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Future Trends in Hospitality Industry:
New Age Hotels and Alternate Accommodation

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FUTURE TRENDS IN HOSPITALITY INDUSTRY:

New Age Hotels and Alternate Accommodation

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Futuristic Style of Services in IRD that Can be Utilized in Hotels of Nagpur City

Ankeet Kenekar* & Amruta Raipurkar **

“Innovate with hotel and adapt with guest more of our advancement will happen on a hotel side to drive better experiences.” The business world, as well as every industry in the world, is undergoing a massive change in the wake of the technological revolution. From increasing guest satisfaction across the board, to boosting brand-to-guest communication, expediting menial as well as crucial processes within the company, all the way to optimizing payroll expenses, modern technological advancements are set to reshape the hospitality industry as a whole. The best technology needs to be both invisible and impactful. Hotel technology has the added pressure of needing to deliver on service and experience while reinforcing the high-touch tenets of hospitality. Hotel technology has shaken up the travel and hospitality industries, unlike any other innovation in quite some time. As a result, customers desire more often innovative alternatives. “While many upscale brands get creative in continuing to deliver elevated room service, others are finding new avenues to meet guest demand for lower-cost options that allow guests to be involved.

AIM

“To introduce Futuristic Style of services in IRD that can be utilized in Hotels of Nagpur city.”

Objectives

- ✪ To create awareness about innovative Style of service in IRD at hotels of Nagpur city.
- ✪ To determine the various elements required to make innovative style of services in terms of specification, material, cost and uniqueness.
- ✪ To identify the advantages and disadvantages of futuristic style of services in IRD.
- ✪ To find out the acceptability of new style of services among the hoteliers of Nagpur city.

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Limitations

- ✦ The study will be limited to Nagpur city only.
- ✦ The sample size will be limited to 20 only.
- ✦ The sample size will be limited to hotels which must have IRD facilities.

LITERATURE REVIEW

What is Room Service or In-Room Dining?

A hotel service enabling guests to choose menu items for delivery to their hotel room for consumption there, served by staff. Room service is organized as a subdivision within the Food & Beverage Department of high-end hotel and resort properties. It is uncommon for room service to be offered in hotels that are not high-end, or in motels.

Advantages of Room Service

- ✦ Guests enjoy meals in the privacy of their own room.
- ✦ They can place orders even when the dining area is closed.
- ✦ Food is delivered to the room, therefore it saves time.
- ✦ Users can stay casual or even in the night clothes while enjoying a meal.

The Importance of Offering New Style of Room Service for Hotels

Room service is an important component of the overall service experience within upscale hotels. Also referred to as “in-room dining,” room service is defined as an operating department within a lodging facility that takes guest orders for food, prepares that food, and delivers it to the guest’s room for consumption there.

1. Gaining guest satisfaction
2. Gaining more revenue
3. Positioning the hotel in the market
4. Targeting certain segmentation

Project Designing

The experimental and judgmental method is one in which information is collected without changing the environment. The main objective of project is to enhance the guest experience through innovative techniques by reducing delay in service, service error and guest privacy. Thus, on the above basis, the project design was appropriate for the present study as it was important to gauge to introduce Futuristic Style of services in IRD that can be utilized in Hotels of Nagpur city.

1. Pop up dining table is a unique style of service of IRD to provide complete dining experience when guest wish to have their food in their room from IRD.
2. Food serving capsule is new innovation, which can enhance food service to guest and reduce the workload of employees as well as time saving technology for IRD.

Futuristic Style of Services in IRD that Can be Utilized in Hotels of Nagpur City

Research Methodology

Selection of Area

The area selected for project was Nagpur city. The survey was conducted in West Nagpur.

Selection of Sample

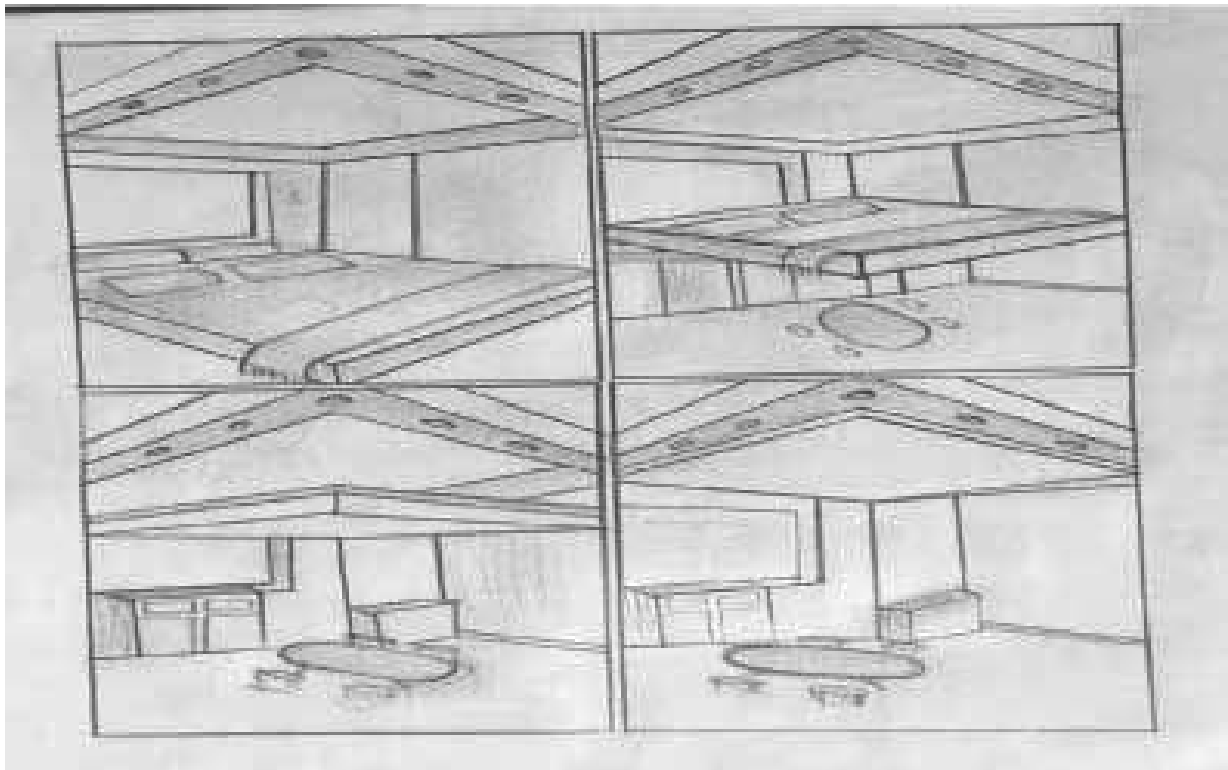
The Sampling method selected by the researcher was Purposive sampling. The samples selected purposefully were the industrial experts and professionals such as Food & beverage managers, Executive chef, and Housekeeping executive from Hotels of Nagpur city. A total of 20 questionnaires were distributed to the experts and were filled successfully that is included in the study.

Project Planning

This thought inspire me to give new look to room service because being hotelier we keep focusing in increasing guest satisfaction through experimenting various innovative techniques. It is a new concept that can change the style of service in IRD, that will also upsell and promote the property.

Implementation

First of all, I collect the all necessary information from the YouTube and Google Gathered all information and keep the correspondence information. The designing part started with innovative ideas and by the help of YouTube and Google. So, how major components are needed to design the pop up dining table and food serving capsule and how to assemble each and every component are the basic priorities.



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My first step is to plan the work schedule which includes the distribution of work. Then start to collect all necessary materials and parts of the models. Purchase of new materials is also among them.

As per discussion) I had started the work. Give appropriate measurement to the materials and shape to the card board. I choose rectangular shape each opposite side is same. After cutting in proper size all the parts are painted with fiber color and keep for drying.

Model1- Pop up Dining Table

All the parts of the wooden board cut for the pop up dining table had been combined together to get the desired structure of the model. The pop up dining table create the wall texture in the model. use the LED light in the model to create lighting effect on ceiling and the shoe string used as a pulley to the bed upward, and the iron wire use as a channel to hold the bed so that it can be converted into ceiling to create perfect dining experience in the room for the guest.

Budget for Dummy Project

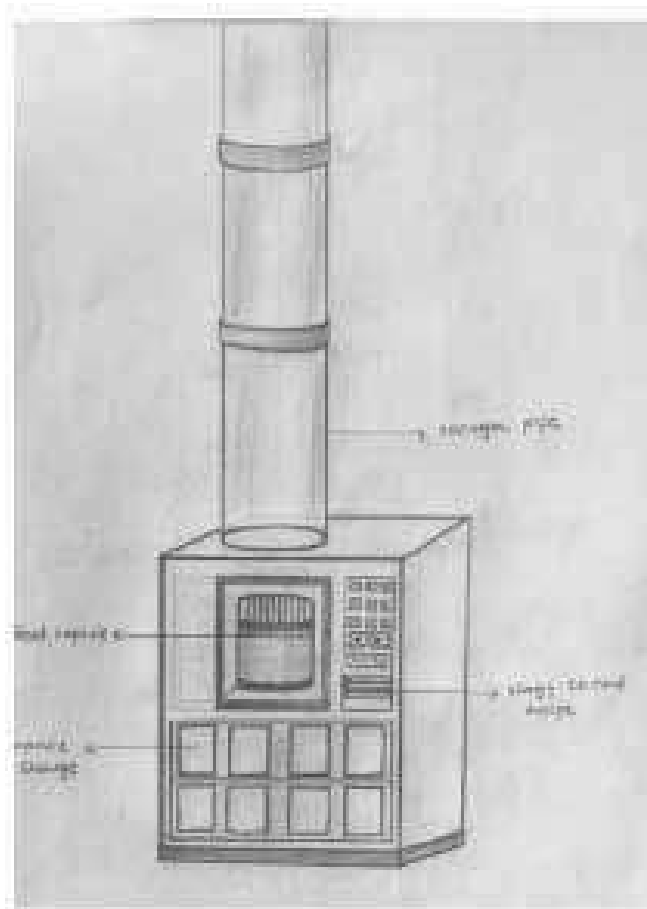
Sr. No.	Expenditure	Particulars	Cost
1.	Equipment	Wooden board, Paint, String, Led light, 9v battery, Craft paper	Rs. 250
2	Infrastructure	Design/Drawings, Paint, Framing, Plumbing, Channels	Rs. 140
3	Installation	Manual /Electrical and Safety	Rs. 60
		Total Project Cost	Rs. 450

Budget for Actual Project

Sr. No.	Expenditure	Particulars	Cost
1.	Equipment	Measuring instruments, Tools, Work pieces, Bed, Lighting system, Music system and other production materials	Rs. 2,00,000
2	Infrastructure	Design/Drawings, Paint, Framing, Plumbing, Channels	Rs. 1,00,000
3	Installation	Electrical and Safety guards	Rs. 3,00,000
		Total Project Cost	Rs. 5,00,000

Model 2-Food Serving Capsule

All the parts of the card board cut for food serving had been combined together with the help of glue to get desired structure of the model. The model coated with crafted paper with the help of glue to give wooden texture and the food capsule hang with the help of string to pull the capsule up and down.



Budget for Dummy Project

Sr. No.	Expenditure	Particulars	Cost
1.	Equipment	Cardboard, Transparent tube, String, Craft paper	Rs. 250
2.	Infrastructure	Design/Drawings, Panels, Plumbing	Rs. 140
3.	Installation	Manual /Electrical and Security	Rs. 60
		Total Project Cost	Rs. 450

Budget for Actual Project: Food Serving Capsule

Sr. No.	Expenditure	Particulars	Cost
1.	Equipment	Measuring instruments, Tools, Spare parts, Work pieces and other production materials	Rs. 76,00,000
2.	Infrastructure	Design/Drawings, Panels, Plumbing	Rs. 20,00,000
3.	Installation	Electrical, Control room and Security	Rs. 7,00,000
		Total Project Cost	Rs. 103,00,000

Achievement

1. These can greatly improve the guest experience and encourage guest to continue using it.
2. It leads the guest to explore different aspects of the model.
3. After innovating the Pop up dining table and Food serving capsule it enhance the excitement of the guest to avail this services.
4. It is unique and time saving technique.

Result and Discussion

The collected data was tabulated and the statistical analysis was computed using tool pak, MS 2007.

This chapter presents the findings of the data collected from the respondents in the form of the questionnaire. The data was collected in a span of one week from 31st March 2019 to 6th April 2019. Around 20 questionnaires were distributed amongst several hotels of the city, all the questionnaires were received filled in appropriate manner. The data received was of the people in Hotels of Nagpur city.

Table 1: Inclination of Hotel Industry for new innovation

Sr. No.	Response	No. of Respondents	Percentage (%)
1	Yes	18	90
2	No	02	10
	Total	20	100

Source: Primary Data

From the above table 1, it is observed that the hotel industry is ever growing and always looking for technologies and innovations as per the survey it is found that the 90% respondents are ready to welcome innovative technologies in hotel industry whereas only 10% respondents are hardly ready for the same.

Table 2: Innovations as sales boosters for all departments

Sr.	No. Response	No. of Respondents	Percentage (%)
1	Yes	20	100
2	No	00	00
	Total	20	100

Source: Primary Data

From the above table 2, it is crystal clear that 100% respondents agreed that innovations are the real sales booster for all the departments.

Table 3: Pop Up Dining table can create the complete dining experience

Sr.	No. Response	No. of Respondents	Percentage (%)
1	Yes	15	75
2	No	05	25
	Total	20	100

Source: Primary Data

From the above table 3, it is explored that almost 75% of total respondents felt that pop up dining table is a new innovative technique and it will certainly create the complete dining experience whereas 25% respondents do not think so.

Table 4: Pop Up Dining table can create the complete dining experience

Sr.	No. Response	No. of Respondents	Percentage (%)
1	Yes	15	75
2	No	05	25
	Total	20	100

Source: Primary Data

From the above table 4, it is explored that almost 75% of total respondents felt that pop up dining table is a new innovative technique and it will certainly create the complete dining experience whereas 25% respondents do not think so.

Table 5: A food serving capsule can be installed in IRD

Sr.	No. Response	No. of Respondents	Percentage (%)
1	Yes	14	70
2	No	06	30
	Total	20	100

Source: Primary Data

From the above Table 5, it is stated the 70% respondents agreed that the food serving capsule can be installed in IRD can be big contribute in employees work and time saving whereas 30% respondents say no to it.

Table 6: Technologies can save time in terms of fast service

Sr.	No. Response	No. of Respondents	Percentage (%)
1	Yes	18	90
2	No	02	10
	Total	20	100

Source: Primary Data

From the above Table 6, it is noted that the 90% of the respondents feel that the Technologies can save time in terms of fast service which is the need of all the departments in hotel industry whereas only 10% people feel it may not.

Innovative Idea 1

Sr.	No	Pop up Dining Table Excellent (5)	V. Good (4)	Good (3)	Average (2)	Poor (1)	Total
1.	Design	06	05	06	01	02	20
2.	Creative and Space saving	05	13	02	00	00	20
3.	Feasibility	03	05	08	02	02	20
4.	Time Saving	03	05	09	00	03	20
5.	Reduce Manpower	02	07	05	02	04	20
6.	Sustain in a long time	03	07	05	05	00	20
7.	Acceptability	02	08	07	03	00	20
8.	Future Scope	05	08	03	04	00	20

From the above Table, it is observed that the respondents are clear with innovative idea of “Pop Up Dining Table” and provide their opinion in the form of scores which is minimum to maximum (1-5) in which every aspects of model was discussed in the following manner

Design is good enough as a unique technology whereas respondents given excellent score to the model and agreed that this innovative idea can meet individual customer needs like guests stay casual or even in the night clothes while enjoying a meal or maintain privacy during business gatherings.

Majority of respondents feels that the pop up dining table is very good in terms of creativity for hotel in saving space, aesthetically appealing which can attract the guest attention while staying at the hotel and guest can stay

Most of the respondents said that it is quite Feasible to get this concept into operations as it may prove as a sales boosting innovative style of service in IRD.

The standard time taken during the pick up the in room dining order can be reduce by average 10-15 minutes which also saves the guest waiting time.

Reduced Manpower is basically a boon for labor intensive industry like hotels as less fatigue of an employee helps in efficient working and services in return.

The respondents have shown a good response towards the sustainability of the concept but on the contrary it depends on the acceptability of the concept by the guests.

Innovative Idea 2

Sr. No.	Food Serving	Capsule Excellent (5)	V. Good (4)	Good (3)	Average (2)	Poor (1)	Total
1.	Design	07	08	04	00	01	20
2.	Creative and Space saving	11	05	03	00	01	20
3.	Feasibility	06	08	04	00	02	20
4.	Time Saving	07	07	05	00	01	20

5.	Reduce Manpower	06	10	04	00	00	20
6.	Sustain in a long time	08	06	04	01	01	20
7.	Acceptability	08	06	04	02	00	20
8.	Future Scope	11	05	02	02	00	20

From the above Table, it is observed that the respondents are clear with innovative idea of "Food Serving Capsule" and provide their opinion in the form of scores which is minimum to maximum (1-5) in which every aspects of model was discussed in the following manner

As per the respondents design is very good as a unique technology whereas the respondents agreed that this innovative idea can meet individual customer needs like Guests food is delivered to the room in time, therefore it save guest waiting time.

Majority of respondents feels that the food serving capsule is excellent creativity for hotel in saving space as well help to contribute workload and also can satisfies the guest fast service need.

Respondents found that this concept is more Feasible to get into operations as it may prove as a sales boosting innovative style of service in IRD.

The standard time taken during the pick up the in room dining order can be reduce by average 10-15 minutes which also saves the guest waiting time.

Reduced Manpower is basically a boon for labor intensive industry like hotels as less fatigue of an employee helps in efficient working and services in return.

The respondents have shown an excellent response towards the sustainability of the concept but on the contrary it depends on the acceptability by satisfying the guest requirements of on time or fast service.

SUMMARY

The summary of this project leads to beginning with new concept for which the ideas was taken to added ease in the IRD services in hotel industry and have also made us to use modern technology. The important purpose of this project was to eliminate the problem of guest privacy to increase the convenience of guest and serving food on time in room for service personnel.

The aim of this project model 1 is to eliminate the problem of guest privacy while dining in the restaurant and model 2 is to eliminate the problem of food service on time this innovative techniques are mend to exceed the guest expectations by providing complete dining experience within a room as well as can provide in time food service to the guest while ordering food from IRD.

As a result it can be said that these models as it is or in case of any further development making its better version and bring new revolution to the hotel industry and can be used for various purposes.

CONCLUSION

The conclusion of the study is based on the two innovative models promoting efficient services along with technological quotient which is much demanded in the constantly competitive business environment. The below mentioned conclusions are divided into parts focusing specific features of the service techniques to be installed in the hotel rooms for fine dining experience.

Model 1- Pop up dining table

- ✪ As these is the model need some practical experience.
- ✪ Definitely will give a great, pleasant experience of in room dining.
- ✪ This concept can be implemented in hotels of the Nagpur.

Model 2- Food serving capsule

- ✪ Serving food in food serving capsule is one kind of technology every hotel is looking up to.
- ✪ Can be installed in-room dining but with limitations.
- ✪ This technique more efficient in midnight when there is less staff in IRD and kitchen.

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