EMERGING HOSPITALITY TECHNOLOGY TRENDS IN INDIA

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Abstract
Smart Hospitality Technology platform should help hoteliers to do smart business to beat the competition. Because, right technology enables hoteliers to ensure increased revenue, reduced costs & improved operations and enhanced guest experience. A smart Mobile Analytics App has the capability to help hotel Owners and General Managers to have real-time information on their properties' business even while on the go. Through this new age Hospitality Technology platform, users can have real-time information on various parameters including Room Summary, EOD Projection and Revenue Comparison.

Introduction

The importance of technology in hospitality business is rapidly evolving. Hoteliers are no more looking at technology adoption as a choice. Rather, the whole thing has become necessity for them. Because, technology has an immense impact on guest expectation and in which hotels do their daily business.

Hotel Industry in India

In India, foreign tourism arrival is expected to touch 15 million by 2020. And to accommodate them, the country needs to add around 1, 80, 000 hotel rooms across category to its existing inventory. This means, hotel industry in India is set to grow big. However, this growth in hotel number is not enough as hoteliers should consider implementing cutting edge Hospitality Technology to streamline various daily operations while serving guests efficiently.

Smart Hospitality Technology for Smart Hoteliers

Smart Hospitality Technology platform should help hoteliers to do smart business to beat the competition. Because, right technology enables hoteliers to ensure increased revenue, reduced costs & improved operations and enhanced guest experience.

Emergence of Cloud-Based Hotel PMS (Property Management System)

There is a noticeable shift from local server-based PMS to cloud PMS. Being a part of 24/7 guest centric service industry, hoteliers don't find value in managing servers and solutions. A Hotel PMS that is hosted in cloud effectively assists users in this scenario. Adopting a cloud-based PMS drastically reduces a hotel's capital expenses. With a cloud-based Hotel PMS in place, user can save more as there is no investment associated with buying server and having on-site IT expertise. Every aspect of a hotel business including front desk, point of sale, housekeeping, channel management and GDS connectivity can be hosted on the cloud through a cloud-based PMS. Most importantly, the key differentiator is the ease of access to the PMS. In case of legacy PMS (local server based), the user need to be in the hotel premise to access the system. But, with a cloud-based Hotel PMS, the user can access the same from anywhere with ease. The user only needs an internet enabled / connected device – be it a desktop, laptop or smartphone. With all these usefulness, the concept of cloud-based Hotel PMS is emerging as the real deal for hoteliers in India.

Mobile Analytics: Information on the Go

Well, this is another area where technology again plays a key role. Today, top honchos at hotels are a busy lot. They don't like the idea to be at the premise or property in order to access information vital to their business. This has led to the rise of Mobile Analytics Apps. A smart Mobile Analytics App has the capability to help hotel Owners and General Managers to have real-time information on their properties' business even while on the go. Through this new age Hospitality Technology platform, users can have real-time information on various parameters including Room Summary, EOD Projection and Revenue Comparison etc. With such business critical information at their fingertips, management at hotels can be empowered to take informed decision with maximum ease.

Go Mobile & Serve Your Guests Better

Mobile apps are becoming the norm of hotel business. Today's smart mobile apps provide the much needed operational flexibility to hoteliers across the globe. In this scenario, solutions like Mobile Check-in App and E-Menu App do just the right thing for hoteliers. With a Mobile Check-in app, hoteliers can ensure a significantly reduced check-in time for their weary guests. It can be done by helping the guest bypass the time consuming front desk formalities. Hotel staff can walk the guest to the allotted room and fill the guest information in a smart phone or tablet through this app. Similarly, an E-Menu app helps users to present the whole menu to the diners in a digitalized manner. This app enables diners to view food items by recipe, image, video, ingredients and more. Guest can even send special notes or instructions to the chef while placing their order. For example, if a guest wants his curry less spicy, he or she can instruct the chef about the same.

Conclusions

With a rise in online competition, popular models have come up with online travel agents (OTAs) offering a single marketplace for all travel-related needs. There are also seen meta search engines like Trip Advisor and Make My Trip, that operate like travel discovery platforms. Further, online accommodation reservation services like Oyo Rooms have gained popularity. Apart from this, branded hotels are seen operating direct bookings through their websites. Apart from the above, the Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. The "Clean India" campaign and development of inland waterways for transport and tourism are projects that have gained momentum over the previous year. Additionally, programmes such as "Make in India" and the "Smart Cities" initiative have highlighted the Government's support to skill development and investments in Hospitality and Tourism.

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