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# Tech Talk: Hospitality Leaders on Disruption in the Industry

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At this year's [Hunter Hotel Conference](#), industry leaders spoke about the evolving role of tech in hospitality and how it's disrupting the industry.



"The key to controlling the customer service experience begins when the customer books direct with a brand. It gives us the ability to harness the power of the internet to hone in on our guests' desires and provide the services they want so we can keep them," said Gary Isenberg, president, LWHA.



"The important thing is that we continue to approach technology as a means to enable better service. We don't see it as a way of reducing the roles of team members," said Alexandra Jaritz, senior vice president and global brand head, Tru by Hilton.



"Rewards programs are due for a disruption, and I think we'll see tech giants like Amazon and Google launching rewards programs across multiple industries. It's going to happen, and it's going to be a game-changer," said Justin Jabara, vice president of development and acquisitions at Meyer Jabara Hotels.

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