

The Perceptivity of Guests towards the In- Room Technological Amenities in Indian Hotel Industry

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Abstract: Hotel industry mainly revolves around guest and guest satisfaction. Nowadays in the hotel industry lot of facilities, services are provided to exceed the expectations of the guest staying the hotels. Hotel facilities and services like Valet Parking, in room Dining, Spa, Gymnasium, Health club, pool, multi cuisine outlets, laundry, landscape and technological amenities.

Keywords-*Hospitality, Technological Amenities, Perception, Hotel*

Introduction

The swiftness of digitalization and technology is beyond comprehension, and no industry will survive in the current context without the implementation of technology. The Hotel Industry, like any other industry in the present day, is being changed by numerous technology modern conveniences that have the potential of as offering an elevated standard of service and enhanced customer satisfaction. Furthermore, the increased competitiveness in the hotel business has necessitated the adoption of modern technological amenities in order to hotels to differentiate themselves from their competitors and establish a competitive advantage. Hospitality industry is a service based industry and it is also one of the fastest growing industry in the world with the presence of many star hotels globally. Hotel industry mainly revolves around guest and guest satisfaction. Nowadays in the hotel industry lot of facilities, services are provided to exceed the expectations of the guest staying the hotels. Hotel facilities and services like Valet Parking, in room Dining, Spa, Gymnasium, Health club, pool, multi cuisine outlets, laundry, landscape and technological amenities. Hospitality industry is a service based industry and it is also one of the fastest growing industry in the world with the presence of many star hotels globally.

Overview of Indian Hotel Industry

Indian hotel industry is very dynamic and promising industry at the world level. India is famous for its rich culture and heritage and places like Rajasthan, Gujarat and Banaras have always been the most favourite of all at international level. The history of Indian hotel industry dates back to colonial era and initiated with the European aggression in 17th century. Since then there has been an impressive growth in the hotel industry of India.

With impressive growth and impacted results from industry it has attracted many international hotel chains and government initiatives like Incredible India, one of the best campaign running by govt of India. The hotel industry in India majorly depends on tourism with considerable amount of business tourism in it. In 2019, the number of FTA (Foreign Tourist Arrival) in India was 10.90 million marking a growth of 3.2% year on year. According to the World Economic Forum's travel and tourism competitiveness index, "India is showing a consistent growth in rank moving from 65th in 2013 to 34th rank in 2019". Indian tourism industry ranks at 10th position out of 136 countries as World Travel & Tourism Council's Economic Impact 2019, it clearly shows that India is an affordable destination for foreign nationals as compare to other more developed countries. As per to Noesis, a hotel investment advisory firm, The Indian hospitality industry will expand at a pace of 10.35% between years 2019 – 2028. (Presented in the Indian Tourism & Hospitality Performance Report 2021)

Number of approved Hotels and Hotel rooms in the country, as on 28.6.2021

S.No	Category of Hotels	No. of Hotels	No. of Rooms
1	One Star	10	346
2	Two Star	27	914
3	Three Star	533	18193
4	Four Star	419	21351
5	Five Star	226	28833
6	Five Star Deluxe	149	33877
7	Heritage Hotels	59	1778
	Total	1423	105292

Adoption of Hospitality industry specific technology

Hotel industry started adopting technology in early 1970s and since then it has been progressing and advancing. Cobanoglu et al (2011) from the very beginning of the of the technology integration in the hotels , the resaerchers and practioners suggested and debated on the use and regression of the technology need in the hotel and hospitality industry as it very sensitive and human touch is of utmost importance. But researchers have always supported the practise of the technology in the hotel operations (Ristova, Cvetanka , & Dimitrov, 2019) Digital technology means an easy and comfortable life for everyone and hospitality adopting it with open hands means same comfort and ease will be for the guests as the guest in the 21st century are the one with a lifestyle which inseparable and when it comes to hotel – “Home away from home” same facilties or more upgraded are required to be in incorporated in the hotels in the way to maximize the satisfaction of the guests. Hotel industry have also coined the word lifestyle hotels which are as per the new era guests needs and requirements Kosar (2014)

Meanwhile many researchers examined that technologies used in the hotels may not always have a beneficial impact on monetary termsbut definatly contribute towards guest satisfaction. Studies have suggested multiple factors which impact the overall guest satisfaction of the guests staying in the hotels and guests satisfaction also depends on the amenities and some intangible components Staff service quality, room qualities, amenities, services & security and values of the hotel.are one of the contributors which affect the willingness of the guests to pay for the for the hotel room rates and differential pricing Choi & Chu (2001).

Definition of Key Terms

Hotel

It means a lodging establishment which provides food and accommodation. As the hotel industry has grown it changed from inns to hotels and every lodging establishment has specific name as per to their category and facilities and services offered by the establishment. Their pricing is also different categories and this differential pricing is done as per to the type of the clientele.

Guest

Guest is a person who avails the services and facilities of the hotel and in return they pay for all the availed services. In the hotel industry customer/ consumer is known as Guest. Guest word makes the person feel special and creates an impact on the person.

Amenities

A service or item offered to guests or placed in guestrooms for convenience and comfort at no extra cost is called as amenity. Hotels offers multiple amenities and they change as per to their standards and clientele.

Technological Amenities

Items and services offered to guest with no extra cost and which are based on technology are known as technological amenities. Nowadays hotels have stiff competitions on such amenities in order to attract more business.

Guest Satisfaction

It is a feeling of happiness in a guest after purchasing, consuming services or products of a hotel. It is of utmost importance for the hotels as hotel business revolves around a guest. Every hotel does its best make a guest fully satisfied.

Guest Perception

In the hotel industry understanding guest perception is very important. It means the views, opinions and thoughts of the guest towards hotel’s services and products and a willingness to buy them. The business understands and study the perception of the customers by conducting surveys and scheduling rigorous feedbacks so that they can cater the guests needs in a better way.

Literature Review

Review of literature is an integral part of the research as it is an evaluative report of information. It gives a strong foundation for the research and also determines the major attributes of the research. The study mainly includes peer reviewed published articles, research papers, conference proceedings, theses, dissertations etc.

Importance of in room amenities

Liu et al (2020) has stated in his study that free hotel add on services like breakfast, parking & WI fi has positive affect on guest perception to visit a hotel, however the study also focusses on how free add on services will affect the horizontal & vertical competitions among hotels.

Alexakis et al (2021) has focussed on the impact of online & offline ratings on guest satisfaction. the study mainly contributes towards the link between the off-line information & Online ratings. The study also investigates the affect of long-term & short expenses of hotel in guest satisfaction.

Dev & Kumar (2019) suggests hotel amenities are very crucial in nature as they can make or break a guest's comfortable stay in the hotel. Study shown that television among all the selected fifty amenities is the most used amenity in the hotel and also it has a major contribution in the guest satisfaction after music player.

Heo & Hyun (2015) study found that the customers willingness to pay is related to the room amenities offered by the hotels. Placed room amenities in the room not only increased the estimation of room rate but also enhanced the willingness to guest to pay more for added room amenities in the room.

Köseoglu, Ross, & Okumus (2015) Have shown need of competitive intelligence in hotels as Competitive Intelligence is lacking in the hotel managers so they are last concerned what other hotels are using their hotels and hotel amenities but it can be a game changer in the hotel business should use wisely by the hotel managers and decision makers.

Role of Guest Satisfaction

According to Yang et al (2021) the study focusses on the relationship between technological readiness(TAR) & technological amenities (TA) in a hotel.as per the survey conducted by the researcher that TR has a viable effect on guest to visit a hotel or not.

Padma & Ahn (2020) has examined in his study about the level of guest satisfaction, revisit in the hotel through frequency analysis. this study analyses the different attributes in a hotel like room amenities, staff attributes etc are the themes which are related to guest satisfaction & Dissatisfaction.

According to Choi & Chu (2001) there are multiple factors which influences the overall satisfaction levels and willingness of the guest to return back to the same hotel and they have also shown seven crucial determinants which empowers the satisfaction levels of the customers in the hotels namely Staff service quality, room qualities, amenities, services & security and values of the hotel.

Influence of hotel amenities on guests

Kim & Heesup (2022) conducted three studies on different aspects of in room technological amenities on guest satisfaction, hotel business profits and role of in room technological amenities in building sense of customer wellbeing.

Cobanoglu et al (2011) This paper shows a detailed study done on the few selected determinants which influences the customer behaviour in the hotel industry. This paper has collected data from 774 hotels and it has shown that out of selected 15 determinants, technology and in room amenities are the determinants which has very less data available and research done. The paper also suggests that there are still a lot of more areas of concern for the hotels before the plan for the customer satisfaction improvement plan.

Filimonau & Magklarpoulou (2020) Shows that guestrooms are the major areas in the hotels where energy is consumed at very high rate and technology based in room amenities can help to control the amount of energy consumed and it also suggested that technology amenities can also design the room tariff flexible for the guests means the amount of energy the guest consumes can be paid by the guest.

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Chathoth (2006) has developed a conceptual framework and has shown that information technology-based amenities and systems will have larger scope to meet the guest's needs and also will be able to sustain customers for longer duration than non-Tech based hotels.

Luo, Vu, Li, & Law (2021) have shown the relationship between the guest satisfaction and robotics service which can be part of amenities of a hotel and guests seem more satisfied when technology is part of hotel operations.

Li, Le, & Law (2013) Has collected data from 774 hotels and it has shown that out of selected 15 determinants, technology and in room amenities are the determinants which has very less data available and research done. There are few determinants which influences the customer behaviour and preferences. Also suggests that there are still a lot of more areas of concern for the hotels before the plan for the customer satisfaction improvement plan.

Zhao, Xu, & Wang (2019) examines the customer reviews and its impact on the hotel and review community. The length & linguistic features depict the guest satisfaction which is related to the services, amenities & facilities offered by the hotels.

New concepts in hotel industry to maximize guest satisfaction

Kosar (2014) describes the lifestyle hotel concept, according to kosar new modern hotels are developing and converting into lifestyle hotels which cater the needs of the all guest with specific lifestyle requirements which will be global trend in coming years and as the technology is advancing and technology is widely and whole heartedly accepted by the hotels so that they can cut the competition which is actually a necessity.

Hamilton, Rust, Wedel, & Dev (2017) In this study authors have developed a model of return on investment to study how the hotel amenities produce financial returns, they have compared three amenities and also suggests that ROI should be calculated on the amenities which are present for the guest so that for future the hotel managers can decide which amenities are more profitable for their hotel.

Eriksson & Fagerstrom (2017) investigates a relative impact of Wi Fi on the hotel bookings made by the guests. Wi Fi being a technological amenity which can be used as a "Deal Breaker" in case of high competitive market scenario for the hotels. As without this amenity nowadays hotels cannot attract business as it has become a basic requirement.

Cobanoglu, Bilgihan, Nusair, & Berezina (2012) emphazies on WiFi as an important amenity which is offered for free for the guests at restaurants and it is also an important amenity which has become esstential and brings repetitive business.

Objectives of the study

- To understand the need of technological advancements in the hotel industry.
- To appraise the importance of modern technology used in the hotel sector.
- To Identify the advantages of Technology in hotels.

Data Collection

Data will be collected from various primary and secondary sources.

Secondary Data will be collected by reviewing published research papers from reputed journals, articles, websites, books & hotel websites.

Research Methodology

This study is based on review of literature using secondary data collected from comprehensive literature and other published materials, Research papers from journals, Websites, Internet sources, govt. and non-govt. publications, Articles to develop a solid theoretical foundation based on empirical evidence.

This Study has a theoretical review of Secondary data to provide a conceptual framework towards the concept of adopting digitization in Hospitality Housekeeping.

Conclusion

It is vital to note that not all digital modern amenities have an identical impact on guest satisfaction. According to the conclusions drawn from this study, comfort technologies such as an in-room digital safe, guest control panel, in-room PC, mobile access to the website of the hotel, digital lock, and flat screen HD television sets are less likely to affect guest satisfaction than other applications included in the study.

Because many popular devices can be found in the guest's home or office, the impact of technology-based amenities may be more closely tied to application familiarity.

Business Requirements for Travelers were found to be crucial variables influencing guest satisfaction. The business centre products and services, speedy check-in/check-out, an in-room telephone, an alarm clock, and easily accessible electronic adapters. In-room technologies including VoIP telephone services, pay-per-view, movies, voicemail/messaging, game systems, and universal battery chargers have the potential to significantly enhance guest fulfilment.

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