Volume 22 Issue 18
Originally issued as F2

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 22 Issue 2 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study of Modern Technology in the Management of Hospitality Outfit

By Shubham Pal, Jyoti & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Modern technology it come to spread everywhere it can be likened to a huge web, connecting all area by change. We may make significant changes in our process of doing business by using machines, but it is the change in every nature of what we do, brought about by the social change induced through the machines, that is the real meaning of technology to business. As a result of the far – reaching changes in the technology. We can no longer think or talk usefully of just a computer.

GJMBR-F Classification: DDC Code: 636.089 LCC Code: SF745



Strictly as per the compliance and regulations of:

© 2022. Shubham Pal, Jyoti & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

A Study of Modern Technology in the Management of Hospitality Outfit

Shubham Pal [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- **Modern technology it come to spread everywhere it can be likened to a huge web, connecting all area by change. We may make significant changes in our process of doing business by using machines, but it is the change in every nature of what we do, brought about by the social change induced through the machines, that is the real meaning of technology to business. As a result of the far – reaching changes in the technology. We can no longer think or talk usefully of just a computer.**

I. Introduction

Domestic and international tourism has been steadily growing for several years. The revenue generated from lodging, food and beverage, and other services provided to this large influx of travellers has propelled the leisure and hospitality industry to the forefront of the global economy. To adapt to the changing consumption and travel behaviours of the evolving customer base, experts in the field argue for significant improvements in the type and quality of hospitality services. These enhancements are specifically aimed at attracting a new generation of technophile travellers on a tight budget. The implementation of these enhancements adds up to a total overhaul of the service packages and underlying technological framework currently used by hospitality service providers (HSP). Personalization of experiences and digitalization of services should be the goals of these enhancements.

Personalization of experiences is required to market services to people travelling on a tight budget. Personalization creates unique guest experiences by incorporating flexibility and customizability into the service packages on offer. Most of the current HSP packages bundle various combinations of popular services in various price brackets with little to no negotiating power. This forces travelers to choose between everything and nothing, and they usually choose the latter. If HSP offers more flexible service package options, guests can tailor their experience to their preferences and budgets. The process of creating personalised value propositions for each guest can be greatly aided by using an effective technological platform to manage the interaction between guests and service providers can significantly simplify the process of crafting personalised value propositions for each guest. To attract technophile visitors, services must be digitalized. The goal of service digitalization is to transition to a digital business model by bringing hospitality services to the guests' fingertips. A digital service platform allows guests to browse, plan, and select activities at their leisure, allowing for the seamless integration of technology into their travel experience. Digital services that entice technophile guests include booking and reservation services, location-based services and personalized communication, and social media integration. Guests can be rewarded with special incentives such as loyalty points, coupons, and bonuses.

II. Objectives

The overall goal of the project is to investigate the role of modern technology in the management of a hospitality establishment. As a result, the specific goals are as follows

- To investigate the roles of modern technology in hospitality management.
- To investigate the effects of modern technology on hospitality management.
- Determine whether modern technology has given hospitality businesses new strategic options and opportunities.

III. Research Methodology

The research methodology employs both primary and secondary data. The primary data was gathered using questionaries, which consisted of 20 questions related to a study on modern technology in hospitality management. The questions are divided into two sections. Section A contains five demographic questions, and Section B contains 15 topic-related questions.

Secondary data sources include newspapers, various research papers, articles, documents, and the internet, among others.

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: shubham_pal.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: jyoti@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

© 2022 Global Journals

IV. Literature Review

"Melissa Santos – 2022"

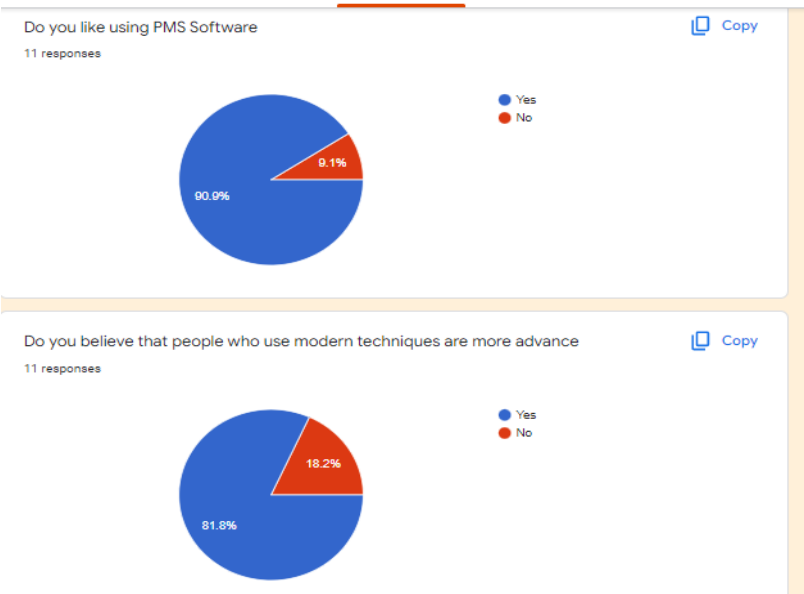
The role of modern technology in hospitality management." The role of modern technology in hospitality management cannot be overstated in this study. Today's market wisdom suggests that hospitality companies must embrace technology in order to compete with traditional competitors as well as new entrants who build their businesses with cutting-edge technology. In this changing environment, new distribution models must be developed to lead the charge. A strategic information management function should facilitate its enterprise's business mission through managed information technology, which is possible with modern technology.

"Technology in the Hospitality Industry: Challenges and Opportunities," Prasanna Kansakar, Arslan Munir, and Neda Shabani.

The leisure and hospitality industry is a major driver of the global economy. In recent years, the widespread adoption of new technologies in this industry has fundamentally reshaped the way services are provided and received. In this paper, we will look at some of the cutting-edge technologies being used in the hospitality industry today and how they are improving guest experiences and changing the hospitality service platform. We also see some potential future hospitality services as the internet of things technology advances.

V. Data Analysis and Interpretation

- According to first survey I have getter 11 Reponses out of 20 in which 27% are male and 72.7% are male.
- The survey second where I have asked if the guest prefer modern technology I have got 100% positive responses.
- According to graph 4, 81.8% people agreed that modern tech are more advance and 18.2% people this modern technology should not be use.



According to this data there is 90.9% people think that a person's modesty is defined through his / her way of performing tasks, whereas only 9.1% people don't think like so.

VI. Interpretation

As an action, the purpose of researching my specific topic can be realized through the analysis of the data I have collected. In order to begin the data analysis process, I will first need to reduce my data into a format that can be easily analysis. As from the data and responses that I have got I can say that people think that modern technologies has helped the hotel industry in the larger scale.

It helps in specially reducing their effort and saves lots of time. And also I have asked random question to people from them. I would like to conclude that using of machines increase the maintenance cost but still they find it easier so they are for the motion that modern technologies have helped the hotel industry.

VII. Conclusion

Modern technology has transformed the distribution of hospitality outfit products into an electronic market-place where information can be accessed instantly. Principals and customers continue to interact in unprecedented ways. The rapid advancement of modern technology has necessitated the re-engineering of the entire production and distribution process for hospitality outfit products.

As a result of this technological explosion, hospitality outfit packaging is becoming much more

© 2022 Global Journals

individualistic, inevitably leading to some degree of channel disintermediation, a process that will offer new opportunities and threats to all Hospitality organisations.

The goal of researching my specific topic can be realised as an action by analysing the data I have gathered. To begin the data analysis process, I will need to first convert my data into a format that can be easily analysed.

According to the data and responses I have received, people believe that modern technologies have aided the hotel industry on a larger scale. It assists them in reducing their effort and saving time. Also, I asked random questions to people, and I would like to conclude that using machines increases maintenance costs, but they find it easier, so they are in favour of modern technologies.

The purpose of researching my specific topic can be realised as an action by analysing the data I have gathered. To begin the data analysis process, I will need to first reduce my data into a format that can be easily analysed.

According to the data and responses I have received, people believe that modern technologies have aided the hotel industry on a large scale. It aids in reducing their effort and saving time. And I have also asked random questions to people from their I would like to conclude that using machines increases the maintenance cost but they find it easier so they are for the motion that modern technologies.

Bibliography

1. https://www.projecttopics.org/the-role-of-modern-technology-in-the-management-of-hospitality-outfit.html.
2. https://www.google.com/search?q=modern+machines+in+hotel+industry&source=lnms&tbm=isch&sa=X&ved=2ahUKEwiKsvvhl8H3AhUSlbcAHeSkA70Q_AUoAXoECAEQAw&biw=1332&bih=548&dpr=1.

© 2022 Global Journals