

Current Trends in the Hotel Industry

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Abstract: *The catering industry has been facing new trends that can also have some negative effects. Virtual reality tours, digital room keys, mobile check-in and check-out, and other features are some of the main benefits of applying science to the sector. The hotels have implemented creative procedures to track and manage occupancy. Also, visitors may now book and reserve the business's services well in advance thanks to the usage of media applications. This has made the sector more cost-effective by reducing resource waste because human mistake is reduced while utilizing the technology.*

Keywords: Catering Industry, Digital, Virtual, Check-in , Check out.

I. INTRODUCTION

The hospitality sector has been steadily evolving and getting better over the past few years in all facets, including food, service, and hotel architecture. In order to get rid of or lessen competition and draw in more guests, hotels must adapt new trends in light of the growing and changing hospitality industry. It goes without saying that the movement toward digital and contactless services has accelerated. The increasing usage of technology-assisted solutions, such as smartphone check-in, contactless payments, voice control, and biometrics, is revolutionizing traditionally customer-facing services.

The way that markets and other business sectors operate has changed significantly as a result of computerization and significant advancements in applied science. Similar to other sectors of the economy, the hotel industry has been facing new issues and trends that, while mostly positive, can also have some negative effects. There are three of the most pertinent and recent developments in the hotel industry, and they affect the industry as a whole. By making it simple to work with the newest and most advanced mechanics and tools, science has begun to have an impact on practically every industry thanks to the vast growth of technology in the areas of robotization and mechanics. Automation in the hotel and catering industries is being achieved through the application of modern components and knowledge engineering. The hotels have implemented creative procedures to track and manage occupancy. Also, visitors may now book and reserve the business's services well in advance thanks to the usage of media applications. Virtual reality tours, digital room keys, mobile check-in and check-out, and other features are some of the main benefits of applying science to the sector. This has made the sector more cost-effective by reducing resource waste because human mistake is reduced while utilizing the technology.

However, as robots are now being considered as a potential replacement for human labor, widespread use of technology may result in the removal of human resources. Because of this, there would be a rise in unemployment in society, and businesses that rely on robots to serve clients indirectly may lose sight of the need of fostering relationships.

II. REVIEW OF LITERATURE

STAAH 2017 as per the article

Nowadays, business owners are deluged with data of all kinds. While all of this information is necessary to make informed business decisions, knowing how to sort through data and make it all understandable is just as crucial. Revenue management systems and other tools will become more necessary to become data efficient than a luxury.

Author Rachel Centre(2018) states

The hotel business is evolving in numerous ways. The sharing economy is driving increased competition and a new wave of enthusiastic millennial travelers, so the travel industry is adapting quickly to meet the needs of a shifting clientele. U.S. News spoke with experts in the hospitality industry to gain a deeper understanding of these trends and

determine whether or not these innovations are passing fads. The best trends in hospitality to watch out for in 2018 are more engaging customer service and smarter in-room technology.

Accountability and Sustainability

Adopting a sustainable strategy and taking accountability for addressing climate-related issues are crucial. Eco-safe practices have become a major concern for the hotel industry due to the environment's increasing degradation and growing awareness of the need to preserve and protect its resources. The business uses a lot of resources, such as gas, electricity, and water, which can have an adverse effect on the environment. Nevertheless, hotels and restaurants are required to take steps to lessen their carbon footprints. Additionally, while choosing where to stay, travelers are now more cautious and prefer to reserve rooms at ecologically friendly establishments that follow sustainable business methods. Hotels and restaurants in the business are required to be socially responsible and committed.

Labor Concerns

The sector is dealing with a lot of labor and employment concerns right now. Despite the fact that the industry demands that workers be capable of performing a variety of responsibilities and lengthy workdays, the labor force appears to be paid inadequately for their abilities. This problem has added to staff demotivation, which has increased the industry's high labor turnover rate. Since they are expected to interact directly with customers and address their wants and demands, employees are widely recognized as the essential component and primary resource of the hospitality business. The actions and attitudes of hotel employees have a significant impact on how satisfied guests are.

In order to ensure its continued success, the hotel sector must adapt to the changing needs of its clientele in a dynamic environment. The industry would undoubtedly benefit from the new trends in terms of satisfying consumer expectations and offering high-quality services. These would also help the sector by making it more technologically advanced and easily accessible to potential clients. However, it is important to assess the industry's exposure to labor-related and environmental issues, since they may have a negative influence on operations if not promptly and properly resolved. The hospitality sector anticipates using technology to address the negative effects of the concerns and to observe.

Technology use is a factor in many of the trends in hospitality that are most important to follow. Specifically, the increasing use of voice control, the emergence of contactless and mobile payment methods, robotics, and artificial intelligence advancements are some of the major trends in this field. AI-driven Chabot's, data-driven personalization, voice technology, augmented reality experiences, mobile check-ins, automation, experiential travel, social media impact, contactless services, block chain security, and wellness-focused amenities are some of the major trends. Online reservations are up as a result of digitization. Travel agencies can now advertise more affordably, and clients are coming to value and even prefer the convenience it provides. Online booking and technology have also been gradually embraced by tour and activity companies.

These days, trends are all around us. They are ubiquitous and have a significant impact on all industries. Nowhere else are trends more significant than in the hospitality sector, from the SUV trend in the automobile industry to the retro fashion trend in apparel. What precisely is a trend, though? Typically, a trend denotes the quantifiable progression of a development towards a specific direction, either qualitatively or quantitatively. Trends in economics refer to shifts in societal behavior. This explains the evolution of consumerism and consumption behavior in marketing research. Many business travelers prefer to stay at renowned establishments like Hilton or Marriott. Merely sixteen percent prefer to stay in private hotels. So, having a stellar reputation is crucial for the industry. People naturally want to get the best deal when booking a hotel, and most of them offer corporate rates that are less than the going rate. The hotel's location and its bonus offerings are also crucial factors when making a reservation. Of the guests, airline mileage is significant to 26%. As a result, the hotels must cooperate with the airline companies, who also demand special treatment.

The guests don't have time to wait around for the check-in or check-out procedures because of how quickly things are going in today's world. The guests don't have time to wait around for the check-in or check-out procedures because of how quickly things are going in today's world. They anticipate expedited service. Additionally, 68% desire free airport transportation. A system was created by Nashville, Tennessee's Opryland Hotel Convention Center to prevent lengthy check-in or check-out times. Credit card check-in and check-out are available. The guest is quickly checked in after the system verifies the information and the credit limit.

Hospitality companies create innovations with particular aims and objectives in mind, and they have various methods to gauge performance in line with those goals.

Nonetheless, the question of whether hospitality companies should take different approaches based on the goals of each individual innovation project has not been explored in any research on hospitality innovation.

The investigation's topics are thought to be the distinguishing characteristics of the leisure and hospitality industries, the importance of rapidly evolving consumer positive experiences to the industry, the significance of brand management in the sector, and the competencies needed for people to occupy leading roles.

Given that the hospitality sector is seen as a people-oriented industry, working for FMCG (fast-moving consumer goods) companies appears to be a significant advantage. Upon alternatively, considering the similarities between FMCG companies and the hospitality industry, it can be argued that the relationship is dynamic and a significant concern for both industries. Regarding the significance of experience in marketing, there are a few inconsistencies as well. Thus, there is a belief that knowledge of various international organizations and cultures appears to be far more significant than experience with branding.

The hospitality and leisure sectors appear to be worldwide from the outside, but it's important to remember that a variety of factors, including different ownership structures and the real estate component, affect how fragmented the industries are. A management structure with many constituents can be used by the hospitality sector, which includes hotels. Therefore, the most crucial components of a hotel management team are the administration, middle managers, and general manager. Their innovations include a plethora of studies on hospitality management and a range of certification programs that influence a hotel's popularity.

Additionally, a variety of innovations influence the types of hotels. Therefore, the most common types of hotels are full service, limited service, select service, upscale luxury, and the planning, organizing, directing, and controlling of human and material resources within the hotel, restaurant, travel and tourism, institutional management, recreational management, and meeting and convention planning industries is known as hospitality management, according to (Gailliard, 2011)

II. CONCLUSION

It is important to keep in mind that the hospitality industry is seen as considerably more conservative than the FMCG industry when talking about its innovations. Marketing, innovation, and consumer insight are all regarded as the three most important issues.

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