



The application of technology as a theme to enhance the hotel industry

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Introduction

- ❑ The application of technology enhances customer participation in the hospitality sector
- ❑ The training of staff, data protection, staff management, marketing and controlling the competitive edge are improved through technological advancements as well
- ❑ The presentation will emphasise the use of technology and its impact on the environment and sector-based and industry-based changes effectively.

Background information of Marriott International

- ❑ The Marriott International is considered to be the leading company in the hospitality sector with its brand value, efficiency, customer satisfaction and premium services
- ❑ The company have 7349 hotels in 131 countries and offers excellent services and customer retention through elevated workforce that can promote its position (Adeyinka-Ojo, 2021)



Importance of Technology in Hospitality Sector

- ❑ The application of the technology have a significant importance in promoting sales, managing supply chain, customer satisfaction and management of business activities
- ❑ Certain processes like the cashless transaction, keyless entry, online communication, autonomy in room operations and error free services through automation are optimised (Bonina et al., 2021).



The application of TOE theory for supply chain

- ❑ The application of Technology-Organisation-Environment has the sole importance to automate the operations and incorporate technology related activities in organisational context.
- ❑ It is noted that the TOE framework can assist in robust decision making, flexibility, holistic perspective and engagement of modern staff integration in the hospitality sector (Popo–Olaniyan et al., 2022).



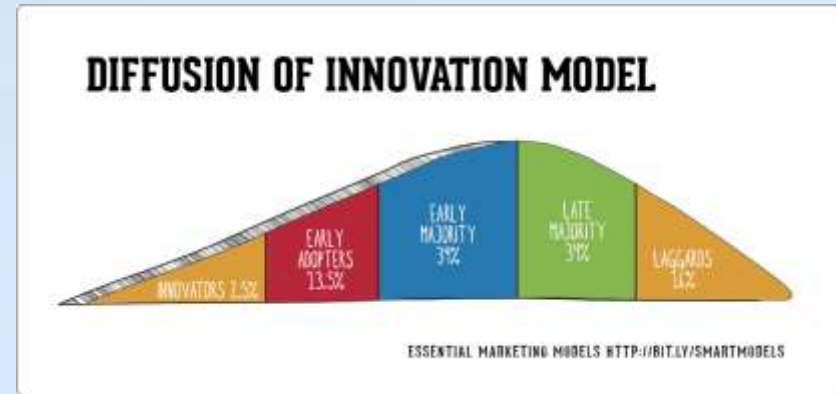
The application of TAM theory for technology acceptance

- ❑ The Technology Acceptance Model (TAM) can further develop the opportunities, increase outreach, investor integration, B2C communication and goal-oriented activities.
- ❑ The green perspectives through analysing environmental concerns and the management options can also be done through TAM that can promote the development of CSR (Anser, Yousaf and Zaman, 2020).



The application of Diffusions of Innovation theory for operations

- ❑ The theory is mainly propagated through the adoption of Innovators, Early adopters, Early Majority, late majority and Laggards which can determine the position of activities.
- ❑ The innovation of technological acceptance and adoption which can promote product sales and generation of population are mainly done through TAM as well (Akram et al., 2021).



The impact of Political stance and technology use in the sector

- ❑ Political stability can impact on the decisions and governance regulations towards the business opportunities which can assist to thrive technological adoption.
- ❑ Brexit is considered to have a significant impact on inbound and outbound travel behaviours of the customers which can determine the technological decisions of the hotels (Viglia and Dolnicar, 2020).
- ❑ The strength like the expansion opportunities and weakness related to the loss for disturbed stable customer pool are the key possibilities that are achieved through Brexit.



The impact of Economic stance and technology use in the sector

- ❑ The Economic position of UK is stable and therefore, the strength of utilising technology in hospitality and hotel industry are mainly observed
- ❑ The increase in economic efficiency can promote the fiscal allocation which can promote the innovative technical adoption (Debnath et al., 2021).
- ❑ The issues related to the recent geo-political unrest due to Russia-Ukraine war, Brexit and pandemic shock hinder the development of the economic stability



The impact of Social stance and technology use in the sector

- ❑ The social acceptance can bring the strength of technical adaptation and manage the key development required for the improvement of the hotels
- ❑ The social unrest can decrease the technical adoption where the customer specifications and issues related to acceptance of services are mainly seen in the hotel industry.
- ❑ In Britain, the consumer behaviour towards the premium services and specifications are high which can promote the improvement of the hotel business effectively (Han, 2021).



The impact of Technological stance and technology use in the sector

- ❑ The technical acceptance like digital processes, online methods of communication and ecommerce are the direct determinants of the technological adoption
- ❑ The increased digital services can also bring data theft and other relevant issues which can decrease the development of the technical options
- ❑ The digital processes like social media participation and the management of the online transaction value is high in the UK which can promote the technical involvement in hotels (Cartwright, Liu and Raddats, 2021).



The impact of Legal stance and technology use in the sector

- ❑ The legal processes like the regulations, governance processes, and ethics are variable based on diversity and acceptance which shows positive signs for the improvement and globalisation.
- ❑ The legal constraints can decrease the diversity, equality and inclusion for the companies and therefore, impacting the technological decision in the hotel industry.
- ❑ In The UK, the acceptance of the foreign customers and the governance assistance in the promotional processes of hotels in cross borders is high that can ensure development (Gaur et al., 2021).



The impact of Environmental stance and technology use in the sector

- ❑ The environmental stance like the utilisation of the sustainable processes can possess the strength of stakeholder integration and customer satisfaction
- ❑ The issues related to the environmental stance and the CSR activities can bring legal issues and constraints in the competitive edge and customer satisfaction.
- ❑ In the UK the control of the CSR where the in-house production, renewable energy and waste management are followed in the hotels that involve technological efficiency (Mio, Costantini and Panfilo, 2022).



Evaluation of future policy and management options

- ❑ The future processes like the increase in financial decisions and the governmental relaxations on the technological use can further assist the companies to gain development
- ❑ The application of more robust technologies like AR-VR, digital neural network, AI chatbot and Machine learning for data pattern analysis can be further used to gain development (Deborah et al., 2022).



Conclusion

- It is noted that the presentation dealt with the utilisation of environmental factors and related attributes which can promote the development.
- The technological usage as a theme and the management options related to the same are mainly discussed in the presentation as well.





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