

ADVANCES IN HOSPITALITY & TOURISM ROBOTICS AND HOSPITALITY INDUSTRY AT HENNA HOTEL, HUIS TEN BOSCH, JAPAN

Aditi Joshi*

INTRODUCTION

Hospitality and tourism industry is global phenomenon; this industry is making remarkable growth in all the sectors of the industry globally. Developed and developing countries are making advances in both sectors incredibly at alarming rate naming the few advances like app has take over by old check-in check-outs procedures, molecular gastronomic food restaurants, scanning of boarding pass at airports. online review website have done an incredible job for building loyal customers base as these days it makes huge impacts on customer buying behavior.

Social media is extremely important during the research and development stages of travel when a probable guest is doing research on one particular property; they are mostly going to have quick look at online social media and it also a great way to grow someone's attention before they even know who you are, in hospitality and travel and tourism industry it is extremely important to make your guests feel special with personalization with endless amount of ways where one can achieve this personal touch by making their events special where guest are treated as individuals which gives them a story to tell and spread to their friends and family as these word of mouth moments go long way.

Where it is very difficult to achieve this as the theory says the service industry main component is a service in comparison to product and services, where service plays a major role. Service has crucial steps when it comes to deliver as characteristic of services are intangibility, inseparability, perishability, heterogeneity as in both industry desires a human touch. Hotel in Japan as proven all this old stereotype concept wrong of serving humans to another human beings, where human being understands each other emotions and feelings.

Henna hotel is world first hotel staffed by robots. Their tag line is Excitement meets comfort where meaning of Henna

is "To change" so name says it all, their commitment for evolution striving for the extraordinary sensations and comfort that lies beyond ordinary.

At front desk multi-lingual robots will help you to do check-in and check-out, at the cloakroom, the robotic arm will store your luggage. They say robots will make your moments special and it will melt your heart, adding more advancement of technology once guest register your face with face recognition system guest will be free from the hassle of carrying the room key.

There are three robot receptionists and they speak 4 different languages (Japanese, English, Chinese, and Korean). Here to fore, two robots only, and one of them speak Japanese and English, and the other one speak Japanese only Additional functions for easier communications and minimizing the touch handling except selecting languages. Additional English speaking function by in-house-robot named "Tulip Robot" Here to fore, Japanese speaking function only Additional and new communicative robot in the reception area. Easier scanned registration with face authentication system.

Robots can work in various departments of the hotels such as serving food in rooms and robots even cook, they carry your bags to guest room, clean room, give directions to the guest and many more low level jobs are taken over by the robots. the food delivery spectrum is also trying to utilize drones which are parts of robotics, when it come to home deliver the food. The best example of this type of drone is the service used by initiative taken by Google at Virginia Tech campus for "Chipotle Burritos" (Shaffer, 2017).

Why industry prefers robots to the job than human there could be reasons such as increasing of labor cost or people accuracy in job, time saving, and delivery to the guest more than expectation.

* Professor, Tilak Maharashtra University, IHMCT, Pune, Maharashtra, India. Email: joshiaditi30@gmail.com

This robotic will take over jobs in hospitality industry but increasing demand of robots will increase jobs in other sectors such as designing, engineering, computer science.

There is biggest threat or disadvantage of robotics is they are connected to the computer and can store data of the customer like purchase patterns, and they are connected to the computer and its machine so higher chances of getting stolen and use in wrong manner.

These changing advances in hospitality industry changing globally and sky is the limit for advances. There are various avenues still need to be explored like space tourism and hospitality over there.

REFERENCES

- Shaffer, L. (2016). It's 2016. Where Are the Pizza Delivery Drones? Retrieved from <https://www.eater.com/delivery-week/2016/9/26/13024434/drones-delivery-food>
- Henn na Hotel General Concept (2017). Retrieved from <http://www.h-n-h.jp/en/concept/>
- Huis Ten Bosch press release. (2017). Retrieved from <http://www.h-n-h.jp/en/qa/pdf/01.pdf>