customers. Be thorough too. Provide the customer with extensive details about each product and include high-quality photographs to further assist their purchase decision-making. Among the key information to include is a clearly stated store policy relating to the shipping and returns. If possible, also make your website mobile friendly. Finally, take security seriously. Having a Secure Socket Layer (SSL) certificate is one way of showing customers that you care about protecting sensitive data.

The electric power industry in Latin America

Widespread availability of resources is the main attraction to potential investors in Latin America's power industry, a report published by www.bnamericas.com notes. Appeal is currently highest in Chile and Mexico, while the focus on Argentina and Brazil should

intensify once their respective economies have become more stable. However, developers hoping to launch projects during 2017 have considerable obstacles to overcome. Chief among these are resistance from environmental protection groups and the general public. Major disputes and local challenges alike are of major concern, given their propensity to prompt legal battles and other delays which negatively impact budgets. The report also points to poor government backing and high levels of bureaucracy as other significant challenges that developers face. However, different nations are making moves to address concerns by launching initiatives aimed at clarifying and tightening procedures. A social license concept in Chile and Mexico's mediator training scheme are just two examples. Increased state support in Argentina and Mexico has helped attract more investment, while other countries have begun to tackle red tape in an attempt to improve regulatory frameworks.