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Innovation In Hospitality Sectors

(Status of new equipments & technology in the Hospitality sectors of Himachal)

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Abstract

Hotel industry is one of the rising sectors in the world as its most important components are food and accommodation which are essential requirement in the daily life. There are several operations in the Hotel which could take the necessary action to increase their profit by improving the quality of service, the level of customer satisfaction and the hotel's image. After pandemic this sector is reviving itself at very high momentum, so one has to provide good facilities to the guests in term of food products and its service similarly in term of providing facilities in the room whether in equipments or it the technology. Adoption of new trends help to stand in this competitive market as it is the requirement to survive in this competitive sector. In this research it is observed that Himachal Pradesh which is famous for tourist state also implementing new technology for the service of tourist and focusing on the installation of new equipment. A questionnaire is framed where it is inquired that whether they are following certain procedures which help the tourist to serve in the innovative ways and it is observed that Hospitality sector of Himachal Pradesh is following many techniques which is so far better to raise the standard of tourism sector in State.

Key words:-Hotel staff, equipments, technology, google form, internet.

Introduction

Indian hospitality industry is one of the most profitable industries in the world. It is observed that around 8-10 % of the country workforce is in this industry. This industry is one of the top sectors which are attracting FDI Foreign direct investment. Indian hospitality industry is following ancient culture of welcoming guests with open hands. However transforming it into a commercial industry is attributed to westernization and rapid economic growth. That why now a days in hospitality sector is very much competitive, making it essential to keep up with the latest hospitality technology trends. Technology can help businesses streamline their processes, reduce costs, lower staff workloads, increase revenue generation potential, and improve customer experience delivery. This land gives always the immense and profound

respect even to the stranger not only a smiling face with a tea or glass of water but also a different and elaborated meal which is proud of community. This is because India is quite capable of producing uncountable spices and commodities. Apart from that It has beautiful places, locations and hospitable people. After pandemic at the end of third wave it is observed that apart from leisure travel most of the corporate sector starts travelling where business restarted at high level. People are increasingly going to staycation, long weekend and other social gathering which is in the form of revenge tourism to the tourism industry. As the tourist showing more and more interest toward the destination one of their choices are hilly region and Himachal remain the first choice .Weather it is capital Shimla ,Hills queen Manali,Chamba valley ,Dharmasala at Kangra etc all remain favorites for the tourist. Requirement is to focus on customer needs and demands which integrate the new services that help guest satisfaction. Guest Satisfaction is the major need which helps to promote long term business and to create positive corporate image. Now a day's trends are changing people expectation are so high as a result people are looking for those places where they found the value of their money. So it is required the ideal services for customers are the provision of consistent, excellent, and outstanding services, complemented by the personalized services of trained hotel personnel who aim to ensure and develop customer satisfaction the survival of the hotels in the modern competitive environment where most hotels have quite similar luxurious physical facilities much depends on service quality delivery aiming to result in customer delight.

Innovations in the hospitality sectors

Hospitality sectors are providing various facilities to their customers as to feel them an atmosphere where they feel the value of their money whereas it also helps them to serve better. Several equipments as well as technologies are part of their visit can be in Food & beverage department as well as in accommodation department. Use of technology can be installed in IT sector, E commerce and in other departments also. It is typically intended to make life easier for the employers similarly it helps to improve the overall experience of the consumers also. In general technology is used to make processes faster; also helping money and time alternatively it could help customers at numerous points along their trip.

By applying technology it is easy to put business streamline also help to reduce cost, help to decrease work load of the staff increase revenue generation potential and improve customer services. By using new technologies it may increase the chances of accuracy of work by any individual may be for human staff it could not possible to achieve on their own. Perfection in given period of time help any organization to grow faster and smoothly. The single biggest reason why it is crucial to keep up with latest technology trends is to show himself better in the market which is demand of any set up to compete with others.

Hospitality sector is tremendously in competitive, making it essential to keep up and maintain with the latest technology not only in the large cities but in tourist destinations also in this research a survey is conducted in the region of Himachal Pradesh where a famous hotels are selected and questionnaire is send through mail or through whatsapp.Research report is made on the basic of the replies send by the organization.

Literature Review

(Shahin & Dabestani, 2012; Lee, Cho & Ahn, 2014) several studies are observed in several factors that might give the hotel an advantage over its competitors in the industry as it is necessary to be in competition, such as service quality, customer satisfaction, customer loyalty, and corporate image. Hence, evaluating & practicing on various service quality and customer satisfaction can be effective strategies to boost the profit margin in the hotel industry.

Pallet et al (20013) in their research he has observed and suggests that quality has to be vision, initiated, planned, delivered, monitored and sustained. Quality are the key of success and key staff issues where they are quite capable of providing in hotels often can be solved with a common “People and Quality” strategy which involves placing customer needs in the heart of the whole process; seeking suggestions form staff; increasing corporate quality and people philosophy; trained and empower staff; benchmarking and reviewing.

Jain D. (2013) every tourism destination countries are trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective strategies. Promotion is an important element of marketing mix and plays an important role in developing marketing strategies. Tourism is a kind of field where the tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the particular spot.

Mishra L. and Juyal S. C. (2012) in his research related to the tourist destination of hilly region he observed that the major reason for people being attracted to hill stations is the calm, cool and serene environments and scenic beauty they offer. The natural environment and the Biodiversity offered by hill stations is one of the basic ingredients of tourism and have historically been behind the development of Tourism and related activities. In India, quite notably Hill Tourism developed in Mughal and British Times, wherein the hill destinations served as resorts for the royals.

Singh M. K. and Arora N. (2014) Sustainability of operations has been readily accepted by the players in the hospitality industry. They have adopted a holistic approach to sustainability placing it at the heart of their business strategy. All the industry segments are increasingly adopting these sustainability practices. A few of these practices include reducing their carbon footprint by investing in efficient technologies for waste management, water and power preservation, implementation of green designs and structural design for new projects etc.

Srivastava S. (2017) Tourism contributors to economy of any state as well as nation .it denotes all the service industries, which are necessary for the domestic and the international tourists. It includes all the transport facilities like airlines, railways, travel buses, taxies, Accommodation sectors- all star hotels, resorts, restaurants, local shops, different handicrafts exhibitions and other local made products as well as farmers who are associated to produce food products.

Objective

To identify the role technology in the hotels of Himachal Pradesh, investigate the status of equipments in hotels of Himachal & to examine the efforts toward growth in hospitality sector of Himachal Pradesh.

Research Methodology

Using the latest technology may improve the accuracy & perfection of the work done by the staff straight way it affect the status of the organization. This research is a descriptive, qualitative and exploratory in nature to meet the above objectives a deep literature reviewed to find out the efforts of Hospitality sectors of Himachal Pradesh hence, this research will be is based on primary and secondary data. It is empirical research in which research based on evidence and is analyzed by qualitative way where a design is survey based by framing a Questionnaire with a range of observations from the stakeholders.

Research Design

In this research a questionnaire is formed with an enquire regarding gender, age, experience of hospitality sectors apart from that focused on the technology products like offering wifi, internet, cyber security, artificial intelligence, contactless payment, check in facility through mobile etc as it is required to keep changes in the technology so that one must aware of the competitions as it is necessary to update and to provide best in the market.

Certain technologies and equipments installed in the Hospitality sectors and tourism sectors which are helpful to the customers in many ways on the other hand they are part of the facilities which are provided to the tourists to shows better among the others. Some of the latest technologies are

1. Voice Search & Voice Control

It is very fast growing technology trending now a day where guest or customer are willing to find the hotel through voice .For that one must ensure that website and booking engine are structured so that voice search can be used properly.

2. Contactless Payments

Contactless payment is also part of smart technology after pandemic as it is possible even a customer do not have wallet or cards with them. Apart from that speed up of payment and customer satisfaction.

3. Artificial Intelligence

One of the most exciting technology trends in the hospitality industry is getting up interest of many people rise of artificial intelligence where use of robots to carry out the task which are generally followed by humans. In generally robots can accupy a concierge role within hotels by welcoming guests and providing them an important information.

4. Chatbots

It is emerging technology trends for several years the importance of this option is only growing, especially as customers now demand swift answers to questions at all times of the day. Hotels and restaurants will often attract queries from people in different time zones, so having staff available is difficult.

5. Mobile Check-In

A new technology where one can find little relaxes specially at the time of arrival when customer reaches hotels after his or her journey they have a facility of mobile check in where first experience at the time of arrival .This is beneficial as first impression is to find out their value at the arrival.

6. Recognition Technology

One of the technology which is trending now a days as it is most important now a day's concepts where a recognizing of any individual authentications. In particular, biometrics is used to usher in a new age of seamless authentications, which could benefit hotel processes and customer purchases. Sometime this technology of face recognition help the guest to enter in their particular room without keys.

7. Internet of Things

Another technology which is in trends where extending internet facility is provided inside the organization which is to everyday objects, devices and appliances. These devices can then collect data and communicate or interact over the internet, turning previously unintelligent devices into 'smart' devices, which are often semi- or fully autonomous.

8. Cybersecurity

A major requirement of professional who have to finish their task through internet as it is the increased need for cyber security is among the most important technology trend in the hospitality industry. Today, hotels and restaurants are more reliant on data than ever before, and use IT systems more than ever before. However, this potentially leaves them in a much more vulnerable position.

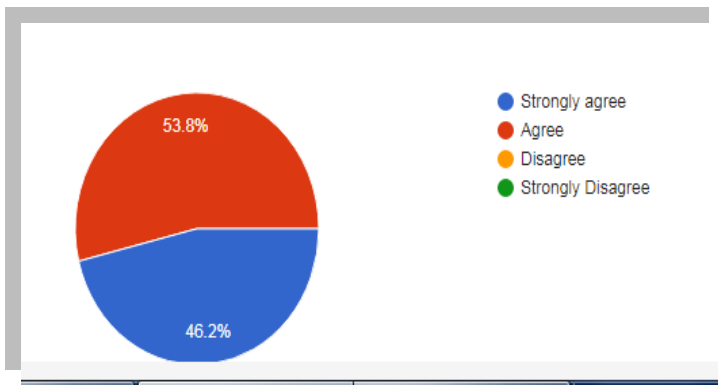
9. Wi-Fi

Very common and widely use technology in the hospitality industry as it is required in every short interval whether using mobile or another gadgets. One of the major requirements which is safe for the customer as well as the staff also.

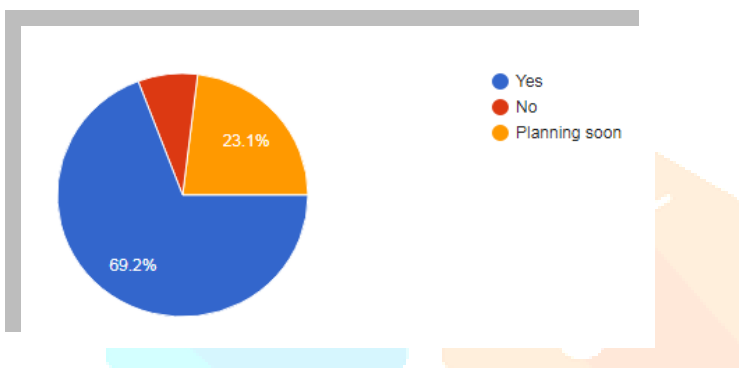
10. Cocktail

One of the famous facilities in term of now a day's trends which is offered in the Bars and Restaurants can it is possible to provide it in the rooms also where guest is not willing to move out from the room as in case of tiredness or of some other safety issue so to prefer a cocktail facility in the room where he feels comfortable.

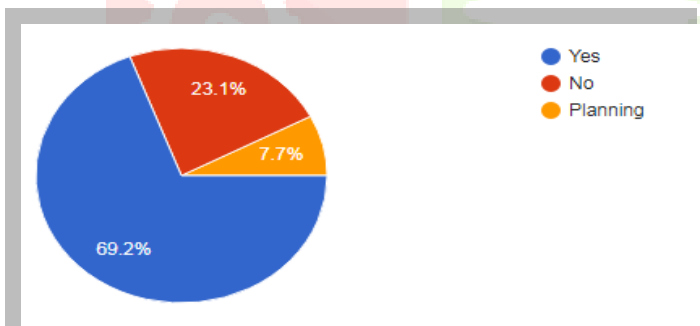
Finding & Observations



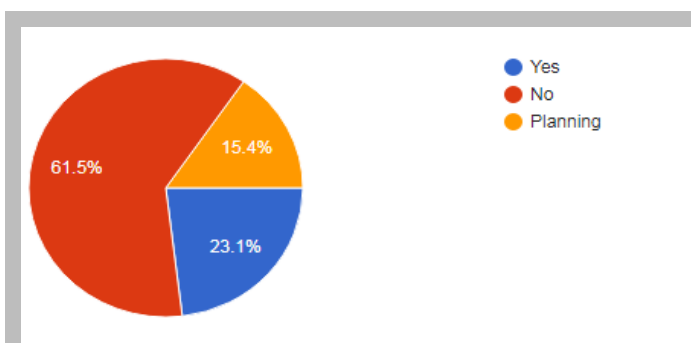
Question regarding installation of innovative products so around 46.2% people are strongly agree whereas 53.8% people says agree.



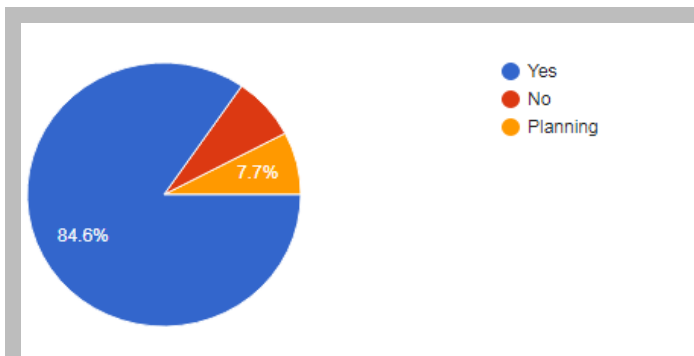
Second observation is regarding providing of contact less payment where as 69.2% people says yes where as 23.1% people are planning soon.



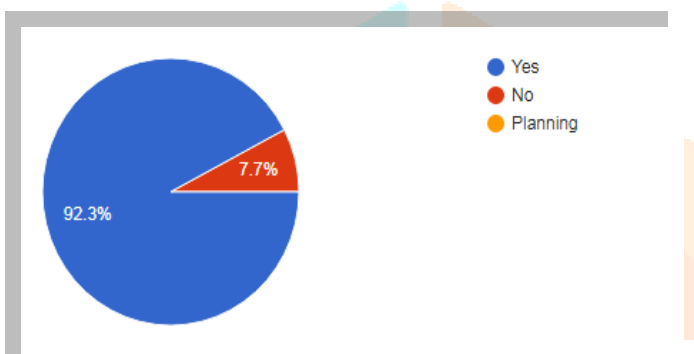
Next question is related to provide voice search so 69.2% people says yes they have whereas 23.1% people say they do not have rest 7.7% people say they are planning.



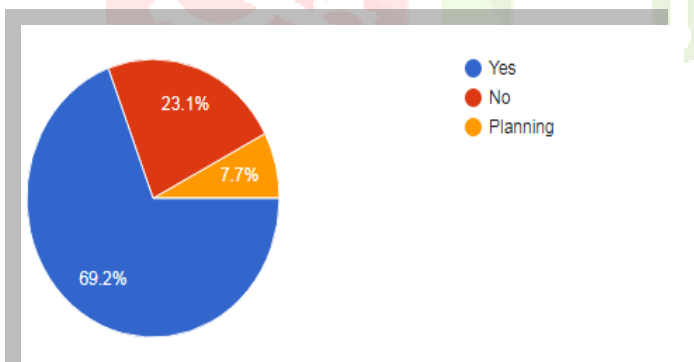
Artificial intelligence facilities providing or not so around 61.5% people are saying no where as 23.1% people says yes and around 15.4% says for planning.



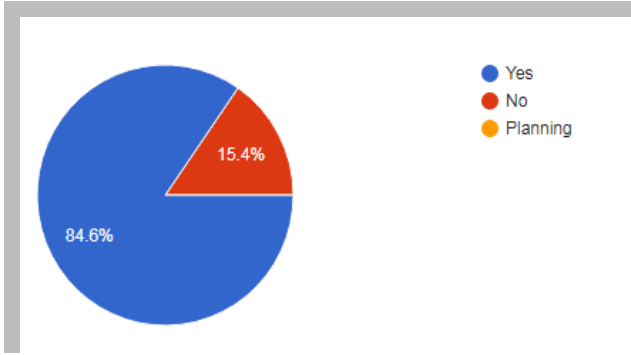
Another question is regarding to provide Internet facilities in the premises so around 84.6% says yes they are providing whereas around 7.7% says for planning.



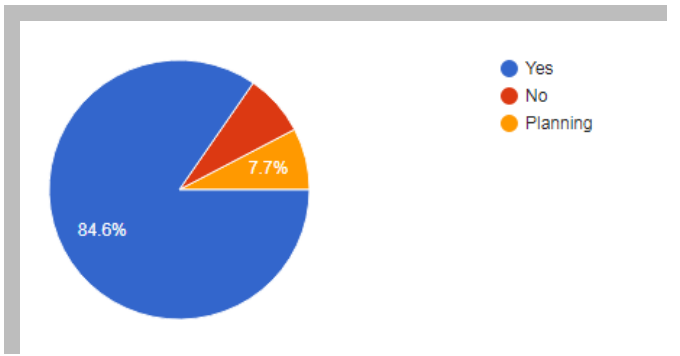
Another question is regarding to provide Cyber security so around 92.3% people says yes whereas 7.7% people says they do not have.



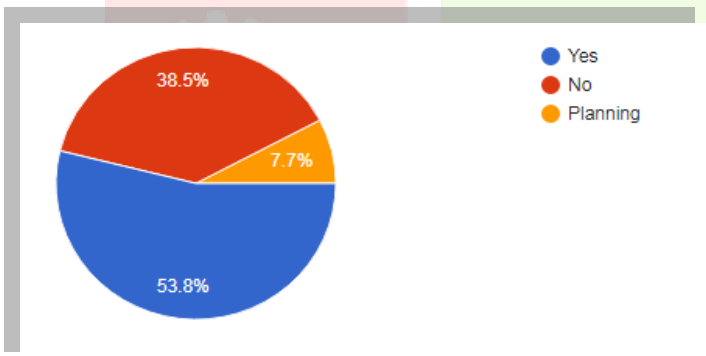
Next observation is related to you have recognition technology in the organization so around 69.2% people says that yes they have the technology whereas 23.1% people say that they don't have and 7.7% say they are planning.



Another query is related to the provide check inn facility through Mobile so 84.6% people says that yes they have while 15.4% people says no they do not have.



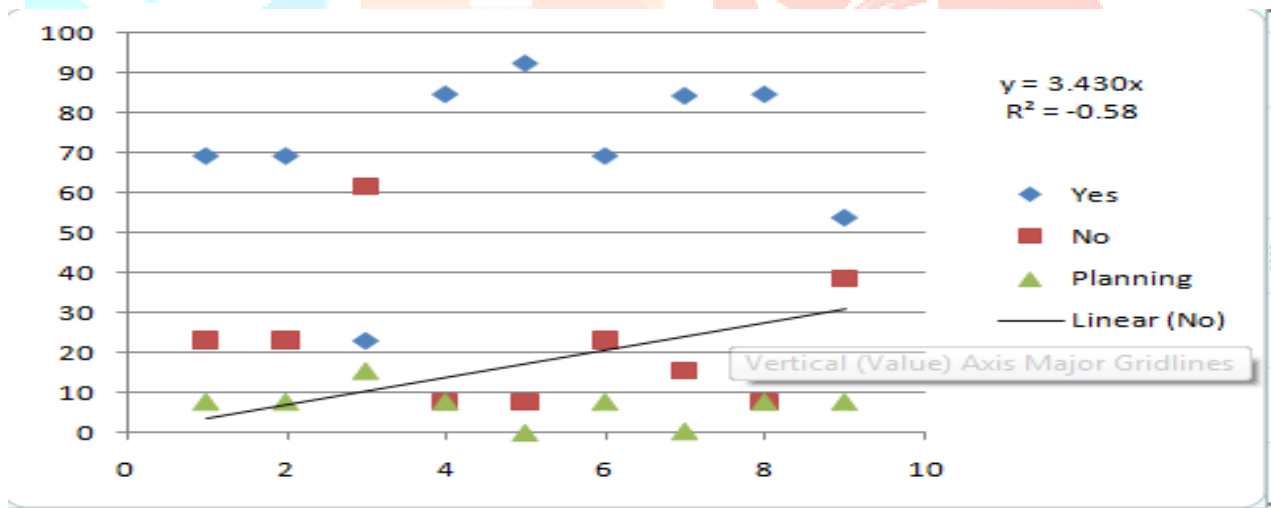
Next question is related to providing fitness centre in the organization for guest so around 84.6% people says that yes they have where as 7.7% people says that they are planning .



Another observation is regarding the cocktail in the room where it is find that around 53.8%of people says that yes they provide while 38.5% people says that no they don't provide whereas while 7.7% says that they are planning.

Table & Conclusion:-

Facilities	Yes	No	Planning
Contactless payment	69.2	23.1	7.7
Voice Search	69.2	23.1	7.7
Artificial Intelligence	23.1	61.5	15.4
Internet facilities	84.6	7.7	7.7
Cyber security	92.3	7.7	0.0
Recognition	69.2	23.1	7.7
Mobile Check Inn	84.2	15.4	0.4
Fitness centre	84.6	7.7	7.7
Cocktail	53.8	38.5	7.7



t-Test: Two-Sample Assuming Equal Variances		
	Variable 1	Variable 2
Mean	70.02222222	23.08888889
Variance	448.6519444	310.3111111
Observations	9	9
Pooled Variance	379.4815278	
Hypothesized Mean Difference	0	
df	16	
t Stat	5.110840608	
P(T<=t) one-tail	5.23626E-05	
t Critical one-tail	1.745883669	
P(T<=t) two-tail	0.000104725	
t Critical two-tail	2.119905285	

By applying the T test for the observation of P value so here the P value is 0.000010 which is less than 0.5 hence rejected the null hypothesis. Hence there is no significant relationship between the two variables.

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