A Study on Impact of Technology on Service Delivery in Crowne Plaza Hotel Pune.

Ms. Priya Bajaj
Asst. Prof Rajni Singh
E.mail Id- priyabajaj7916@gmail.com , rajni.singh11@gmail.com

Abstract - The research objective was focused on the impact of technology on service delivery that is used in 5 star hotels. The best usage of the upgraded technology that gives the staff to make their work easier. The link between the new technology and the service delivery work hand in hand, as it gives an impact on the customers as well as the hotels. Many hotels use variety of techniques and methods to keep their hotel updated with the latest technology and how well they are satisfied with the usage and friendliness towards the technology.

Keywords – technology, 5 star hotels, service delivery, customer satisfaction

1.1 Introduction - A study on impact of technology on service delivery in crowne plaza hotel. The variety of 5 star hotels in Pune are termed to provide the best impact of technology on the service delivery .Crowne plaza is known as one of the best 5 star hotels which believe in providing the best output to their customers as well as the staff. Using the best and updated technology gives them a better outlook. It comes under InterContinental Hostels Group (IHG); one of the leading companies has established Pune's first Crowne Plaza...
Crowne Plaza Pune has the best chefs from around the world and they prepare a tailored buffet for their customers. Crowne Plaza is well known for its location and professional meetings also for organizing parties for business and corporate events at large.

1.2 Industry overview – The best place to meet is Crowne Plaza and is also known as the best City Centre of Pune, You can plan a holiday or a business meeting at Crowne Plaza . The hotel is located in a location of 5 minutes drive from Pune Station & is a short 21-minute drive from Pune Airport. Travel easily to other parts of the city as you would take hardly few minutes to reach your destination and enjoy with readily available taxis, auto and bus stations in the area. Crowned Plaza is one of the well known hotels for stay or meetings and serves the customers in the best way.

1.3 Statement of the problem - The study attempts to find out the various technologies used in the hospitality industry that gives a greater impact on the service delivery of the hotels. The hotels efficiency and effectiveness by usage of the latest technology to reduce their work load and make the work easier for the employees as well as a safe and happy stay for the customers.

1.4 Hypothesis –H_0 According to the researcher hotel crowne plaza pune has the best impact of technology on service delivery.
H_1 The research stands negative as crowne plaza believes in manual work and does not use any kind of technology.

1.5 Objectives -
1. To study the service delivery system used in the hotels
2. To study the technology used in the employee customer interaction
3. To understand the satisfaction from the technology interfaces
4. To study the employees skill and friendliness with the technology
5. To study the impact of technology on the firm's efficiency and effectiveness relating to service

1.6 Significance of the study - The impact of technology on service delivery system is going to help to find out how efficiently and effectively on the service delivery work hand in hand.

1.7 Limitations - The study is to be carried out in one outlet of crowne plaza pune.The research carried out should have relevant information about the topic and the data collected. It is always uncertain that the hotels will give permission to collect data from their employees. The data collected should be reliable to conduct a successful research; few unanswered or untruthful answers from the data collected would make the data invalid for the researcher.
The competition growing in the hospitality industry is vast. Every hotel wants to provide the best output to their customers and keep them updated with the latest technologies which help them to have a strong competition amongst other hospitality industries.

2.1 Theoretical background-
2.1.1 Definitions:
Service marketing - The American Marketing Association defines services as - "Activities, benefits and satisfactions which are offered for sale or are provided in connection with the sale of goods."

Hotel –A 5 Star Hotel is known to give the better services and is geared towards catering to their guests at the highest comfort level. Everything from the exterior to the interior has to be lavish and appealing & should display excellent quality and minute detailing.

Technology- Technology is defined as the methods, system & devices which give a greater impact as the result of scientific knowledge being used for practical purpose. Smart technology is the future of this era which will be used to improve efficiency & productivity.

Service delivery- A framework (SDF) is a set of principles, standards, policies and constraints to be used to guide the designs, development, deployment, operation and retirement of services delivered by a service provider with a view to offering a consistent service experience to a specific user community in a specific business context. The greatest challenge for any hospitality industry. Impact of technology on service delivery is a greater challenge for the hospitality industry.

2.1.2 Challenges - With today's competitive world every hospitality industry is growing to give

The best outputs to their customers and reduce the time and work for the employees. To upgrade They with the latest technologies are the greatest challenge for any hospitality industry.
Impact of technology on service delivery is a greater challenge for the hospitality industry.

3.1 Review of literature -

3.1.1 Technology, service quality, and customer loyalty in hotels: Australian managerial perspectives

Shan-Chun Lee, Sunita Barker, Jay Kandampully

Managing Service Quality: An International Journal, 2003

The objectives are to stay in the forefront of today's marketplace and to improve service, efficiency, and profitability. The hospitality industry is now more competitive and is mainly focused on serving their customers in such a way that they turn back to them next time , they should not prefer one hotel over the other due to their lack of their technology and services. The Hotel industry has transformed itself into global industry and is the best example of a hospitality industry. Various technological developments have their adoption in the hospitality industry and this has provided numerous opportunities and challenges due to growing competition between them. The customers expect improving service quality with every visit and inverse relationship the hotels expect customer loyalty.

3.1.2 A study of hotel information technology applications

Rob Law, Giri Jogaratnam

International Journal of Contemporary Hospitality Management, 2005

The paper analyses the findings on the survey of IT technology & they indicated that the decision makers did not seem to understand the importance of IT Technology that is essential for developing business strategies and hence were reluctant to use IT for better performance which would have eventually made their work easier.

Information technology (IT) applications in the hotel industry have largely been devoted to the handling of the routine operational problems that crop up while running a hotel. Before the hotel industry has been criticized to make full use of IT.

3.1.3 Boutique hotels: Technology, social media and green practices

Denise Kleinrichert, Mehmet Ergul, Colin Johnson, Mert Uydaci

Journal of Hospitality and Tourism Technology, 2012

The major purpose of this paper is to link consumer use of technology to two very popular themes in the hospitality industry: boutique hotels and environmental responsibility.

Anyways these hoteliers generally reported use of varying regional standards for legitimizing their green practices. Istanbul hoteliers reported on maintaining international standards for legitimizing their green practices but did not seek any of the technology.

3.1.4 Technology's effect on hotels and restaurants: Building a strategic competitive advantage

Dean A Koutroumanis

Journal of Applied Business and Economics 12 (1), 72-80, 2011

The strategic analysis methodology for evaluating and taking advantage of current and future technological innovations for the hospitality industry. The changing face of technology has played an integral role in the development of the hotel and restaurant industry. A review regarding the growth of technology in the industry was linked to the development of strategic direction. Every hotel focuses to have the best technology as in this competitive era consumer may focus on getting the comfort first.

3.1.5 Self-service technology and the service encounter
Amanda Beatson, Nick Lee, Leonard V Coote
The Service Industries Journal 27 (1), 75-89, 2007

Self-service technology is affecting the service encounter does affect the future growth of the hotels as in today's era technology places an important role in every industry and customers look for their uniqueness and comfort. The reduction in personal contact through self-service technology may affect assessments of consumer satisfaction and commitment, making it necessary to investigate self-service technology usage. Thus, this paper presents a framework for investigating the impact of self-service technology- consumer satisfaction and on a multi-dimensional measure of consumer commitment.

4.1 Profile – Crowned Plaza Pune is one of the InterContinental hotels which came up in 2003; this independent corporation InterContinental Hotels Group (IHG) was established after Six Continents split into two companies: IHG focuses on hotels and soft drinks. Crowne plaza has one of its branches in pune near pune station and is one of the renowned 5 star hotels.

5.1 Research methodology -
5.1.1 Population- 23 five star hotels in Pune
5.1.2 Sample design- 1 Hotel Crowne Plaza Pune
5.1.2.1 Sample size - The questionnaire was collected from front office of crowne plaza pane
5.1.2.2 Sample method – Convenient sampling
5.1.2.3Sample elements - the study comprises of front staff of Crowne Plaza
5.1.2.4 Data Collection – the researcher collected primary data through questionnaire method and secondary data through related websites and books.

6.1 Data analysis -
1. The technology used for parking at crowne plaza pune is valet parking at owner's risk. The entrance does not cover any technology and the doors are opened manually for the customers. There is a metal detector at the entrance which beeps if you have a phone with you.
2. The bookings for the hotel rooms are done through mobile apps via IHG apps i.e. intercontinental hotels where all 5 star hotel bookings are done.
3. The room service helps the customers to carry their bags to the rooms through elevators and trolleys. They work manually with more of human work.

4. The idea of erecting intelligent hotels is that the hotel uses voice activated services for attending the calls of the customers.

5. Impact of mobile apps technology used in hotels to make services better for their customer's they allow customers to order the food through phone calls and manage event reservations over the call as well as when they reach the hotel.

6. Human touch is basically the concept of crowne plaza. They are not upgraded with any kind of technology, the rooms are opened with WING Card keys and are not digital based.

7. The hotel does their branding / marketing through advertisement, hoardings, social media and personalized apps.

8. The billing system takes place via online payments and the bills are sent on their emails to reduce the paper work.

9. The software used by the hotel for the billing system is OPERA system and trainings are given to the employees for how to use opera, virtual trainings and on field trainings.

10. Crowne plaza upgrades its technology and system once in 2-3 years.

11. The purpose of most visits to crowne plaza is for stay and meetings / conferences.

12. Crowne plaza is divided into 11 floors, 8 floors for guests, 1 for staff and 2 banquets.
The hotel has 176 rooms, 3 elevators, 1 bar, 1 gym, 2 restaurants, 1 pool, 1 poolside restaurant and 1 banquet.

13. The availability of room is checked on opera system and the chef receives the orders through KOC system, they punch in the system through MICROS and 1 order sheet goes to the room service and another to the kitchen.

7.1 Conclusion-

1. Crowne plaza being one of the most renowned hotels in Pune would be updated and upgraded with the latest technology but it believes in working manually than using any kind of technology.

2. From the entrance to the billing or ordering food it is unlike other hotels which follow the same system of manual work.

3. Crowne Plaza works manually and hardly uses any technology such as calls over phone and online booking.

4. They are less friendly towards the latest and new technologies used by the other hotels to reduce the manual work.

5. Crowne Plaza is preferred by people due to its location and especially for business meetings.

8.1 Suggestions –

1. Crowne Plaza being a 5 star hotel needs to upgrade itself for using the world latest technology that makes the stay easier for the customers and makes the work easier and handy for the staff.

2. Like other 5Star hotels have upgraded their technologies and have become technology friendly, like using mobile apps to unlock the room doors, mobile orders, etc.

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