

Challenges Faced in the Hotel Industry

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Abstract: *Hotel is a vital and basic part of the hospitality industry, which is one of the fastest-growing industry in the globe. No industry is flawless; difficulties will inevitably arise when managing a hotel. These difficulties are exacerbated by the significant seasonality component, which can make it challenging to hire the skilled staff that is the backbone of any successful hotel. Payments, housekeeping, and managing online reputation are a few other significant issues that arise. High staff turnover, unqualified staff, new organisations in the vicinity are further more added as challenges in the hotel.*

Keywords: Hospitality, Hotel, Difficulties, Challenges.

I. INTRODUCTION

Hotel industry, is not only one of the fastest growing in the globe but also a vital and basic part of the hospitality industry. Over the previous few decades, the hotel industry has not shown much of an inclination to slow down, even during an economic downturn. Conversely, the COVID-19 epidemic caused chaos in a sector that hadn't seen a substantial downturn in a number of years. 2020 was the worst year ever for the hotel and tourism sector, but things have started to turn around and rebuild. Still, issues remain to be investigated (Yang et al., 2022). These have been there for a few years and need to be properly looked up.

All over the country, there has been a general tendency toward an increase in the number of nights booked for stays in short-term rentals since the start of the most recent few years. Furthermore, as a percentage of all hotel reservations, short-term rental house bookings have been consistently rising during this time. This pattern has been observed repeatedly.

Over time, notable technology companies will supplant the majority of well-known hotel brands since they will be in a better position to provide technical solutions and create marketplaces that draw customers. The ultra-luxury end of the hospitality business or niche marketplaces catering to a particular subset of customers are the industries' future. Individuals who fail to focus on their own field of competence will ultimately become cash cows for a variety of IT companies throughout their careers. There is more rivalry in their industry, yet some very large companies might win. Notwithstanding the respondents' negative outlooks on the company's future or the business sector as a whole, they concur that for the sector to reach its full potential and overcome its obstacles, it must adapt and grow.

Integrations and implementation are a couple of the difficulties. Big hotel chains have a lot of options and vendors, which makes handling this difficult. Establishing a genuine collaboration with their software supplier. Assistance and maintenance for the software. As a major source of income for the nation, the hospitality sector in India is crucial to the service sector's economic growth. However, the industry faces a number of difficulties, including a lack of qualified workers, safety concerns, a labour shortage, an excess of available rooms, and compounding. The top five issues that the hospitality sector will face in 2023.

Experience and Individualization... Durability...

A rise in hospitality technology.

Shifting Markets and Customer Demands.

Increasing Costs of Operations.

These include, but are not restricted to, poaching, wildlife loss, COVID-19, over tourism, climate change, safety, and security. Climate change is arguably the largest issue that has emerged in the majority of the destinations. Tourism faces a serious threat from climate change. Since no industry is flawless, difficulties will inevitably arise when managing a hotel. These difficulties are exacerbated by the significant seasonality component, which can make it

challenging to hire the skilled staff that is the backbone of any successful hotel. Payments, housekeeping, and managing your online reputation are a few other significant issues that arise. Unqualified employees

Since your employees are the public face of any establishment, hiring qualified staff is one of the most significant challenges faced in hotels. They must take care of guest services, housekeeping, operations management, administrative duties, and payment collection. However, given that many people in the service sector may only have a high school diploma, there may be a qualification gap in the field. By enhancing staff skills. The goal of up skilling is to identify areas of improvement or knowledge gaps and begin routine training in those areas. Find out more about staff up skilling.

Giving employees the freedom to make decisions is a further crucial lesson. When employees lack confidence, you must depend more on HR. When employees lack confidence, you must turn more to HR to handle issues that could be resolved quickly. Staff members who receive up skilling will be more capable of making these crucial choices and resolving issues, which will eventually cause issues to defuse into manageable circumstances. Make sure you have the most talented and accomplished team possible because, in the end, your hotel is only as good as its managers.

Housekeeping

Without a doubt, one of the most significant and challenging aspects of the hotel business is housekeeping. Nothing compares to first impressions, and a visitor's experience at your hotel can be made or broken based on their initial impression. Negative reviews and disgruntled guests may result from a messy hotel room and common areas.

Authors Vinnie Jaihari and Meghana Rishi explained in the article that provides an introduction to the scope of the global hospitality industry and the key issues and challenges, especially the development of the hotel industry.

For this reason, you should spend time and money hiring competent employees who can clean well and pay attention to the little things. It involves performing routine deep cleanings, identifying the cracks and crevices that are easily missed, and going above and beyond to ensure they are fixed. Here's where automating and enhancing housekeeping services can help. Distinction since it facilitates better communication and lets you keep track of areas that require cleaning as well as visitor needs and service requests. Payments accounting is an essential component of any business, but having a reliable accountant and employees who can process payments accurately and efficiently are rare. It can be challenging to balance a lot of responsibilities and have enough cash flow that isn't being reinvested in operations to pay suppliers on time. Furthermore, poorly handled payments are one of the few things that can ruin a guest's experience the most.

For this reason, a service like the hotel payment processing offered by Mews is crucial. By automating payments in a single gateway with a single click, you can eliminate the possibility of human error and relieve your employees of tedious duties like credit card data entry. It's the ideal remedy to get through the

Online standing

Building enduring relationships with guests is one of the most significant—and possibly one of the hardest—challenges that hotels encounter. With so many channels at their disposal, visitors are increasingly able to share their thoughts about their experiences on websites like Trip Advisor and Google Reviews.

Authors Sonia Bharwani and Neetu Butt has focused on evaluation and development and key challenges for hospitality from the perspective of Human Resource.

While this might be advantageous if visitors are happy, managing a hotel's reputation can be one of its toughest problems if they are not. To get around this, it's critical to establish a procedure for handling unfavourable reviews and utilizing favourable ones to boost hotel room sales. These days, your hotel's internet reputation can make or break it, so be sure to manage it well. Find out more about raising your Trip advisor rating. Functions ought to resemble a well-oiled machine. There are many things to juggle on a daily basis, including handling requests from guests, housekeeping, and front desk duties. But, if this device stops functioning effectively, it may cause unhappiness among visitors, which could seriously damage your hotel's online reputation. This is the reason why it is crucial to take care of operations.

Mews, a hotel property management software, can help in this situation by automating check-in and check-out procedures, offering a booking engine, and combining a front desk revenue management system into one package. By automating procedures and ensuring smooth operations, this software frees up human resources to be used in more crucial areas.

More exacting visitors:

Guests are growing more demanding as a result of having access to more information before their trip; they feel as though they know exactly what to expect and become easily disappointed if their expectations aren't met. Since visitors can view the accommodations and property as well as read reviews, they become dissatisfied when their needs aren't satisfied. Because of this, one of the main problems hotels in the digital age face is satisfying their demands.

Being open and honest about the things you do and don't offer is the most crucial step in avoiding this. Verify that the rooms displayed in the internet picture accurately depict the actual experience they will have. Offering a first-rate customer experience and first-rate customer service is another strategy to lower guest expectations because nothing makes a better impression on visitors or encourages positive reviews than first-rate guest services.

II. CONCLUSION

Some of the most significant problems that hotels encounter in the hospitality sector, including, but not limited to, operational concerns, reputation management, payments, housekeeping, and human resources. Investing in human resources is, of course, one of the best ways to overcome these obstacles. The best way to ensure that your guests are happy and that you keep them coming back is to hire professionals who can handle every aspect of hotel management, from operations to housekeeping and front desk services.

When human resources aren't enough to meet demand, you can fill the gap with high-quality hospitality industry software that can automate and streamline operations, giving your staff more time to focus on more crucial tasks like providing a first-rate customer experience.

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