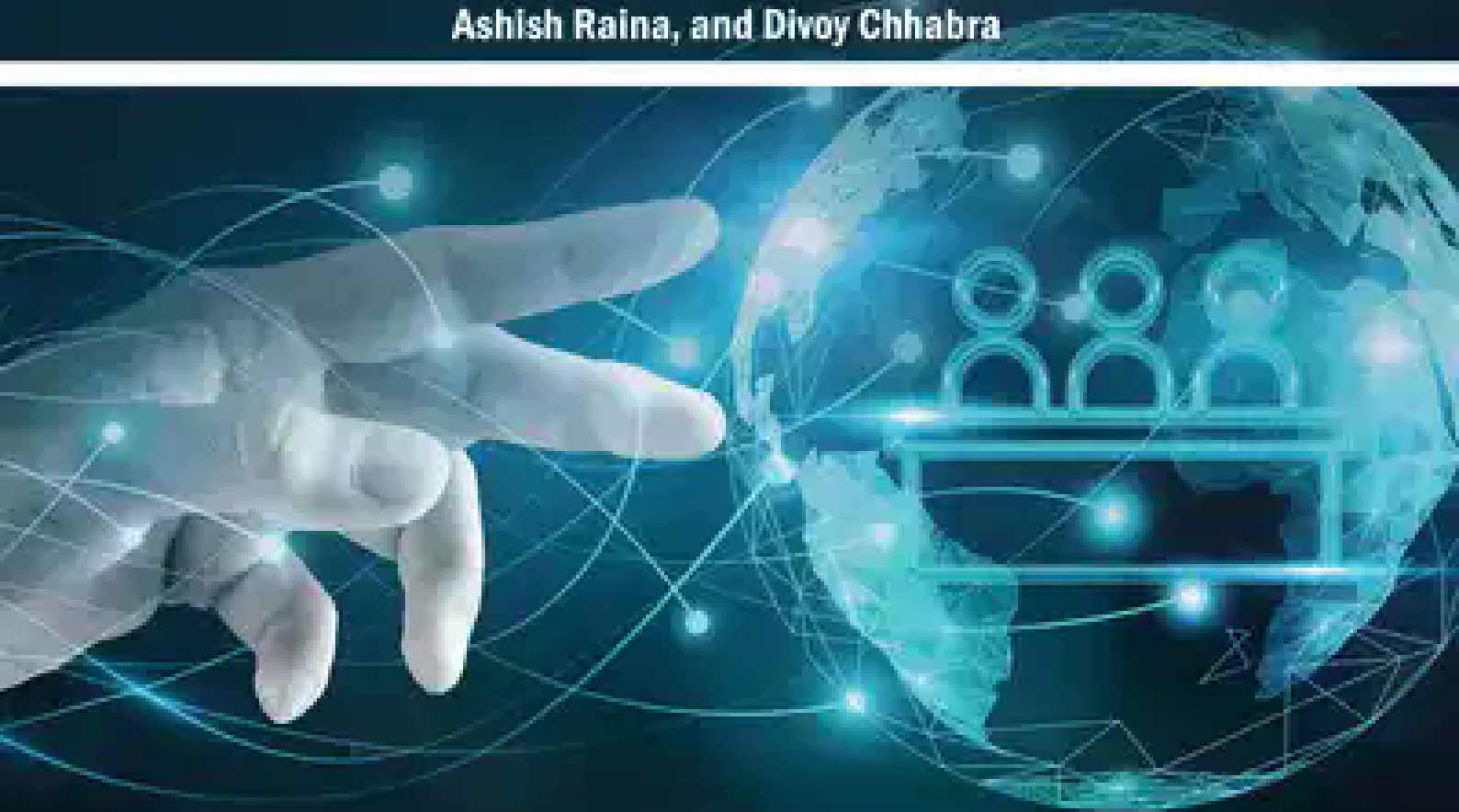


Premier Research Source

Transforming the Service Sector With New Technology

Varinder Singh Rana, Gaurav Bathla,
Ashish Raina, and Divoy Chhabra



IGI Global

Scientific Publishing

Publishing Tomorrow's Research Today



Chapter 25

Navigating Challenges in the Service Sector: Harnessing New Technology and Digital Payments to Achieve SDGs and Financial Inclusion 419

Anju Bala Nandrajog, Chandigarh University, India

Lalit Singla, Chandigarh University, India

Leena Kakkar, Dev Samaj College for Women, India

Chapter 26

Smart Devices: A Review of Opportunities, Applications, and Challenges in Smart Industries 437

D. Anbuselvi, T. John Institute of Technology, India

S. GraceInfantiya, Sri Sairam Institute of Technology, Chennai, India

D. Bharath, MVJ Engineering College, India

N. Suthanthira Vanitha, Muthayammal Engineering College, India

Chapter 27

Role of Digitalization into Hospitality Businesses: Innovations and Trends..... 447

Nasrin Islam, Varendra University, Bangladesh

Amrik Singh, Lovely Professional University, India

Chapter 28

Hotel Employees' Perspective Towards IT Skills Competencies in the Hotels of Delhi NCR 459

Ashish Dhyani, Veer Madho Singh Bhandari Uttarakhand Technical University, Dehradun, India

Rajat Praveen Dimri, Swami Ram Himalayan University, India

Vikas Gairola, Omkarananda Institute of Management and Technology, India

Chapter 29

Study on Consumer Awareness and Acceptance of AI Technology in the Hospitality and Tourism Service Industry 471

M. Nithin, M.S. Ramaiah University of Applied Sciences, India

Sweety R. Jamgade, M.S. Ramaiah University of Applied Sciences, India

Chapter 30

Technology-Driven Product Placement: Revolutionizing Marketing in the Punjabi Entertainment Service Sector 489

Ravi Kaushal, Chandigarh University, India

Anil Kalotra, Chandigarh University, India

Rishi Prakash Shukla, Jaipuria Institute of Management, India

Chapter 31

The Evolution of Technology in the Service Sector Concerning Hospitality 509

Vidit Srivastava, Integral University, India

Irshita Dixit, DPS, India

Ratika Duggal, CT University, India

Chapter 31

The Evolution of Technology in the Service Sector Concerning Hospitality

Vidit Srivastava

Integral University, India

Irshita Dixit

DPS, India

Ratika Duggal

 <https://orcid.org/0000-0001-7812-9005>

CT University, India

ABSTRACT

The hospitality industry, encompassing lodging, food and beverage, event planning, theme parks, and travel and tourism, has been significantly transformed by technological advancements. This chapter explores the historical context, key technological innovations, and their impacts on the hospitality sector. The hospitality industry has undergone a profound transformation driven by technological advancements. This abstract explores the historical development and impact of key technologies in the sector. Initially labor-intensive, the industry began modernizing with the advent of early technologies like telephones and computerized reservation systems. The introduction of the internet and mobile technology catalyzed a revolution, leading to significant innovations such as online booking systems, mobile applications, and Customer Relationship Management (CRM) systems. Technologies like Artificial Intelligence (AI), Internet of Things (IoT), and blockchain have further enhanced operational efficiency and customer experiences. AI and automation streamline customer service and data analytics, while IoT creates smart, interconnected environments in hospitality establishments. Blockchain technology provides secure and transparent transaction processes.

BACKGROUND STUDY

The hospitality industry, comprising sectors such as lodging, food and beverage, travel and tourism, and event planning, has been profoundly impacted by technological advancements. Over the past few decades, technology has not only transformed the operational frameworks of these sectors but has also significantly enhanced the customer experience. This chapter provides a detailed background study on the evolution of technology in the service sector, with a particular focus on hospitality. By examining historical developments, current applications,

DOI: 10.4018/979-8-3693-7447-4.ch031

and future trends, we can gain a comprehensive understanding of how technology continues to shape and redefine the hospitality industry.

Early Developments and Adoption of Technology

The journey of technological integration in hospitality began with simple mechanical and electronic innovations aimed at improving basic operations. In the mid-20th century, the introduction of mechanical booking systems marked the first step towards automating hotel reservations. These systems were later replaced by computerized reservation systems (CRS) in the 1970s and 1980s, which allowed for more efficient management of bookings and guest information. Property management systems (PMS), which emerged around the same time, facilitated the centralization of various hotel operations, from front desk services to housekeeping and maintenance.

The introduction of these early technologies was driven by the need to streamline operations and reduce human error. Hotels that adopted CRS and PMS systems were able to process reservations faster, maintain accurate records, and provide better service to their guests. However, these systems were largely standalone and lacked the ability to share data across different properties or departments, limiting their overall impact.

The Internet Era: A Paradigm Shift

The advent of the internet in the 1990s brought about a paradigm shift in the hospitality industry. The internet enabled hotels to reach a global audience and provided customers with unprecedented access to information. Online booking platforms emerged as a major disruptor, allowing guests to make reservations directly through hotel websites or third-party travel agencies. This not only increased convenience for guests but also opened up new revenue streams for hotels.

The internet also facilitated the development of customer relationship management (CRM) systems. These systems allowed hotels to collect and analyze data on guest preferences, behaviors, and feedback, enabling them to offer personalized services and build stronger relationships with their customers. The ability to gather and leverage data became a key competitive advantage in the hospitality industry.

Mobile Technology: Empowering Guests

As mobile technology became ubiquitous in the 21st century, it further revolutionized the hospitality industry. Mobile apps became a vital tool for enhancing the guest experience. Guests could now book rooms, check-in, order services, and provide feedback through their smartphones. Hotels developed proprietary apps to offer personalized services, provide real-time communication, and enhance convenience.

Mobile technology also introduced new payment methods, such as mobile wallets and contactless payments, which made transactions faster and more secure. The integration of mobile technology into hotel operations streamlined processes, reduced wait times, and improved overall guest satisfaction.

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage:

www.igi-global.com/chapter/the-evolution-of-technology-in-the-service-sector-concerning-hospitality/378731?camid=4v1

Related Content

Readiness to Adopt E-Business Among SMEs in Malaysia: Antecedents and Consequence

Malliga Marimuthu, Azizah Omar, T. Ramayah and Osman Mohamad (2011). *International Journal of E-Adoption* (pp. 1-19).

www.igi-global.com/article/readiness-adopt-business-among-smes/58655?camid=4v1a

Maximising Value Through IT and Business Alignment: A Case of IT Governance Institutionalisation at a Thai Bank

Abrar Haider and Sureerat Sae Tang (2016). *International Journal of Technology Diffusion* (pp. 33-58).

www.igi-global.com/article/maximising-value-through-it-and-business-alignment/167816?camid=4v1a

Brand Purpose and Purpose-Driven Marketing: The New Digital

Emrah Gülmez (2021). *Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing* (pp. 330-361).

www.igi-global.com/chapter/brand-purpose-and-purpose-driven-marketing/286288?camid=4v1a

Building Trust in eCommerce: An Experimental Study of Social-Cue Design Dimensions

Farhod Pulatovich Karimov (2021). *International Journal of Technology Diffusion* (pp. 32-51).

www.igi-global.com/article/building-trust-in-ecommerce/288526?camid=4v1a