ISSN (Online) : 2278 - 4853
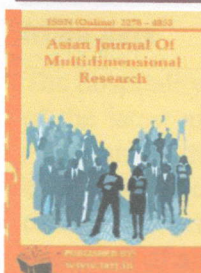
Asian Journal of Multidimensional Research

Published by :
www.tarj.in

THE IMPACT OF INNOVATIVE TECHNOLOGIES FOR IMPROVING ECONOMY OF HOTELS

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ABSTRACT

Nowadays people of Millennium live in the digital world. World Wide Web known as Internet, new types of gadgets, devices, social media networks and other various technological successes combine our whole world. The hospitality industry is also embraced itself different types of innovations. The aim of this study is to define latest technologies and innovations as well as finding out the preferable ones for Bukhara hotels.

KEYWORDS: *Hospitality Industry, Service Quality, Innovations, Technologies, Gadgets.*

INTRODUCTION

We as a whole realize that the hospitality business is frequently characterized as the sectored arrangement of advancement and generation! Innovation has assumed a significant job in accomplishing financial development by gathering monetary methods for buyers to travel. The growth and commitment of air travel as a method for moving sightseers to various areas is a significant commitment of innovation to the inn business. People cannot always understand it but they are certainly becoming addicted to their smart phones that are always with themselves. Smart phones determine people's behavior and the way they communicate in every aspect of their lives: whether it is in private or in working life.

Now our goal is to express the process where it is obviously seen how the Internet technologies and new innovative applications performing an impact to our life and how they have made changes in hospitality business, more accurately in hotel industry. Not only the technologies of the 21st century but also the creativity of human beings is unlimited and endless, and thanks to the digital achievements an accelerated and robust world have been facilitated. Nowadays a crucial element of the achievement in the hospitality sphere is regarded as being up to date while following the latest trends and innovative technologies of hotel industry. Innovation raises attention, helps positioning, brand recognition and differentiation.

Main part

The hospitality industry is one of the driving force of the world economy. The extended adoption of the latest and new technologies in hospitality industry over the recent years has essentially reorganized the way in which services are provided and received. The highly competitive environment of the hospitality industry drives the search for new methods and resources, elements of productive implementation. One of the core trends in this sphere is the progress and operation of a variety of innovations and new ways that can serve as a powerful incentive for the evolution of the hotel industry. All kinds of Innovations are essential for both the possibility and competitiveness of hotel enterprises. The systematic and ubiquitous use of innovations ensures the growth of enterprise performance.

Today's hotels use different types of innovative technologies and new applications. Till recent times social media network defined as the favorable way of advertisement, promotion and marketing. Without doubt, critically important innovations in the hospitality business are OTA's and GDS's that changed systems of booking and reservation.

According to Schumpeter, companies can introduce the innovation process in five areas. These are the following:

- Generation of new or improved product
- Introduction of new production processes
- Development of new sales markets
- Development of new supply markets
- Reorganization or restructuring of the company

There is a wide range of factors affecting the application and development of innovation, for example, consistent industry problems, specific mentality of consumers, cultural and national quirks of the customers enjoying hotel services, etc. (Pine & Gilmore,1999).

It will be more interesting if we remind of the latest gadgets in hotels beginning from various keys to furniture of every accommodation. Tablets on each room, electronic conditioning system, online concierge, accelerated Wi-fi, easy check-ins & check-outs, improved in-room hardware, applications for comparing hotels' prices, the sharing economy, etc. We can continue presenting the names, however it will not be steady and will be upgraded day by day.

And now after learning about the world's last trends of innovations on hotels, I want to express some suggestions to the hotels of our country. It is obviously seen that we cannot afford all the latest tech applications, but there are some of them that will undoubtedly raise improvement of tourism.

The most common innovation in today's hotels is motion-sensor electronics used for air conditioning and lighting systems. They will definitely useful for remaining electricity and also to diminish financial expenses that leads to revenue increase. Moreover, individual accessibility for air conditioning helps guests to set the temperature they want not only for rooms, but also for bathrooms. Also this technique is used for setting the lights.

Furthermore, one the most critically essential aspect is a well-designed and better worked hotel website and other applications of hotels. What we can do about this technical feature? First of all, we should pay more attention to ICT employees and better facilitate hotel websites: information

about hotels, feedback, photos& videos, Booking systems, hotel amenities, rooms and suites, etc. Secondly, we have to create smartphone apps for gusts, the most convenient approach, in my opinion. This app will be used as map, data storage, announcer about sales and hotel connected news. Thirdly, we can organize tablets for guestrooms, including list of services, Food and Beverage, hotel contacts and settings for room lights and conditioning system. And then, one of the most important part combines itself having an electronic key for entering room. We can generate key cards, room entering access on hotel's mobile apps or special devices used instead of keys.

Moreover, we can equip a hotel room with the following modern furniture:

- **an Apple TV**
- **flat-screen televisions embedded in bathroom mirrors**
- **shower walls with an instant frosting options**
- fold-up beds
- techno walls
- **3D image projections for meeting areas**
- Amenities for audio streaming, etc.

The dispersion of the arrangement of data advancements in the travel industry and neighborliness will expand the proficiency, quality and adaptability with which travel administrations are provided. It has just prompted the age of new administrations, for example, online leaflets and intuitive videotext. Innovation has the best effect on the advertising and dissemination of movement however leaves moderately immaculate the human-serious regions of visitor have relations and provider shopper connections. Data advancements applied to the travel industry framework will build the effectiveness and nature of administrations gave and prompts new blends of the travel industry administrations. This couldn't be accomplished without changing the show human high touch substance of movement. It is the deliberate utilization of the arrangement of data advances by all travel industry providers, together with its significant effect on the movement business, which makes the establishment for another travel industry best practice and an all-out arrangement of riches creation.

Data and correspondence innovation can be utilized for operational purposes, yet additionally for strategic and vital administration. This engages the travel industry and friendliness ventures to convey legitimately and all the more productively with forthcoming clients and providers just as to accomplish upper hand.

The Internet isn't seriously delicate to the financial cycles. In any case, it is viewed as that the travel industry or inn deals from the Internet will be abundantly influenced by monetary changes in those nations, from which the clients are reserving or holding the item. These incorporate changes in monetary development, loan fees, expansion or cash variances that can kill the travel industry association's cost preferred position and can have an unfriendly effect on the edges.

Statistic changes and changes in clients' frames of mind towards new innovation and Internet, specifically, will directly affect Internet and the travel industry and friendliness businesses deferentially. These days' clients are ending up progressively talented and progressed in the utilization of innovation. The social framework measurement must incorporate the bigger social and political procedures through which the interests of the distinctive social gatherings associate with each other and with the innovation.

In regard of the travel industry suppliers, the Internet gives a foundation to the worldwide conveyance and cheap conveyance of the travel industry related sight and sound data. It likewise engages the buyer however the arrangement of customized items which meet their individual needs, so crossing over any barrier between the purchaser and goal/supply in an adaptable and intuitive way. The Internet enables associations to skirt portions of the worth chain. An increasingly fruitful system is go into joint endeavors or extend a provider's site to offer contenders' items.

The Internet as a channel of conveyance has turned out to be one of the best channels utilized by purchasers to research travel choices, look at costs and reserve a spot for carrier tickets, lodgings and vehicle rental. Subsequently, the arrangement of online travel administrations is the absolute best business-to-shopper fragment on the Internet

The competitive condition of Internet and its effect on the travel industry and accommodation enterprises is generally perceived as being mind boggling, dynamic, and profoundly fragmented. Progressively inn networks are contending straightforwardly with each other in similar areas. This is an eminent change for an industry dependent on explicit areas to constrain the risk of rivalry. All real inn networks are at present entering the Internet market of offers and correspondences. As associations are reliant on their surroundings for assets, they will endeavor to deal with their reliance by creating and looking after techniques. Inn gatherings are being compelled to pursue different parts by actualizing promoting methodologies, frequently dependent on item separation, development in new markets, high incentive for cash, or rising brands. Such procedures are planned and actualized inside the setting of ecological vulnerability and require a comprehension of industry structure and natural change.

Innovation has made an astounding age for hotel configuration, opening new pathways and growing old ones to make the benefactor as agreeable and in charge as could be allowed. Advancement has changed what a visitor esteems in a lodging, just as what the proprietor needs to make their activity as effective as would be prudent. Indeed, even now, the area of the pined for USB chargers will affect how a visitor room is arranged and utilized. As we keep on looking forward, there are significantly all the more energizing advancements in innovation that will enable us to additionally push the points of confinement of the ordinary inn and make space for greater inventiveness in inn structure. These improvements will affect how the visitor will have the option to completely use the space, while displaying open doors for the administrator to control the earth all the more totally and cost successfully.

Room key character may before long pursue you around the whole lodging. With innovation accessible now, inns can follow the propensities for visitors and even envision their best course of action. This enables inns to all the more likely serve visitors and make a more curated experience. As we visited a portion of the new model uncovers this year for driving brands, one pattern that rose was utilizing RFID innovation for visitors to accomplish more than go to the wellness focus. It will enable you to secure your PC up cabinet in the entryway, get to a bike, and let the lodging know where you are with the goal that they can serve you a mixed drink. We are as of now taking a shot at the remodel of a Sheraton Hotel and as of late had the chance to visit a fake up in Times Square of the new Sheraton brand by Marriott since the securing of Starwood. The new Sheraton exhibited a portion of the highlights like the ability of utilizing your room key to secure and open drawers in the business focus, so you could leave your workstation and individual things while you enjoy a reprieve. This is foreseen to be appealing to the millennial age, who will in general exploit basic territory conveniences. Many foresee that the information

accumulated by this innovation is the long haul esteem. Hotels will have the option to all the more likely track deals by area, statistic, and propensities for singular visitors. Suppose they realized you loved a new croissant at 7:45 in the first part of the day and made them pause?

As fashioners, this not just makes new difficulties in planning "keen" furnishings, yet the bigger effect is that we can begin to spend more consideration on the open regions of the inn. At that point maybe, the pattern will prompt guestrooms getting somewhat littler and progressively effective.

With new purpose of offer innovation, it is making it a lot simpler to expand nourishment and drink deals all through the inn. The tablet/mobile phone based purpose of offer programming enables us to work well for nourishment and refreshments outside the setting of the bar or café. Inns can serve beverages and nourishment to anyplace in the entryway, business focus, parlors, pool or meeting focus. This gives us as originators a chance to explode the customary bar and eatery space and blend situations all the more uninhibitedly around the lodging. As of late, we revamped the Hilton Chicago Oak Brook Hills Resort and had the option to open up the bar and café totally and blend seating all through the hall. The outcome is that the operational staff has enormous adaptability in serving diverse size gatherings for various events.

Moreover, with new misfortune anticipation innovation, we can have 24-hour markets open for self-administration things, including a full coffeehouse, sundries, retail-like iPhone chargers, and snacks in the entryway, business focus, meeting rooms, and pool. This will incredibly profit select help and littler inn foundations that will have the option to offer the visitors on-request benefits without expecting to add more staff to work it.

As all hotel industry experts would concur, the hotel business has consistently been amazingly focused. That is the reason staying aware of the most recent patterns in innovation is fundamental for friendliness supervisory groups.

Organizations unfit to rapidly adjust to new innovations face the danger of falling behind the challenge. New advancements can support inns and travel organizations increase the value of their visitors' encounters, and this open door ought not be missed.

However, the benefits of innovation for the lodging business are not simply restricted to the visitor experience. Innovation can likewise upgrade operational productivity and help inn the board to decrease costs by supplanting costly human work. In increments, it will improve client support by encouraging smooth staff commitment and correspondence.

With the present voyagers grasping an "advanced first" approach, inns can increase an upper hand by actualizing the correct stylish innovations to surpass visitor desires.

Today, the normal visitor remaining at a lodging conveys at any rate three cell phones. They are accustomed to getting data quick, arriving at anything with only a tick, and being the first to experience and share new encounters and development.

Every one of these components point to portable innovation as one of the most basic mechanical regions for lodging organizations to improve their administrations. How about we survey some inclining new portable advances in the accommodation business to enable your business to adjust and remain pertinent in the computerized age:

The present visitors have a ball administration innovation. Versatile registration can allow visitors to avoid the customary front work area systems and rather start appreciating the offices right away.

As per hotelmanagement.net, over 68% of inn visitors think that its unsatisfactory to hang tight in line at gathering for longer than five minutes. This implies versatile registration ought to be a need for inn the executives.

Versatile registration give a smooth beginning to a positive visitor experience and furthermore diminishes the requirement for a lot of staff to deal with the front work area. Accordingly, the inn staff can all the more likely convey their assets and commit their opportunity to giving increasingly customized administrations.

Furthermore, giving portable registration to visitors urges them to download the marked application of the property. This enables inns to speak with visitors previously, during and after their remain, just as upsell or cross-advance items and administrations.

A portable key is a carefully encoded "key" on a visitor's cell phone. The versatile key offers approved clients with advanced access to explicit verified entryways in the property.

By utilizing a versatile key, the visitors can straightforwardly get to their room. That implies the requirement for visiting the front work area to get their key is wiped out. Advanced keys assume a significant job in giving an increasingly advantageous and improved visitor experience.

Moreover, neither the visitors nor the inn staff needs to stress over losing a key or supplanting a lost one. This decreases cash misfortune as well as gives added security to the property. A visitor is significantly less liable to lose their own cell phone than a modest plastic keycard.

The comfort and availability of portable keys has guaranteed the "keyless section" pattern has become a key piece of the cutting edge inn industry.

Voice innovation can act like a virtual steward, offering to reserve a spot or give data about the neighborhood. Then again, voice acknowledgment advancements can likewise be utilized as a successful strategy for helping accommodation staff.

There are numerous advantages related with voice-initiated visitor rooms, and the lodging business should use this innovation as quickly as time permits.

Visitor commitment applications give neighborliness experts the capacity to deal with their lodging tasks, substance, and promoting endeavors through one stage.

They can send mid-stay overviews to monitor their visitors and guarantee they're making the most of their experience. On the off chance that a client isn't happy with their remain, inn administrators can quickly present appropriate reparations to pivot their experience, and guarantee they leave the lodging with positive sentiments.

To do this, lodging chiefs can utilize a visitor commitment application to distinguish and send warnings to visitors. Visitors can be effectively divided by their past activities or span of remain; for instance, chiefs can send separate messages to visitors upon the arrival of their registration or to visitors who have utilized the spa. There are numerous chances to likewise offer customized advancements and focused on crusades.

As the Oracle Hospitality report makes reference to, 35% of visitors incline toward the capacity to plan room cleaning and 26% said they might want to get a cell phone warning to appear if their room was being cleaned.

Visitor commitment applications are the ideal method to manufacture associations with visitors previously, during and after their remain, just as learn important bits of knowledge about their inclinations fulfillment levels. Lodging supervisory groups can utilize these bits of knowledge to improve generally speaking visitor administrations.

Room Tablets

Visitors frequently don't have deceivability over a lodging's whole suite of administrations and offices. That is the reason inns place publicizing leaflets in each and every room. Be that as it may, if there are tablets showing this data rather, lodging supervisors will never again need to print paper pamphlets.

Today, cordiality experts can give data about their lodging through a solitary tablet. They can elevate their administrations to visitors in a split second. For instance, on the off chance that somebody drops their booking in the spa, different visitors who are keen on going to can be effectively educated. In-room tablets can likewise be utilized to make upselling openings and advance uncommon offers and redesigns.

Despite the fact that the ROI relies upon the administrations and the size of the lodging, almost every inn that utilizations visitor room tablets have encountered positive criticism from visitors. Truth be told, the normal ROI is 300% in deals.

CONCLUSION

The two clients and business can profit by advances in correspondence, reservations and visitor administrations frameworks. Innovation's most noteworthy effect can be seen on front desk where property the executives has stimulated throughout the years, the speed of administration, decreased work cost, improved exactness and modernized look and stream of hall. Purpose of offer one of the most significant method for rapid exchanges makes installment to the trader in return for products or administrations. Under the neighborliness business, the travel industry providers like British Airways have begun applying internet business tasks in this manner enabling their clients to straightforwardly get to the reservations frameworks. The methodology and utilization of portable innovations have additionally affected the neighborliness business. It is presently workable for clients to see and pick different travel and the travel industry choices by surfing the web through their phones

All above mentioned statements and innovations are done as suggestion for our hoteliers. Launching expressed technologies for a hotel will gradually effect the increase of both tourism and visitors flow. And definitely it will improve service quality of our hotels.

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