A Study on the Growth and Evolution of Smart Hotels in the World of Futuristic Hotels

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Abstract*:* *The term "smart hotel" refers to lodging establishments that utilize Internet-connected technologies for mutual communication and interaction. It's also known as the Internet of Things (IoT). With its assistance, commonplace appliances and gadgets may be employed for efficient communication. The Internet of Things (IoT) is designed to facilitate the sending and receiving of data, which is why it is referred to as smart. Users can also control multiple devices from a single control point, such as a remote control, smart phone, tablet, or smart speaker. These gadgets' exceptional effectiveness is one of their distinctive qualities.*

Keywords: Smart Hotel, Internet of Things, Digital Technology

I. INTRODUCTION

Reasons for existing hotels to be converted into smart hotels

In the current global environment, hotels need to make every effort to transform their current facilities into smart hotels. This is because smart hotels will greatly enhance the visitor experience, make staff's jobs easier, and help owners keep costs under control. One of the many benefits of smart hotels is sustainability, which is also related to energy efficiency inside the rooms. Since rooms are a key part of a hotel, the Internet of Things allows the light bulbs to be automatically controlled to change in power depending on the level of illumination and light in the space. Heating can also be controlled in this way.In addition to helping the hotel management lower operating expenses, a smart room benefits the visitor by helping to control the various components. One of the most distinctive aspects of a smart hotel is that it provides personalized services to its visitors. For instance, a control point is provided in each room, allowing visitors to adjust the environment. Guests can also access their own accounts on services like Netflix and Spotify by using a smart TV and smart speakers.Guest checking into hotels can use smart technology to access their audio books and music files through their Amazon accounts. Additionally, guests can use Amazon Alexa speakers to ask questions about the various services offered in the hotel with their voice and receive a suitable response. Numerous Internet of Things (IoT)-connected devices will also be able to connect to other hotel services, like real-time data from the hotel's system regarding restaurant, bar, spa, and room availability. Additionally, wall maps can be connected to the internet by smart hotels, enabling visitors to GET THE INFORMATION ABOUT local restaurants,eateries,bars and picnic spots. In addition to providing guests with personalization, hotel management must also take care of the smart hotel systems and technology, particularly with regard to protecting customers' privacy. Hotels must be transparent in this regard and follow data protection laws. Thanks to technology, guests can quickly and easily make adjustments to their rooms according to their preferences and needs, making them feel more at home and able to enjoy their stay.One particularly distinctive feature of the hotel room that has been made possible by smart room technology is that guests can alter the lighting and temperature in the room by using a tablet, smart hub, and central control point that is located in the room. Using IoT technology, guests can even program the air conditioning and heating system to maintain the desired temperature and lighting level. Although technology is typically thought of as an expensive industry, smart technology actually lowers costs. Cost-cutting measures in hotel rooms are related to sustainability and energy efficiency since specific devices of rooms are only being used when they are actually needed,turned off when a certain specified temperature is reached or when a room is not occupied TVs, lights, heating and other devices can also be controlled through voice commands thereby saving on the costs of energy as well as promoting eco-friendliness. With the help of a smart technology in the room's guest are able to get information to their quires related to room service without calling

to reception desk over the telephone because smart hub installed in the room attends to the questions of the guests and give them solutions immediately. There are other benefit of smart hotel room like the employees of the hotels are able to access a variety of room controls from a remote location of the hotel this helps in making the rooms ready after the guest checks out so that when the new guest who checks in the hotel room is already ready for a new guest, even the ideal temperature is ensured by this when a guest checks in the room thereby improving the level of comfort which the guest expects this also saves time and effort. It is observed that whenever any issues related to technical failure is concerned it creates some kind of embarrassing situation to the hotel in front of the guests this issue is than solved, but with smart hotel it has an ability to anticipate the faults that can happen and allow the repairing work to happen instantly because of its ability of having attached to sophisticated devices. With the help of ICT the performance of electronic devices can be monitored remotely, and it provides the hotel staff with live information about the status of operation. This Technology also have the ability to spot areas where frequent repairs' are needed this means that the issues are spotted in advance before they become critical and complicated benefiting both the guests and hoteliers alike. Another feature of this is it saves on lot of money of the hoteliers because it curbs the losses which occurs due to rooms being out of order thereby protecting on revenue management.

Objectives
- To research and comprehend how contemporary technology affects the hospitality sector
- To establish the difficulties the hospitality sector has in integrating contemporary technologies

Method
The secondary data for this research study came from a variety of sources, including books, journals, websites, and articles.

II. REVIEW OF LITERATURE

Technology is developing at a very quick speed these days. The hotel industry is investing more in technology as more and more customers require it to consume services. This is being done to improve service quality and ultimately increase customer satisfaction (Camison, 2000 and Meuter et al., 2000). Self-service technologies (SSTs) are technological interfaces that let clients independently design service outcomes without help from staff members. Because there are only two possible outcomes—satisfied or dissatisfied—service performance therefore plays a crucial role in determining how customers perceive and interact with a business.According to Sio.2021, the demand for the newest technology has increased because of its advancement, and the number of people using mobile devices for travel has increased by more than 51% recently. It is anticipated that by 2012 and 2013, there will be an additional 15% growth in the number of mobile users who use their devices to research travel options (Saio, 2012). According to a market research by Reuters Synovate Global (plugged in), 47% of prospective customers expect the newest technology from the hotels they select. Furthermore, 33% of visitors evaluate a hotel based on its website, and 50% use the internet to compare and conduct research before booking. According to the same survey, seven out of ten guests would prefer to stay in a less costly hotel and that hi tech facilities are top criterias in choosing the hotel. According to the most recent Reuter's synovate global survey, over 47% of travellers want to book a hotel with the newest technology. A smart hotel is one that makes use of cutting-edge, Internet of Things-powered electronics (IoT). The Internet of Things (IoT) facilitates efficient data transfer and communication by connecting common devices with internet connectivity. A smart speaker can control several devices with the aid of Internet of Things technology, and it can also monitor the devices from a single hub. The idea of the "smart hotel" is being adopted by many hotels these days, as this technology is growing in popularity due to its capacity to increase and improve the satisfaction of the guests and help cost reduction. Since technology plays a major role in our daily lives, hoteliers who wish to differentiate themselves from traditional lodging and offer unique and captivating concepts from a sales and marketing perspective should embrace smart technology, as this is the model that will be used by hotels of the future.

Major Challenges

The followings are some of the major challenges that are faced by hotels while adopting digital Technology

Reluctance to invest in digital technology: It has been observed that there is reluctance from the hoteliers to invest in digital technology this could be due to the lack of understanding and awareness related to the advantages of technology in fact hoteliers should accept the fact that today they are catering to the technology obsessed travellers whose expectations are very high when it comes to technological experience.

Lack of proper education and professional development opportunities: In the Indian scenario from hospitality perspective, there is lack of professional training on digital hospitality technology and latest technology available today, even training imparted with best practices given by hospitality schools available in our country are of a very basic level and it should be upgraded on a continuous level, planning should be done to give formal trainings on latest technology innovations and digital hospitality technology this would be helpful in boosting the education for future hoteliers on the importance of technology in this industry.

Over use of technology: India has always been looked upon as a country with a very rich culture, hotel guest and travellers are always given personal attention, taken care of and pampered but with hotel technology there will always be a danger of over-using technology to such an extent that the guest coming to smart hotel will not feel valued .Here the hotel need to create the balance to make them comfortable by giving them personal attention at the same time make them feel appreciated and welcomed. Indian travellers will not be offended with a little bit of technology available in the hotel.

III. CONCLUSION

Today we are in the world of digital age where the expectations of travellers are very high and so to make their hotels really SMART the hoteliers should take the steps to go beyond the TV with flat-screen, and PMS, also more stress should be laid on the use of digital technology applications and devices for the comfort of the travellers as far as making the hotel room smart the use of media hubs which are streaming should be implemented, with this further the technology based on personalization and modern applications should be used for sales and marketing of hotels. With the rising population of Gen next that is Millennia's 'and gen Y, it is expected that in the coming years hotel industry will experience that many hotels will adopt modern technology which are used by next generation such as. Artificial Intelligence (AI), Customer service (chat bots), personalization (one-to-one marketing, one-to-one pricing), database management (single-view customer data) and loyalty programs, Voice Assistants/Voice Search: Integration of major hotel brand CRS with voice assistants like Amazon Alexa, Google Assistant and Apple Home Pod, customer service (voice assistants in hotel rooms).Internet of Things (IoT) Customer service (concierge, hotel lobby, room service); hotel security, operations (power and A/C management). This study will help the hoteliers to understand the future technological trends within the hotel industry, as well as the future trends related to digital technology and its benefits to the travellers and the hoteliers.

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