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**A STUDY ON THE EFFECT OF HOTEL TECHNOLOGY IN HOTEL
OPERATION**

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Declaration of the work originality

I am hereby aware that no plagiarism from any media or electronic resources that is allowed to be printed out as my Industrial Relations written assignment.

(Intan Azfarini Binti Mohd Sidek)

(Nur Fazira Binti Mohd Hanafiah)

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CHAPTER ONE: INTRODUCTION

1.0 Overview

This chapter consists of seven sections. The first section 1.2 present about the background of this study which focus on technology advancement in hotel operation. This followed by next section 1.3 that cover on the problem statement for this study is the issue that pertaining technology usage in hotel operation whether the guest or employees are willing to use the technology advancement or not and also the technology failure. In section 1.4 it presents the research objectives develop for this study which to identify the impact of technologies advancement towards the hotel operation and how new technology can enhance the hotel operation. Next section 1.5 is discussed the research question. Afterwards, significance of the study is discussed in section 1.6.

1.1 Background of the Study

In hotel industry, technology innovation may overcome more challenge where the guest desires for a positive experience. Technology innovation for guests implies a simple life and our craving for this way of life is unquenchable. Introducing particular in-room advances can have a critical impact on improving the guest encounter and expanding income. Nowadays, the hotel industry has undergone much change over the past decade. Technology has been ever booming in the hospitality industry with new innovations coming up every year. According to (Yeon Jung and Jungsun,2014) the hotel begun giving versatile applications which is begun giving versatile applications which allow guest to not only make reservations, but moreover to buy items, open guestroom entryways, check their devotion focuses, check-in or check-out, make reservation for future remains and

arrange room benefit or other administrations during their remains. As US family units have embraced increasingly modern innovations, which have subsequently had the emotional effect on their day by day lives, hoteliers have had to alter in like manner to keep pace (Yeon Jung and Jungsun, 2014). They are being fed by consumer demand, newer innovations and an ever-changing industry that is constantly adapting to its target down graphic.

Certainly, a few hospitality technology trends are helping to reshape this industry. As guests look to save money, hotel industry has catered to their desires, offering everything from virtual views of rooms to automated check in and checkout functionality and even virtual concierge. Therefore, a few guests want to be able to select how they want to interact with hotel staff and services. For example, numerous person would favor to do the check in on their versatile gadgets instead of wait in line at the front desk.

Basically, installing specific in-room technologies can have a significant effect on enhancing the guests experience and at the same time, it will increase the revenue. This expanded guest comfort as well as expanded security at the same time decreasing the cost. Specifically, technological advancement should be aligned with guest expectations to stand out from competitors. According to Ted Horner, an Australia based hospitality technology innovation expert who chaired the hotel technology Center East conference in Dubai, “in the hotel business the greatest trouble it faces is the speed at which innovation advances, making it impossible for hotel to keep up with the most recent developments” (AME Information, 2010). Based on Collins and Cobanoglu (2008), they expressed that regularly both administrators and analysts they are more concerned approximately the value of the innovation itself and its potential negative affect on visitor fulfillment.