

## A study on hotel employees' perception of the use of Technological Amenities in 5 Star hotels on their job security.

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### 1. Abstract

The purpose of this study is to examine hotel employees' perceptions about the use of In Room Technological Amenities. This study seeks to explore how the employees of the hotel perceive the use of technological amenities and its influence on their jobs and careers in the hotel industry. It also evaluates how employees' attitude towards adopting technology and their perceptions of training support affect their retention, engagement, and satisfaction. The findings demonstrated that attitudes toward adopting technology were positively impacted by perceived ease of use. Additionally, the hotel's training assistance and staff attitude encouraged their participation and improved retention and satisfaction. Employee engagement had no effect on employee retention, and employees' attitudes were unaffected by their perceived utility. Discussions were held regarding theoretical advancement and real-world applications.

### Keywords

Service robot, Organizational investment, Customer satisfaction, Robot risk awareness, Learning goal orientation, Withdrawal behaviour at work

### 2. Introduction

*The Indian hospitality industry has witnessed a significant surge in the adoption of technology to enhance guest experiences and streamline operations. In room technological amenities are in demand in these days and has influenced a lot the behaviour of the guest and their booking patterns in the 5 star hotels. Hotels are seeing varied patterns in the booking patterns by the guest and it is impacting the occupancy percentage of the hotels. Advanced Property Management Systems (PMS): Hotels are leveraging cloud-based PMS to manage inventory, budgets, and guest interactions more efficiently. Artificial Intelligence (AI): AI-powered chatbots are being used to personalize guest experiences, while AI-driven analytics help hotels optimize revenue and improve operational efficiency. Digital Keys and Mobile Check-in: Many hotels are introducing digital keys and mobile check-in services to reduce wait times and enhance guest convenience.*

Technology is rapidly changing the way businesses operate, and the hotel industry is no exception. With the increasing integration of technology into every aspect of hotel operations, it is important to understand the impact it has on hotel employees. A literature review on this topic reveals that technology has both positive and negative effects on hotel employees.

One of the key benefits of technology for hotel employees is increased efficiency. With the use of automated systems for booking, check-in, and housekeeping, employees can spend less time on manual tasks and more time focusing on providing excellent customer service. This can lead to higher employee satisfaction and better overall hotel performance. Additionally, technology can provide employees with the tools they need to better communicate with each other and management, leading to more effective teamwork and collaboration.

However, the introduction of technology in hotels also presents challenges for employees. Some studies have found that employees may feel overwhelmed or anxious when faced with new technology, especially if they lack proper training or support. Additionally, there is concern that technology may lead to job displacement as certain tasks become automated, potentially reducing the need for human employees. It is important for hotels to provide ongoing training and support to their employees to help them adapt to the changing technological landscape and ensure their continued success in the industry.

**Big Data and Analytics:** Hotels are leveraging big data to gain insights into guest behaviour and preferences, enabling them to offer personalized services and improve guest satisfaction.

**Cloud Technology:** Cloud-based solutions are being adopted to streamline hotel operations, reduce costs, and enhance scalability  
**Internet of Things (IoT):** IoT-enabled devices are being used to create smart hotel rooms, enhancing guest comfort and convenience  
**Contactless Payments:** Hotels are introducing contactless payment options to reduce transaction times and enhance guest convenience  
**Virtual and Augmented Reality:** Some hotels are experimenting with virtual and augmented reality technologies to create immersive guest experiences

**Cybersecurity:** Hotels are prioritizing cybersecurity to protect guest data and prevent potential breaches. These technological advancements are transforming the Indian hospitality industry, enabling hotels to offer personalized, efficient, and secure experiences to their guests.

The integration of technology in guestrooms has become a key aspect of the hotel industry, aiming to enhance the guest experience, increase convenience, and provide a competitive edge.

#### **Here are some common technologies found in hotel guestrooms:**

**In-Room Entertainment Smart TVs:** Allowing guests to access their favourite streaming services, such as Netflix, and Amazon Prime.  
**In-room gaming consoles:** Providing guests with entertainment options beyond traditional TV.

**Connectivity and Productivity**  
**high-speed internet access:** Ensuring guests stay connected and productive during their stay.  
**USB ports and power outlets:** Conveniently located throughout the room to keep devices charged.  
**Wireless charging pads:** Allowing guests to charge their devices without the need for cables.

**In Comfort and Convenience**  
**Smart thermostats:** Enabling guests to control the room temperature to their liking.  
**Smart lighting systems:** Allowing guests to adjust the lighting levels and colours to suit their preferences.  
**In-room coffee makers and tea stations:** Providing guests with a convenient way to prepare their favourite beverages.  
**Mini-fridges and snack bars:** Offering guests a selection of snacks and beverages.

#### **In Security and Safety**

**Electronic door locks:** Ensuring secure entry and exit from the room.  
**In-room safes:** Providing guests with a secure place to store their valuables.  
**Emergency alert systems:** Allowing guests to quickly alert hotel staff in case of an emergency.  
**Innovative Technologies**  
**Voice assistants:** Integrating voice assistants like Alexa or Google Assistant to control room amenities and access information.  
**Smart mirrors:** Displaying important information, such as the weather or news, on the mirror  
**Virtual reality experiences:** Offering guests immersive experiences, such as virtual tours or relaxation exercises. These technologies aim to create a seamless, convenient, and enjoyable experience for hotel guests.

The advancement of technology has brought significant changes to the hospitality industry, particularly in hotels.

One of the major impacts of technology on jobs in hotels is the automation of tasks. Many hotels have implemented self-service kiosks for check-in and check-out, reducing the need for front desk staff. Additionally, the use of mobile apps for room service orders and concierge services has also minimized the need for human interaction in these roles. This has led to a shift in job responsibilities for hotel staff, with more emphasis on providing personalized guest experiences rather than performing routine tasks.

Another impact of technology on jobs in hotels is the emergence of new job roles that were previously non-existent. With the increasing use of data analytics and artificial intelligence in hotels, there is a growing demand for employees with expertise in these areas. Data scientists, revenue managers, and e-commerce specialists are now essential positions in hotels to optimize pricing strategies, analyze customer preferences, and drive online bookings. This shift towards data-driven decision-making has created opportunities for individuals with technical skills to thrive in the hospitality industry.

While technology has brought about changes in job roles in hotels, it has also created opportunities for employees to upskill and adapt to new technologies. Training programs and workshops are being offered by hotels to help employees enhance their digital literacy and stay relevant in the evolving technological landscape. Overall, the impact of technology on jobs in hotels has led to a more efficient and personalized guest experience, while also creating new job opportunities and prompting existing employees to acquire new skills to succeed in the digital age.

#### **4. Research Methodology**

*This study is a qualitative review study of the collected secondary data. This study has captured ideas and thoughts of authors and their already published work. The data has been collected by the different sources like reputed magazines, listed journals and websites.*

##### **Literature Review**

(Voronova et al., 2020) state that increasing productivity is the primary goal of integrating information technology or modern amenities into the hotel industry. The results of numerous research examining the relationship between IT expenditure and business success have been inconsistent. The research was completed at upscale hotels. Applications related to guest interfaces, banquet, restaurant, and front desk management systems were among those studied (Lee & Park, 2019). Information and communication technology has revolutionised the hotel industry. Hotels are increasingly using ICT, according to the authors.

The study's conclusions provide light on the factors that affected the hotel owners' differing inclinations to incorporate ICT. Firm-based and location-based variables are two distinct groups for the variables that were found. To complete the evaluation, 95 hotels in different parts of Thailand were looked at.

The study's conclusions support the notion that hotels should aggressively employ and promote ICT to reduce visitor attrition. The study's authors claim that the technology is utilised for administration and operations in addition to in-room service (Tyagi & Patvekar, 2019). Hotels that have made significant IT investments over the past ten years have witnessed a 79.9% increase, according to the American Hotel Association.

A 71.3% rise in income production, an 82.4% increase in visitor satisfaction, and an improvement in staff productivity and efficiency (Brochado et al., 2016). Therefore, regardless of where they are implemented, technological facilities have a much larger role—more than 75%—in both personnel and efficiency as well as guests and experience (Brochado et al., 2016). These days, hotels are truly going above and beyond with these amenities to boost their reputation and brand, attract repeat business, differentiate their offerings, and improve the overall experience of their guests.

. Information technology is the primary driver driving the hotel industry towards higher standards, according to studies. However, not all technology conveniences are useful in this type of circumstance. The main factor influencing this is the choice of technological facilities. It's more crucial than ever to

understand what your customers desire because poor choices could lead to disappointing results and wasted money (Bilgihan et al., 2016). According to Lam et al. (2007), attitude is a personality trait that encompasses an individual's perception of both positive and negative aspects of life.

According to a study published by the Korea Employment Information Service, jobs in the tourism industry that are most likely to be replaced by technology are those in lodging and food service. Relatively low-risk occupations include those of tourism interpreters, travel product developers, travel agents, and show organisers (Park & Lee, 2020).

This pertains to the necessity of anticipating and adapting to the incredibly complex and unpredictable modern business environment (Kim, 2019a). The hotel industry has benefited from the introduction of internet technology during the third industrial revolution. The growing popularity of online reservation platforms and various online travel agencies are a couple of examples (Koo, 2017). Another is the case for the fourth industrial revolution. Henn-na-Hotel in Japan was able to cut labour costs by 70% when AI hotelier robots took over the food and beverage and front desk divisions (Rajesh, 2015).

However, labour cost reductions will result in job losses for hotel employees. The new technology may also lead to stress and job insecurity. Given the importance of hotel staff as a resource, it is crucial to consider their viewpoint when taking preventative measures. New technology will be introduced after the fourth industrial revolution. The consequences of transformation, however, are uncertain. Therefore, understanding the perceptions of hotel staff is crucial.

Compared to other industries, there is still a dearth of research on workers in the tourism sector, and what little that is available focusses mostly on the industry as a whole, including education, smart tourism, and job creation. The main emphasis is on qualitative research on the ethical concerns brought up by the advent of fourth industrial technology, as well as employee and customer reactions.

#### **Importance of Smart Technologies in hotels.**

To raise the caliber of hospitality services, technology must be available and used in a variety of tourist and hospitality-related domains, including contracting, booking, marketing, promotion, and financial settlement. Chestler (2016). Ivanov et al. (2018) concurred with Chen & Hu (2013) that smart services enable employees perform better for their duties at a cheaper cost, increase communication, speed, and accuracy of information, and remove obstacles like high investment and distance. On the one hand, smart services lower operating costs, enhance employee satisfaction and talent acquisition, increase output and performance, monitor workplace safety, enhance communication, and eliminate obstacles. (Alhashmi et al., 2020; Al Suwaidi et al., 2020).

Moreover, the smart services and technologies with data base often faces security risks, interoperability issues and privacy concerns.

## **5. Conclusion**

*The study offers a number of conclusions that help explain how smart services affect hotel staff performance in terms of effectiveness and efficiency (pertaining to the room sector).*

*1. It is important to think about how technology applications in the hospitality sector may affect changes in employee morale, job satisfaction, the quality of the work environment, and other work outcomes that are directly tied to operational efficiency and productivity.*

*2. Workers in the room sector use a range of smart technologies (wearable technology, the internet of things, identity verification technology, and direct digital control systems) to accomplish their tasks at work.*

*3. Staff members interact with visitors via smart technology, responding to questions and notifying them of any new requests for the accommodation.*

*4. Workers connect with the maintenance department via smart technology, reporting needed maintenance and repairs.*

5. Housekeeping department tasks (such creating daily room status reports, room inspection review reports, room occupancy statistics, and reservations) are carried out by staff members using smart technology.

6. Front-office tasks (electronic reservations, electronic bill collection, figuring out how many rooms are needed, and checking in and out) are completed by staff members using smart technology.

7. Using smart services improves work flexibility and speeds up staff performance.

Based on the analysis, here is a conclusion on guest preferences for selecting a hotel room: Guests' preferences for selecting a hotel room have evolved significantly, driven by technological advancements, changing lifestyles, and increasing expectations for personalized experiences.

8. Employee performance efficiency is positively impacted by smart services.

9. Employees accomplish their jobs with less time and effort when smart services are used.

10. Employee performance is more effective when smart services are used.

11. The effectiveness of staff performance and the actual implementation of smart service methods have a significant, positive relationship.

12. The effectiveness of employees' performance is strongly positively correlated with the actual smart service methods.

### **Study Contributions**

This research enhances the overall comprehension of the impact that smart services have on employee performance, especially in terms of efficiency and effectiveness. Additionally, it presents important suggestions for enhancing employee performance within the hotel sector as it navigates digital transformation.

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