Advanced Technology: Shaping the Future of the Hospitality Industry

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Abstract*: The tourism and hospitality industry has a great history and it is observed that it has grown as per the revolutionary changes happening globally. Acquiring new things is one of the characteristics of the Hospitality industry. This acquaintance has shown that the industry will stand still and will face challenges effectively. (Prasanna Kansarkar, 2019)Digital Transformation plays a very important role in the hospitality industry there are many challenges that the hospitality industry is facing after the pandemic. The advantage of using advanced technology is that the hospitality industry is using Chatbots, mobile ordering, robots, etc. (administration, 2023). The IoT has given shape to the industry. For sustainable growth of the industry, there is a need for major improvements and adaptation. We can see the changing consumption and changing travel behaviours of the evolving customer.*

Keywords: Digitisation, Hospitality industry, IoT, Changing Travel Behaviour.

I. INTRODUCTION

The hospitality industry is one of the fastest-growing industries and experiencing continuous diversification. This is one of the industries that create employment which is "people intensive". Innovation tailors this industry. The growth of this industry has been unique since the ancient era till the advanced technology like the machine touch era.(Francisco-Jose Molina-Castillo, 2023). Advances in the smart application have a great influence on the future.It has a significant impact on the traditional Hotel Industry. Investing in technology will improve the hotel's productivity, and increase tourist satisfaction by providing faster and more personalized service.(Velina Kazandzhieva, p. 2017).

Everyone will agree that the Hospitality industry is considered as the industry of innovation and production. Advanced technology benefits in growing better in communication, reservation, and guest services systems. We can see the greatest impact on the front desk and in the housekeeping department. Robots are used to welcome guests and vacuum cleaners are used to clean carpets and rooms. Property Management Systems (PMS) played a very important role in giving a modern look to the industry. It improves the quality of customer service. Nowadays the hotel atmosphere is created exclusively for the convenience and comfort of the guest. Digitalization is becoming the new face of the hotel industry and providing services based on gadgets.(Modern information technologies in the hotel business: development trends and implementation issues, 2019). There is significant acceptance of technology in the training of employees (J Kim, 2011). Authors have argued how can a mobile device be used to train employees and how employees will accept this change at the workplace.

The objective: This article will focus on state-of-the-art technology used by the Hospitality industry and how they are improving guest experiences.

Research Methodology: The secondary data was used tocomplete this article. Various research journals, periodicals, and websites were referred to complete this article.

Review of literature: In the hospitality industry various technologies are used to give a different experience to guests. Technology like smart energy management, chatbots and artificial intelligence, near field Technology(NFC), and voice-enabled technology.(Shekhar, 2018). There is an impact of technology on the guest experience inthe hospitality industry. The report was published by Oracle Hospitality. The questionnaire was given to 3,000travelers to know their viewson using technology during their travel and stay in a hotel. Travelers were happy and excited to use technology(Prof. Gautam Kamble, 2019). While observing the change in the hotel industry, we can observe the same in restaurants in the city. Many restaurants introduced their menus on the iPad which increased employee efficiency and

ISSN
2581-9429
IJARSCT

helped in easy billing processes. The same we can experience when we visit the McDonald's outlet. They have self-service kiosks for smooth operation and hassle-free order-taking procedures.(Dr. Shiv Mohan Verma, 2021). In many restaurants advanced technology is been used in order taking, billing, kitchen processes, etc. The future of hospitality will accommodate human beings and technology together. the front office information processing system such as reservation, guest accounting, and room management systems has changed the working process in the Front office. Advanced technology will not only benefit processes but also energy management, safety, and security.(Sheldon, 1983)

II. FINDINGS AND CONCLUSION

Technology adds value in service, and personalized guest experience, and provides a new perspective. While enjoying the benefits, it is challenging for the industry to keep the balance between the Human Touch and Technology.Digital marketing is becoming the key channel for communication between the hotel and its potential customers.

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