


Chapter 18


Evolverment of Digital Technology in Hospitality Industry

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ABSTRACT

This study presented the key factors which motivates to opt the digital technology in the hospitality: Efficiency & Automation, Customer Satisfaction, Coordination of Systems in the hotel related to the wants of the guest. Whereas, this also helps to accumulate the data related to the guest for the decision making at the different stages of the action, starts form the initial stage for searching the hotels till the last stage of the feedback about the stay in the hotel. The purpose of the study is to evaluate the role of Technology in the hospitality especially in the hotel industry operations concerning with the tourist who stay as guest in the hotel. For the study hotel professional sample size of 36 in numbers who are employees in the hotels at different position of the management This also useful for the creation of brand in the accommodation industry Creating the Loyalties, Personalized Marketing, Loyalty Promotion, Enhance Guest Experience which helps to frame the strategies for the Tourism market.

INTRODUCTION

Digital Technology currently contributes to every aspect of Human life due to its ease and user-friendly interface. In the Hospitality Industry, technology in many ways but the more significant ways to generate guest satisfaction help in branding as well as revenue via repeat business. Digital Technology fosters many ways to manage the hospitality industry's resources, especially in real-time decision-making. The hospitality industry constitutes many sectors such as the accommodation industry, the food industry, and the transportation industry with allied industry in the involvement of tourism activities. Digital technology transforms the hospitality world at large from

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both dimensions; tourists and hosts. In the concern with hospitality front office operations become evident which is the front key point between the guest and hotel professional interaction, which helps to shape the guest satisfaction as tourist and operational efficiencies.

Front offices involve many actions related to the operations which falls into prior, during and post stay of the tourist such as reservation, check ins, handling tourist inquires and complaints. In earlier days all the functions are performed by the manually and then covert into digital form in order to keep the data related to the guest in a proper manner. In late 80's, when computer technology becoming in trends into daily practices. Hospitalities also involved computer technologies as practices due to its greats features such as takes less time to produce information, large storages, easy to maintain and many more. In presents days the role of digital technologies at high pace due to involvement Artificial intelligence (AI), Internet of things (IoT) and cloud computing. There are top significant factors engaged such as streamline operations, personalized and tailor made services which helps to gain the customer satisfaction along with valuable insights for the decision making. Digital technology aids to redesign the front office operations in more significant ways by offering the advance customer relationship management that helps the hotel to gather, analyzed the data of guests behaviors and helps to frame the right strategies for targeting the customer and tourism market. AI helps to discharge routine task of the front office departments operations; responding normally quarries, handling reservations, so that human efforts are going to be engaged in the complex task.

Figure 1. KEY AREA IMPACT OF AI in Front Office Operation in a Hotel



Source: Author

The above figure 1 presented the key aspect of AI in front office operation related to the operations that also deals with the guest as customer satisfactions along with integration of coordination with other departs of the hotel.

1. **Effectiveness & computerization:** This aspect of the AI contributing allot in the front office operation by reducing the intervention of staff of the front office in concern to discharge the routine task such as show round of the hotels and room to the expected guest about the hotels amenities, facilities or rooms, taking reservations, check-in that helps to save the time of the guest and allows the front office personal too offer the personalized services to the guest for specific needs or wants.
2. **Guest Experience:** Virtual assistance and chatbots deals with the regular queries of the guest and tourist who stay in the hotel and enhance the guest satisfactions via offering the quick and accurate response to the guest through the data driven.
3. **Coordination of System:** Current Property Management System establishes the proper coordination among the different process of the hotel which are very significant such as reservation, housekeeping and billing through access of data on real time.

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