

Role of IT In Hospitality Industry with reference to Ahmednagar

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Introduction:

Ahmednagar is an ancient city in the northwest region of Maharashtra at India. Famous the world over for its fresh agricultural produce and vegetables. Situated at the foothills of the Western Ghats on the banks of the river Mula and Mutha with Sai Baba of Shirdi, also known as Shirdi Sai Baba, was an Indian spiritual master. Ahmednagar is located approximately 240 km from Mumbai, capital of Maharashtra. It is called the Land of the great Maratha, closest and highly connected city from Maharashtra. Ahmednagar District is being a pilgrimage centre; it also has a large amount of floating population. On any given day some 30,000 tourists and devotees visited some of most favorite tourist and spiritual destinations. On holidays the number reaches to about half a million people and it will put the pressure on lodging, and all other hotels. Hotels need a good system to manage their customer, inventory, budget, rates, and status of all rooms' reservations, as well the guest's charges.

Maximum hotels have widely adopted computers and the Internet for the internal processes as well as in their relationships with their providers and customers. While some IT solutions are common in hotels regardless of their category, others may allow differentiating across upscale hotels and those of inferior level. This study identifies the most discriminating IT solutions across 2, 3, 4 Star hotels from City and discusses their potential for improving efficiency and service quality. The most differentiating technologies, which are implemented by 3 and 4 star hotels in city to improve the perceived quality of their processes and services.

1. Review of Literature

Today online shopping and booking has increased to a greater extent in Maharashtra. As per the data available: E-commerce has emerged as India's new sun-rise industry and is set to cross business worth 1140 billion by the end of 2017., the Times of India report. The business like hotels travel tours, railways, online selling, online purchasing, online shopping made an immense contribution towards E-commerce business. The future of E-commerce reveals that the digital commerce market in Maharashtra has grown steadily from 2010 to 2017. In Ahmednagar the hotel industry recorded healthy growth in 2011, leading to a rise in occupancy rate during 2016/17 and 2017/18. Consequently, average rates for hotel rooms also increased in 2016/17. The rise in average rates was also a result of the demand-supply gap for hotel rooms, especially in summer and Diwali holidays. Hotels were charging higher rates, at times much higher than that those charged by them in other days. Ahmednagar now became one of the most attractive destinations for such investments. Hotel industry reported domestic tourist movement in the country being at a high. While average rates remained lower, occupancy rates rose, supported by surge in domestic tourist movement. Industry is expected to report healthy growth in next few years with expected increase in domestic tourist movement and rise in international tourist arrivals.

2. Importance of the Study

This research was aimed at the discovery of a way to influence the IT business process and service delivery, with interaction with strategic issues. It is difficult to measure directly on the impact of IT on daily operations in a hotel. This study examined the impact of IT on the perspective of hotel owners, general managers, staff members and customers.

This new information has led to the economy, which is of digital nature. IT is a broad term that refers to multiple communication technologies which are simple and complex name cell phone applications, digital cameras, internet, wireless, GIS, convergence (information, media), digital radio, technologies are creating a new global marketplace that is more competitive.

3. Problem

What is role of IT in hotel management and service delivery? How room cost, facilities, on line booking and website content updated and attract customers to select hotels and lodging?

4. Aim and Objectives

The Prime aim is to study the changing role of IT in hotel Industries from Ahmednagar city the other objectives are as follows.

- To notice the effects of IT on hotel management and its operations.
- To analyze current issues associated with IT & their implications for lodging and hotels industry.
- To study the use of IT within the hotel sector and lodging.

5. Research Methodology and Sample Selection

Primary and secondary methods are used to collect the data, the primary method being a series of structured interviews and questionnaire. Secondary data for Research Paper is accumulated through Manuals, Journals, Reference Books, Reports, Research papers, websites and other documentations.

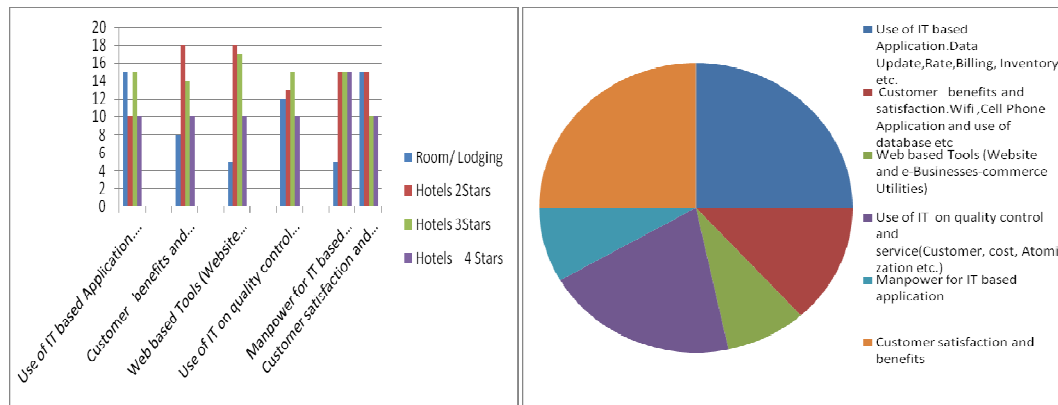
The 25 different lodging and hotels of different grades (stars) and sizes from surrounding the Ahmednagar are randomly selected. The questionnaire was directly administered to the owners, executives, staff members and customers of the hotels. 25% hotels were small hotel; 50% hotels were medium scale hotels and remaining 25% hotels were large hotels. As room rent is concerned: 20% hotels less than or equal to Rs. 1000 per night, 50% hotels Rs. 1000-1500, and 30% hotels above Rs. 1500 per night.

6. Analysis of Data

The 50 hotels are grouped into four categories the first category is lodging the second category is 2 stars hotels with less than 100 rooms; the third category is 3 stars hotels with 100 to 300 rooms and the fourth one is 4 stars hotels more than 300 rooms. The collected data was summaries and tabulated as per the questions and answer was noted. All the findings are interpreted. Table 1 is a summarization for the Implication and penetration of IT tools for all 50 hotels.

Sr. No.	IT implications for lodging and hotels	Room/ Lodging	Hotels 2Stars	Hotels 3Stars	Hotels 4 Stars
1	Use of IT based Application. Data Update, Rate, Billing, Inventory etc.	15	10	15	10
2	Customer benefits and satisfaction. Wi-Fi ,Cell Phone Application and use of databases	8	18	14	10

3	Web based Tools (Website and e-Businesses-commerce Utilities)	5	18	17	10
4	Use of IT on quality control and service (Customer, cost, Atomization etc.)	12	13	15	10
5	Manpower for IT based application	5	15	15	15
6	Customer satisfaction and benefits	15	15	10	10



Among the 50 hotels it is found that basic operation such as billing, property management is implemented in each group and category. 3 and 4 stars hotels are effectively implemented advanced Internet based IT tools for customer satisfaction, retention and e-services. Web based tools, customer relation management are the lacuna for lower categories and lodging.

7. Findings

Hotels with a larger scope of activities would probably look for IT based technologies more useful since they need to integrate their activities more efficiently. Further, IT facilities like Internet in all rooms; Wi-Fi, etc. are demanded mostly by visitors who stay in hotels of higher grade. The scope of activities of the hotel has a positive impact on the hotel's growth, efficiency and effectiveness. This indicates that hotels with a larger scope of activities have more propensities to adopt IT than with a relatively lesser scope of activities. The findings are summaries as follows.

Software requirement for each Categories and groups are differs and the main aim is the cost effective solution, atomization and fast response. It is found that basic operation such as customer registration, billing, inventory management etc. are installed and used effectively in each group and category. Use of Android, Angular, Asp Dot net and other basic application software having the greatest impact on the internal process of hotels and management of resources. Neither hotel used the great mantra for Customer Relation Management (CRM) by data interchange. The advanced tools to attract and sustain the customer that is Customer Relational Management with data interchange is not yet implemented by any group and categories among the 40 hotels. The findings indicate that among all types of hotel groups and hotels categories IT adoption has a significant positive relationship with hotel performance, influences operational productivity and internal process management. IT availability and IT integration have a significant positive relationship with customer satisfaction.

8. Suggestion

As far as the hotel sector is concerned, IT has lead to greater efficiencies in the service delivery. When the occupancy rate is lower, there will be increased competition between hotels to both attract customers & serve them better. Few suggestions to make it more effective and efficient. Only 25 hotels have their own updated websites with optimum web tools and services so it is more scope for other hotels to integrate and adopt IT based initiatives like updated website with sufficient web tools and web services such as e-mail based and on-line time booking, e-payment facilities. IT's measurable impact should on productivity, employee satisfaction, service quality and innovation. New technology should get adopted by lodging and other hotels for effective future CRM.

All hotels installed application software for basic operation such as billing, property management, accounting, store management etc. But the computer operator are not well trained to handle the web based tools and e-services so optimum training programmer should arrange.

9. Conclusions

In Ahmednagar, hotel artists have become healthy and have become the main players of the hotel industry due to the strong flow of tourists as well as tourists' movement inside the country. Hotels face similar IT problems, which include: Asset allocation, online data storage update rate ; Project evaluation; And measure how the industry affects the management and structure of the industry, how to take an information system across the company. Client tactics and markets are changing. Information technology and internet will be important in the future for small and big hotel. Together, IT has the power to get the best equipment and hotel management facilities and challenges. Our results in this field research are currently very limited and a comprehensive research agenda will make our work more relevant for hotel management.

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