TECHNOLOGICAL IMPACT ON INDIAN HOTEL INDUSTRY

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ABSTRACT:

The research paper focused on adoption of technology in the Indian hotels.Nowadays majority hotels in India have adopted various techniques for providing better services.Tremendous changes has been brought by technology for providing services in hotels. Hoteliers are performing very well by using technology.They are providing better satisfaction to the people with the needed services. Technology leads to increased performance level as well as efficiency. It is easy to know and understand customers' opinion through information technology. The purpose of this paper is to analyze the impact of technological advancement in Indian hotel industry. Data was collected through the interviews with managers, staff of hotels.However technology use has some benefits,it has some drawbacks also.The study also presents the installed technologies.
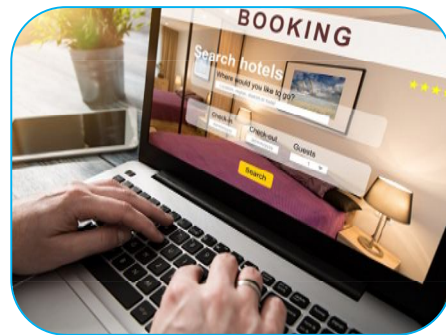
KEYWORDS: Smartcard, Security keys, Check in-out etc.

INTRODUCTION

The history of hotels is intimately connected to that of civilizations. Or rather, it is a part of that history. Facilities offering guest hospitality have been in evidence since early biblical times. The Greeks developed thermal baths in villages designed for rest and recuperation. Later, the Romans built mansions to provide accommodation for travelers on government business. The Romans were the first to develop thermal baths in England, Switzerland and the Middle East. Later still, caravanserais appeared providing a resting place for caravans along Middle Eastern routes. In the Middle Ages, monasteries and abbeys were the first establishments to offer refuge to travelers on a regular basis. Religious orders built inns, hospices and hospitals to cater for those on the move. Inns multiplied but they did not yet offer meals. Staging posts were established for governmental transports and as rest stops. They provided shelter and allowed horses to be changed more easily. Numerous refuges then sprang up for pilgrims and crusaders on their way to the Holy Land. In France, at the beginning of the fifteenth century, the law required that hotels keep a register. English law also introduced rules for inns at that time. At the same time, around 1500 thermal spas were developed at Carlsbad and Marienbad. During this epoch, more than 600 inns were registered in England. Their architecture often consisted of a paved interior court with access through an arched porch. The bedrooms were situated on the two sides of the courtyard, the kitchen and the public rooms at the front, and the stables and storehouses at the back. The first guide books for travelers were published in France during this period.In Istanbul in 1984, work began on the renovation and transformation into a hotel of the prestigious sultans'

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residence, the Ciragan Palace in Istanbul. The resulting hotel is no less prestigious than the Ciragan Palace was. Managed by the Kempinski chain, it opened its 322 rooms to guests in 1991.

In today's world all hospitality professionals would agree, the hotel industry has always been extremely competitive. That's why keeping up with the latest trends in technology is essential for hospitality management teams.New technologies can help hotels and travel companies add value to their guests' experiences, and this opportunity should not be missed.But the advantages of technology for the hotel industry are not just limited to the guest experience. Technology can also enhance operational efficiency and help hotel management to reduce costs by replacing expensive human labour.In addition,it will improve customer service by facilitating smooth staff engagement and communication. Hotels can gain a competitive advantage by implementing the right trendy technologies to exceed guest expectations. Today, the average guest staying at a hotel carries at least three mobile devices. They are used to getting information fast, reaching anything with just a click, and being the first to experience and share new experiences and innovation. All these factors point to mobile technology as one of the most essential technological areas for hotel businesses to improve their services. After Covid, today's guests enjoy self-service technology. Mobile check-ins can give guests the chance to skip the traditional front desk procedures and instead start enjoying the facilities immediately. According to hotel management.net, more than 68% of hotel guests find it unacceptable to wait in line at reception for longer than five minutes. This means mobile check-in should be a priority for hotel management.Mobile check-ins provide a smooth start to a positive guest experience and also decreases the need for large amounts of staff to manage the front desk. As a result, the hotel staff can better distribute their resources and dedicate their time to providing more personalized services. In addition, providing mobile check-in to guests encourages them to download the branded app of the property. This allows hotels to communicate with guests before, during and after their stay, as well as upsell or cross-promote products and services.

In today's world, where the need for contactless hotel transactions has increased, guests can easily open the doors of their rooms with their mobile phones via the hotel mobile application without touching any other place. That means the need for visiting the front desk to pick up their key is eliminated. Digital keys play a major role in providing a more convenient and improved guest experience.

OBJECTIVES
1.To study the role of technology in hotels.
2.To know various technologies adopted by hotels.

HYPOTHESIS
1.The Internal and external factors are influencing technology in the hotel industry.
2.There are differences amongst the hoteliers in technology usage.

LIMITATION
It is seen that Indian hoteliers are far away in the adoption of technology from other countries such as European countries ,American countries etc.The adoption of technology in the hotel industry might be a major hindrance in employment generation.India is a country with significant population and it is necessary to bridge the gap between people and technology.

RESEARCH METHODOLOGY
Secondary data was used for the study of this research paper. Also referred textbooks, reviewed journals, articles and made use of internet resources. Data was also collected by questioning with the hoteliers.

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LITERATURE REVIEW

Stafford (1996) found that documentation had a positive effect on repurchase intentions for experiential services (i.e. hotels and restaurants). The study also identified that the effectiveness of documentation of the excellence strategy is dependent on the type of service environment. This proposition is also supported by various studies suggesting that consumers will pay more attention to information when the consumption of products and services involves pleasure, fun or enjoyment (such as Albers-Miller and Stafford, 1999; Hirschman and Holbrook, 1982; Legg and Baker, 1987; Mano and Oliver, 1993; Mattila, 1999; Stafford and Day, 1995). Hence, the documentation of excellence cues is an important part of advertising experiential services.

However, the actual use of factual information in service advertising still remains unclear. Some content analysis studies have claimed that more factual cues are found in service advertisements than product advertisements (Grove et al., 1995; Laband et al., 1992; Tripp, 1997).

Meanwhile, some studies have recorded contradictory results, actually stating that fewer informative cues are used in service advertisements than in product advertisements (Abernethy and Butler, 1992, 1993; Cutler and Javalgi, 1993; Zinkhan et al., 1992). Hayes and MacLeod's (2007) study of advertising appeals in tourism noted that rational and emotional appeals were used to an almost equal degree, and this combination approach to the employment of rational and emotional appeals in advertising is further supported by Décaudin and Lacoste (2010).

Some studies have empirically denounced the use of emotional appeals for services (Bang et al., 2005; Laskey et al., 1994; Stafford and Day, 1995). Stafford and Day's (1995) research on restaurant advertisements stated that the use of rational appeals causes a greater positive attitude towards the advertisements. However, their research failed to measure the feelings induced by the advertisements. As the result, the research could not clarify whether any of the advertisements generated emotional reactions. Laskey et al.'s (1994) research on the travel agent industry compared informative advertisements with image-based advertisements but did not investigate a direct cause of emotional appeals in advertising.

FINDINGS

Technology plays a big role in the development of hotels.Through the usage of technology it is possible for the hoteliers to perform well.Many hotels in India increased their performance level with the help of technical activities. Due to the adoption of technology hoteliers gained many benefits.Technology helped in many ways like hotel owners can easily reach their customers.They can offer their services with minimum effort which saves time and efforts.Customers are also getting their needs satisfied quickly without wasting time.CCTV cameras playing a very important role in watching the activities of the hotel employees etc.

CONCLUSION

Technology has changed the world tremendously. Everywhere e.g.Government sectors, Different types of institutions, hospitality, All types of businesses etc. the use of technology has become significant. It has become a crucial part of today's market. No business can survive in the market without technological adoption.

SUGGESTION

No hotel can operate without guests, and for that reason, hoteliers can expect to see smart technology. Hoteliers must be updated with the changing technology. Here the customers should also be updated with the use of the latest technology.

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