



INTERNATIONAL HOTEL MANAGEMENT (BA)

MODULE: CONTEMPORARY THEMES

MODULE CODE: BMIH6001

Introduction

- The focus of the presentation is on “Contemporary Theme” of Technology within the Hotel and Hospitality Sector.
- The hotel and hospitality industry are undergoing a significant transformation due to the integration of digital solutions into various areas (Martínez-Béjar and Brändle, 2018).
- Technology plays a crucial role in ensuring seamless reservations and check-ins, personalized services, and data collection through analytics.
- The industry faces fierce competition and dynamic consumer demands, constantly adapting to emerging trends.
- However, it also offers opportunities for technological innovation, global market growth, and research demand for sustainable and worthwhile travel.
- These technologies increase guest engagement, safety, and operational efficiency.
- Additionally offering workable solutions for safety, operational effectiveness, and guest engagement (Legrand *et al.*, 2022).
- Likewise, mobile-friendly applications facilitate efficient communication and standardise services.
- On the other hand, contactless procedures minimize contacts between hotel workers and customers while providing sanitation and comfort.

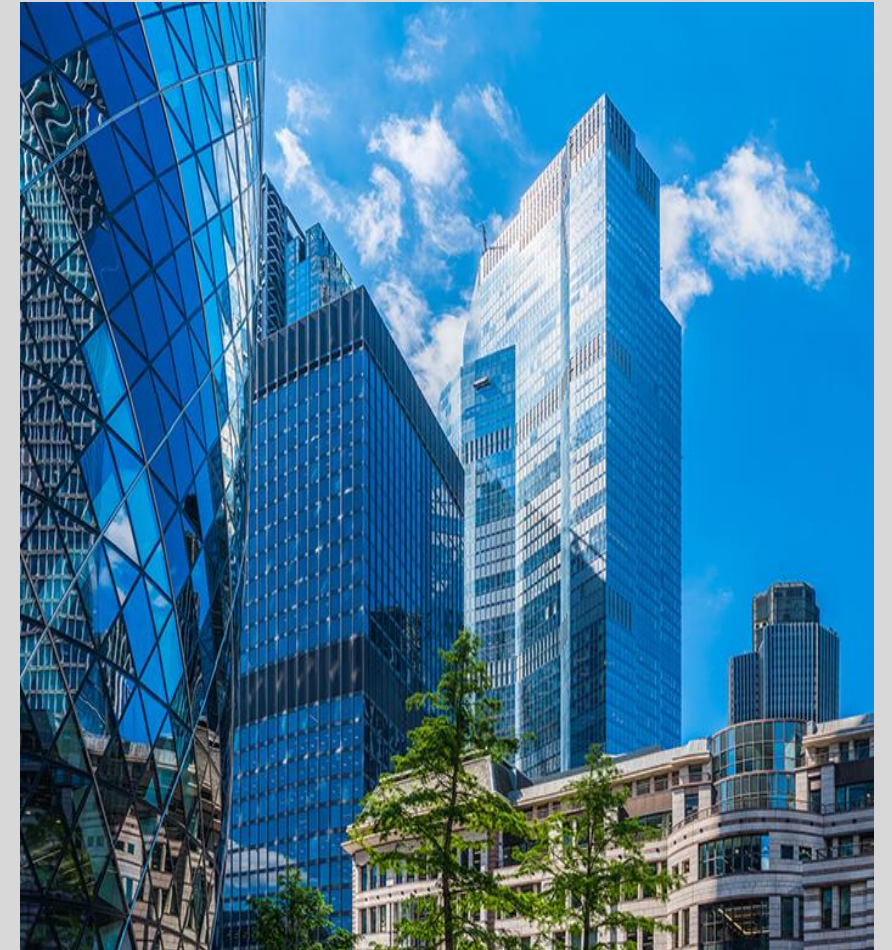
Overview of Literature

- The Impact of Technology on the Hospitality Industry is evaluated through Swot analysis.
- The Swot Analysis have helped to analyse and establish the contemporary ‘Technology’ theme impacts on the hospitality industry.

Strengths:	Opportunities:
➤ Smart applications enhance service speed, business growth, and customer satisfaction ➤ They provide solutions to customer queries and feedback, and offer location flexibility (Hein et al., 2020) ➤ They also provide advertisement opportunities for marketing and customer engagement.	➤ Combining smart technology with smartphones, RFID chips, biometric technologies, and 3D holograms can enhance business growth and allow marketing and advertisement. ➤ These technologies positively impact customers and increase customer engagement.
Weaknesses:	Threats:
➤ Smart applications can reduce human employees due to their speed and require highly skilled employees. ➤ They can cause security issues due to the digital era's widespread awareness of smart applications.	➤ The increasing number of smart devices and increasing security threats pose challenges. ➤ Malware can corrupt devices, interrupt data, and down the network. ➤ Insider attacks can steal data and operate illegally.

Overview of Literature

- Furthermore, the Technology Acceptance Model (TAM) has been applied that measures customers' attitudes towards the adoption of emerging technology.
- The TAM model suggests that when individuals or the industry use the technology, challenges arise, such as behavioral intentions and external factors (Shukla and Sharma, 2018).
- However, trends in hospitality technologies impact customer satisfaction and staff efficiency.
- Mobile apps and contactless solutions contribute to customer satisfaction by offering a perfect journey with minimal difficulties.
- In Addition, Automation of routine tasks allows for optimal service delivery.
- Likewise, the hotel business must meet increased standards for cleanliness, especially in the room cleaning department.



Application to the hotel and hospitality Industry

- JW Marriott housekeeping staff can be able to work more efficiently by employing smart technologies for automated room preparation and scheduling.
- In Addition, the hotel can improve workflow rates and reduce turnaround times by prioritising jobs based on visitor patterns via connected systems.
- Hotel management demands real-time tracking of housekeeping supplies.
- Furthermore, hotels must set up automated orders for collection when their inventory runs out (Stringam and Gerdes, 2021).
- Tailoring housekeeping staff to individual guest needs, improving service quality and standards.
- Smart housekeeping management systems for JW Marriott can provide cost-effective control solutions for all energy sources.
- These systems automate mundane tasks and produce housekeeping performance analytics and technical information.
- They enable timely decisions on process improvement backed by data (Hamid *et al.*, 2020).

Application to the hotel and hospitality Industry

- Modern environmental concerns for JW Marriott can lead to workforce thinking in housing service management efforts.
- Smart applications monitor energy-usage efficiency, introduce green cleaning policies, and trace the use of sustainable products will help JW Marriott Management system.
- Automation of operations improves business efficiency and customer satisfaction.
- Personalized services according to guest preference can increase overall JW Marriott's customer satisfaction.
- However, high entry-level cost due to substantial investment from hardware and software can be challenging.
- Also, Staff training is crucial for proper assimilation of information.
- Technical delays are not liable, causing temporary slowdowns in housekeeping operations.

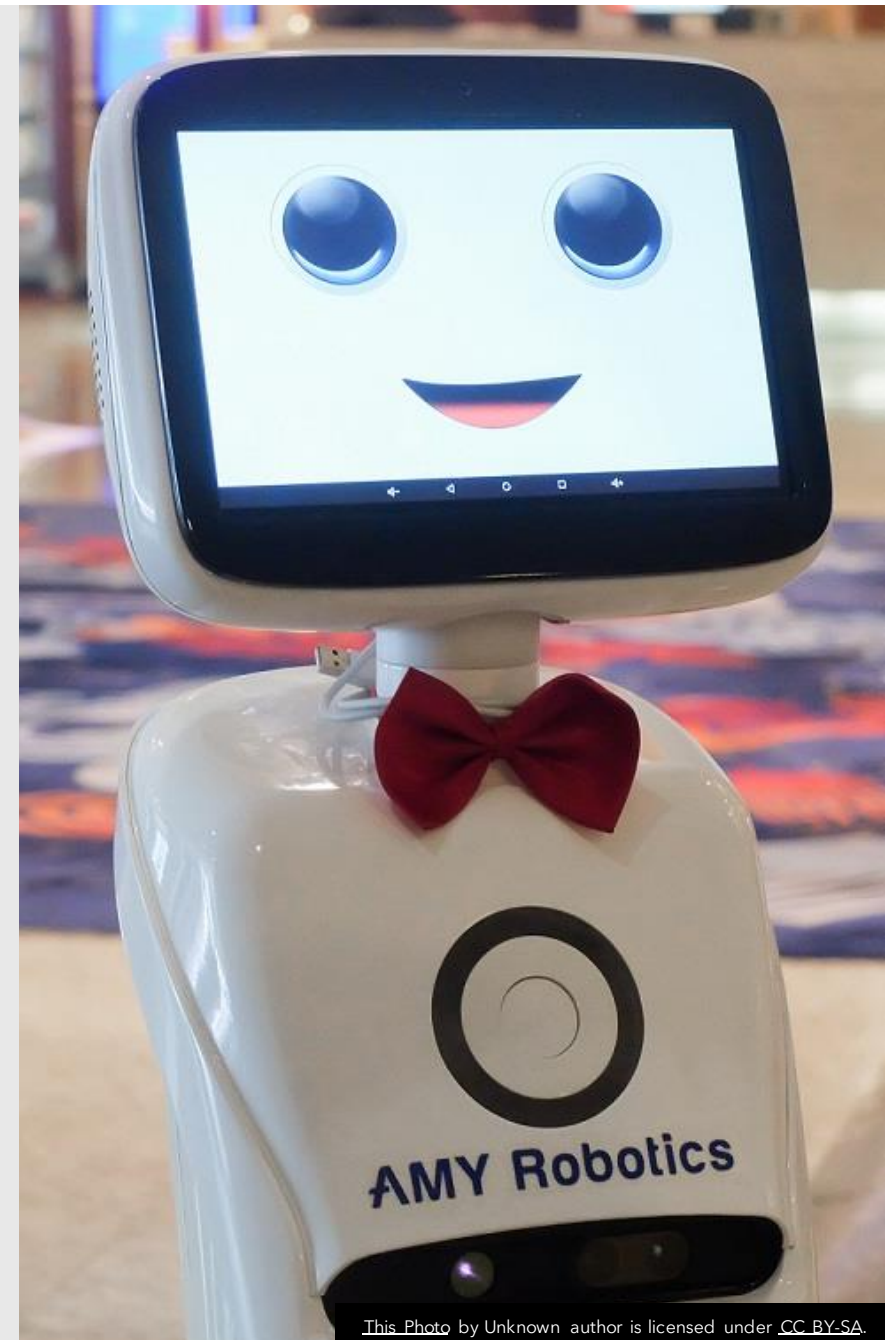


Evaluate Future Policy and Management Options

- Technology is driving the evolution of the hospitality industry.
- Future strategy options should focus on creating full training programs for staff to reduce staff turnover.
- In Addition, they should also adapt to changing technology scopes.
- To promote sustainability and accountability, future policy decisions should aim at directing smart applications as business partners supporting green practices.
- This includes technologies for tracking energy usage, waste reduction, and sustainable technology management.
- Management solutions should focus on continuously reviving customer knowledge about smart application features (Buhalis and Moldavska, 2022).
- In Addition, they should also focus on collecting feedback from guests to improve their experiences.
- Policies should also promote AI and ML technologies as appropriate tools for use in such applications through proactively integrating them.
- These advanced systems can improve predictive analytics, maximize resource distribution, and customize guest interactions.

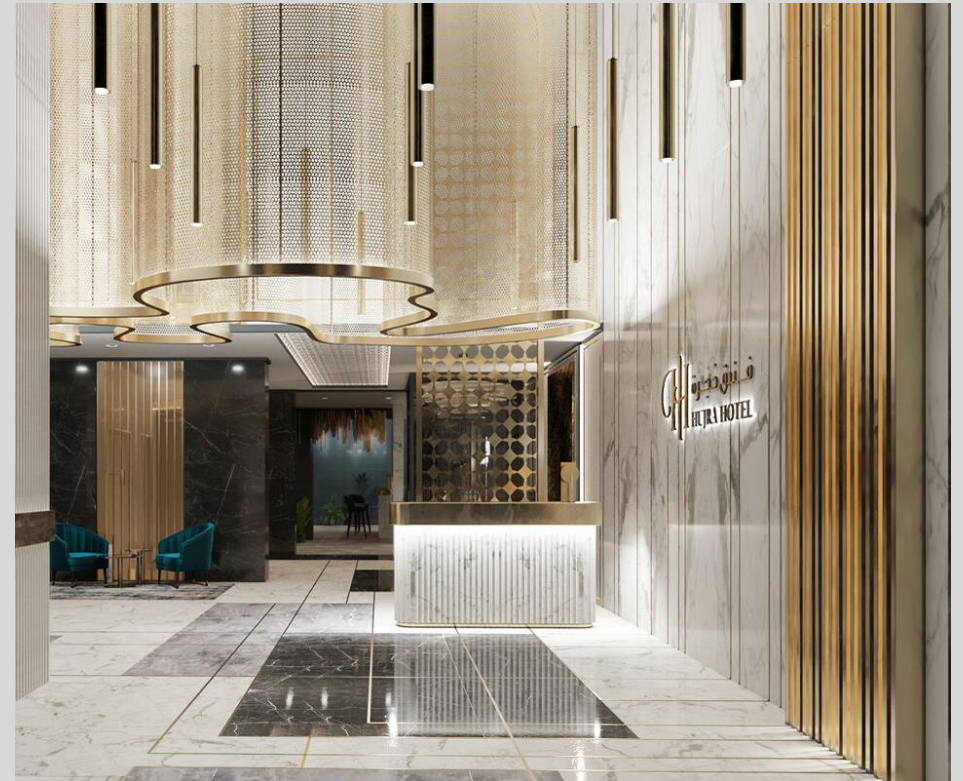
Robots and AI in the hotel industry

- Robots and AI are very important in the hotel industry, this can be seen as many hotels are implementing AI chatbots to handle routine customer inquiries (Ben Brahim, 2023)
- AI is very good as it streamlines the hotel processes without the need of human workers meaning that human workers can be working elsewhere.
- However, there is one problem. Making robots and AI to take over hotel operations minimalizes the human aspect which means that some customers are discouraged to go.
- This problem can be fixed by maintaining a balance between human interaction and robots streamlining processes.



Conclusion

- This study examines how smart apps are used in the hospitality sector, with a particular emphasis on housekeeping.
- It draws attention to the advantages of these apps, such as improved problem-solving, customer happiness, and service speed.
- However, it also recognize the possible dangers of data leaks in the digital age.



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