


Chapter 9

Employee Readiness and Challenges in Adopting Smart Technology in Hospitality and Tourism Industry: Evidence From India

Nikhil Thakur

 <https://orcid.org/0009-0002-3199-7491>

Guru Kashi University, Talwandi Sabo, India

Chanchreek Sharma

 <https://orcid.org/0009-0005-1414-3998>

Guru Kashi University, Talwandi Sabo, India

ABSTRACT

Today's smart technologies are rapidly transforming operations and client interactions in India's hospitality and tourism industries, but successful integration relies on the preparedness and adaptability of employees towards the smart technologies adopted. This chapter presents a study based on a survey that investigates the perception, challenges, and training needs of hospitality and tourism employees in India on smart-using technologies like AI services, IoT-enabled automation, and contactless operations. Insights are drawn from the people working in hotels, tour operators, and related professionals on the familiarity of new technologies, effectiveness of training programs, and resistance to digital transformation. Some of the chief limitations are low digital literacy, threat to the job, and limited managerial

DOI: 10.4018/979-8-3373-2145-5.ch009

support. Strategic recommendations for training, upskilling, and leadership will help improve the way the workforce adopts changing digital landscapes, resulting in improved operations and enhancing guest satisfaction.

1. INTRODUCTION

The changing tides within hospitality and tourism have indeed taken shape with the infusion of intelligent technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and robotics, which promise to improve internal operations in various establishments significantly, simplify service delivery, and enrich guest experience (Cheong & Law, 2023). In India, the trend of using these technologies has captured the hospitality and tourism sector. In hotels, chatbots and virtual assistants powered by AI are changing the way customers communicate with services (Talukder & Das, 2024). However, the success of these applications mostly depends on the preparedness and flexibility of the employees (Roy & Pagaldiviti, 2023).

While the integration of smart technologies provides clear advantages to the hospitality sector, it also poses challenges to the employee. Automation and intelligent systems can reduce operational costs and boost service efficiency; however, they require works to be skillable workers within changing roles; now requiring the employee to be adaptive to digital tools using mobile applications for managing bookings, AI systems, or IoT devices for optimizing maintenance (Kaur et al., 2024; Talukder et al., 2025). Such move would require intensive training programs on employee digital literacy and technical knowledge for application on a wider scale (Misra, 2023). However, several barriers have been realized by research into this transition, such as resistance towards change, apprehensions towards job security, and fears regarding his data privacy and safety (Dogan et al., 2024; Singh et al., 2024).

The extent to which the smart technologies get well adopted also depends on the kind of culture and leadership within the company (Xiao, 2024). Strong support of management and commitment to continuous learning, development, and agility are important to ensure that employees accept and convey smooth implementation of digital tools (Bhaldar & L, 2024). Training courses for the sector must include technical and people skills training that would help employees to adjust to new technologies and improve customer engagement (Adegbite, 2024; Roy & Pagaldiviti, 2023). The chapter looks at the perceptions, challenges, and training needs of employees in India's hospitality and tourism industry, an area that should be critical to achieving the better preparation of the workforce for future developments that will be technology-driven.

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/employee-readiness-and-challenges-in-adopting-smart-technology-in-hospitality-and-tourism-industry/384216

Related Content

MRO Spare Parts Management and Inventory Optimization

Saeed Ramezani and Mohamad Reza Hoseinzadeh (2022). *Cases on Optimizing the Asset Management Process* (pp. 266-301).

www.irma-international.org/chapter/mro-spare-parts-management-and-inventory-optimization/289749

The Role of Root Cause Analysis (RCA) in Power Distribution Network Interruption Reduction

Saeed Ramezani, Mehdi Pirpiran and Mohamad Reza Behmaneshfar (2022). *Cases on Optimizing the Asset Management Process* (pp. 241-265).

www.irma-international.org/chapter/the-role-of-root-cause-analysis-rca-in-power-distribution-network-interruption-reduction/289748

Pricing Strategies for Companies During the COVID-19 Pandemic

Lovely Chopra, Rohan Shareshtha Verma and Pratap Chandra Mandal (2021). *International Journal of Business Strategy and Automation* (pp. 1-19).

www.irma-international.org/article/pricing-strategies-for-companies-during-the-covid-19-pandemic/287111

Integrated Product and Process Design Development Approach for Optimization of Technology in Organizations

Zuber Peermohammed Shaikh (2025). *Impacts of Technology on Operations Management: Adoption, Adaptation, and Optimization* (pp. 127-148).

www.irma-international.org/chapter/integrated-product-and-process-design-development-approach-for-optimization-of-technology-in-organizations/359051

Roles of Intermediaries in Developing Resilient Systems: A Community Approach to Food Micro-Producers

Martin Hingley and Eliseo L. Vilalta-Perdomo (2017). *Global Intermediation and Logistics Service Providers* (pp. 43-63).

www.irma-international.org/chapter/roles-of-intermediaries-in-developing-resilient-systems/176030