***Title: Futuristic trends in the Hospitality sector:***

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**Abstract:**

**Purpose:** A huge setback to the hospitality, hotels, and tourism spectrum due to covid19, pandemic affected the millions of jobs and businesses in this sector. This pandemic has forced the entire hospitality sector to look forward to new solutions and digital technology to support hospitality services. It is imperative and necessary to look into advanced digital and technological devices to sustain and survive in hospitality. The primary purpose of this study is to gain knowledge and awareness about the present scenario and to understand the futuristic trends in the hospitality sector.

**Methodology:** Primarily the present study is conducted on the secondary literature available on the futuristic trends in the hospitality sector. Since many of the hotels are inline to upgrade the advanced digital technology for the hospitality sector. This study will be generating data from across the globe.

**Findings:** The hospitality sector is multidimensional and comprises many sub-units.Many of the hospitality sub-units like hotels, restaurants, bars, banquets, fast-food chains, food outlets, eateries, cafes, bakery shops, malls, food courts, and food home deliveries. This is to spread awareness and understanding, promoting the use of futuristic trends in hospitality units as mentioned. Digital technology like- artificial intelligence, virtual reality, augmented reality, robots Chatbots, voice control systems, and contactless services.

**Keywords: Hospitality, trends, futuristic, digital technology**

1. **INTRODUCTION:**

The global hospitality sector has been hit hard by the COVID-19 crisis. COVID-19 had disrupted every aspect of modern life from the mid of the year 2020 till 2021and yet to return to fully normal. Hospitality has been hit hard in all sectors globally(**Beekeeper).** Many countries imposed restrictions on food service, and accommodation business operations limiting the people's ability to spend money on travel and leisure activities in hospitality businesses like restaurants, hotels, spas, cruise ships, music venues, and sporting events**(Beekeeper).**

The digital paths were curated based on impact assessments of the adoption of digital and disruptive technologies in SMEs during the COVID-19 crisis, market trends, and different reports from **UNWTO.**

Understanding and responding to consumers’ changing behaviors will be essential to the recovery of the hospitality sector. Organizations will need to reimagine the customer experience and re-engage with customers to build and maintain their trust. At the same time, they will need to improve their operational agility and financial resilience to navigate the uncertainties of doing business in a world wracked by the pandemic (Deloitte Report). We also look at opportunities that can enable restaurants, hotels, casinos, sports organizations, and other hospitality organizations to adjust to our new normal, recover, and thrive once more(Deloitte Report).

The hospitality sector understands that recovery is a human and multi-dimensional experience that requires trust and confidence. These involve physical safety, emotional support, digital security, and financial stability.

Physical Trust that your physical space is safe. Emotional Trust that your emotional and societal needs are being safeguarded. Digital Trust that your information is secure. Financial Trust that your financial concerns are being served(Deloitte Report**). Title: (Human Dimensions)**

**Figure No-1**

These dimensions need to be addressed for a genuine recovery. Public and private health authorities must facilitate and foster this trust among all the hospitality and society stakeholders. Hospitality businesses and service providers must ensure that they focus on building trust for all their stakeholders—customers, employees, and others(Deloitte Report). Further, many hospitality and hotel brands have introduced application services, contactless, check-in, and check-outs, voice-enabled service, smart room, and digital food menus. This is the beginning of new age of hospitality rendered with digital technology.

**II. OBJECTIVES:**

* To know the trends in the hospitality sector post-pandemic.
* To study and understand the futuristic trends in the hospitality sector.
* To explore the use of digital technology in the hospitality units.

**III. LITERATURE:**

The current and futurist Hospitality Trends have begun to mark the service industry, fulfilling the demand of enterprises and customers, through extensive use of modern digital technology. These trends emerge that will shape the hospitality sector throughout its speedy recovery. It is estimated by the expert and industry survey that hospitality will fully regain its strength by 2023. This pandemic has accelerated a trend in hospitality that had already been in motion for a year i.e. workplace digitization. Resilience and a commitment of the frontline workforce will be crucial to the recovery process and the hospitality sector rebuilds and navigates the complexities of the new normal in 2023.

**Four steps for hospitality enterprises to create a digitally-enabled workplace of the future:**

* Connect with the entire workforce with important information, company news, and real-time alerts, and facilitate two-way communication.
* Digitize is all the time-consuming, paper-based management process, and documents for employees to access. Make all easy access to the mobile application-based online platform.
* Automate workflows and business processes, saving time money, and resources. Use of more energy management systems.
* Exhilarate: Speed up routine practices and organizational processes based on meaningful data analysis.

**Tittle**- **Steps of the workforce of Future**

**Figure No-2**

The hospitality units have already begun to fast-track their digital transformation, both on the customer-facing side, and employee-facing technologies. As companies transition into the next normal, they will also continue to make safety a vital part of their workplace culture and guest experience. It will leverage technology and communication strategies to shift to new ways of operating and become more resilient.

The hospitality sector will take charge of its recovery, using digital strategies to regain the way.

**The following points of futuristic developments are poised to take place in the hospitality sector.**

**Figure No- 3**

1. **Accelerating Digital Transformation:**

Digital transformation in hospitality is already well underway in customer-facing technologies (i.e. digital check-ins, digital keys, ordering online for restaurants, booking tickets to theme parks in advance online) the need to improve communication with staff will accelerate the digitization of the employee experience for hospitality workers in 2022.

In 2022, we can expect to see more hospitality companies invest in digital transformation and the digital enablement of frontline workers. With mobile collaboration and productivity tools, hospitality companies can embrace bottom-up communication and discover how a fully-connected frontline workforce can make their entire organization more resilient. There are 72% of companies with mobile-first communication saw an increase in productivity when they empowered frontline workers (BeekeeperSurvey).

1. **Contactless Service:**

There’s also been an acceleration in the adoption of cloud technologies during COVID-19. Many computing and communication use the cloud. Hospitality companies are accelerating their move to the cloud and in only five years that number will jump to the maximum level. In the coming year, hospitality leaders will continue to invest in secure, cloud-based mobile technologies that give hospitality companies more flexibility and are more cost-effective.

Hospitality units will continue to incline to the tech stack for more touchless transactions. That means we’ll see more smart hotel rooms. From digital concierges and keyless entries at hotels to online tickets for the movie theaters, companies are leveraging mobile technology, online apps, and voice-command platforms so customers can relax and enjoy their experience or stay with minimal physical contact in their transactions.

These tools are aimed especially at enabling frontline workers and will allow employees to:

* Collaborate directly with their peers which reduces coordination time for frontline managers
* Provide valuable feedback through surveys and direct communication
* Direct access to tools and information to create a superior guest experience
* Utilize digital checklists for a better time and task management for more efficient workflows
* Notify coworkers and managers of hazards and contribute to overall workplace safety
* Have more control over their shift schedules
* Resolve issues in real-time with access to workplace documents
1. **Safety A Top Priority In The Next Normal:**

Guest and employee safety has always been a top priority in hospitality, but with the events that transpired in 2020, the emphasis on safety and hygiene is more prominent than ever. In 2021, hotels, restaurants, and other hospitality units will be looking to technology to support new safety initiatives for both guests and em Hospitality companies are enhancing workplace safety with new policies like:

* + Providing workers with PPE.
	+ Keeping employees up-to-date with the latest information about COVID-19.
	+ Ensuring employees have a safe space while interacting with guests.
	+ Training employees on effective cleaning procedures employees to comply with new labor laws and regulations. Requiring temperature checks for each employee before they start their shift
	+ Installing touchless technology to minimize the spread of germs
	+ Using mobile technology so workers can connect and collaborate virtually.
1. **Safer suitable Guest Experience:**

A billion hotel rooms went unsold by the end of 2020. As eager as people are to return to travel and leisure, there will be a period of readjustment. While the pandemic will recede, consumers will carry lingering fears about doing the simple things they once enjoyed without a second thought, like grabbing a bite to eat, going to the movies, or booking a hotel room. It will take time for the public to resume their pre-pandemic spending habits.

1. **Single point Communications:**

Today, a single workforce might be spread out far and wide. With frontline workers still on site, and administrative teams mostly working remotely, a company’s ability to quickly mobilize its entire workforce depends on how effectively it can reach every single employee. In 2021, the need to centralize communication will continue to gain traction even as things stabilize. Why? Because the nature of work is changing for good. Having a single, digital hub of information will help build an efficient workforce by streamlining processes and integrating multiple systems into one. A unified platform creates a consistent source of information so employees don’t get overwhelmed navigating numerous workplace apps.

1. **Leadership Approach**

In 2022, we’ll see more hospitality companies realize the need for a 360-degree view of their organization, with a more focus on gaining insights directly from their frontline workers. Companies with an inclusive and digital internal communication strategy that starts with their frontline workers are more agile and will be among the first to recover. For this reason, we’re predicting that more hotels, restaurants, and venues begin to take a bottom-up leadership approach.

1. **Crisis Preparedness**

With the recent pandemic, hospitality companies will have more comprehensive disaster and risk management plans than ever before, which will include their entire workforce. The hospitality leaders are highly proactive in their crisis planning, adopting an always-ready mentality supported by mobile communication tools that will help them:

* Distribute real-time, company-wide information through campaigns for urgent announcements to keep employees safe
* Gain feedback through pulse surveys for valuable insight from all levels of a company, especially, frontline workers, that can help guide crisis response
* Form dedicated group chats to convey crisis information that allows employees to ask questions (some companies have deployed chatbots that instantly answer frequently asked questions to streamline this process)
* Create confirmation campaigns that ensure urgent messages are received and read.
1. **Regain Brand value / Build Customer Loyalty:**

Hospitality companies rely on the strength of their customer relationships. This past year they’ve had to provide services and offer goods in new ways to navigate safety regulations. But even with physical doors shut, people are attending lectures, enjoying the symphony, and visiting museums, all virtually.

In their quest to be more resilient, organizations will offer a multi-dimensional approach to engaging with guests that extends beyond the walls of their physical space. Those new opportunities to engage with guests will build customer loyalty and create new revenue streams. Moving forward, companies will also re-examine long-standing policies and have more flexible arrangements for their customers. Customer relations trends for 2021, will include: The lessons we learned from COVID-19 will push companies to adopt digital strategies that allow them to anticipate, react, pivot, and recover from business disruptions while staying focused on delivering exceptional service.

1. **Skillful training Management:**

 Organizations will look for ways to increase productivity, efficiency, and revenue and decrease waste and spending while maintaining a commitment to customer service. Hospitality companies will:

* Assess their organization to find where there is excessive spending.
* Implement new automation and digital devices and skill training and processes that are more efficient and will ultimately improve customer satisfaction
* Streamline communication with mobile-first tools that include everyone and empower frontline employees to implement company priorities and processes.
* Do more with less by having more flexible jobs and leveraging labor-management tools to optimize staffing levels
* Automate more tasks through a digital workplace to eliminate costly errors, speed up workflows, and reduce paperwork. On average, frontline workers spend three hours each week looking for information.
1. **Reduce Labor Turnover Costs:**

Hospitality is very labor-intensive and has long had one of the highest turnover rates of any industry with restaurants at the head of the pack with a staggering 70% to 100% turnover rate. 2020 compounded the problem with millions of workers furloughed or let go who will need to be retained or rehired as hospitality companies ramp back up to full capacity over 2021.

* + Empower workers by including them in communication that can help them provide better customer service and make on-the-spot decisions to remedy guest experience issues • Give workers more autonomy with greater control over their shift schedules for a more compatible work-life balance
	+ Create a feedback channel through direct messaging and surveys for workers to share their insights and ideas
	+ Create an employee-centric culture that boosts morale
	+ Upskill workers for professional growth opportunities within the organization's libraries.
1. **Automation and Digitization for Cost-Efficient Operations.**

Hospitality companies have made great strides in automating guest-facing interactions, like the hotel industry’s focus on online reservations and mobile check-ins. In 2021, they will grow those offerings at an accelerated pace.

**Title- Future Digital Tech Trends in Hospitality Sector:**

**Figure No- 4**

By automating certain trivial tasks, managers can spend more of their time on value add actions that have a direct impact on guest satisfaction and employee engagement. According to McKinsey, digitizing processes and paperwork can help companies cut costs by up to 90%. Digitally-Enabled Companies **Waste Less** As companies look to cut costs the first place they’ll look is where time, money, and energy are wasted through inefficient processes. A few ways companies will begin to reduce waste include:

* **Labor Management**: Venues, like golf courses and movie theaters, offer online portals for guests to schedule specific viewing and tee times instead of making in-person trips only to be turned away. This allows companies to know exactly how many employees to have on any shift and eliminate customer wait times.
* **Inventory Management**: Each year, 22 to 33 billion pounds of food goes to waste in the restaurant business, a huge impact on a company’s profit margin. Food service businesses can track and manage their inventory digitally to eliminate waste. The system can automate ordering to restock as needed and based on what menu items customers are ordering.
* **Logistics management**: Transporting goods based on more accurate data, predictive management, and exact units.

**IV RESEARCH METHODOLOGY:**

The present study is conducted based on literature available such as research papers, journals, hospitality reports, and various agency reports. Since the pandemic situation happened to hospitality very unexpectedly and undesirably in which no one was predicted and prepared for the same. In this study, the researcher is trying to highlight the futuristic options and changes happening in the hospitality service sector and the anticipation of the same. Mainly, the digital revolution taking place in hospitality. Although, this is a recent and progressing phenomenon and hospitality will be showing tremendous response to the new changes and systems.

**V CONCLUSION:**

One thing is very clear the hospitality sector has realized to be prepared for such a global crisis at any moment. Post pandemic in 2022, the hospitality industry will begin operating in new ways in this next normal after the major disruption of 2020 that cost the industry billions of dollars and millions of workers. More attention to rebuilding and reinventing the hospitality business will be a top priority for leaders in 2022, with a focus on bringing guests back and fortifying a skilled workforce.

We can expect to see hospitality leaders across all verticals leverage new and existing digital technologies to attract new talent and retain their current workforce. Industry leaders will also emphasize safety as a mainstay of their culture and core values for both employees and guests. Digital technology and automation are the keys further to tackle with the pandemic situation, that’s why more machines and applications introduced to hospitality bring back the glory and reputation as it was before the pandemic by implementing more devices and making smart ways for customers and employees working in the hospitality. The trends show that hospitality is the most vulnerable to such kinds of disasters, so preparedness is the key to surviving and staying in the business. Finally, the hospitality sector will be spending on crisis management, digitization, automation, AI, VR, AR, Robots, training, and managing the brand equity are the trends.

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