

**VOLUME 11    NUMBER 3    Aug 2019**

**ISSN 2076-9202 (Print)  
ISSN 2218-046X (Online)**

---

# **International Journal of Information, Business and Management**



**ELITE HALL PUBLISHING HOUSE**

### ABOUT JOURNAL

The International Journal of Information, Business and Management (IJIBM) was first published in 2009, and is published 4 issues per year. IJIBM is indexed and abstracted in **ROAD, OALib, Ulrich's Periodicals Directory, ProQuest (ABI/INFORM Global) , ZORA (Zurich Open Repository and Archive), IndexCopernicus, JournalSeek, New Jour, getCITED, Directory of Research Journals Indexing, Open J-Gate, Universal Impact Factor, CiteFactor, ResearchBib, EBSCO Open Access Journals, Scientific Indexing Service, InnoSpace - SJIF Scientific Journal Impact Factor, The Index of Information Systems Journals, National Central Library Taiwan, National Library of Australia , National Science Library (Chinese Academy of Sciences), German National Library of Economics, Eurasian Scientific Journal Index, INTERNATIONAL INSTITUTE OF ORGANIZED RESEARCH (I2OR), Stanford University (USA), The University of New South Wales (Australia)**. Since 2013, the IJIBM has been included into the ProQuest (ABI/INFORM Global) list. Since 2014, the IJIBM has been included into the National Science Library (Chinese Academy of Sciences) one of the top databases in China.

IJIBM is an international journal that brings together research papers on all aspects of Information, Business and Management in all areas. The journal focuses on research that stems from academic and industrial need and can guide the activities of managers, consultants, software developers and researchers. It publishes accessible articles on research and industrial applications, new techniques and development trends.

IJIBM serves the academic and professional purposes for those such as scientists, professionals, educators, social workers and managers. It provides new methodology, techniques, models and practical applications in various areas.

**CONTENTS**

- 1 PUBLISHER, EDITOR IN CHIEF, MANAGING EDITOR AND EDITORIAL BOARD**
- 2 INFLUENCE OF THRIVING AND JOB SATISFACTION ON TURN OVER INTENTION:  
MEDIATING ROLE OF JOB SATISFACTION**  
ISMAA HAFEEZ,M.MOOSA
- 3 IS MALAYSIAN ATHLETE RETIREMENT MATTER?**  
IRZA HANIE BINTI ABU SAMAH, ABDUL SHUKOR BIN SHAMSUDIN, AMER DARUS
- 4 AN APPRAISAL OF SALES PROMOTION ON CONSUMER PURCHASING MOTIVES OF MTN  
CUSTOMER SERVICE CENTRE, ABEOKUTA**  
I. AKINTAN, M. DABIRI, S. JOLAOSHO, WASIU. SANYAOLU
- 5 ACCELERATING ECONOMIC GROWTH THROUGH ADEQUATE FUNDING OF EDUCATION IN  
NIGERIA**  
MUIDEEN ADEJARE ISIAKA, CHIDINMA JULIET EGERUE
- 6 PORTRAYING THE PROFILE OF UNEMPLOYED INDIVIDUALS AIMING TO AID THEM  
RE-ENTER THE LABOR MARKET: AN INSIGHT IN THE GREEK CONTEXT AND LABOR  
MARKET**  
ELIAS TSANTILAS, EVANGELIA FRAGOULI
- 7 CHALLENGES IN IMPLEMENTING REVERSE LOGISTICS PRACTICES IN SRI LANKA**  
KALANI PETRONILA SAMARASINHE, WANG HAIJUN
- 8 SCALING THE SUPPORT FUNCTIONS OF A MULTIDIMENSIONAL ORGANIZATION**  
JOEL BIGLEY
- 9 DIGITALIZATION IN THE HOSPITALITY INDUSTRY: TRENDS THAT MIGHT SHAPE THE NEXT  
STAY OF GUESTS**  
CVETANKA RISTOVA, NIKOLA DIMITROV
- 10 THE VALUE OF SOCIAL MEDIA AS DIGITAL TOOL IN HOSPITALITY**  
CVETANKA RISTOVA, NIKOLA DIMITROV
- 11 CUSTOMER CHURN PREDICTIVE ANALYTICS USING RELATIVE CHURN FUZZY  
FEATURE-WEIGHT MODEL IN TELECOMS**  
AYODEJI O.J IBITOYE, OLUFADE F.W ONIFADE
- 12 REFRAMING THE MARKETING STRATEGY FOR ONLINE EDUCATION**  
JAN TUCKER, ANGELA AU
- 13 COMPARATIVE ANALYSIS OF HUMAN RESOURCE ACCOUNTING PRACTICES AND THE  
EFFECT OF FINANCIAL PERFORMANCE ON HUMAN RESOURCE VALUE IN PUBLIC**

# **SECTOR COMPANIES IN INDIA**

HOJJAT SHUKUHIAN, S. HUSAIN ASHRAF

## **14 DETERMINANTS OF BRAND LOYALTY: EVIDENCE FROM SHOES INDUSTRY**

RAJA AHMED JAMIL, WARDA ALI RAJA, ABRAR ASGHER

## **15 THE FACTORS THAT AFFECTING STRUCTURE CAPITAL IN MANUFACTURING COMPANIES: THE STUDY IN INDONESIA OF 2012-2014**

PURWITO KESDU ASMORO CIPTO, ACHMAD CHOERUDIN, YULI SURYANTI

## **16 INFORMATION CULTURE, COMPETITIVE ADVANTAGE AND OPERATIONAL EXCELLENCE AS CORRELATE OF JOB PERFORMANCE AMONG BRITISH AMERICAN TOBACCO COMPANY WORKERS, IBADAN, OYO STATE, NIGERIA**

ADENEKAN, TOLU LOPE ELIZABETH

## **17 EFFECTS OF SOCIO-ECONOMIC CHARACTERISTICS ON PREFERENCE FOR DETERGENTS AMONG FEMALE EMPLOYEES OF SELECTED PUBLIC UNIVERSITIES IN NIGERIA**

OLADELE, PATRICK OLAJIDE, AKEKE, NIYI ISRAEL, MUKOLU, MAUREEN OBI

## **18 ASSESSMENT OF PRODUCTION AND EXPORT LEVEL OF FRESH AND DRY FRUITS IN J&K**

SHABNAM ZAFFAR, ABID SULTAN

## **19 RELATIONSHIP BETWEEN INFORMATION COMMUNICATION TECHNOLOGY ADOPTION IN MICROFINANCE INSTITUTIONS AND ACCESS TO FINANCIAL SERVICES IN TANZANIA**

HERBERT TENSON MWASHIUYA, ULINGETA O. L MBAMBA

## **20 A LITERATURE REVIEW ON ORGANISATIONAL LEARNING AND LEARNING ORGANISATIONS**

HILLARY O. ODOR

**Publisher: Elite Hall Publishing House****Editor in Chief:**

Dr. Muzaffar Ahmed (Bangladesh)  
E-mail: [muzaahme1@gmail.com](mailto:muzaahme1@gmail.com)

**Editorial Board:**

Dr. Claudio De Stefano  
Professor, Department of Computer Science  
University of Cassino, Italy.  
E-mail: [destefano@unicas.it](mailto:destefano@unicas.it)

Prof. Paolo Pietro Biancone  
Professor of Financial Accounting, Faculty of Management  
and Economics  
University of Turin, Italy  
Email: [biancone@econ.unito.it](mailto:biancone@econ.unito.it)

Dr. Michael A. Hignite, Ph.D.  
Professor, Department of Computer Information Systems,  
College of Business  
Missouri State University, USA  
Email: [mikehignite@missouristateuniversity.com](mailto:mikehignite@missouristateuniversity.com)

Dr. Seema Varshney  
Assistant Professor, Waljat college of applied sciences  
Muscat, Oman  
E-mail: [smvarster@gmail.com](mailto:smvarster@gmail.com)

Dr. Morteza Rasti Barzoki  
Assistant Professor, Department of Industrial Engineering  
Isfahan University of Technology, Iran  
E-mail: [rasti@cc.iut.ac.ir](mailto:rasti@cc.iut.ac.ir)

Mr. Mohsen Fathollah Bayati  
Department of Industrial Engineering  
Iran University of Science and Technology, Iran  
E-mail: [mfbayati@ind.iut.ac.ir](mailto:mfbayati@ind.iut.ac.ir)

Dr. Edgardo Palza Vargas  
Telfer School of Management  
University of Ottawa, Canada  
Email: [edgardo.palza-vargas.1@ens.etsmtl.ca](mailto:edgardo.palza-vargas.1@ens.etsmtl.ca)

Dr. Solomon Markos  
Assistant Professor, School of Commerce  
Addis Ababa University, Ethiopia  
Email: [solomonmarkos5@yahoo.com](mailto:solomonmarkos5@yahoo.com)

Dr. Olu Ojo  
Lecturer, Department of Business Administration  
Osun State University, Nigeria  
Email: [olujoe@yahoo.com](mailto:olujoe@yahoo.com)

Dr. Mohammed-Aminu Sanda  
Visiting Research Fellow, Lulea University of Technology,  
Sweden  
Senior Lecturer, Department of Organization and Human  
Resource Management, University of Ghana, Ghana  
Email: [masanda@ug.edu.gh](mailto:masanda@ug.edu.gh)

Dr. Khalid Zaman  
Assistant Professor, Department of Economics,  
University of Wah, Pakistan  
Email: [dr.khalidzaman@uow.edu.pk](mailto:dr.khalidzaman@uow.edu.pk)

Dr. Kartinah Ayupp  
Deputy Dean, Economics and Business  
Universiti Malaysia Sarawak, Malaysia  
Email: [akartinah@feb.unimas.my](mailto:akartinah@feb.unimas.my)

Dr. Malyadri. Pacha  
Principal, Government Degree College  
Affiliated to Osmania University, India  
Email: [drpm16@yahoo.co.in](mailto:drpm16@yahoo.co.in)

Dr. Arif Anjum  
Assistant Professor, M.S.G. Arts, Science & Commerce  
College, Malegaon, India  
Managing Editor, International Journal of Management  
Studies  
Email: [infoijcms@gmail.com](mailto:infoijcms@gmail.com)

Mr. Andrew McCalister  
Global Research Awardee, Royal Academy of Engineering,  
University of Cambridge, UK  
Email: [andrewmccalister@gmail.com](mailto:andrewmccalister@gmail.com)

Dr. Mohsin Shaikh  
Professor & Head, Department of Management Studies  
SKN College of Engineering, Pune, India  
Email: [skmohs@yahoo.co.in](mailto:skmohs@yahoo.co.in)

Dr. M. Razaullah Khan  
Associate Professor, Department of Commerce &  
Management Science  
Maulana Azad College, Aurangabad, India  
Email: [drkazakhan@sivv.com](mailto:drkazakhan@sivv.com)

Mr. Kai Pan  
Research Assistant & Ph.D. Candidate, Department of  
Software and Information Systems  
University of North Carolina (UNC Charlotte), USA  
Email: [kpan@uncc.edu](mailto:kpan@uncc.edu)

Dr. Sundar Kumararaj  
Associate Professor, Commerce Wing, Directorate of  
Distance Education,  
Annamalai University, Annamalai Nagar, Tamil Nadu, India  
E-Mail: [commercesundar@gmail.com](mailto:commercesundar@gmail.com)

Dr. Mohammad Alawin  
Associate Professor, Business Economics Department  
The University of Jordan, Amman, Jordan  
E-mail: [m.alawin@ju.edu.jo](mailto:m.alawin@ju.edu.jo)

Mr. Dinh Tran Ngoc Huy  
Visiting lecturer, PhD candidate, Banking University HCMC,  
Vietnam  
Email: [dinhuy2010@gmail.com](mailto:dinhuy2010@gmail.com)

Dr. Cüneyt AKAR  
Associate Professor, Department of Business Administration  
Bandirma Onyedi Eylül University, Turkey  
Email: [akar@bandirma.edu.tr](mailto:akar@bandirma.edu.tr)

Dr. Abdul Hafaz Ngah  
Senior Lecturer, School of Maritime Business and  
Management,  
Universiti Malaysia Terengganu, Malaysia  
Email: [hafaz.ngah@umt.edu.my](mailto:hafaz.ngah@umt.edu.my)

**Web:** <http://ijibm.elitehall.com>

ISSN 2076-9202 (Print)

ISSN 2218-046X (Online)

# DIGITALIZATION IN THE HOSPITALITY INDUSTRY: TRENDS THAT MIGHT SHAPE THE NEXT STAY OF GUESTS

---

**Cvetanka Ristova**

Faculty of tourism and business logistics, Goce Delcev University of Stip, Macedonia

Email: [cvetanka.ristova@ugd.edu.mk](mailto:cvetanka.ristova@ugd.edu.mk)

**Nikola Dimitrov**

Faculty of tourism and business logistics, Goce Delcev University of Stip, Macedonia

Email: [nikola.dimitrov@ugd.edu.mk](mailto:nikola.dimitrov@ugd.edu.mk)

## **Abstract**

The digital technology for guests means an easy life, and accordingly to that, our appetite for this lifestyle is insatiable. With each new application or connected device, the digital technology shows us that everything is possible, and one sector in which this transformation is increasingly apparent is the hospitality one, where everything from the check-in process to in-room technology options is rapidly changing, therefore this means constant changes in the behavior of their guests. Nowadays, as automation and digitization continue to proliferate, and guests become increasingly tech-savvy, in response to this movement, touchpoints across the hospitality industry are embracing new digital trends and smart technology to make the customer journey as seamless and enjoyable.

**Key words:** hotel, hospitality, guests, digital, digitalization, technology

## **1. Introduction**

Digitalization has been identified as one of the major trends changing society and business in the near and long term future (Tihinen & Kääriäinen, 2016). The impact of digitalization will be major; it has been compared to the industrial revolution by several authors (Degryse, 2016; Tihinen, *et al.*, 2016). According to the literature, digitalization, or digital transformation, refers to “the changes associated with the application of digital technology in all aspects of human society” (Stolterman & Fors, 2004). This began with the introduction of the first commonly used commercial websites in the 1990s, where digital technology brought a new level of convenience to guests in hotels. Today, developments in digital technology offer new opportunities to design new products and services. However, creating such digitalized products and services often creates new problems and challenges to hotels that are trying to innovate. In this paper, we analyze the trends that determine the shape of next stay for the guests and discuss the need of digitalization of products and services on innovations in the hospitality industry.

## **2. Digital technology in the hospitality industry**

An article from 1995 (Hansen & Owen) predicts that technological advancements will be necessary for work in the future for hotels. They wrote about “smart cards” that the guest can use as a hotel key, as well as future “kiosks” that would facilitate the registration of guests in the hotels and would save time. Database marketing (consumer segmenting and further improvement of the guest’s profile) was a trend 20 years ago, and now it is a standard tool in the day-to-day operation of hotels (Petrovits, 2014). All this is not just facts, but also evidence that perhaps the future of technology is predictable.

However, the adoption of technology in the hospitality industry began in the early 1970s, but has since continually progressed (Collins & Cobanoglu, 2008; Kasavana & Cahill, 2007; Sammons, 2000). Since its inception, industry researchers have expressed concerns about the value of technology and the possible consequences for guest satisfaction (Collins & Cobanoglu, 2008; Piccoli & Torchio, 2006), resulting in changes in their behavior initially toward the selection of the hotel product.

As a general principle, the bigger and more complex hotel object, the greater its reliance on the application of digital technology. Although, however, this is not a rule. Hotel technology is often applied at two levels (Cobanoglu *et al.*, 2011):

- 1) At the managerial and operational level and
- 2) For the services for the guests in the room.

Guest-oriented technological conveniences are usually introduced in improving the satisfaction of guests, as well as the performance and functionality of hotel staff. In the hotel room the conveniences are introduced in order to provide a more comfortable and safe environment, which can include choosing what the guest wants from the drink and food in the mini bar in his room, lighting regulation, climate and the TV, until the choice of smell for the room, and even choosing the start time when preparing his first morning cup of coffee (Ristova & Maglovski, 2018).

## **3. Digital technology trends in the hospitality industry**

Digital technology in the hospitality industry is progressing at a faster pace than ever before, and so many of the new devices created over the past decade are expected to become standard soon. In this paper, in the next few pages the authors will focus on some of the recent technological products in the hotel industry:

- Keyless entry. The days of losing the card where the guests were standing locked out of their room are gone. In modern hotels, the smartphones of the guests exchanged cards are used to unlock the hotel rooms. On June 28, 2014 Starwood Hotels was the first hotel that provided access to their guests with their key-free rooms, through their SPG application. Since 2016, this technology has been appropriated by Hilton, Marriott as well as Hyatt and InterContinental Hotels Group.



**Figure 1. SPG application of Starwood Hotels**

- **Mirror - TVs.** Imagine watching TV in the mirror of the bathroom in the hotel room. At the BDNY (Boutique Design New York) conference in November 2018, Mirror Image Hospitality announced a partnership with Keypr, a cloud-based management form, to create the “Remi” - the “smart TV” that will serve as a TV, virtual concierge and when switched off as a normal mirror. “Remi” mirrors currently cost \$ 1,800 per piece, and the complete programming equipment costs \$ 2 per night from the room. The complete package includes: a mirror, a mobile application, a room tablet and a keyless entry program.

Last year, Electric Mirror introduced the “Savvy SmartMirror” featuring voice activation and activation on the touch. “Savvy SmartMirror” offers guests the opportunity to talk to him and ask him for room service, or for the hotel's swimming pool hours. Also, the TV can measure the room temperature. The first hotel to use “Savvy SmartMirror” will be Sinclair Hotel, a member of the Marriott's Autograph Collection in Fort Worth, Texas, and will open this summer.





**Figure 2. “Savvy SmartMirror” mirror televisions**

- Smart rooms. Almost 5,000 rooms at Wynn Las Vegas already have the ability to voice activated through “Amazon Echo”. Meanwhile, Hilton has beta tested their first mobile-centric hotel room “Connected room”, where guests can control temperature, light, blinds, thermostats and televisions with just touching their phones. “Connected room” is a Hilton solution for continuous innovation that will make it easier for hotels to keep up with the rapid changes in technology. The innovation is in the DNA of Hilton, starting with entrepreneur Conrad Hilton and buying Hilton's first property as well as becoming a pioneer in the hospitality industry nearly 100 years ago. With many innovations later, Hilton again set a new standard in the hospitality industry, giving its guests a travel experience where the room knows them and they know their room.

Developing an intuitive system is also critical for Marriott as well, who wants to innovate constantly the global experience for guests in its 30 brands. Similarly, Marriott is in the process of launching its own “Internet of Things” room, offering services like a virtual assistant, yoga training exercises in front of a large mirror and digital frames with the ability to attach pictures of friends and family photos during the stay. The trend is pretty clear: this concept of smart rooms will bring hotel-making to a level that was unthinkable until just five years ago. Guests can now continue their favorite Netflix series where they stopped or to play their favorite Spotify playlist as soon as they register at the hotel and enter the room. Sensors on the bed will know when guests are awake or sleeping to optimally optimize room temperature and light.

- Virtual concierge. In many hotels, guests can now communicate their needs with smartphones through communication rather than staff in the hotel. Imagine asking for more towels or late checkout without having to get out of bed. There are several reasons why you would like to practice this type of concierge: automatic messages, save valuable time for guests and staff, SMS messages quickly resolve guest complaints and SMS message store data from every interaction with each guest. Thus, the guest's days will need to call the reception or to the concierge for certain requests, have long been spent. Today's hotel guests can get in touch with a message with hotel staff through the respective smartphone applications.

For example, with the “Marriott International” and “Hilton Honors” applications, a guest can complete the registration process before arriving at the hotel, unlocking the room with a mobile key, and send a message to the hotel staff for specific requests. In November, 2015, Hyatt began using Facebook Messenger as a channel for guest services, in addition to already starting to use Twitter, also published a new version of the “Hyatt Gold Passport” application that includes the ability to text message, send messages to Facebook messenger and twitter on Twitter.



**Figure 3. Hyatt – Facebook Messenger application**

- **Chatbots.** The real revolution in digital technology in the hospitality industry is yet to come and show its first signs. When first introduced in 2016 by Facebook and Slack, it was clear that chatbots will become an integral part of the future of hotel operations, and at the same time a trend that many will follow (Goncalves, 2016). Because who does not want to talk with artificial intelligence? One of the flexibility that chatbots can offer is that they are open 24/7 and questions can be asked that can be answered at any time of the day or night.

In February 2017, the Mercure brand part of the AccorHotels Group launched the “BOT”, a minute assistant as a messaging solution for instant messaging. This useful tool has allows guests and residents of the neighborhood to equally discover the “local stories” that surround them, simply by geo-location and permission to be guided. But artificial intelligence is becoming more important within certain industries, and in particular the hospitality industry. From smart rooms to chatbots, artificial intelligence helps improve the client's optimization and experience.

Recently, Cosmopolitan of Las Vegas has launched its first AI chatbot concierge named “Rose”. “Rose”, a concierge with a sense of humor. When guests enter the hotel, the receptionist gives them a card saying: “Find out my secrets. Write me. I am the answer to the question you never asked”. The card also has a Rose phone number, on which you can write for almost everything

you need during your stay. (In the background, Cosmopolitan employees are on hand to help you with something that “Rose” can not.) Do you need more towels in your room? Also write to “Rose”. Want to order a pizza at 3 o'clock? Also write to “Rose”.

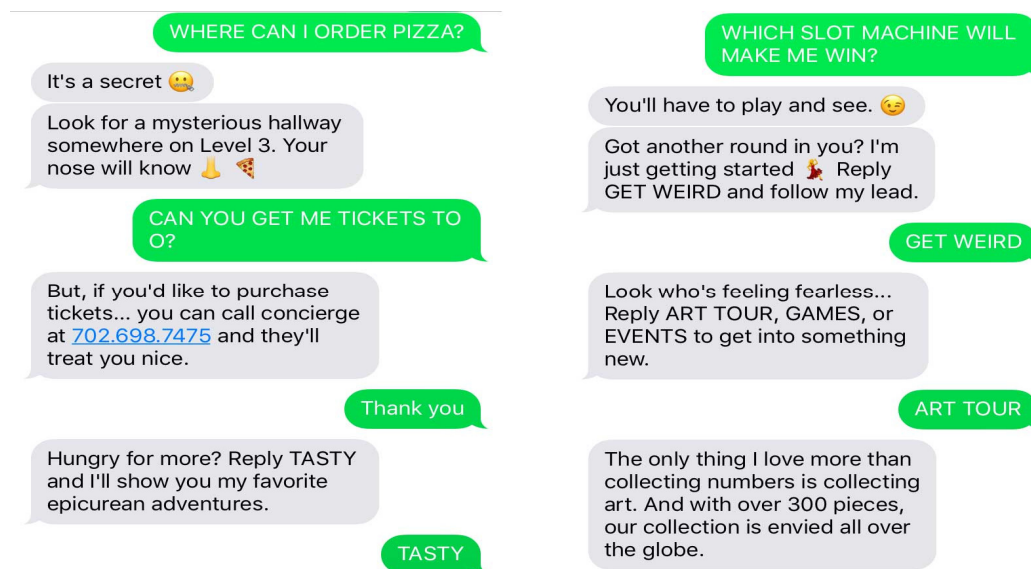


Figure 4. Cosmopolitan of Las Vegas - Rose AI chatbot

- Mobile technology. As we have already established, digital technology infiltrates virtually in every aspect of our lives, and hotels must understand that almost every guest that registers in the hotel, resort or spa has a smartphone in their pockets. Many hotels already use social media as a tool that will ease the process of registering guests in the hotel, mainly through a site-based sign-in application, sharing their Twitter experience and sharing their photos with friends and followers on Instagram and Facebook. This trend in technology will continue and hotels can expect even more social media activity from guests who, as we have said, use these platforms to give feedback on their experience, to complain, but also to provide compliments for their stay.

Photographer and tourist blogger Jen Pollack Bianco, while checking in the Sheraton, Bratislava found a book “Instagram moments” in her room that came with a note stating: “As we know Jennifer wants to publish pictures on Instagram, so we thought you enjoyed this selected choice of 25 of our most beloved photos from Bratislava”. The Ritz-Carlton Naples resort in Naples asked their fans on Facebook to answer what kind of cafe they drink. If you answered, and while staying with them, your coffee will arrive sweet enough without the need to ask for more sugar.



**Figure 5. Jen Pollack Bianco Instagram moment's book**

- Mobile applications. Mobile apps in the hotels have really redefined the guest experience. Because the service has the highest value in the hospitality industry, the necessity of engaging, interacting and attracting is vital. The importance of mobile applications in hotels has risen rapidly in recent years, and more hotels are turning to their implementation.

Virgin Hotels created “The Know” - a preferential program designed to create exceptional experiences. By filling in the online questionnaire, guests can choose what they want to have in their mini bar, emphasize specific allergens, and even choose which cocktail will wait for them when they arrive. By treating guests as individuals rather than as a homogeneous group, means that in the future, the chances are more likely to return guests.

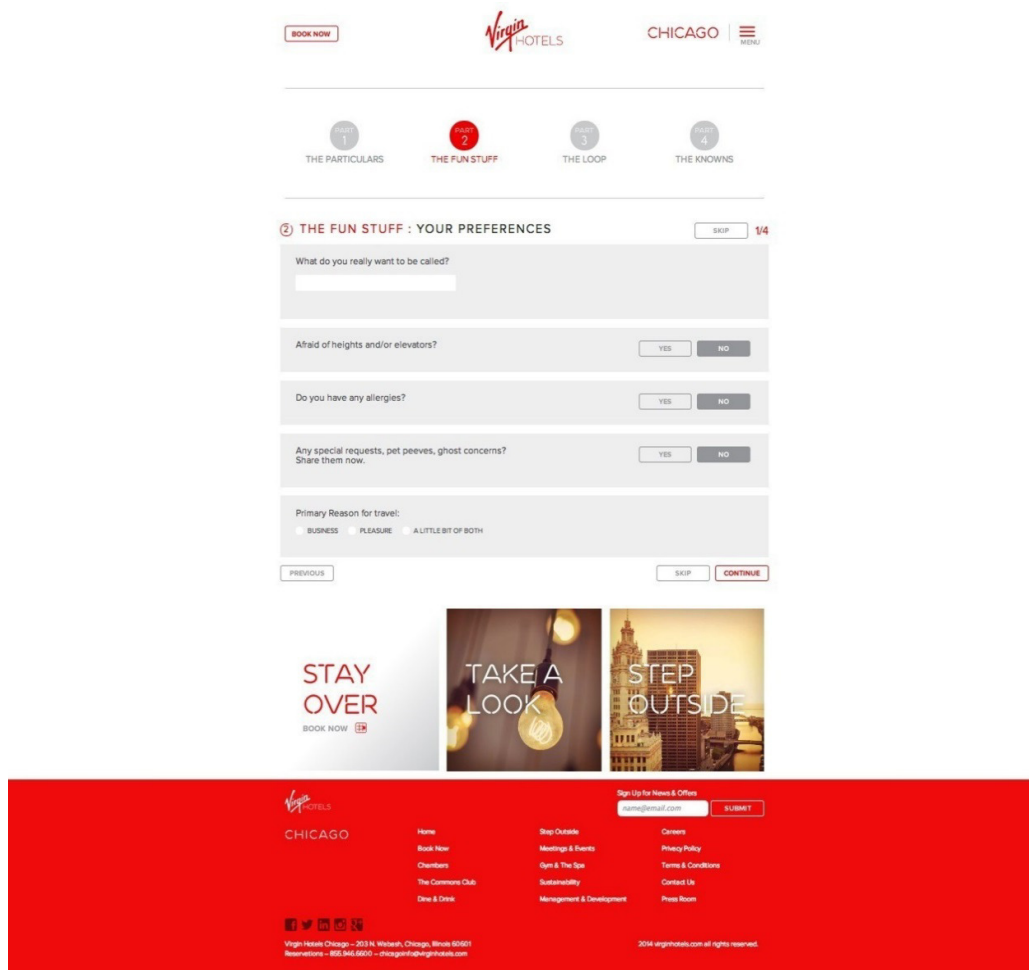


Figure 6. Virgin Hotel – The Know application

#### 4. Why digitalize?

Many believe that when it comes to the hospitality industry that there isn't a lot of ways to be innovative. But, since our lives become more focused on digital technologies, the transformation is affecting all industries, including the hospitality (Ristova & Maglovski, 2018). It needs to be understood that digitalization is a step change even greater than the Internet. Exponential technology advances, greater consumer power and increased competition mean the hospitality industry will face the threat of commoditization. The winners will act now, and build a strategic advantage that leaves their competitors wondering what happened. With this, digital innovation is key for the competitiveness of the hospitality industry in the tourist destination, as well in the tourist market for the guest's attention. (Ristova & Maglovski, 2018).

Once upon a time guests would book in a hotel over the phone, by walking into a hotel, or through a travel agent. Now online travel agents (OTAs), hotel websites and social media dominate in the hospitality industry. Digital technology has allowed hotel guests to instantly access any information

they're looking for on the Internet via a PC, laptop, tablet, or smartphone – with mobile bookings in particular experiencing constant growth. It's also given them the expectation that their behavior, history, and preferences will not only be remembered, but used for an even greater level of assistance and personalization. Mobile apps also could be utilized in a more effective way to reduce the hotel's marketing cost and reach out to the potential guests. (Kwon *et al.*, 2013) Guests can book their own hotels online, choose to stay in a stranger's house, and search online hotel reviews on their mobile – all while connected to the hotel Wi-Fi. All of this can be performed autonomously and in their own time. Therefore, with hospitality being a high-tech and high-touch industry, the guest experience is expected to be high-tech and high-touch.

In general, hospitality needs to digitalize to be able to control the loss of control over the customer relationship, increased competition and the threat of commoditization, and the need to engage digitally with suppliers, partners and employees in addition to guests.

## 5. Conclusion

The rapid deployment and use of digital technology that was once a trend is now becoming widely accepted in all parts of society. With a society that has become increasingly technologically guided, consumers now have the opportunity to experience efficient services provided by the companies. This is especially true for the hospitality industry, whose trend has resulted in guests expecting targeted, more active and equally efficient products and services. The guest's experience is the most important characteristic to reach the goals of a hotel. If the hotel doesn't offer a great experience, then it has high chances of losing its guests to others.

This is why, digitalization represents an opportunity for the hospitality industry, leading to great changes and growth. Hotels are aiming to provide their guests with innovative solutions and emerging technologies such as IoT, VR & big data and the results are quite clear; higher guest satisfaction, better experience, better provisions, better management.

## REFERENCES

1. Cobanoglu C, Berezina K, Kasavana L M and Erdem, M (2011). The Impact of Technology Amenities on Hotel Guest Overall Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism* 12:4: 272-288.
2. Collins G R and Cobanoglu C (2008). *Hospitality information technology: Learning how to use it* (6th ed.). Dubuque, IA: Kendall/Hunt.
3. Degryse C (2016). Digitalisation of the economy and its impact on labour markets. Working paper, European Trade Union Institute (ETUI).

4. Dua L (2017). Facebook Messenger just made itself a whole lot more attractive for brands. <https://www.businessinsider.com/facebook-messenger-just-made-itself-a-whole-lot-more-attractive-for-brands-sephora-hyatt-ebay-2017-7> accessed 15 November 2018.
5. Escobar C M (2017). Hilton's Connected Room Gives Guest Control with Mobile App. <https://hospitalitytech.com/hiltons-connected-room-gives-guests-control-mobile-app> accessed 15 November 2018.
6. Fox T L (2018). Smart mirrors are helping redefine the hotel guest experience. <https://www.hotelmanagement.net/tech/how-smart-mirrors-are-changing-way-guests-interact-hotel-rooms> accessed 15 November 2018.
7. Goncalves P (2016). How chatbots are changing the hospitality industry. <https://medium.com/hijiffy/how-chatbots-are-changing-the-hospitality-industry-6c1946abfddb> accessed 15 November 2018.
8. Hansen E L and Owen R M (1995). Evolving Technologies to Drive Competitive Advantage in Hospitality Industry. <http://www.hotelonline.com/Trends/Andersen/tech.html> accessed 15 November 2018.
9. Hertzfeld E (2017). Marriott creates smart guestroom lab. <https://www.hotelmanagement.net/tech/marriott-creates-smart-guest-room-lab> accessed 15 November 2018.
10. Kasavana M L and Cahill J J (2007). Managing technology in the hospitality industry (5th ed.). Lansing, MI: Educational Institute of the American Hotel and Lodging Association.
11. Kwon M J, Bae J and Blum C S (2013). Mobile applications in the hospitality industry", Journal of Hospitality and Tourism Technology, 4 (1): 81-92.
12. Mackenzie J (2012). How to use great customer service to trigger social media attention. <https://www.phocuswire.com/how-to-use-great-customer-service-to-trigger-social-media-attention-15-tips-> accessed 15 November 2018.
13. Petrovits D (2014). Hotel Industry in the Digital World – What will the Future Bring? (bachelor thesis). Haaga-Helia University of Applied Sciences, Helsinki, Finland.
14. Piccoli G and Torchio P (2006). The strategic value of information: A manager's guide to profiting from information. Cornell Hospitality Report, 7(6): 1–10.
15. Preston J (2014). The New Hotel Preference Programme Will Enable Members to Receive a Personalised Service and Be the First in The Know About What's Happening at Virgin Hotels. <https://www.virgin.com/news/virgin-hotels-introduces-the-know> accessed 15 November 2018.
16. Ristova C and Maglovski A (2018). Transforming hospitality in the digital era, factor for competitiveness in the tourist destination. 7th International Congress HOTELPLAN 2018, Belgrade, Serbia, 2018, Belgrade, The College of Hotel Management.
17. Sammons G (2000). Technology: How hospitality sales managers use and view it!. Journal of Convention and Exhibition Management, 2(2): 83.
18. Stolterman E and Fors A C. (2004). Information Technology and the Good Life," in Information Systems Research: Relevant Theory and Informed Practice, B. Kaplan et al. (eds), London, UK: Kluwer Academic Publishers.
19. Tihinen M and Kääriäinen J (2016). The Industrial Internet in Finland: on route to success?. Espoo, Finland: VTT, VTT Technology; 278.

- 20.** Tihinen M, Iivari M, Ailisto H, Komi M, Kääriäinen J and Peltomaa I. (2016). An exploratory method to clarify business potential in the context of industrial internet - a case study. Working Conference on Virtual Enterprises, Springer, Porto, Portugal, 2016 PRO-VE.
- 21.** Tkaczyk C (2017). Meet Rose, the Saasy New Bot Concierge in Las Vegas.  
<https://www.travelandleisure.com/hotels-resorts/cosmopolitan-las-vegas> accessed 15 November 2018.





**International Journal of Information, Business and Management**  
**<http://ijibm.elitehall.com/>**