

Modern Innovation Strategy in the Hotel Sector

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Abstract

One of the economic engines of the world is the leisure and hospitality sector. The industry's rapid embrace of new technology in recent years has significantly changed the manner that Both giving and receiving services. This study examines examine some of the most cutting-edge technology available today employed in the hotel sector and their working conditions boosting visitor experiences and transforming the hospitality platform for services. We also think about some possible futures. We might anticipate hospitality services as the Internet of IoT technology is continually developing. We continue to debate Several major obstacles must be overcome in order to implement a long-term, future-proof hospitality solution industry. Because the hospitality sector is very competitive and those who do not adapt are left behind, it is crucial to not only stay on top of the most recent technological advances but also to change with the times. In the context of COVID, keeping an eye on the pulse is especially crucial because consumer expectations and requirements are always changing.

Keywords: Hospitality, Technology, Internet, Trend, Experience

INTRODUCTION OF TECHNOLOGY IN HOSPITALITY INDUSTRY

Tourism has been steadily increasing both domestically and internationally for some years. The money made from the accommodations, food, and drink, and other services offered to this massive influx of passengers has helped the leisure and hospitality sector grow into a significant force in the world economy. The kind and quality of hospitality services need to significantly increase, according to industry experts, in order to accommodate the changing travel and consumption habits of the business's expanding clientele. These enhancements are specifically meant to

draw in the younger generation of tech-savvy people who are travelling on a short budget.

When these changes are implemented, the service packages and underlying technology infrastructure now employed by hospitality service providers undergo a full makeover (HSP). Personalization of experiences and digitization of services should be the objectives of these advances. To promote services to those who are travelling on a tight budget, experiences must be personalised.

By adding flexibility and customizability to the service packages being offered, personalization offers unique visitor experiences. The majority of the current packages offered by HSP include various combinations of well-liked services in various pricing ranges with little to no room for negotiation. This forces passengers to choose between everything or nothing, and most of the time they select nothing. Services must be digitalized if they are to appeal to tech-savvy customers. The objective of service digitization is to switch to a digital business model by bringing hospitality services to the point of contact with guests.

Using a digital service platform, visitors can Activities may be selected, planned, and browsed at the user's leisure. Enabling technological integration that is smooth their journeying experience. Reserving and booking tailored services, location-based services, and among other things, integration of social media and communication internet services that appeal to technophiles as examples guests. The usage of in-house apps versus third-party ones can be promoted to visitors through unique incentives like loyalty points, vouchers, and bonuses. The present Internet of Things (IoT) technological boom is influencing the direction of the hotel management sector. The Internet of Things (IoT) is the linking of common physical objects like sensors, actuators, tags for identification, mobile devices, etc. so they may speak to one another directly or indirectly across local communication networks or the

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Internet. Hotels that use IoT technology are considered to be smart buildings, which are significant components in smart cities. The IoT paradigm creates new opportunities for quick, customized, and localized services since HSP can more precisely predict visitor behaviors and preferences. Additionally, the IoT enables HSP to implement cost-cutting measures like smart energy management and boost the back-end productivity of several departments (such as front desk, cleaning, sales, and marketing, etc.). With public terminals, in-room technologies, and mobile applications, the IoT technology is already permeating the hospitality sector. Some of the promising future IoT applications, like body area sensor networks, environment monitoring, and augmented reality experiences, will undoubtedly open up new business opportunities. Therefore, HSP should seek to ensure that their technological foundation is future-proof so that their systems can be quickly updated in line with the shifting IoT technological landscape.

REVIEW OF LITERATURE

The aim of this study was to assess hoteliers’ level of familiarity with currently available information technology (IT) systems, evaluate their comprehension of impending IT needs for the hospitality sector that will help hotel senior managers, and ascertain what those needs will be in the coming years. The way the hotel business develops, regulates, and maintains services has evolved substantially over the past ten years because to IT. As an illustration, the hotel sector is starting to make use of kiosks and other self-service technologies (Carlin, 2007). The hotel industry has seen a significant increase in the utilization of self-service innovations, particularly in the fields of self check-in, in-room check-out, and foodservice kiosks (Kasavana, March 2005). Managers’ perception of the significance of kiosks for their firm increased by 8% from 2005 and 2006 (Carlin, 2006). In terms of improved

service quality and operating excellence, hotel managers have grown accustomed to expecting advantages out of this system. Some hotel managers have implemented contactless payment services using RF identification to provide a range of financing options (RFID). RFID uses computer chips and antennas to enable wireless communication between the chips and a receiver. RFID technologies are being connected with Pos solutions in the hospitality sector to handle card information and debit account payments (Kasavana, March 2004). To enhance physical or data protection, some hospitality organizations even embrace identifiers like fingerprints, iris scans, facial scans, or hand geometry analysis systems. Tremendous advancements have been made in the realm of in-room infotainment in latest days. This can be partly ascribed to the quick development of consumer technology. There used to be a limited selection of in-room amusement alternatives in hotels. Because there weren’t many options for amusement back then, most visitors were content to tolerate it. Customers of today, however, get a wide range of recreational options available to them. Many travellers now consider their bedroom to be a home away from home (Paret, 2004).

HOSPITALITY TECHNOLOGY

A broad range of IT, e-commerce, and related technological solutions are referred to as hospitality technology. The goal of using this technology is often to either make life easier for a company’s staff or to enhance the overall experience for guests at a hotel.

There are various ways to accomplish this. For instance, using technology in the hospitality industry may boost automation and reduce worker workload. Additionally, it might speed up procedures, potentially saving both time and money. As an alternative, it might benefit clients at various stages of the customer journey.

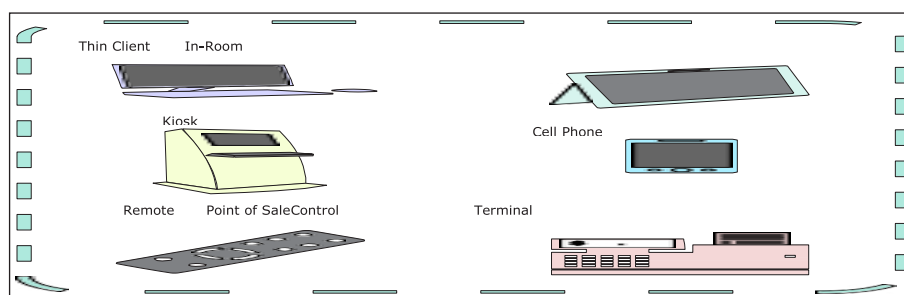


Fig. 1: Guest-Facing Systems

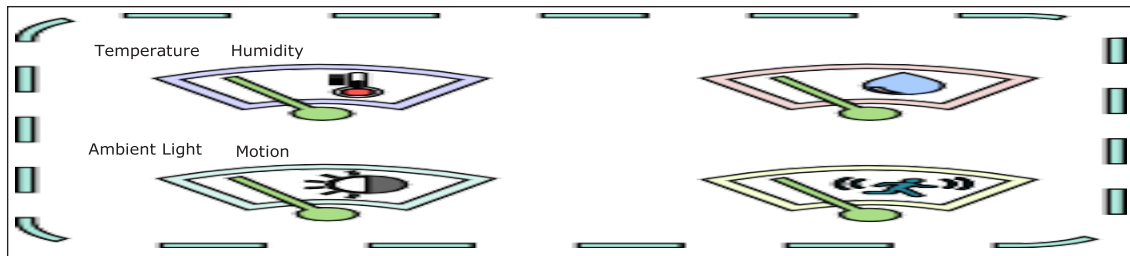


Fig. 2: In-Room IoT Sensors

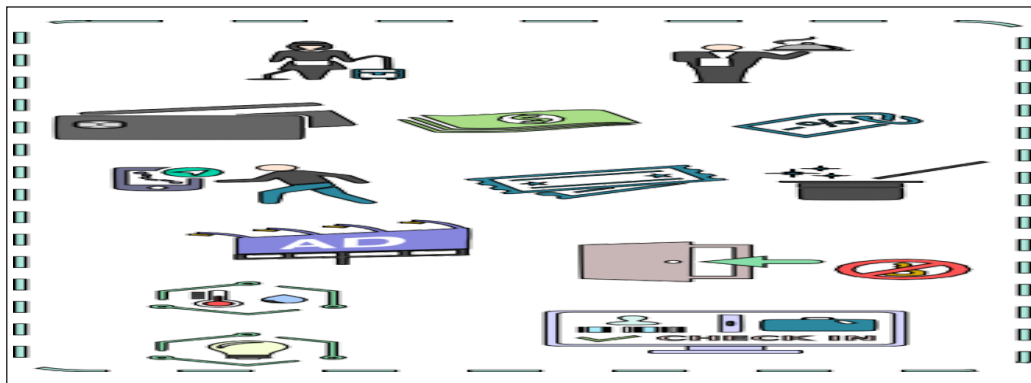


Fig. 3: Hospitality Services

Necessity of Hospitality Technology for Companies Operating in the Hospitality Industry

It's crucial to stay current with the newest developments in hospitality technology because the industry is so fiercely competitive. Businesses can use technology to simplify their operations, cut expenses, lighten staff burdens, boost prospects for income generating, and create a better customer experience.

The most recent technology may increase accuracy to a level that would be challenging for human workers to reach independently. Technology solutions may also make it simpler to manage the workload and meet the increasingly demanding standards that today's clients have.

Why should You Stay Current with Hospitality Technology Trends?

The fact that many other businesses will likely follow the most recent innovations in hospitality technology is probably the main reason why it is so important. If competitors implement technology that appeals to customers while you carry on as usual, failing to stay

up could give them a huge competitive edge. Customers in that sector will begin to have particular expectations as new trends and technology are extensively adopted. Because of this, hospitality technology is crucial for meeting client expectations. In the meanwhile, you can acquire an advantage over competitors who have not embraced the new technology.

Incorporating the most recent trends also keeps this progress ongoing. If you lag behind modern trends, updating systems later on could be more challenging so that more intensive learning would be needed.

THE DEVELOPMENTS THOSE ARE RESPONSIBLE FOR THE LATEST TRAVEL TECH TRENDS

A generalised shift, development, shift in behaviour, or prevalent propensity that can be seen in a given field is what is referred to as a pattern. Customer experience has changed as a result of evaluated and decisions, which in turn has sparked the emergence of fresh hotel management technology trends.

The mass acceptance of voice recognition, mixed reality, machine intelligence, and the Internet of Things are

just a few examples of how momentous technological advancements have been. Mobile check-ins have become more common in hotels, restaurants, and airports, while contactless payments have grown in popularity in retail. Many of these technologies have developed as a result of their ability to decrease friction and shorten wait times.

The coronavirus pandemic has expedited several habits, particularly those related to hygiene, which is another crucial point to consider. Since they elements reduce direct personal interactions, this has had a particularly massive effect upon electronic payments equipment, digital checkin, and cleanup technology, such as cleanup robots.

ENQUIRE AND UPDATED INNOVATIONS IN HOTEL TECHNOLOGY

Few of the broad technological developments in the hotel industry and technological advancements that address the coronavirus outbreak and its resulting changes in customer behaviour are as stated below:

Voice Search and Control: Given how so many clients or customers are using voice recognition to identify hotels, restaurants, and cafes, voice recognition is an increasing technological innovation in the hospitality business. It is important to take the time to make the most of this. To do this, make sure your webpage and reservation server are set up in a way that allows voice recognition to function as intended.

The need for voice assistance is expanding in various environments. This may range from automatic order-taking in dining options, which would eliminate the need for patrons to wait for waitstaff to take their orders, to voice assistants being used in guestrooms to manage the different in-room electronics.

Contactless Payment Methods: One of the most popular innovative solutions in the hospitality sector is frictionless transactions, which provides a number of benefits for hotels, resorts, restaurants, bars, and cafes. Non-contact technology not only expedites transactions and boosts consumer happiness, but it also integrates well with reward programmes.

Although if people lost their purses or bank cards, they can still make mobile cashless transactions. Additionally,

contactless payments can be a great approach to minimise contact with humans now that COVID is so well-ingrained in the brains of visitors and other hospitality clients.

Use of Robots in Hotels and Restaurant: The development of automation and the use of robots to conduct out jobs typically handled by people is among the most interesting emerging innovations the hospitality industry is grappling with today. For example, robots can work as concierges in hotels, greeting visitors and giving them crucial client information.

Parallel to this, some establishments have begun deploying robots for housekeeping tasks including vacuuming flooring and even sanitising surfaces. The remainder of the hotel industry, including restaurants, can adopt this technique. The use of automation can also contribute to a more COVID secure environment.

Chatbots: Over long years, AI systems have been a key development in hotel technology. However, this feature's significance is only increasing, particularly in light of the fact that people now expect prompt responses to their inquiries at all hours of the day. It can be challenging to have staff and resources because inquiries from clients in various time frames frequently come to restaurants and hotels. The majority of obvious questions may be resolved by a decent AI even without human intervention. In more complex situations, the chatbots can ask customers for details and then quickly forward the request to a particular employee while allowing them access with what the person has stated.

Virtual Reality: Some other interesting technological development in the hotel sector that you should be knowledgeable of is virtual reality. This is especially important when clients are prepared to make a reservation because it will provide potential clients a lot clearer understanding of what to anticipate once they come.

Since it enables clients to undergo components of a hotel or even see the setup of a restaurant before reserving, VR technology presents a particularly great chance for those in the marketing communication industry to take advantage of it and gain the upper hand over competitors even during COVID pandemic.

The majority of current virtual reality trip recordings are accessible and may be seen in a web page. Additionally, a deeper level of immersion is possible.

Mobile Check In: One crucial aspect to take into account is digital registration hospitality technology, which can enhance the first-time visitor satisfaction. This is advantageous because early impressions have a significant impact on how people felt about the trip or remain in the long run.

Digital check in are crucial since they avoid the necessity for in-person client encounters, giving customers possibly more options when it comes to checking in. This is consistent with broader wireless technology developments in the hospitality sector and can be particularly comforting for COVID sceptics.

Recognition Technology: Amongst the most significant new technological developments is identification, but its applications in the hotel industry are particularly intriguing. The use of fingerprints in especially heralds the dawn of a new era of frictionless verifications, which may be advantageous to hotel operations and customer transactions.

Consider the possibility of using fingerprinting or face identification system to access guestrooms at your hotel. Now think about how the same technology might be used for check-in and check-out procedures. Future developments in this technology may potentially make it possible for touch-based payment authentication, resulting in totally frictionless purchases.

Artificial Intelligence: Guests now want quick replies from hospitality businesses when they interact with them through various online platforms. Naturally, it can be challenging, if not unattainable, to have employees watch every one of those routes and provide immediate answers. This is where robots and artificial intelligence (AI) come into play.

The client satisfaction is improved and customer care employees is relieved of some of their duties thanks to chatbots' ability to comprehend simple questions and respond practically immediately. AI is also used in other significant hotel sectors, like as data analysis. Simply put: this is a technology trend to keep an eye on.

Internet of Things: The "Internet of Things," or IoT, is also another technical development in the field of hotel management that involves connecting common household items, equipment, and gadgets to the web. These gadgets can then gather information and interact with one another or with each other over the web, transforming ordinary objects into "wise" objects that are frequently partially or completely independent.

Web heaters, which dynamically alter indoor temperatures during guest registration and departure times in reaction to temperature fluctuations brought on by sunlight or windows getting unlocked, are an illustration of this already being used in the hotel sector. The same idea is being used in illuminating as well, which increases energy savings by, for example, lowering luminosity during daylight times.

Augmented Reality: Last but not least, virtual reality has become a hot technical sensation. It is comparable to virtual reality technology but is much more widely available, usually requiring nothing more than a smartphone and an internet service. Contrary to virtual reality, which immerses viewers in a digital setting, VR technology improves the physical experience by adding data overlays.

Once more, this has countless possibilities. Suppose if your property had wall maps that are connected with augmented reality (AR), allowing guests to point their smartphones at the maps to learn more about certain locations. An app that lets customers browse ratings of nearby eateries by glancing at the structure through their phone might be an alternative.

NFT Marketing in Hotel Industry: Non-fungible tokens is still a new idea, but it has a lot of potential for advertising. Through promotions, collaborations with regional musicians or business associates, or other means, it is most frequently employed in the hospitality industry to increase brand awareness. Additionally, NFTs are being used more and more for metaverse-based transactions.

Some hoteliers have explored with by using NFT technology for client loyalty programmes or membership cards. Because each NFT is distinct, the technology is perfectly suited for these uses, making it one of the technological developments that advertisers in the hotel industry will need to follow in the coming years.

LIMITATION AND FURTHER STUDY

Because numerous new developments in hotels are yet to be finished, a number of difficulties were encountered in the investigation that resulted in the study's limitations. Finally, more research should be done to assess how new innovation is being used to the functioning of travel agencies and tour operators in various locations as an opportunity for the tourist industry. In order to ensure

future visitors' safety, particularly in the post-COVID-19 era, it is also essential to conduct studies on the adoption of AI technology and the Internet of Things. This will significantly minimize face-to-face interaction as well as provide tourism and hospitality facilities without interaction in to decrease spread of the virus.

CONCLUSION

This article outlines a number of crucial improvements that must be made in the hotel business in order to revamp its operational platform and make it compatible with the current technology environment. The needs of travellers are evolving, and hotels must stay on top of the most recent technological developments if they want to provide greater service to travellers while also making long-term financial savings. We made an effort to include as many hotel trends and technologies as we could. We highlighted the two areas in which these improvements need to be concentrated as being the personalizing of services and the automation of services. We highlight some of the cutting-edge hospitality services provided by many Hotels, who have made drastic changes to their offerings. As various cutting-edge technologies, such wireless body sensor, virtual or augmented, etc., mature, we also see a number of new services that the hotel sector could offer in the long term. We also list certain basic problems that must be solved before a long-lasting, prospective system for the hotel sector can be implemented. These issues include connectivity, data processing, safety and privacy, and adaptability.

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