

HOSPITALITY THROUGH INNOVATION- AN EMERGING TREND

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Abstract

Over the past few decades, hospitality industry is growing at a faster pace. The industry in order to stay in the competition needs to identify the different ways to satisfy the guest. Hospitality is not just fame, money, glamour, places- it is more of feelings, a feeling of an unparalleled experience created only for the guest. Innovative technologies have transformed the hospitality industry mainly the deluxe hotels. Innovative ideas come from the variety of sources, one of the way to make the innovation successful is to blend both the industry related people and the academics and when you put those things together, that's where the innovative and unique ideas come from. Prompt and efficient system for delighting the guest beyond expectation is the top most priority of the hospitality industry.

L.G electronics and L.G digital signage has created a historic transformation into the Marriott brands' living innovation hotel, delivering a bold new guest experience. When guests enter the hotel lobby of the Charlotte Marriott City Center, they are greeted by a clear and bright L.G 49" signage. This signage operates on WebOS and has a built in system on chip. It also helps guests find their way and also show events schedules, local weather, time and other useful information.

In short, hospitality industry, must adapt to innovation in every corner of their organisation. Hotel chains urgently need to examine their businesses end to end and reinvent themselves in order to compete successfully in the future.

This paper attempts to study how innovation has brought changes in the hospitality industry. It also features exclusive insights from industry leaders and steps taken by the Hospitality industry to be part of an emerging trend through innovation.

Keywords: Innovation, Competition, Guests, Technology, Hospitality, Trend.

I. INTRODUCTION

The hospitality industry is wide range of businesses that provide services to the guest; it is concentrated on guest's gratification and indulging them with distinct experiences. It also means rendering services at any price extent in a cost effective manner, while exhibiting your own eccentric ideas of variation. The hospitality industry is driven by innovation. In recent years various inventions have been flourished in hospitality industry in rapid rate. The only thing persistent in this industry is change. An hotelier should continuously look for emerging trends to stay a step ahead of competitors. The prime concern is no longer attracting a lot of guests but improving their experience so they keep on coming repetitively. Here are some essential changes that will influence the hospitality industry.

LEADING THE SHARING ECONOMY

AirBnb has a unique approach toward lodging and provides someone's house to stay instead of a hotel. You can discover places for short stays as well as on monthly basis. You can also rent out some extra space in your home and earn money by permitting a guest to stay for the night. It was founded by Joe Gebbia, Brian Chesky, and Nathan Blecharczyk, in 2008 by the intention of renting extra space in their house to earn extra money. They saw a profitable market for this project and developed their website called airbedandbreakfast.com. They started it with the idea of providing air mattress for bed and cereals for breakfast. The success was not instant and had a rough start. Later the name was changed to AirBnb. According to Forbes report as of May 2018 Airbnb was worth \$38 million. AirBnb does not possess any property but it acts as a connecting link between people who want to rent their spaces and those who are looking for a place to rent.

REVOLUTIONIZING THE DINNING EXPERIENCE- MOLECULAR GASTROMY

Molecular gastronomy is the subject of food science that strives for investigating the chemical and physical transformations on ingredients that manifests during cooking. Molecular cuisine is a contemporary style of cooking. The expertise that has been acquired by chefs has given them the mastery to transform the texture and the taste in wide ranging ways. Various cooking techniques include sous vide, freezing, dehydration and creating gels and foams. The preparation of these meals requires phenomenal accuracy and compound technique, further with intensive hours of composition, the demand for various unique apparatus and creative ideas. Experimental cooking is pure advancement of culinary arts. With additional enlightenments and accessibility to finer equipment's than before, the chefs are needed to develop cutting edge meals that dare our conception of how particular ingredient works, its flavour, character are experienced as an adventure. The ultimatum is to assure that this technique of cooking isn't assumed for the purpose of trend. It should be availed as a method of developing superior and engrossing meals.

STEPPING UP IN TECHNOLOGY GAME

Nowadays the hospitality industry aspires to render mesmerizing guest experience. Hospitality establishments are reinventing the scheming procedure for the shareholders and let the traveller to uncover and explore the hotel. As the technology moves towards a higher level we are exposed to various platforms like Web 2.0, Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI).

Holiday Inn was the world's first hotel to include augmented reality in hotel's backdrop in support of London 2012 Olympics and Paralympics. It featured video footages of athletes combining the real and virtual environment.

Hilton hotel has their own robot concierge Connie developed in association with IBM Watson.

Sheraton San Gabriel in Los Angeles has a robot concierge which guides you around the hotel; they also have robots for luggage delivery and room service.

Wynn Hotel in Las Vegas has Amazon's echo voice assistant which controls a variety of things like controlling lights, temperature, draperies and TV.

The Renaissance Midtown Hotel in New York features multi-sensory digital walls and floors that respond with just tap of foot or wave of hand to present information about the city.

Marriott hotel in China has partnership with Alibaba which allows the guests to do self check-ins with the help of smart kiosks. It enables the clientele to check-in with facial recognition and also helps to reduce the time of check-in procedure.

Le Petit Chef is a restaurant in France uses augmented reality to present their menu and engages guests with projections until their food is ready.

Many restaurant's have started using Holo Lamp to present menus in augmented reality so the guest has an idea what product will be delivered to him. In the future, guest may preview the dishes from the menu in an entirely new way. They offer an AR interface that lets you see the dishes in 3D, which means no surprises when you order. The system uses 3D scanning technology which is based on photogrammetric. It also helps guest to customize it according to their liking.

II. CURRENT TRENDS

WHAT TO DRINK WHEN YOU ARE NOT DRINKING

Seedlip is a Nature Company which provides us with highest quality non-alcoholic options. It is world's first distilled non-alcoholic beverage. They have three distinctive and complex blends which can be added to non-alcoholic cocktails or just added to tonic water. It all started when the company's founder Ben stumbled upon The Art of Distillation which documented non-alcoholic recipes, published by John French. He begins experimenting with them in his kitchen using a small copper still and herbs from his garden. And now what started in his kitchen has become a worldwide revolution that changed people's perception about non-alcoholic drinks.

BOTTOMS UP!

Bottoms Up is a draft beer dispensing system. It was invented by Josh Springer in 2008 in a daydream, after some days he made its prototype in his garage. Springer's system reduced the spillage of beer at only 2% whereas about 28% beer is lost in spillage from traditional kegs. Bottoms up beer dispenser can pour up to 44 pints of beer a minute with only one person handling it. It revolutionizes the way of serving Beer.

THE CURRENT TRENDS OF THE HOTEL INDUSTRY

ENHANCING THE GUEST EXPERIENCE WITH SOCIAL MEDIA : Social media plays an important role in today's era. It can have all the benefits of word of mouth on a larger scale. A social media platform caters guest services and provides instant updates. Messaging apps and Chatbots, using artificial intelligence are the two current technology trends in hotel. Apart from these there are other platforms such as Twitter, LinkedIn, Pinterest, Google+ and Snapchat. Facebook and Instagram remain at the top of its game where it enlarges the strategies of advertising.

ENHANCING THE GUEST EXPERIENCE WITH VIRTUAL REALITY AND MARKETING CHANGES : Virtual Reality offers a World of opportunity and authenticity for the hotel marketing strategy. The main advantage is to share highly immersive imagery that allows the viewer to feel like they are there and adds a very authentic perspective for the viewer. Even the businesses make one's way quickly to catch up and adopt VR on a wide scale.

ENHANCING THE GUEST EXPERIENCE BY KEEPING HEALTH AND WELLBEING ON TOP PRIORITY : Now-a- day's guest have become more health conscious. Technology and innovation has played a vital role in keeping closer track of individual health. Hotel should focus on those guests who desire to obtain to stay fit. This may include changing the hotel menu to diet menu. The hotel has to be highly experienced to know the market and existing guests. They have to be more precise to make each guest happy. No one wants to be put in the same basket as anyone else so if there's one thing you should strive for, it's a personal connection with your guests.

ENHANCING THE GUEST EXPERIENCE WITH CONVENIENCE HOTEL TECHNOLOGY : More and more millennial are travelling nowadays. So while some technology is designed to impress, guest usually want what makes life hassle free for them. The right smart technology can offer guests a lot of convenience and a sense of luxury. These has been in trend nowadays and it is also user friendly, wherein guest is able to control everything via their personal smart phone including lights, T.V, temperature of the room, music, window blinds, adjustment of their bed and many more. Guest can use any devices like laptop, tablet, Ipad, but one thing the hotel has to ensure to all the devices that they should make the experience user friendly and also need to keep the website up to date to reach out to guest expectation.

III. OBJECTIVES OF THE STUDY

This paper attempts to study the current and prominent trends into hospitality through new or improved changes brought in the hospitality industry through innovation. It also features exclusive insights from industry leaders and steps taken by the Hospitality industry to be part of an emerging trend through innovation.

The objectives of the study are:

1. To study the consequence of an action in hospitality industry.
2. To study how innovation and current trends have improved guest services of the hotels thus contributing to the growth and development of the hospitality through an emerging trend.
3. To identify the steps taken by various hotels for steeping up in technology game.
4. To suggest measures and improvements of the hospitality industry through technological innovations.
5. To evaluate the current trends used in hotels.

IV. REVIEW OF LITERATURE

Rolfe Winkler and Douglas MacMillan (2017) mention in the Wall Street Journal that the prevalence of technology in hospitality as exemplary to define since it facilitates firms to make frequent communication with its employees. Home-rental site Airbnb Inc. has given potential investors funding effort to justify a richer valuation than hotel giant Marriott International Inc.

V, Hitesh (2017) The Hotel industry is seeing remarkable transformation through technological innovation – Digital menus, kiosks, tablets, digital tabletops, digital kitchens and not just that but many restaurant's have started using Holo Lamp to present menus in augmented reality.

Airbnb is the first Global hotel technology partner. It is looking for boutique hotels that offer a “unique” guest experience, which makes the property different from others. It is an online marketplace which let people rent out their properties or spare room to guests like highly-rated boutique hotels, lodges, bed & breakfasts or serviced apartments with unique design.

Sandy Russel Travel-and hospitality apac cio outlook- Augmented reality and Virtual reality for hospitality industry – The hospitality industry is becoming transformed by these technological innovations. The hospitality and tourism industry has adopted VR, the latest visualization technology. With the capacity to develop in the future, artificial intelligence will continue to grow and would become universal in the hospitality industry.

V. RESEARCH METHODOLOGY

Questionnaire design

This research was planned to evaluate the current trends and future technology use in the Hospitality Industry through innovation. The researcher had selected few Hotels from Mumbai & Navi Mumbai for conducting the study. The questionnaire was designed to collect information from employees regarding the USP, trend of molecular gastronomy; current trends in the hotel (Please refer Appendix 1 for the questionnaire). The questionnaire was distributed among employees of Hotels through online survey method. By selecting employees of Hotels in Mumbai and Navi Mumbai as the target segment for the survey, the researcher was able to ensure that the collected data was relevant to the research question.

Data collection method

The research was conducted through online and telephonic survey of employees Hotels in Mumbai and Navi Mumbai. Considering the difficulty in contacting the respondents, employees working in core departments - front office, housekeeping, food production, and food & beverage service. - were approached for the survey, in order to get a holistic understanding of the situation.

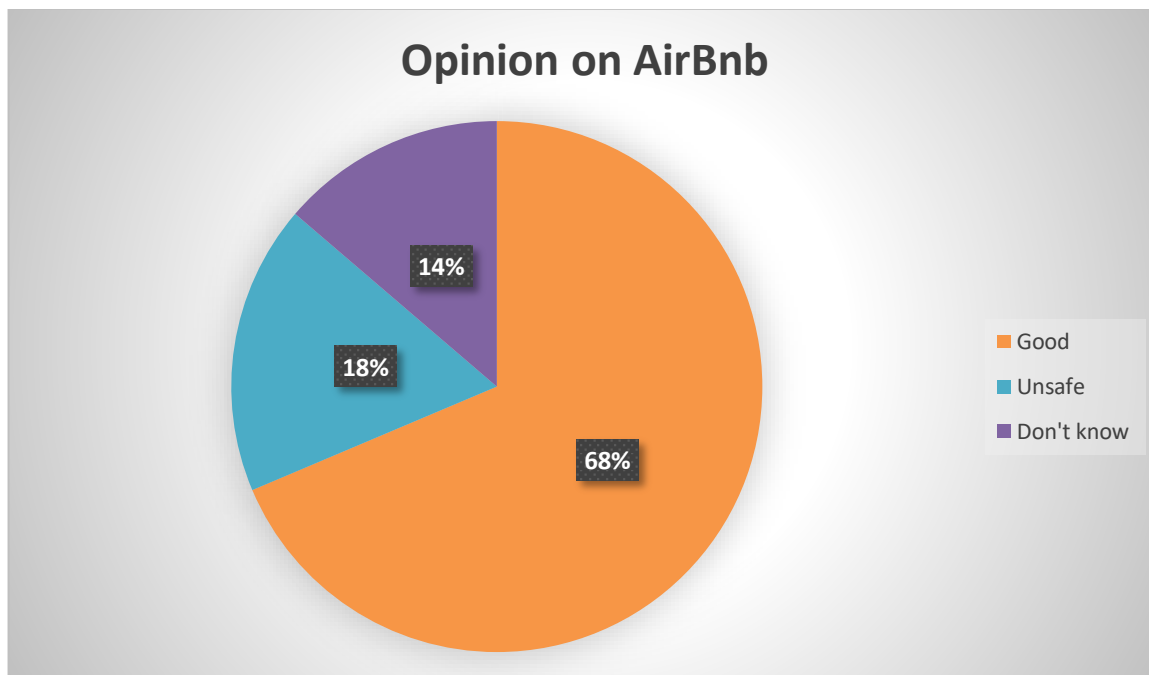
Secondary Data

Secondary data collection method was referred from various sources like journals, internet, books, magazines and periodicals to carry out the data collection. Primarily the data was collected from previous work of researchers. This was to ensure that qualitative data is obtained for the study.

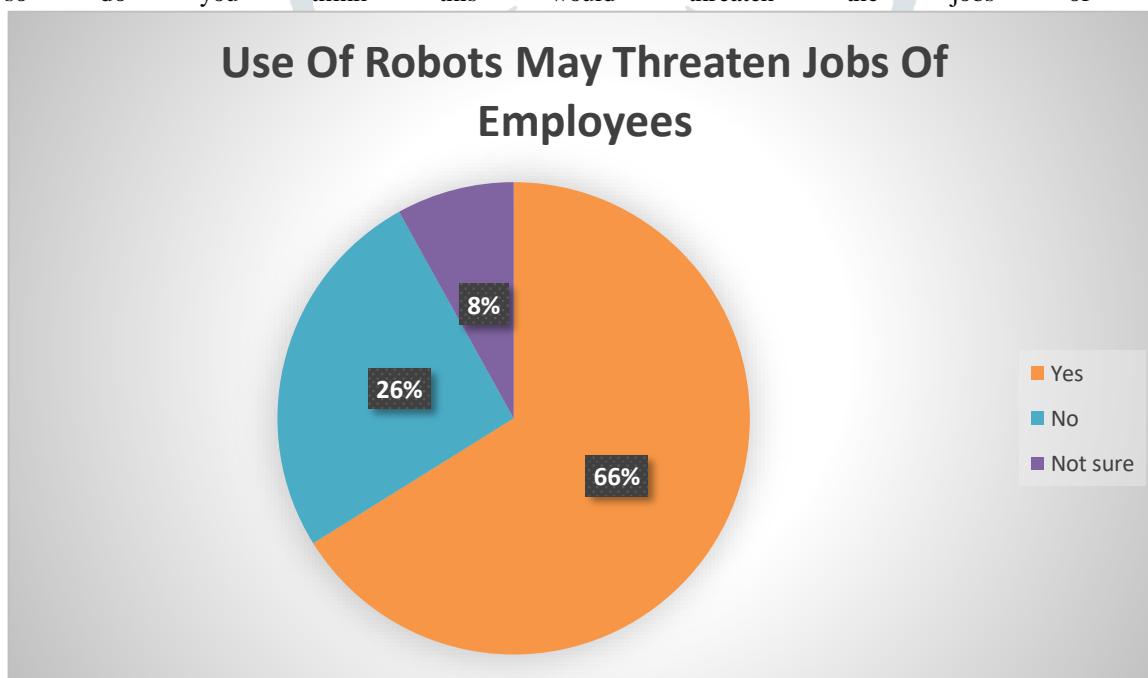
VI. DATA ANALYSIS AND FINDINGS

30 Professionals were approached for all the below mentioned questions out of which 15 gave their Opinion

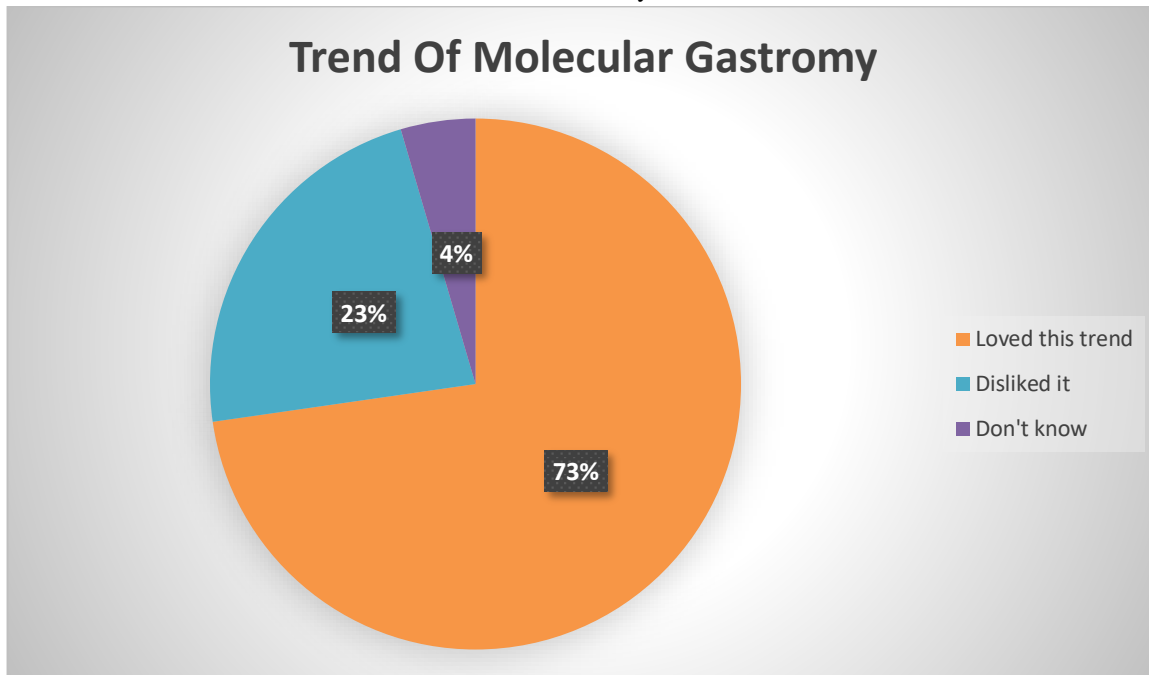
1. Your views on AirBnb



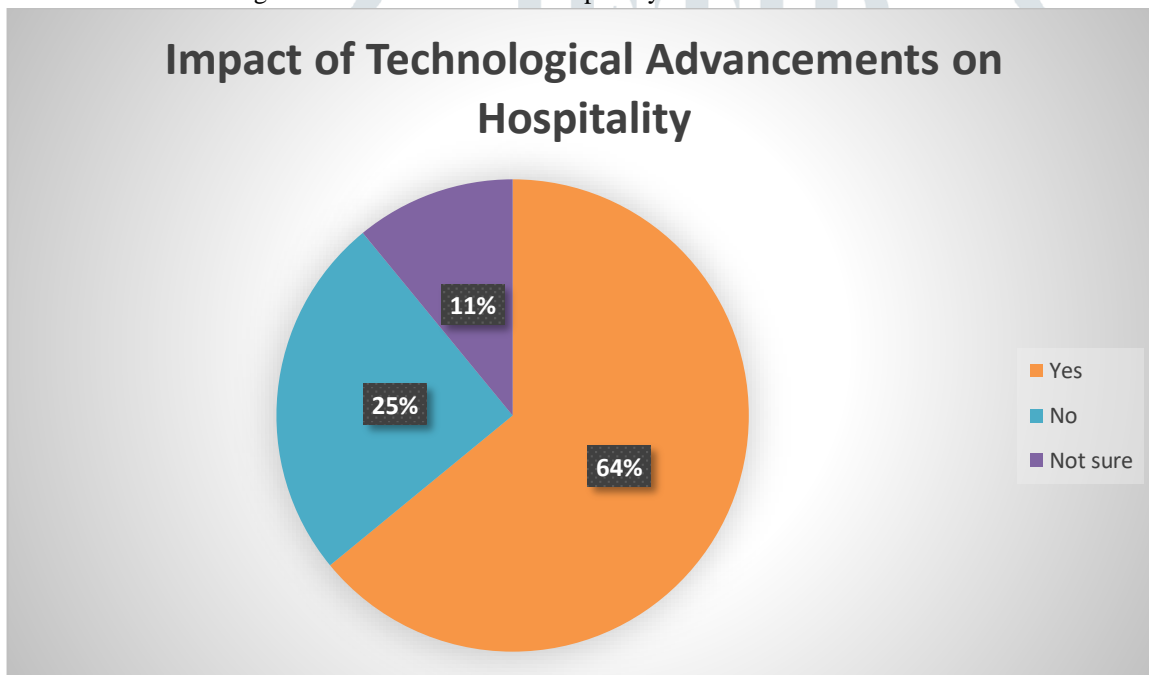
2. More and more hotels are becoming tech savvy i.e. the use of robots for luggage delivery, concierge, room service, etc; so do you think this would threaten the jobs of employees?



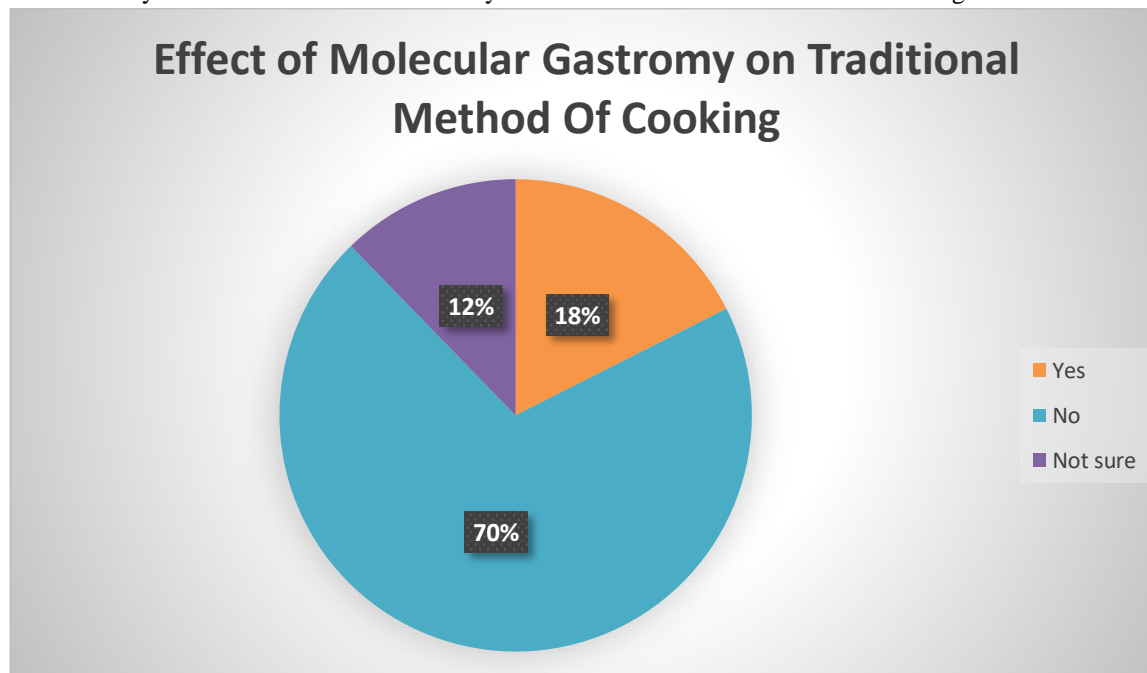
3. Your views on the Trend of Molecular Gastronomy



4. Will Technological Advancements make Hospitality costlier?



5. Do you think Molecular Gastronomy has effect on traditional method of cooking?



VII. CONCLUSION

Hospitality industry keeps on emerging through various trends, as the guest always look for something extraordinary. The ever increasing use of technology has expanded the dimensions of this industry. The ever increasing innovations and use of various technologies continues to have a positive effect on hospitality industry. Understanding guest needs and constantly striving to deliver unique experiences has flourished this industry.

When questionnaire was shared with various hoteliers they gave us their personal opinion about the emerging trends. It helped us know the trends that are influencing this industry based on which we have made pie charts to understand the role of emerging trend in hospitality industry through technological innovation. So, numerous trends will keep on emerging which will contribute in the growth of this industry.

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APPENDIX-1

QUESTIONNAIRE

1. Your views on AirBnB
2. More and more hotels are becoming tech savvy i.e. the use of robots for luggage delivery, concierge, room service, etc; so do you think this would threaten the jobs of employees?
3. Your views on the Trend of Molecular Gastronomy
4. Will Technological Advancements make Hospitality costlier?
5. Do you think Molecular Gastronomy has effect on traditional method of cooking?

