

Evaluating the Role of Technology in Enhancing Guest Experiences in the Hotels

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ABSTRACT

Technology is needed to increase both internal productivity in hotels and client experiences in hotels; thus, technology is changing how guests interact with the hotel service and how hotels operate internally. Consequently, the purpose of this research is to determine if the technology used by hotels enhances the guest experience. This study was completed using a quantitative methodology as well as an online survey, and random sampling procedures to collect primary data from 50 participants. Data collected through secondary methods were obtained from multiple sources (e.g., textbooks, journals, and e-libraries) and analysed using Microsoft Excel. The results of this study suggest that there are substantial knowledge and usage of technology on the part of hotel guests, and that they want to use the technologies provided by hotels. Technology generally contributes positively to increasing the quality of the guest's stay experience, improving the sustainability of hotels, and improving the internal operation of hotels. Technology has allowed hotels to enhance their guest's stay experience by allowing guests to utilize mobile keys, smart televisions, enhanced electronic booking systems, and cashless transactions. Additionally, technology has also enabled the implementation of more efficient service delivery through technologies such as self-service kiosk technology, chatbot technology, and robot butler technology. Furthermore, the reliance of hotels on technology may contribute to the risk of a cyber-attack; however, it also contributes to the reduction of staff. The results of this study further indicated that technology has a significant positive relationship between customer satisfaction and repeat business to those hotels which have implemented the latest technologies.

Keywords: - Technology, Guest, Hotels, Traveller, Customer Satisfaction

INTRODUCTION

The hospitality industry has come to view digital transformation as a way to improve both its operational efficiency, and that of the guest experience. Digital transformation provides a model for how hotels operate, and for the way in which guests interact with hotel services. It is anticipated that digital technologies including voice activated virtual assistants and Internet of Things (IoT), will help remove many of the current obstacles to service, thus allowing hotel employees to focus more on creating a positive guest experience. With digital assistants, guests may issue a verbal request for a number of products and/or services, thereby providing a faster and more efficient method for delivering those services. In addition, guests should also experience reduced stress and increased comfort in their interactions with hotel staff as a result of the greatly reduced need for direct communication to receive what they require. Guests will be able to utilize hotel digital platforms to access the information they require, and to make adjustments to the lighting and room temperature in their rooms, and to order additional products using verbal commands to a product in their room. This will provide guests with enhanced personalized and responsive experiences. Smart sensors utilizing IoT technology will allow hotels to communicate and interact seamlessly and efficiently with multiple products and systems throughout a hotel. For example, smart sensors will allow hotels to monitor and control heating and cooling systems in individual rooms based on the preferences and usage patterns of each guest. Additionally, other products will continue to monitor

and track inventory levels in real-time. Hotels utilizing this technology will be able to be more focused on meeting the needs of their guests, and thus offer a more customized, responsive and enjoyable experience to their guests. The ultimate goal of hotels that utilize this type of technology is to build loyalty between guests and hotels through customized experiences based on guest preferences and responsive to guest needs/desires. Guest requests are key components to both developing and maintaining guest loyalty. Research shows that when a hotel uses technology to enhance guest experiences and increase guest interactions with the hotel, they will see higher levels of guest satisfaction and thus loyalty from the guest. The hotel industry has undergone significant digital transformations creating new standards of service for guests as it relates to digital tools and technologies that can create better guest experiences, while helping hotels compete within the highly competitive hotel marketplace.

A primary characteristic of digital transformation is the utilization of technology throughout each part of the guest experience. Another key element of digital transformation is understanding the customer journey as it relates to the digital world. Technology can greatly enhance each part of the customer journey, which results in a more comprehensive and positive customer experience.

An example of how utilizing technology to enhance the guest experience includes the use of a Property Management System (PMS) integrated with an online reservations system. An integrated PMS and online reservations system has shown a marked improvement in operational efficiencies and guest satisfaction. Hotels are able to utilize technology to manage the reservations and room assignments of guests in an organized and efficient manner. The utilization of the PMS and online reservation system will decrease the probability of errors in managing guest reservations and room assignments, and therefore eliminate many of the guest complaints associated with such errors. Overall, a substantially higher overall customer satisfaction is achieved.

Previous studies have been substantiated by research, as outlined in the study referenced in [4] and "the Impact of Technology and ICT Policies on Hotel Guest Satisfaction in the Hotel Industry: A Case of 4- and 5-Star Rated Hotels in Nairobi City"[4], both studies concluded that the effective implementation of integrated technology by the hospitality industry will result in improved operational efficiencies and significant improvements in guest satisfaction. Organizations are able to create a much smoother and satisfying customer experience using current digital technologies; this results in improved customer loyalty and a positive impact on the organizations' reputations in the marketplace. Thus, the utilization of digital technologies throughout the customer journey is no longer a trend, but rather a necessity to compete in the continually increasing market. Digital technologies are one of the primary factors to satisfy the preferences of the millennial generation who are known for their vast knowledge and exposure to modern technologies. Research has shown that millennials prefer hotels that integrate advanced and digital technologies into their guest experiences. As a result, hotels must utilize digital technologies throughout every phase of a guest's visit. Companies today focus on creating new products and services that meet the consumer's (especially millennials) technological needs.

By providing experiences with technology that meets their guests' needs will provide a strong competitive advantage to those hotels who develop this type of technology. Examples of this include automated check-in and check-out systems, digital vital systems, and mobile apps to allow guests to place orders for food and manage hotel amenities. Many millennials find great value in the convenience and efficiency of digitally enabled experiences and appreciate the time saving and convenient nature of their lives. By creating an experience that provides a technological solution to meet the needs of the guest, will likely provide greater guest satisfaction, potential loyalty, and positive word of mouth advertising. If hotels can create experiences that meet the technological expectations of their guests, it could result in higher ratings, favourable comments, and increased reputation within the market. Therefore, hotels will need to continually evolve and adopt new technologies to remain competitive and attract/retain millennial guests. Utilizing digital technologies will allow hotels to meet the needs of today's consumer and potentially establish themselves as leaders in the evolving hospitality industry. By applying digital technologies to their operations hotels will create a more personalized and convivial experience for their customers and is how hotels will differentiate themselves in an increasingly competitive marketplace [5-6].

With the adoption of digital analytics and big data technologies, the hotel sector in the hospitality industry has witnessed a number of transformations, and now has the tools and the intelligence to "get to know" the man or

woman who stays with them in hotels. By using advanced digital data analysis techniques, hotels can develop and structure their service offering to better match the individual characteristics of each and every guest that walks through their hotel. By tracking use of services with data they also will learn how to get more success from their marketing programs improving the guest experience overall. Use of data analytics will allow hotels to develop a targeted and relevant offering. For instance, understanding a guest's past preferences and history, hotels can then provide more accurate suggestions for supplemental products such as spas, and restaurants. This is done by the understanding and analyzing the guests' past preferences and history with the products and improving the product offering to make them more relatable and appealing to their preferences [9]. Furthermore, aside from simply bettering the delivery of personalized services, data technology also aids in the success of promotional efforts of each hotel. The hotel can analyze the data for high impact marketing campaigns as to the commonality and types of guest behaviour, vacations, business-trip or overnight stay habits, and then making a successful marketing ploy (and winning guests).

In this perspective hotels hold all power and have the exciting and potent potentiality to tailor their services and product offerings to some specific target market within their line of customer base, and thereby get additional repeat customers and increased customer next and new lifeblood (hoteleses?) if only they will use big data effectively to determine patterns of usage and frequency of purchasing of pretty much every kind of nice service and product. This is so because people who don't have to lift a finger, called expeditiously wait on by super personalized service agents, are won to the hotel and so member Gingahs to the brand and make loyal and repeat returners to the location, leaving the hotel employees something else, merrily putting more money in the executives e-wchelles and being sold on branded products. And when hotels figure out and get big data for use they will have bettered the quality of the guest experience and built the hotels brand and competitive positioning in the market place. With digital analytics and big data tools hotels stands an exciting chance to make a lot of great improvements in both operational efficiency and in guest satisfaction. The correct application of these tools also enables hotels to create more customized and targeted guest experiences, which also increases the effectiveness of marketing efforts for hotels. Digital technology must be incorporated into the hospitality industry to enable hotels to adopt new hygiene and safety procedures that were required due to the changes in public perception related to health and safety brought about by COVID-19. Not only did COVID-19 create a need for hotels to emphasize the importance of health and hygiene for guests but it also created a need for hotels to respond quickly to the growing demand from guests who sought to visit hotels where there was a safe and clean environment. There are many innovations in big data and digital technologies that address guest concerns regarding health and safety. One example of an innovation is the development of contactless systems for checking into and out of a hotel. Contactless systems enable guests to complete the check-in and payment processes through digital means, thereby reducing the amount of face-to-face interaction between guests and hotel employees. Since the less frequent contact between guests and hotel staff, the lower the likelihood of disease transmission between individuals and the faster and easier the guest checkout experience is. Another example of how digital technology has affected hotel operations is the utilization of Internet of Things (IoT) devices to help manage and maintain cleanliness and sanitizing in hotels. Hotels use IoT devices to continuously monitor and control the cleanliness and sanitizing of the hotel. For example, hotels may utilize automatic cleaning systems that include sensors to ensure that all common areas and guestrooms meet the hotels' cleanliness standards. The sensors in the automatic cleaning systems are designed to measure the cleanliness levels of the areas being cleaned and report the results of the measurements back to the cleaning team, so that the cleaning team can take action immediately if necessary. By utilizing IoT technology, hotels can continually provide a high standard of cleanliness and provide a cleaner and healthier environment for guests. Implementing digital technologies are assisting hotels in enhancing cleanliness standards as well as reinforcing guests' perceptions of safety. By implementing technology that will reduce the physical contact between guests and employees and create a safe and hygienic environment for guests, guests will feel comfortable to return to hotels after the pandemic and build trust with the hotel. In summary, digital technologies are transforming the hospitality industry into a more modern, safe, and convenient place for guests to stay in the post-COVID-19 world by creating a contactless check-in and check-out system, and an Internet-of-things (IoT) enabled automated cleaning system. By utilizing contactless check-in and check-out systems and, IoT-enabled automated cleaning systems, hotels are able to satisfy guests' expectations for a clean and safe environment while, also, providing the best service possible to guests [9].

The Hospitality industry is undergoing a Digital Transformation unlike anything else seen before. As a result of the Digital Transformation of Hotels and the Client Experience at Hotels, the way hotels operate and how they communicate with their clients has undergone a significant transformation. Advanced Technologies have made several Operations in hotels more efficient, such as Property Management, Marketing, and Guest Services. This has given hotels the ability to respond more quickly and to better connect with clients. While this has improved the efficiency of hotel operations, it has also increased client satisfaction and, therefore, client loyalty in the increasingly competitive Digital Era; “A Research Study to Identify the Post-Pandemic Key Success Factor (KSF) of Hoteliers in Bangkok.”

Property Management, Hotels are able to utilize digital technology to make managing their properties much easier [10]. A Single Integrated Property Management System could be responsible for organizing many of the things that go into ensuring a successful operation of a hotel, from room reservations to inventory control, to financial reporting.

Automation of these administrative tasks will allow Hotels to relieve workers of the burden of their busy work, eliminate the room for error that they mistakeably make as humans, and responses to the needs of their guest when they happen in that flow, become faster. It will produce better internal Hotel processes, and give employees more leisure to engage personally with Clients.

In a different branch of the structure of the business, the Marketing department, Digital Advertising has made many clever tools available for the Hotel to target and connect with potential visitors. With Data analysis of travellers, hotels learn more of the behaviour patterns and preferences of their potential patrons, and from there go on to create effective targeted marketing segments. With Digital platforms hotels have the ability to offer targeted promotions and Exclusive offers based on what types of services guests express in their preferences, and the House may also glean from the history of the guests’ previous visits to the Hotel! Which double dose makes their Marketing efforts all the more enticing and productive.

While it will not take much of this technology to stretch guest services thin, technology moves in on that area as well to delight guests. Cloud-based platforms and mobile applications allow for guests to check in/check out of their rooms, keep track of their room services and receive any ground information that they wish. This you could say, removes employees from the needy role for guests and puts the guest in control after a seamless process for himself and greatly increases the overall satisfaction experienced by the guest. Beyond that, if technology aids guest services in greater measure, the hotel can completely customize the experience of their Guests even to the recommending of additional services and products that go accordingly to the interests and traits of the guest!

Thus, the digital transformation of the hospitality industry produces for hotels enormous treasures in terms of a more efficient manner of doing business, and increase quality of the guest experience. Of course, when Hotels willingly adopt technology, they gain ground from their competition and increase market share not only to gains but to being loses. That represents the powerfully enticing effect of the virtues of technology to the Hospitality Industry, hotels and patrons.

LITERATURE REVIEW

This section looks at the review of literature that follows:

Dahanwal, N.(n.d.) The last few years have shown the Indian hospitality industry is undergoing significant changes using AI and automation as well. The focus of this study will be on evaluating the positive effects of artificial intelligence and automation on guest experiences for various hotels/resorts and hospitality services in India. This study will investigate the use of artificial intelligence and automation in the hospitality industry and analyse the advantages and disadvantages of implementing such technologies from the perspectives of both hospitality employees/professionals and hospitality customers/guests. Secondary data/case studies were utilized as a means of analysis and it was clear that the use of artificial intelligence is becoming an increasingly important way to improve operational efficiency, customer satisfaction and customer personalization.

Acharya, P., & Mahapatra, S. S. (2024) This study analysed how Artificial Intelligence can improve the quality of service to hotel guests and improve the operation of hotels. To do so this research used a mixed methodology by collecting quantitative data from guest feedback surveys and qualitative data from interview questions asked to employees working in hotels which utilize AI technology. This study's goal was to find which primary applications of AI can enhance guest satisfaction and efficiency. The study was designed to determine both challenges and best practices for the deployment of AI in hotels. This study was among the first studies to evaluate AI's effects across different facets of customer satisfaction in the hospitality industry. It is anticipated that as AI is increasingly being used throughout hotels and other hospitality businesses, this study will clearly outline the benefits of AI as well as the challenges of deploying AI in hotels. Therefore, this study should produce a large amount of new knowledge about how AI influences customer satisfaction in the hospitality industry. For example, it is expected that this study will demonstrate which specific applications of AI have the highest likelihood of increasing customer satisfaction. Additionally, this study is expected to indicate some of the possible obstacles/barriers to using AI in hotels as well as recommend best practices for utilizing AI in hotels effectively. The subject matter of this study provides an extensive examination of the influence of AI on customer experiences in the hospitality industry. While there is significant research about the application of AI in the hospitality industry, very few studies have assessed the influence of AI on guests in an expansive manner. Consequently, through helping fill this knowledge gap, this study will contribute to a greater understanding of the influence of AI on the customer experience in hotels. Accordingly, the study will present some of the most promising use cases for AI which have the potential for positively influencing customer satisfaction as well as some of the potential challenges to implementing AI in hotels and provide a sense of best practices for implementing AI in hotels. Thereby, this study helps round out the perspective of the potential benefits of AI as well as the potential barriers to the adoption of AI in hotels, acting as a potential resource for the managers of hotels and hospitality establishments looking to consider the potential strategic uses of AI.

Al-Hyari, et al. (2023) The results showed that AI can positively impact guest happiness at luxury hotels by making services easier to obtain and creating greater loyalty among guests. Chatbots and virtual assistants had the greatest effect on guest happiness at luxury hotels. The study also noted that AI has the potential to positively affect visitor happiness at luxury hotels, however, this is contingent upon a balance being achieved between AI and human interaction. Traditional hospitality, while having a personal aspect of hospitality, still holds a place of importance for many guests who enjoy the personal interaction and human contact provided by hospitality staff. Therefore, luxury hotels must utilize AI to enhance guest interactions and not replace them. Luxury hotels can improve their clients' happiness by customizing each guest's experience, streamlining processes and improving convenience and comfort, as per the study. Additional recommendations for the study were included. The study will allow luxury hotels to have a competitive advantage in regards to using AI to increase visitor satisfaction, to reduce costs associated with automation of certain tasks and reduce the need for human labor and to remain current in regard to emerging technologies such as AI. This study provides new theories and models for explaining the complex relationship between technology and visitor satisfaction in the hospitality industry.

Bhuiyan, K. H., et al. (2024) the study used a quantitative method to collect the data of Bangladeshi consumers on how they perceive the use of artificial intelligence (AI) products in hospitality service environments by considering the aspects of hedonic motivation, social impact, anthropomorphism, effort expectancy, performance expectancy and emotional responses. the researcher collected a total of 343 data points using purposeful sampling technique. the researcher also used SmartPLS 4.0 for testing the construct validity, internal consistency, and reliability of the constructs. this study used partial least squares structural equation modelling (pls-Sem) to evaluate the research model and the hypotheses. the results showed that the perceptions of consumers toward AI have been influenced by social impact, hedonic motivations, anthropomorphism, effort expectancy, performance expectancy, and emotional responses. the specific factors like hedonic motivations, social influences and anthropomorphisms have influenced the effort and performance expectations which eventually affect the emotional responses of the consumers. finally, the study has found that the emotions have an ultimate effect on the customers of hotels in terms of their willingness to use AI enabled products. therefore, the study provides a practical understanding of the challenges associated with the application of more advanced and robust AI enabled products in the hotel industry. the study provides useful suggestions to the mangers, practitioners and decision makers. the study analyses the viewpoints of the clients on the application of AI

products in hospitality services. the study describes the cultural background of the hotel industry in Bangladesh, but the findings of the study can be applicable to many other countries and regions.

Sarode, A., & Wankhede, N., (2024) Focused on the area of integrating technology into the hospitality industry to personalize guests, this study examined variables such as customer satisfaction, guest loyalty, the degree of guest engagement, and operational efficiency as they relate to technology adoption by the hospitality industry. The primary objective of the initial study questions will be to measure the effect of these variables on technology adoption and to assess how effective the technologies being utilized are in increasing the overall enjoyment of visitors. A quantitative research method was used for this study based upon a survey of 200 participants using random sampling methods to obtain the data. The respondents rated the answers for each of the statements on a five-point Likert scale according to the earlier outlined set of criteria. Regression analysis utilizing SPSS statistical software evaluated the relationship between each of the independent variables – operational efficiency, guest engagement, guest loyalty, customer satisfaction – and the dependent variable the "type of technology", or method of technology, the respondents used. The results found the type of technology to be used increases with higher ratings of customer satisfaction and guest loyalty. These were critical aspects necessary to create tailored service delivery to guests. A unit increase in customer satisfaction and guest loyalty directly correlated to the unit increase in technology shows the key factor of these two variables in hospitality organizations' technical frameworks. Findings show no relationship between technology use and the rest of the independent variables (guest engagement and operations efficiency); thus searching for the effect is worth looking at these variables". Findings support the notion that hospitality organizations can strengthen their customer loyalty efforts by adopting advanced technology that enhance customer satisfaction and guest loyalty, allowing them to subsequently generate repeat business in response to intense competitive pressures. Results from this study also provide substantial recommendations to practitioners regarding how best to allocate technology resources to optimize visitor satisfaction and attain organizational success.

Objective

This research has following objectives: -

- To investigate how technology is used by hotels to enhance the quality of service offered to guests.
- To evaluate the impact of technology on improving customer experience in the hotel sector.

METHODOLOGY

The tourism industry is using digitalisation to improve the operation of the hotels and the quality of service that they provide to their guests; digitalisation has impacted the operation of hotels by providing new tools and ways for hotels to interact with their guests through digital technology such as IoT and voice activated assistants. Therefore, this research will investigate the role of technology in hotels to enhance the quality of service offered to guests. This research aims to examine the role of technology in hotel to improve the guest experience. Throughout this study employed a quantitative approach was employed by preparing a closed-ended questionnaire, distributing the survey, and collecting data from the respondents using the process of random sampling mode. While the secondary source of data has been collected from books, recently published papers, journals, libraries, and other sources. The data has been analysed through excel.

Primary data: In this study, data was collected from respondents through a survey method, utilizing a structured questionnaire and distributing it to the respondents via a random sampling technique. The sample size of the data is 50.

Secondary data: The secondary source of data has been obtained from other journals, recently published papers, e-libraries, etc.

RESULT

Demographic variables

Table 1: Demographic Variables Of The Respondents

<i>DEMOGRAPHIC VARIABLES OF THE RESPONDENTS</i>	<i>FREQUENCY</i>	<i>PERCENTAGE</i>
GENDER		
Male	27	54%
Female	23	46%
AGE		
Below 25	7	14%
26-40	15	30%
41-55	17	34%
56 Above	11	22%
LEVEL OF EDUCATION		
Uneducated	3	6%
High School	12	24%
Undergraduate	9	18%
Postgraduate	11	22%
Professional Degree	15	30%
MARITAL STATUS		
Single	8	16%
Married	12	24%
Separated	2	4%
Divorced	4	8%
Widowed	5	10%
Prefer not to answer	19	38%
INCOME STATUS		
Below 50,000	3	6%
51,000-1,00,000	12	24%

1,00,001-1,50,000	4	8%
1,51,000-2,00,000	21	42%
2,00,001 above	10	20%
OCCUPATION		
Unemployed	6	12%
Self employed	11	22%
Govt. Employee	7	14%
Retired	6	12%
Industrialist/Businessman	20	40%

The above table 4.1 represents the demographic variables of respondents. The gender-selected respondents are divided into 2 groups 1) Male which are 54% percent and 2) female, which is 46 per cent. Along with the selected respondent age are relied on four groups. Among these respondents 7 respondents are below 25 years old, 15 respondents are relied between 26-40 age and 17 respondents are lies between 41-55 years old, and rest 11 respondents are lied above age 56. The level of education among respondents are divided into 5 category such as 3 respondents are uneducated and 12 respondents passed high school, 9 respondents are undergraduates and 11 respondents are postgraduates and rest 15 respondents did professional degree. In terms of marital status of respondents, there are 8 participants that are single 12 respondents are married, 2 are separated and 4 are lies on divorced and 5 respondents are widowed lastly 19 respondents did not respond.

The income status of respondents, Of the respondents there are 3 respondents whose income are below 50,000 and 12 respondents' income between 51000-100000 along with 4 respondents' income are between 100001-150000, and majorly respondents' income are 151000-200000 and lastly 10 respondents' income are above 200001. The occupation of respondents are from diverse sectors such as 6 respondents reported unemployed and 11 respondents are reported self-employed 7 respondents reporting government employees, 6 respondents are retired and lastly, 20 respondents reported industrialist/ businessman.

Table 2: Guest Awareness And Usage Of Technology

Guest Awareness and Usage of Technology	Strongly Agree	Agree	Disagree	Strongly Disagree
The guests are aware of the technological services provided by the hotels.	26	20	4	0
Technology-based services are very often used by guests during my hotel stay.	24	19	7	0
The hotel is very clear about the technological facilities provided.	20	27	3	0
It is easy for guests to learn how to use the digital services offered by the hotel.	29	18	2	1

The above table 2 presents the guest awareness and usage of technology. With this statement, *the guest are aware of the technological services provided by the hotels*, shows that majority of participants are strongly agree. Out of the total respondents 26 respondent's reported strongly agreement, 20 respondents are agreeing, and 4 respondents are disagreeing. With this statement, *technology-based services are very often used by guests during my hotel stay* shows that majority of participants are strongly agree. Out of the total respondents 24 respondents reported strongly agreement, 19 respondents are agreeing, and 7 respondents are disagreeing. With this statement, *the hotel is very clear about the technological facilities provided* shows that majority of participants are agreed. Out of the total respondents 20 respondents reported strongly agreement, 27 respondents are agreeing, and 3 respondents are disagreeing. With the statement, *it is easy for guests to learn how to use the digital services offered by the hotel* shows that majority of participants are strongly agreed. Out of the total respondents 29 respondents reported strongly agreement, 18 respondents are agreeing, along with 2 respondents are disagree and 1 respondent are strongly disagreed.

Table 3: Enhancing Customer Experience

Enhancing customer experience	Strongly Agree	Agree	Disagree	Strongly Disagree
The use of innovative technologies enhances the experience for visitors. Such technologies cater to the needs of those clients who are technologically savvy.	32	10	8	
Integrated mobile tools effectively deliver essential materials to clients in a centralized location.	17	23	10	
Sustainability is improved, and the overall customer experience is increased by integrating modern technologies like mobile keys, smart TVs, Wi-Fi, room management system, and interactive digital signage.	21	29		
Technology improves the visitor experience by making communication with hotel personnel easy and orderly.	19	24	7	
Online reservation platforms make booking easier and faster.	25	20	5	
Mobile check-in/check-out enhances my overall hotel experience.	24	26		
The options for digital payment make the process smoother and much more secure.	19	29	2	
Kiosks help minimize waiting time and increase convenience.	21	21	8	
Chatbots or virtual assistants improve communication with hotel staff	31	17	2	
Technology enables the hotel to respond more quickly to guest requests or complaints	27	13		
Digital feedback mechanisms make it easy for guests to voice the opinions.	21	24	5	
Technology decreases physical contact without losing the quality of service.	19	20	9	2

Technology enhances the efficiency of the bookings within the hotels, restaurants, and other hospitality providers, making it far more convenient and an effective experience for all the customers.	19	28	2	1
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The above table 3 presents enhancing customer services. With the statement, *the use of innovative technologies enhances the experience for visitors. Such technologies cater to the needs of those clients who are technologically savvy* shows that majority of participants are strongly agreed. Out of the total respondents 32 respondents reported strongly agreement, 10 respondents are agreeing, along with 8 respondents are disagree. With the statement, *Integrated mobile tools effectively deliver essential materials to clients in a centralized location* shows that majority of participants are agreed. Out of the total respondents 17 respondents reported strongly agreed, 23 respondents are agreeing, along with 10 respondents are disagree. With the statement, *Sustainability is improved, and the overall customer experience is increased by integrating modern technologies like mobile keys, smart TVs, Wi-Fi, room management system, and interactive digital signage* shows that majority of participants are agreed. Out of the total respondents 21 respondents reported strongly agreed, 29 respondents are agreeing With the statement, *Technology improves the visitor experience by making communication with hotel personnel easy and orderly* shows that majority of participants are agreed. Out of the total respondents 19 respondents reported strongly agreed, 24 respondents are agreeing, along with 7 respondents are disagree. With the statement, *online reservation platforms make booking easier and faster* shows that majority of participants are strongly agreed. Out of the total respondents 25 respondents reported strongly agreed, 20 respondents are agreeing, along with 5 respondents are disagree with the statement, *Mobile check-in/check-out enhances my overall hotel experience* shows that majority of participants are strongly agreed. Out of the total respondents 24 respondents reported strongly agreed, 26 respondents are agreeing. With the statement, *the options for digital payment make the process smoother and much more secure* shows that majority of participants are agreeing. Out of the total respondents 19 respondents reported strongly agreed, 29 respondents are agreeing along with 2 respondents are disagree. With the statement, *Kiosks help minimize waiting time and increase convenience* shows that majority of participants are agreeing. Out of the total respondents 21 respondents reported strongly agreed, 21 respondents are agreeing along with 18 respondents are disagree. With the statement, *Chatbots or virtual assistants improve communication with hotel staff* shows that majority of participants are strongly agreed. Out of the total respondents 31 respondents reported strongly agreed, 17 respondents are agreeing along with 2 respondents are disagree. With the statement, *Technology enables the hotel to respond more quickly to guest requests or complaints* shows that majority of participants are strongly agreed. Out of the total respondents 27 respondents reported strongly agreed, 13 respondents are agreeing. With the statement, *Digital feedback mechanisms make it easy for guests to voice the opinions* shows that majority of participants are agreeing. Out of the total respondents 21 respondents reported strongly agreed, 24 respondents are agreeing along with 5 respondents are disagree. With the statement, *Technology decreases physical contact without losing the quality of services* shows that majority of participants are agreeing. Out of the total respondents 19 respondents reported strongly agreed, 20 respondents are agreeing along with 9 respondents are disagree lastly 2 are strongly disagree. With the statement, *Technology enhances the efficiency of the bookings within the hotels, restaurants, and other hospitality providers, making it far more convenient and an effective experience for all the customer* shows that majority of participants are agreeing. Out of the total respondents 19 respondents reported strongly agreed, 28 respondents are agreeing along with 2 respondents are disagree lastly 1 are strongly disagree.

Table 4: Technology In Safety And Security

Technology in Safety and Security	Strongly Agree	Agree	Disagree	Strongly Disagree
The digital surveillance systems make me feel safer in the hotel.	10	39	1	
Smart door locks ensure privacy and security.	26	24		

Contactless services such as payments, check-in, and lifts enhance hygiene and safety.	23	27		
Emergency communication technologies (alerts, notifications) help and reassure me.	24	19	7	

The above table 4 presents technology in safety and security. With the statement, *the digital surveillance systems make me feel safer in the hotel* shows that majority of participants are agreeing. Out of the total respondents 10 respondents reported strongly agreed, 39 respondents are agreeing along with 1 respondent are disagreeing. With the statement, *Smart door locks ensure privacy and security* shows that majority of participants are strongly agreed. Out of the total respondents 26 respondents reported strongly agreed, 24 respondents are agreeing. With the statement, *Contactless services such as payments, check-in, and lifts enhance hygiene and safety* shows that majority of participants are agreeing. Out of the total respondents 23 respondents reported strongly agree, and 27 respondents are agreeing. With the statement, *Emergency communication technologies (alerts, notifications) help and reassure us* shows that majority of participants are agreeing. Out of the total respondents 24 respondents reported strongly agreed, and 19 respondents are agreeing along with 7 respondents are disagreeing.

Table 5: Operational Efficiency

Operational efficiency	Strongly Agree	Agree	Disagree	Highly Disagree
Better technology aids the customer and the hotel owner alike, especially in preventive maintenance and repairs.	18	28	4	
The introduction of technology has a risk in that it opens up the possibility of cyber-attacks that may hinder guests before checking out during their stay, and also decreases labour requirements.	14	29	7	
Technology allows creating an ideal work setting for the workers.	10	21	9	10
Innovation allows the hotels to differentiate themselves from the competition.	21	20	5	4
By integrating technology, hotel staff is able to gain access to real-time performance and operational data of particular equipment.	27	19	4	

The above table 5 presents operational efficiency. With the statement, *Better technology aids the customer and the hotel owner alike, especially in preventive maintenance and repairs* shows that majority of participants are agreeing. Out of the total respondents 18 respondents reported strongly agreed, 28 respondents are agreeing along with 4 respondents are disagree lastly 1 are strongly disagree. With the statement, *the introduction of technology has a risk in that it opens up the possibility of cyber-attacks that may hinder guests before checking out during their stay, and also decreases labour requirements* shows that majority of participants are strongly agreed. Out of the total respondents 21 respondents reported strongly agreed, 20 respondents are agreeing along with 5 respondents are disagree lastly 4 are strongly disagree. With the statement, *Innovation allows the hotels to differentiate themselves from the competition* shows that majority of participants are agreeing. Out of the total respondents 14 respondents reported strongly agreed, 29 respondents are agreeing along with 7 respondents are disagree. With the statement, *by integrating technology, hotel staff is able to gain access to real-time performance and operational data of particular equipment* shows that majority of participants are strongly agreed. Out of the total respondents 27 respondents reported strongly agreed, 19 respondents are agreeing along with 4 respondents are disagree.

Table 6: Overall Satisfaction

Overall Satisfaction	Strongly Agree	Agree	Disagree	Highly Disagree
Technology significantly improves the overall hotel experience.	39	11		
There are guests who prefer to stay at hotels that have advanced technological facilities.	41	9		
Technology increases trust and satisfaction in hotel services.	31	19		
Guest is more likely to revisit a hotel if its technology services meet expectations.	47	3		
Overall perception of the hotel improves owing to the availability of modern technologies	21	29		

The above table 6 presents Overall Satisfaction. With the statement, *Technology significantly improves the overall hotel experience* shows that majority of participants are strongly agreed. Out of the total respondents 39 respondents reported strongly agreed, 11 respondents are agreeing. With the statement, *there are guests who prefer to stay at hotels that have advanced technological facilities* shows that majority of participants are strongly agreed. Out of the total respondents 41 respondents reported strongly agreed, 9 respondents are agreeing. With the statement, *Technology increases trust and satisfaction in hotel services* shows that majority of participants are strongly agreed. Out of the total respondents 31 respondents reported strongly agreed, 19 respondents are agreeing. With the statement, *Guest is more likely to revisit a hotel if its technology services meet expectations* shows that majority of participants are strongly agreed. Out of the total respondents 47 respondents reported strongly agreed, 3 respondents are agreeing. With the statement, *overall perception of the hotel improves owing to the availability of modern technologies* shows that majority of participants are agreeing. Out of the total respondents 21 respondents reported strongly agreed, 29 respondents are agreeing.

CONCLUSION

This research concludes that the level of guest awareness and adoption in hotels is high about the use of technology, and they enthusiastically avail themselves of various technological services communicated explicitly by the hotel management. Technology has affected the customers a lot, especially those who are already aware of modern hotel environments through mobile-based solutions that unify all applications needed. Technology has enhanced sustainability by making all hotel communications easier with modern facilities like mobile keys, smart TVs, or other interaction signage. Online booking systems with mobile check-in/check-out, as well as cashless systems that are more secure with reduced human contact, increase efficiency. Additionally, self-service kiosks, chatbots, and virtual guest support service efficiency are accelerated by safety and security advancements that bring advancements such as digital surveillance systems, smart lockers, and contactless services that promote guest health. Therefore, the overdependence on technology is a threat, particularly concerning cyber threats, with decreased human staffing in the hotel. Overall, technological advancements are a significant aspect of hotels that increase guest satisfaction, with many hotels that have modern advancements attractive to guests, thus increasing the likelihood of a repeated visit with satisfactory technological services.

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