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l artículo escrito por Haynes, N., Egan, D. titulado [*Transient price setting in the era of automated systems: the ‘hands-on’ hotel general manager lives on!*](https://doi.org/10.1057/s41272-023-00447-5).publicado por *Journal of Revenue and Pricing Management* 23, 28–38 (2024), concluye así: “*This paper provides an insight into the hotel general manager’s involvement in transient price decision-making and the subtleties of their interactions with the big data generated by automated revenue management systems and has addressed the call for further research into how big data is operationalised (Cobanoglu et al. 2022). Through observing and listening to the voices of the managers themselves, we have closed a gap in the understanding of the realities of the transient pricing process at the hotel unit level. The key finding was that the traditional human decision-making based on informal, small data was prioritised by the hotel general managers and used to interpret the big data generated by the automated revenue management systems creating a hybrid price decision-making process. The result was that the hotel general manager remained in control despite the technological disruptions witnessed in the field of revenue management. There seemed an evident gap between the theory of revenue management and its practice, with the influence of the hotel general manager leading to a continued simplification of revenue management focused on balancing the KPIs of rate and occupancy and a continued prioritisation of local customer and market knowledge gathered longitudinally rather than a focus on real-time big data originating from the automated systems. We are not in a place where automated systems, driven by big data algorithms replace manager control even if technically they could (Alrawadieh et al. 2021). This suggests the need for both academic and industry professionals to reflect further on the integration of automated revenue management into hotel units considering these new insights into the modus operandi of the hotel general manager—the need to remain in control of the performance of their hotel and thus the transient pricing decision.*” Estamos totalmente de acuerdo. La inteligencia de las personas sigue superando los procesos matemáticos que hacen las máquinas que manejan grandes datos o arrojan resultados que ahora llamamos inteligencia artificial. Con todo, como el caso planteado enseña, las personas ganan mucho al poder considerar los grandes datos. El artículo también nos muestra cómo las herramientas de inteligencia artificial pueden mejorarse a partir de la inteligencia de las personas. La experiencia puede llegar a ser un gran insumo para la programación electrónica. La interacción entre el juicio de las personas y la programación de las máquinas lleva al perfeccionamiento de éstas. Precisamente esto es lo que las grandes firmas de contadores han hecho, logrando avances que los separan cada vez más de las pequeñas y medianas firmas que no invierten esto. Al mirar el trasfondo de estas reflexiones nos damos cuenta de la vital importancia de la formación en tecnologías de la información, como lo ha recomendado el IAESB. Lamentablemente en Colombia no estamos invirtiendo en herramientas de alta complejidad sino en pequeñas máquinas y software elemental, en forma tal que nuestros egresados no saben lo suficiente.

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