Guest Experience – Changing Trend Due to Technology

Mr. Ajay S.Budke

Associate Professor

(MTM, BA, D.HMCT)

Mr. Rohit Pasi

Student

(T.Y B.SC - H.S)

Bharati Vidyapeeth College of Hotel & Tourism Management Studies

CBD Belapur, Navi Mumbai

ABSTRACT: In today's world, technology is playing vital role in every organization. Each day researchers are researching on new technology and new trend of technology is introduced into the market. Since there is high level of competition betwixt the hospitality industries. Each hospitality industry is also trying to improvise its service standards by introducing this high-tech in their hotels for upgrading their standards and attracting more count of guests. But this growing technology has proven to be the threat for the employees working in the hotel industry. Advancing Technological labor is replacing the traditional personal touch labor from its place. The hotels are getting more into technology and not thinking about employment and personal touch service. This research found that in future the guest will observe that only robot moving around them with no smile and feelings. This study talks about the relationship between technological self-service and traditional human touch service. This research also highlights that how an organization can keeps the balance between technology and employee.

INTRODUCTION

Hospitality industry and technology always go hand in hand. The hotel industry has been acknowledge for its value of technology. The technology has played an important role in the service industry over the last decade. Hotel always try to incorporate new trend of technology in market in their service for improving its standards and diminishing the operational inefficiency. Technology has enhance operational performance and improved service provided. It is beneficial for both business and guest since the advancing technology is time conserving, less labor, computerize communication, automated check in and check out and other guest service system.

But emerging new trend and technological labor and the replacement of the human labor has deeply affected the service standards provided in the hotels. The guest are experiencing the lack of human or personal touch which led them to dissatisfaction. Because of less of personal touch in service the guest are not able to encounter the emotion and affection in the service.

Now technology has become so important for accomplishing any mission in the hotel, instead of decreasing the IT budget in 2017, 52 % of the hotel planned to incorporate information technology in their service by investing more on IT while 47 % planned to keep their servicesame as previous years.

EMERGING TRENDS IN HOSPITALITY INDUSTRY

The technology in the hotel industry is becoming even more critical, as the changes in the guest attitudes and expectations which relentlessly raise up for excellent guest services. Now high-speed WiFi, has become the very important amenity and is now an expected in-room, just like shampoo and towel, as it has the potential to connect multiple wireless devices.

Therefore Hotels industry, should always be one step ahead in rendering the right technologies that will create the "wow factor" in their guests and some hotel even provide the high level service. Consider, for instance the hotel is providing the new invented touchless sunscreen spray machine also known as snappyscreen. Or the face lock in the room door. Or the room techs are working on the guest voice command.

TECHNOLOGY IN HOSPITALITY SECTOR

There are few trends emerging in hospitality industry which improving the service but decreasing the personal touch.

SERVICE AUTOMATION

Service automation, one can check-in automatically by using apps and the latest technology that one can unlock the room door lock using facial recognition and automatically the guest are provided with amenities and services based on what their preferences are, such as an extra water or bed in their room booking an appointments with spa, sauna and massage. With service automation, things are automated with both customer-facing and customer-centric activities, even with a reduced headcount. And now industry are getting more familiar with the service automation.

COMMADING THROUGH MOBILE

The phone on the side table of most guest rooms is perhaps the least used technologies in a hotel, now the digital transformation has improved every other guest experience.Now this advance technology has allowed the guest to pair their mobile phones with the in-room systems, this allow them to order for room service, adjust the lighting and the coolness of the room. It can be done from any corner of the room, even from the outside of the hotel or off-premises. Hotel can notified the guest on their mobile devices via a text message if they have to pass on others messages or to inform them about a package waiting at the front desk. Or they have any reservation, upcoming event etc.

MOBILE APPLICATION

Mobile application is one of the most emerging trend which is used by most of the service industry or hospitality industry. Each 5 star hotel or good quality restaurant has their own personal mobile application. This apps are used by the guest who want make a reservation or to book a table in restaurant. This application display the menu of the restaurants, types of room, booking of the room. The guest following the mobile application of specific organization may have the benefit. Such as special discount or something in complimentary.

ROBOTS

One of the most advance technology many organization including hospitality industry already putting them in a good use. Robot concierge 'Connie' may be the most famous example, this robot respond to any speech recognition and answer to any question turned up from guest. There are also some robot especially made for the security reasons name as knightscope robot.

VIRTUAL REALITY

Virtual reality, It one of the most recent year technology trend, because of the ability to let experience the guest in virtual setting the uses of it has been endless in the hospitality industry. One can easily use this everywhere in the guest cycle like from reserving to arrival till stay and departure itself. Now more hotel are using 360 degrees imaging technology in their website so that the guest can experience how the rooms are in their hotel before they book it.

INTERNET AND MARKETING

The internet has the huge impact on every business and person. In today's world one can easily find and do anything using internet. If the customer wants to book a room he/she go into the website of the hotel and check the hotel rooms and restaurants and service standards while reading reviews given by the other guest who had already visited the hotel. It is very important for a business To run effectively and efficiently utilize online promotion, publication, advertisement, social media, blogs, and online purchasing to provide the assistance to their guest.

ABSENCE OF PERSONAL TOUCH

We as a human being are continuously being torpedo by the new technology inventions enjoy the outcome of their new features and function. Now day by day this advancing technology may be improving the hotels standards, its class and trying to get high-tech service standards. But this technology is replacing the human touch from the service. This new inventions has proven to be really big disadvantage for the industry employee. The more high-tech service in the hotel industry will just led to the less labor or employment in the organization.This in turn into that the hospitality industry will be not needing the people to work in their organization and because of this many employee in this world will lose their job from the industry, as they are the most job provider.

If this keep going on than there might be a day where there will be no employees just very high technology labor will only be working in the hotel industry. Understand this, hospitality field is all about the interactions between the guest and the employee. If the employee and guest interact and do everything online or through some medium then there may be a misconception and misunderstanding.

Technological labor is replacing the human labor from its place. Due to this there also might be chances of the dissatisfaction of the guest since there will be no human to communicate with them. The robots can't understand the emotions and the affection of a human although how advance and big it is. Now how far away the technology has come it might be impossible to go back to traditional service. We have to understand to maintain the balance between both technological service and human service so that it should not replace the employee. Employee also get the chance to meet the new people and also love the work they are doing.

REVIEW OF LITERATURE

As I explained above in study the advancing technology is replacing the human touch from the service, and other work of the hospitality industry. It is understandable that technology is very important in every organization for the improvement of the standard and the class of service but it does not mean that the industry should replace the machines with the live humans. There are people who like new technology and of course we all like to play with them may however difficult and out of mind it is but there are also people who like to express their emotions and empathy with live once and yes it is hard for anyone to express their feelings to machine. A guest will Choose employee over machine or any technology for complaining their issues. Since human can able to understand the feelings of another human such as their frustration, happiness, sadness, excitement etc.

But now the hospitality industry still wants to introduce new technology in their hotels. In fact, in the research of princewaterhousecoopers, approximate that by early2030s, United States would run 38 % of its job with high technology automated machine. 25 % of hospitality food service sectors will also perform its job automatically.

IT'S NOT THE TOOLS YOU HAVE FAITH IN, TOOLS ARE JUST TOOLS THEY WORK OR THEY DON'T WORK. IT'S THE PEOPLE YOU HAVE FAITH IN OR NOT - STEVES JOBS, APPLE

The above quote explains that industry can utilize the technology for betterment but they are just a machine they can't replace human touch from the service because they can understand and have faith. It is   all about the building and maintaining good and string relationship with the guest and it is one of the most important factor that subscribe to the customer for selecting the hotels over other in the area. The interaction between the guest and employee is important.

OBJECTIVE

- To understand the relationship between technological service and personal service.
- To focus on the balance between technology self-service and traditional human touch service.
- To learn how machines are replacing the person from its place.

RESEARCH METHODOLOGY

The research work is descriptive. Both primary data and secondary data has been utilize for the research. The primary data was assemble from the hospitality employee, general public etc. websites, journals etc. were used in clustered of secondary data. The questionnaire survey was managed and 50 respondent.

ANALYSIS AND DATA INTERPRETATION
CONCLUSION

In 1950's the information technology was introduce into the hotel industry. Since that time onwards it kept developing and revolutionize. This study tells that hotels are getting advance with high technologies day by day. There are some machines and software working on internet and used by the device for executing some operations and task in the hospitality industry for instance there are express check in and check out machine used directly by the guest itself, now there are menus display on the tablet or directly installed in-room so that the guest can see and order directly, there are also robot invented who assist the guest with its basic need other than this there is face lock on the room door, fixed mobile connections.It might have save the time and money as it banish many time consuming task. But this has result into the reduction of traditional service procedure followed in the hotel by the employee thus the several jobs are replace with high-technology. Hence the wide range of technology will keep coming into the hotels. This research has found that the technology and machine might do all the task may be better than an employee but the one thing that is feeling and emotions that can human understand and the smile on the employees face whenever the guest see them will not be found in machines. The hospitality industry has to understand that they have to balance between the technological service and human-touch Service They can use the high-tech but should not remove or reduce the employment.

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