

Hospitality Versatility Around the Globe A Case Study on understanding Modernisation and Modification in Hospitality Service Standards in Mexico

Ajay Gupta¹, Chetan Motwani², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The article presents the results of a study on the development of the service sector business management modernization concepts in the form of real practical measures in general and in relation to the corporate planning, programming, and design their development. An algorithm for implementation of adaptive management as a priority the modernization tool in this area. Our study was based on the assumption that the management of the modernization and maintenance of technology in enterprises of hotel services will allow to fully realize the goals of the strategic stability of the enterprises of sphere of services, will contribute to the attainment of a new quality of development, to mobilize potentially available resources in the field of hospitality and the involvement in it of effective market mechanisms, convincingly proved that the modernization of the service sector - the update of the existing forms and methods of management, the implementation of new features companies within predictable limits. Under the modernization tools, a flexible management system now should be understood as a process-functional management system to ensure the achievement of targets in different periods of organizational development of the company, without degradation of the resource potential, by adapting to the changing conditions of the hotel business.*

Keywords: Management, Hotel, Organization, Technology

I. INTRODUCTION

The hospitality industry represents a significant part of the whole scope of services and the hotel industry in terms of service is among the ten largest producers of services. Proportion of hotel services reaches 62% as part of the tourism product (Lebedeva, 2008).

The current situation on the market, the service sector, is characterized by a growing demand for them, and the processes in this area necessitate the search and implementation of new approaches, forms and methods of their effective development. creates a need for a qualitative transformation of service industries, which are the main source advocating their modernization in line with the new opportunities and challenges, the needs of growth of qualitative characteristics and improving operational efficiency of the individualized service.

Modernization of the Russian industry of tourism and recreational services involves the creation of favorable conditions for the full realization of the positive trends in this area and its general economic impacts. However, solving this problem and, moreover, strategies and modernization of practices, neglected. Last but not least this is due to the stability of views and approaches inherent in the industrial era, with the dominance of the sphere of production.

Underestimating the world experience, the transition to the priority role of intangible assets and the processing of products in today's economy inhibits the progress of modernization, to achieve its goals.

Modernization tool that features flexible budgeting and strategic planning generates a "response unit" that generates the response to the impact of environmental factors and prevents a destabilizing effect, keeping the business in the state of stable equilibrium with it. Two flexible management units having the general contour interaction, provide functional and meaningful unity of the process of modernization of enterprises of services in order to ensure their sustainability strategy.

II. MATERIALS AND METHODS

Modernization of a flexible management system now includes the following elements: Formation of business communications, aimed at the effective promotion of services, due to which their competitiveness can be improved; implementation of flexible budgeting model focused on different settings (purpose limitation, control parameters); monitoring of competitiveness in order to systematically monitor the dynamics of competitive activity indicators for its correction and control of the development; strategic planning, including in-house financial planning with the use of modern methods of indication of financial stability .

Theoretical and methodological basis of the research presented methodological approaches, conceptual provisions of the economic theory, strategic management theory of economy and business spheres of recreation and tourism, modernization theory, the regional economy theory. Instrumentality and methodical apparatus of investigation amounted to general scientific principles of a systematic approach, situational methods and comparative analysis, methods of financial, economic, statistical analysis, including economic and statistical categories, time series, indexing, graphic interpretation, etc. Information and empirical basis of the study are the works of foreign and domestic scientists, dedicated to the issue of modernization of enterprises, data research centers; materials of scientific conferences in the field of planning the modernization processes and strategic development, the materials of the Federal Service of State Statistics, statistical abstract "resort and tourist complex of Krasnodar territory," reference materials of federal, regional and municipal authorities to ensure that activities in the services sector, research organizations engaged in the development issues of development of service industries, publications in the national and foreign press, as well as information collected by the author in the study of this problem.

Why is Hospitality Technology Essential for Companies Operating in the Hospitality Industry?

The hospitality sector is extremely competitive and this makes it essential to keep up with the very latest hospitality technology trends. Technology can help businesses to streamline their processes, reduce costs, lower staff workloads, increase revenue generation potential and improve the level of customer experience delivered.

By using the latest technology, it may be possible to improve the accuracy of work to a level that would be difficult for human staff to achieve on their own. [1] can also make work more manageable and may make it easier to live up to the increasingly high expectations that today's customers have.

Reasons to Stay Up to Date Voice Search & Voice Control

Voice search is a growing technology trend within hospitality because a growing number of guests or customers are turning to voice search in order to find hotels, restaurants and cafes, so it is worth taking the time to properly capitalize on this. To do so, you will need to make sure your website and booking engine are structured so that the voice search can be used properly.

In some settings, demand for voice control is also growing. This could include everything from the use of smart speakers in hotel rooms, allowing for control of the various in-room devices, through to automated order taking in restaurants and cafes, meaning customers will no longer need to wait for waiting staff to take their order. Latest Hospitality Technology Trends?

Perhaps the single biggest reason why it is crucial to keep up with the latest hospitality technology trends is that many other businesses will. This means failing to keep up could provide rival companies with a significant competitive advantage, especially if they adopt technology that appeals to customers, while you continue as normal.

Adopting the latest trends also means you can make this progress a continuous feature. If you fall behind current trends, upgrading technology, later on, may become more difficult, because training requirements may be more extensive.

What Developments Are Responsible for the Latest Travel Tech Trends?

A trend can be described as a generalized change, development, shift in behavior, or a prevailing tendency that can be observed within a particular field. A number of developments have been responsible for changes in consumer behavior and that has subsequently led to the emergence of new hospitality tech trends.

Technological advances have played a significant role, especially with regards to the widespread adoption of voice search, augmented reality, artificial intelligence and the Internet of Things. Contactless payments have become more

popular in retail settings, while mobile check-ins have emerged in hotels, restaurants and airports. Many of these technologies have grown because they help to reduce friction, and cut waiting times.

It is also important to note that the coronavirus pandemic has accelerated some behaviors, especially with regards to hygiene. This has had a particularly strong impact on [2] and mobile check-ins, along with cleaning technology, such as cleaning robots, as these all minimize direct human-to-human contact.

Voice Search & Voice Control

Voice search is a growing technology trend within hospitality because a growing number of guests or customers are turning to voice search in order to find hotels, restaurants and cafes, so it is worth taking the time to properly capitalize on this. To do so, you will need to make sure your website and booking engine are structured so that the voice search can be used properly.

In some settings, demand for voice control is also growing. This could include everything from the use of smart speakers in hotel rooms, allowing for control of the various in-room devices, through to automated order taking in restaurants and cafes, meaning customers will no longer need to wait for waiting staff to take their order.

Contactless payments offer a number of advantages for hotels, resorts, restaurants, bars and cafes, which is why this has been among the main technology trends within the hospitality industry in recent times. Aside from speeding up payments and improving customer satisfaction, contactless tech is also easily compatible with loyalty programmes.

Mobile contactless payments are possible even if customers do not have their wallets with them, or even if their credit card has been misplaced. Additionally, with COVID firmly in the minds of hotel guests and other hospitality customers, contactless payments can also offer an excellent way to reduce human-to-human contact.

Mobile check-in



Mobile check-in hospitality tech is another important area to give consideration to, because it can help to improve the customer experience at the point of their initial arrival. This is especially beneficial, because first impressions can have a huge bearing on how customers ultimately feel about their visit or stay.

Crucially, mobile check-ins swerve the need for face-to-face customer interactions, meaning customers can potentially have greater flexibility in terms of when they check-in. This ties in with wider contactless technology trends [3]

Location-based services

Today's travel is all about customized, localized experiences and hoteliers can use location-based services to create them. By seeing a guest's location via their smartphone, hospitality companies can offer more intuitive local recommendations. Without needing staff assistance, guests can instantly access local information, such as the nearest grocery store or the best pub in town. A guest's location can also improve day-to-day marketing and guest satisfaction efforts. For example, staff can send special offers to guests' mobile devices when they're near the hotel spa or bring water to a guest's room post-workout. Additionally, knowing staff locations means quicker response times for guests, like sending the nearest employee to a guest request on the fifth floor.

Virtual reality tours

It's hard for travelers to imagine their next vacation rental before they arrive. How can hoteliers accurately communicate the curated charm of their boutique Santorini hotel to potential guests?

Through the use of VR (virtual reality), companies can now give first-person digital tours of their space to future guests. Atlantis Dubai offers a virtual tour highlighting the hotel's main features through visual immersion. The benefit: VR prompts future travelers to daydream about experiencing offerings before they arrive. Compared and presence, leading to better brand experience, according to a study in Tourism Managements.

III. CONCLUSION

Using the tools of modernization of the flexible control system in the hotel business, we can provide not only a sustainable development, but also the stability of the functioning of the sphere of the recreational Desk Sochi.

The development of the modern concept of the hotel industry modernization through the development of a flexible control system is able to provide dynamic development of enterprises in the conditions of unstable external and internal environments. Features of the service sector and suggest the use of specificity in its modernization process. Features of the service sector such that the flexible management aimed at ensuring strategic stability of service enterprises, must provide for the formation of modernization tools: Business communications, the introduction of flexible budgeting and monitoring of competitiveness.

Benefits of modernization and the development of the hotel business are significantly reduced outside the context of the formation of a flexible management system.

Modernization of the control system must be carried out within the framework of the strategic concept of sustainability, to take into account the entrepreneurial nature of the hotel business and ensure the development of the adaptive nature of certain business processes

REFERENCES

- [1]. Grantham, H. S. Unmaking of Bioprospecting in Mexico. Princeton University Press
- [2]. Hayden, Cori. 2003. When Nature Goes Public
- [3]. Merriam-Webster's Geographical Dictionary
- [4]. [https://www.entrepreneur.com/article/423654file:///C:/Users/Gupta%20Ji/Downloads/Modernization_of_the_Sphere_of_Tourist_and_Hospita%20\(1\).pdf](https://www.entrepreneur.com/article/423654file:///C:/Users/Gupta%20Ji/Downloads/Modernization_of_the_Sphere_of_Tourist_and_Hospita%20(1).pdf)
- [5]. <https://www.retailcustomerexperience.com/blogs/contactless-cards-in-a-post-pandemic-world-2/>
- [6]. https://www.researchgate.net/publication/304938556_Modernization_of_the_Sphere_of_Tourist_and_Hospitality_Industry_of_the_South_of_Russia_as_a_Growth_Factor_of_Socio-economic_Stability_of_the_Region
- [7]. <https://www.hotelogix.com/blog/2018/01/31/top-hotel-industry-technology-trends-2018/https://wirc-icai.org/images/publication/E-Publication-Hospitality-Industry.pdf>
- [8]. <https://www.smartmeetings.com/news/hotels-resorts/93559/top-5-emerging-trends-affecting-the-hospitality-indust>