

Anticipation of Technology in Enhancing the Hotel Room Revenue

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ABSTRACT: The relaxation and travelling has been one of the lashing forces which have helped to improve the global financial system today. There is a quick largeness of grasping most recent technologies in the hotels over a few years which has unquestionable re-molded the style in which services are provided and received. The tourism and hospitality industry has widely adopted Information technology (IT) to minimize the expenses and to maximize the profit, this will enhance the service quality, operational efficiency and most importantly it improves overall customer experience during their stay at the hotel. The biggest challenge in hotel industry for manager's is to run the hotel successfully by managing the revenue with the available resources, due to new, complex, wide-ranging services and Information technology facilities available in existing hotel operations, it is mandatory to select a feasible technology according to the property in order to enhance the revenue. The purpose of this study is to recognize the ongoing advancements being utilized in hotel that assist in enhancing room revenue. Secondly it is focusses on the challenges faced by hoteliers on implementing such advanced technologies.

Keywords: Room Revenue, Technology in hotel, Hotel operations, Implementation of technology.

1.Introduction: The revenue generated from front office of a hotel through room division is greater than the other departments of hotel like food and beverage department inclusive of restaurants, banquets, Bar, and other food service outlets, which is being functioned along with front office in hospitality industry. To maintain this progress many experts of this field have been constantly finding new habits or techniques to improve the sort and nature of the hotel assistance to enlarge the customer base. The long established Hotels has had an incredible reputation on giving a quality support to the guest, because of escalated data from the guest and visitors, as the lodgings have received automated IT facilities to improvise working efficiency, to minimize the expenses and maximize the nature of service. [2] The future of hospitality management has been shaped by the present boom in the Internet of thing (IOT). Devices like sensors, identification tags, electronic actuators, cell phones are good example of IOTs, these devices help to communicate with each other directly or indirectly by using Internet [1]. The major advantage obtained from web distribution as it directs path to the hotel guest, the customary reservation system of hotels or resorts is now changed by the internet as a result guests can easily compare several rooms and its rates offered by various hoteliers, great cost saving can be achieved by encouraging the customers to book electronically which has made many tour operators excited about this new distribution channel, providing your guest with comfortable place to stay at your hotel is one of your most important responsibilities as hotel operator or hospitality service provider. In order to improve and expand your business you need to sale hotel rooms. Your hotel room selling techniques should reflect your commitment to your guest experiences. Further to emphasis more booking of your hotel rooms whether it is peak season or off-season.

2. Property Management system (PMS)

PMS are accessible in hotel structure as per the size and sort of the property, since it is expensive not all hotels can afford the PMS software in their hotel. A property management system comprises a framework of different mechanized modules that are designed to assist the employee to operate the functions. PMS software's are allocated to hotel according to requirement and necessity of their organization. Micros, Amadeus, IDS Fortune and Shaw Man are few major companies that provide PMS software [3]. The front office property management system has various components for effective functioning to the entire division. PMS is linked to other independent automation system such as point of sale, energy management system, call accounting system and electronic door locking system, it becomes highly successful when EMS is a blend of hardware and software that attempts to bring down the hotel energy consumption and helps to improve maintenance operations. The main function of Energy management system is it helps to automatically shut down all the operation of the hotel equipment's after a period of time if it is not in gear. It is programmed to minimize the usage of electricity according to the requirement and usage of the property. EMS likewise gives recommendation and organizes which room needs to be sold firstly in order to save energy.

3. Global Distribution System (GDS)

Global Distribution System is automated network system that sends stocks and charges of the hotel rooms to the movement specialist and travel locales. The utilization of GDS in the world travel industry can expand the accessibility, reappearance and speed of communication among the organizations in giving the administrations to the potential visitor [4] GDS is mainly incorporated among major Airlines Company, car rental companies and Hotel groups. The result of present day modern information technology, GDS are especially very important as they enable guest to get the data from any place in the world and offer them the chance to make reservations in a better way that gradually participate in total administration of hotel bookings through convenient method and propelling the hotel rooms in the travel market [6].

4. Computerized Reservation System (CRS)

CRS are specially designed for the travel agents and tour operators to encourage their efficiency and productivity, this system gives essential data concerning the hotel rooms, tariffs, travels schedules and seats. Previously when there was no distribution system recognized, all the traveler data and information about lodging, flight, lease a vehicle companies would take months to imprint in the form of brochures and pamphlets, which helped in data trade procedure between aircraft companies, travel operators and traveler's. [7] Resulting in late return of information from the travel agents to the passenger which took about 24 hrs, which further leads to a negative effect on their administration quality, traveler's fulfillment and further reflects on the income of the organizations. For smooth and dynamic flow of information to the passengers, the first computerized reservation system (CRS) was introduced as an experiment in 1960s by the leading airline company. All global CRS system has four main functions. The most beneficial function is the presentation of the different service provider's product and services. The system's second function is to reserve products or service that creates a registered passenger or customer name for each person. Thirdly, the price quote and ticket depends on the type and complication of the service offer and the finally it helps to provide updates related to local magic shows, visa formalities, payments that developers look forward to match with the demand of the market [7].

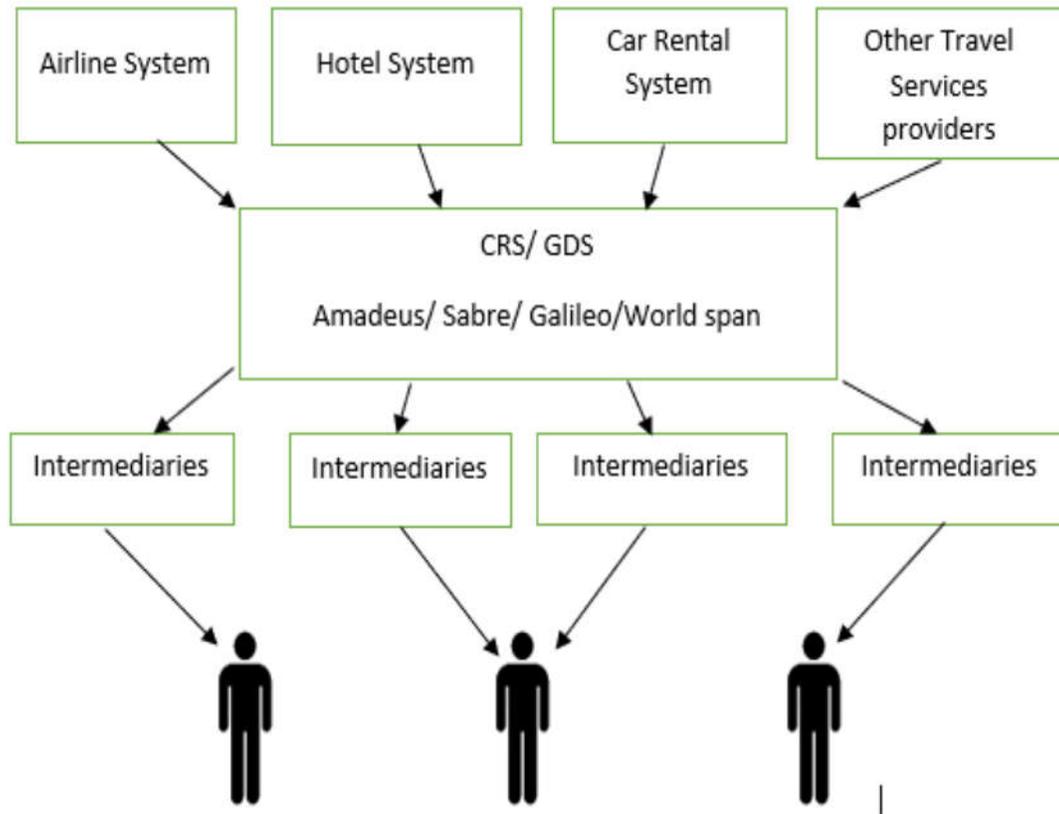


Figure 1: Structure of GDS and CRS

5. Online Travel Agency (OTA)

Many hospitality service providers (HSP) use these improvements to attract the fresh generation techno freaks travelling on stiff or limited financial plan. Such improvements lead towards personalization and digitalizing services. Personalization of experience is important for tourists travelling in limited budget; it gives a feel of versatility and adaptability since most of the present bundles in the market are extremely unbending and firmly sorted out for a customized understanding of the voyagers. Such packages have different combination of popular services and with various tariff ranges and cannot be bargained. Resulting the tourist with nothing and ends up opting for minimal choices during their stay. Digitalization of services can be appealing to the younger generation technophiles. Such strategy causes the visitor to peruse, plan and pick exercise at their own comfort by encouraging consistent mix of innovation. Few examples of digitalization are booking and reservation administration, area based administrations, customized correspondence and online reconciliation. Some third party host applications which young technophile are familiar with and also rely on. Such applications and administration has been causing income disintegration which has been a developing worry to the HSP. To contend with this outsider application, HSP must build up their very own application which can give on-property and off-property administration to the visitors. Guests should be encouraged to use the in-house technologies by rewarding them with special incentives like loyalty points, coupons and bonuses which helps to attract the guests and also be a part of digitalized services of the hotel. The primary motive of the latest technological update of the accommodation business is to make commonly helpful stage between both the visitor and HSP. For the vast majority of the managers it is their

worst exceeding bad dream strolling down the lobbies of their lodging with every unfilled room. It causes a miserable stillness denotes an indication of misery as well as hints at a falling business. To avoid such situations hotel managers or operators need to design special sales technique which will help them during slow travel season. The reminder of this paper is to study the current technologies being used by the hospitality service providers. To foresee future services which guests would expect in hospitality industry. Finally how such new technologies help to improvise the room revenues in hotels.

6. Significance of optimizing Hotel website & Social Media

The optimization of website assists in growth of a hotel. Interpersonal interaction like Facebook, Instagram, and twitter Etc are radically assuming a prevailing job in methodologies in hospitality industry. Users post their reviews and ratings which further help to promote the hotel by a verbal exchange. Web based marketing, online networks and web 2.0 have indicated change in the effect of the accommodation industry. Then there is the progression of PC design and web photographs that hoteliers for the most part show in their website, through such ways visitors can take a virtual tour of the inside and outside of their Hotel and resorts views. These facilities are turned out to be easy for customers to urge to obtain information on the tariffs, facilities and discounts. It is the duty of the hoteliers to ask themselves few critical questions like whether their company website or blog is generating them income and business? Is it helping them to cut their operational cost? Is the website helping to achieve client loyalty and profit? Most of the hotels have cloud based systems for their IT needs whether it is for property management system, reservation or revenue system. One big reason is flexibility to opt cloud system, with hardware, IT service are static, if you require more capacity, tough, and even if you use small percentage of it ,still you pay the same prices. But the cloud allows you to scale service to suit your needs from anywhere on the globe. Web based social networking or system administration locales, for example, twitter, face book, Instagram are the trending wonders in the hotel business today. These two are the most universally used social media platforms [12] it is similar to the internet marketing, as it also gives the operator the opportunity to directly communicate the budding generation explorers. Travelers use Internet as a noteworthy beginning stage for booking a lodging [7]. Numerous lodging providers' co-ops are utilizing internet as a stage to promote their offers and discounts to attract the youthful age travelers. Such discounted rates however portray a negative effect on the profitability of the hotel. Therefore the hotel operators must beware of such negatives and how it can affect the profitability of the hotel revenue. A study has recognized that online networking background has as an essential build in web-based social networking for promoting the business, demonstrating that hotels need to concentrate on the best way to make a positive and agreeable experience for their online guest. Thus hotels should concentrate on how online networking can help in configuration to upgrade guest experience. In particular hotels should make their own social media pages that is engaging and useful to the guest in order to make the most of their social encounters [12].



Figure 2 Significance of Social Media

7. Search Engine Optimization (SEO)

Search engine optimization it is a way of upgrading a website at search engine, so individuals can find it easily without much of a stretch to discover, it works with web search tools like Google, yahoo and so on. Every hotel should properly set up to be clearly visible on Search engine result pages (SERP) in order to improve traffic on the hotels websites. This allows the hotel to improve SEO rankings. There are some major benefits of optimization. First benefit, it helps in keeping the hotel ahead of competition. Second, it helps to establish hotels credibility. Which leads to improving hotels loyalty. Third, it increases hotels brand awareness. Fourth, it increase hotels profitability. Firstly the search engines tools were impartial by business thoughts and in this manner showed outcomes that gave the most important response to the client questions [8]. At whatever point commercial showed up on the page it was generally bannered on the highest point of the page plainly being separated from the outcome. Hotels are performing admirably as far as SEO. In large part of cases Hotels immediate site show up either first or on the highest point of search postings on the scan for the lodging's name and location. [9] For instance PPC (pay per click) which are spread widely throughout the business nowadays are publicizing efforts. The essential objective of these PPC is to show up the "Supported Ads" segment of the real web crawlers at whatever point a potential client looks for Inns or lodging. PPC advertisement with regular cost per click versus while numerous other promoting efforts organization may cost the hotel a great many dollars. Such links route the customers directly to the hotel websites avoiding any outsider party website.



Figure 3 Search Engine Optimization

8. Conclusion

The Luxury hotels will face an advanced technological based revolution in upcoming years. Hotels should have high profile and high quality facilities to compete in market and meet the demands of guest, it is essential that the basic requirement need to be full filled during the guest visits in hotel. The hotel managers in present trend encountering the biggest challenge while integrating with advanced technology for an intricate and mixed type of services for guest in existing hotel trend. The IOT based systems are the good replacement for manual and semi-automatic systems in order to meet the expectations of guest by giving a complete satisfaction and comfort during their stay at hotel. The implementation of advanced automation with IOT in hotel industry will be expensive during the installation at hotel property. The technology based revenue enhancement can be done by optimizing websites through search engine optimization (SEO). The social media is a vital and powerful tool on online that provides a significant feedbacks about facilities and services of the hotel during the stay which is experienced by guest stayed in hotel and that acts as a convincing platform for future guest in hotel. It is also found that digital technology and trends are being constantly fluctuating and changing day-by-day in terms of improvisation. The CRS and GDS provides guest reservations to the hoteliers and gives precise and appropriate information to the guest as well, which will eventually gain guest satisfaction resulting in increased sales volume of the hotel rooms that simultaneously enhance the hotel room revenue.

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