



A Literature Review Study On : Digitalization, Agility And Customer Value In Hotel Management

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ABSTRACT

A literature review is an overview of the previously published works on a topic. The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article. The goal of this research paper is to study the literature related to the digitalization, agility and customer value in hotel industry. Strategic agility is examined as it relates to hotel digitization and customer value outcomes in this research paper. Using digital technology, hotels may communicate with customers to source new ideas, test new services and attract new clients. Using digital technology to communicate with partners and generate and/or deliver new value is made possible through partner agility. Achieving operational agility is all about using digital technology in a way that maximizes both efficiency and speed. As a result of this research, hotel managers may use digital technology to generate and deliver customer value through strategic agility, which is based on a hotel context.

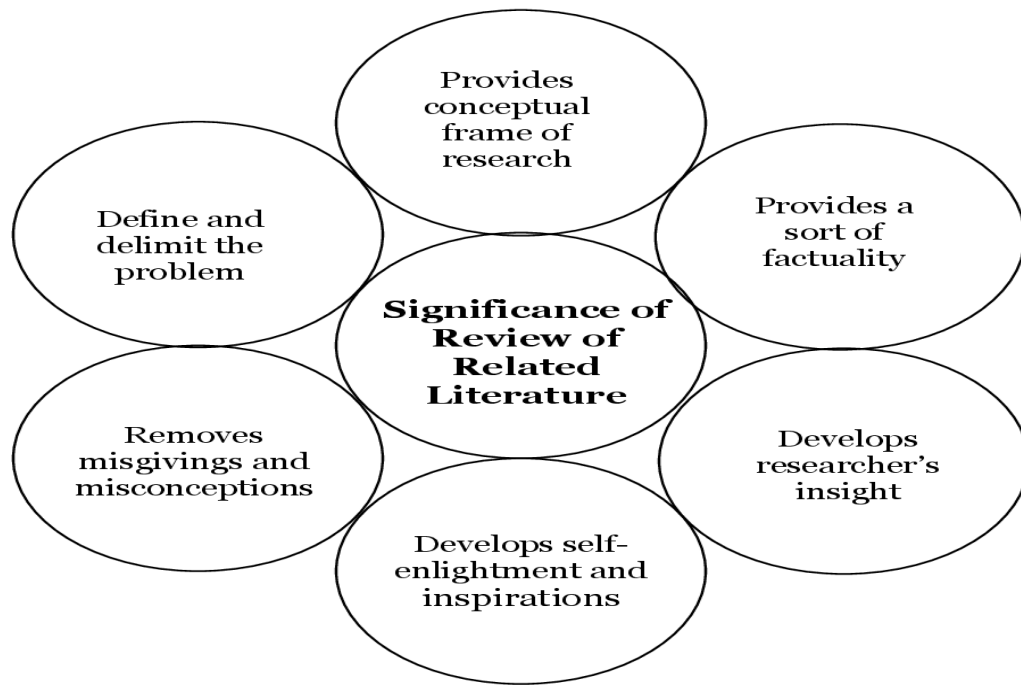
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Importance of Literature Review

The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report. Conducting a literature review helps you build your knowledge in your field.

In relation to your own study, the literature review can help in four ways. It can:

1. Bring clarity and focus to your research problem
2. Improve your research methodology
3. Broaden your knowledge base in your research area
4. Contextualize your findings



DIGITALIZATION

In terms of hotel digitalization, there are basically two areas to focus on: When it comes to today's new normal, human beings and technology work together. As a result, an increasing number of hotels are turning to digital tools and products to streamline managerial tasks and save money. The digitalization of guest experiences and the digitalization of backend processes are the two main pillars of the hospitality industry's digitalization strategy. Below, we'll take a deeper look.

Automated procedures in hotels

There are other benefits to digitalizing hotel operations in addition to guest experience digitization. These include reservation distribution and performance tracking as well as task management and maintenance.

Hotelfriend.com hotel management software (HMS). All hotel operations may be managed and controlled from any location, at any time, using this cloud-based PMS. Every aspect of hotel management, from the front desk to the housekeeping department, is streamlined and organised. Our booking engine and channel manager are integrated with our HMS. For managers, this implies that they can automate online sales procedures, increase both direct and third-party reservations and see changes in real time.

Hotel website design and development services. We create responsive websites that include a Booking Engine right out of the box. With the latter, customers are able to do more than just book rooms online; they can also order food and other services ahead of time, get real-time information about promotions and bargains, and make comments. As a result, guests have a positive impression of a hotel that is attentive to their requirements and expectations.

Automated emails with reminders or the Booking Offer with customized special offers can be used by hoteliers to entice guests to stay at their establishment. All order status changes are sent to customers automatically via the system.

Promotions and marketing services. Deals, bundles, and vouchers can all be created by hotel marketers and advertised on the hotel's website. In this way, the hotel's products can be cross- and up-sold to increase revenue.

Digitalization and automation are having a positive impact that may be seen and felt. In order to feel more secure, guests desire to use digital tools like as self-check-in, contactless room access, and online ordering. To be able to work from home, hotel workers must have access to process management software. Because of the emphasis on improving the guest experience and streamlining back-end operations, there is reason to believe that business will resume more quickly in the future. Also worth emphasizing is the good impact on the environment that may be achieved by moving away from paper-based processes.

Digital instruments have also been used more quickly because of the demand for social distance and the necessity to maintain hygienic standards. Instances of hotels expanding its catering services to include online ordering and delivery or the introduction of contactless self-service alternatives may be seen in the examples below.

In addition, the habits of customers have shifted. For example, guests who previously refused mobile check-in now insist on it as a standard feature. Statista.com provides us with additional information about the expectations of clients, including the following:

73% of Americans think hotels should embrace cutting-edge technology to make guests feel more secure. 48 percent of hotel visitors are more likely to dine at a restaurant if they can order meals through the hotel app.” Guests are more likely to order room service if they can do so through the app, according to research. As many as seventy-three percent of hotel visitors prefer to open their room door using an app. True, the outbreak of the pandemic increased demand for the health precautions listed above. And the Hotel Friend software provides all of the tools and services that visitors are looking for right now. ‘In that order: Mobile check-in/check-out. ’ Filling out a digital form, submitting an ID and COVID-19 test results, and completing the registration process before to arrival is simple and does not require any interaction with the personnel. Hotel Friend Concierge App for smart phones. When it comes to hotel amenities, it's a one-stop shop for visitors, allowing them to order

food or services, access their rooms via keyless entry, and pay for their stay using their smart phones.

AGILITY IN HOTEL MANAGEMENT

Guests' perceptions of the hotel's services vary widely (LiYin, 2010; Kim & Chen, 2010). If a guest is unhappy, they may express their displeasure directly to the service providers, or they may choose to keep their feelings to themselves. Guest complaints can have a substantial impact on a hotel's financial performance if handled correctly (Mayser & Von, 2012; Chuang et al., 2012; Knox & Van, 2014). In order to build customer loyalty and encourage positive word of mouth, hotels could take advantage of these complaints (McQuilken & Robertson, 2011; Park et al., 2014).

First and foremost, there is a need to manage revenue.

Revenue management is one of the most complicated but essential instruments for increasing the profitability of your business because of its many facets. To guarantee that you are offering the correct room at the right fee at the right time, a revenue management system (RMS) analyses data from past, current, and future forecasts. In order to guarantee that your RMS meets the specific demands of your property, you should tailor the system's parameters around your property's seasonal and geographical peculiarities, as well as your personal management goals. Integrate your hotel's PMS data into the algorithm so that it may take into account the specifics of your hotel's business when calculating your rate.

The Number of Employees

Additionally, because of the ever-changing nature of demand, it can be challenging for businesses to adequately staff their operations. If your staff scheduling is sloppy, you may end yourself paying employees for downtime on calm nights or understaffing during a busy period.

Managers can leverage the data they've previously gathered from their PMS to guide their staffing decisions. Using historical and future modelling, a PMS may inform you how many guests to expect at a given time and how many employees you'll need to support them, much like your RMS does.

Recruiting and hiring

Your property's unique value proposition is conveyed by people, not by numbers. So, what can you do to assist your hiring managers in finding the ideal candidates to fit your company's culture?

Affiliations

A smart strategic collaboration can increase your hotel's visibility and appeal, regardless of whether it's with a spa, salon, restaurant, or travel and tour services. It's important to go

beyond gut instinct when looking for a business partner, and to back up your decisions with data and technology.

Tracking data from sales and consumption to customer satisfaction should be a priority for your PMS. Your partner contract may include data that might assist you in finding a true partner whose aims align with your own. Examples of this type of data include statistics to support your stated job parameters, key performance indicators, and compliance or trend data.

Verify that your e-procurement system is integrated with any other software you already use to guarantee that it takes full advantage of the unique data of your hotel. It's critical for hotel managers to use technology to streamline their daily responsibilities and reduce the number of items on their daily to-do list.

CUSTOMER VALUES

A customer's view of the relative value of a product or service is known as their perception of customer value. Value refers to whether or not the consumer is satisfied with the goods and services received for the money they spent. Customer value (CV) can be expressed as benefits – costs (B – C).

Customer private actions include changing items, disseminating complaints, warning loved ones, and even boycotting retailers (Ergun & Kitapchi, 2018; Gruber et al., 2011).

The final decisive element is the hotel's 'value.' However, it's not surprising that the majority of people who use the internet to book their vacation do so in pursuit of great prices. What's the point of a hotel if it doesn't exhibit its worth to guests and wow them? When it comes to capturing the attention of travellers, price isn't the only king. Booking a hotel stay, whether in person or online, is all about getting the best value for your money.

Customer dissatisfaction manifests itself in a variety of ways, depending on the customer's culture. Apologies directly from higher-level management involved in the improvement of service are more likely to satisfy customers in cultures with a greater degree of power disparity (Franke and Nadler, 2008; Ergun and Kitapchi, 2018). Customer dissatisfaction is less likely to be reported directly to hotel management by customers with a high power distance culture (Ngai et al., 2007). They are more likely to aggressively disseminate information about their displeasure via online word-of-mouth if they are part of a highpower distance culture (Goodrich and De Mooij, 2013).

Customers' means of expressing their discontent with the service they receive can vary widely depending on their cultural background. Better power-distant cultures have higher expectations of service providers, and they are more satisfied if they receive an apology

directly from the higher-level managers who are responsible for improving service (Franke and Nadler, 2008; Ergun and Kitapchi, 2018). Customer dissatisfaction is less likely to be reported directly to hotel management by customers with a high power distance culture (Ngai et al., 2007). As a result, those who live in a high-power distance society are more likely to aggressively spread word of their displeasure online (Goodrich and De Mooij, 2013). Tsoukatos and Rand (2007) found that people with a high power distance culture do not take action when they are dissatisfied with the services they receive.

Generally, guests evaluate a hotel's value by focusing on three main factors:

1. They save a lot of money.
2. The amount of time they save and the amount of money they save

The experience of being there.

If a hotel is able to meet these criteria, it increases the likelihood that guests will return or recommend the hotel to others.

Ask yourself whether or not you're providing enough value for guests to make a booking, as a hotelier. Guests' needs must be understood and met with the appropriate methods. Listed below are some proven strategies for increasing the perceived value of your hotel and enhancing the guest experience:

Extravagant and Thrilling

Some techniques in the hotel industry cause a ripple effect, while others cause a tidal wave. As well as providing traditional hospitality, hotels can benefit greatly by providing additional guest-friendly features. Your hotel should offer an additional perk to entice guests to choose you above the competition in the area. Offering free breakfast or parking can leave a lasting impression on customers. Guests on vacation can have a better stay experience if they are given discount coupons for nearby attractions.

Offer Loyalty Programs with a Twist

A hotel may make a guest feel unique and send a clear message that their stay is essential to the hotel and its personnel by introducing basic but unusual loyalty programmes. People who stay at the same hotel frequently are more likely to leave positive evaluations if they are treated well. When it comes to amenities in hotel loyalty programmes, they are all very much the same. You'll also stand out from the crowd if you bring in some new products.

Keep in touch with your visitors

Great communication is required not only throughout the guest's stay, but also from the moment the guest reserves a room at your hotel. You can strike up a dialogue with your guests with a pre-arrival greeting from the front desk manager. Makes the guest feel loved and special. A simple 'looking forward to meeting you' can put a smile on their face and pique their interest.

Break the Boredom for Your Guests

Visitors on business trips must use only business-oriented amenities. However, many hotels provide additional activities or complimentary services for vacationers to keep them entertained. Despite the fact that business travellers may not have the leisure time to take part in the hotel's arranged activities, a complimentary drink can help break up the day. When they go for pleasure, they realise the value of an additional service and will appreciate your gesture after a long meeting or conference.

Give customers more than they expect in terms of value.

Everyone appreciates a little something extra, even if it means paying a little more in their monthly expenditures. When a hotel employee goes above and above for a visitor, they feel like they've been treated like royalty. Even the smallest details, such as a thoughtful welcome card or an eye-catching in-room decoration, can make a big impression on a guest. These small gestures from the hotel can go a long way toward making a guest's stay more enjoyable and memorable.

Some of these suggestions will have a short-term impact on guests, while others will have a long-term effect. It's important to bear in mind that strong customer service will always be in demand, and it will continue to raise the value of a hotel if it is implemented correctly. Keep in touch with me and let me know if this makes a difference to your business in the next six months.

CONCLUSION

A hotel's digital transformation is the use and integration of various technologies in all aspects of the hotel, operations, products, and even the building itself, in order to improve efficiency and visitor pleasure while resolving present and future difficulties. For hotels, digital transformation can open up new revenue streams or raise the RevPar (revenue per available room).

To give their customers a voice, hotels are using social media to allow them to communicate and share their experiences throughout the world. Brands may expand their reach and co-create new hospitality experiences with customers by supporting such involvement.

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