## Latest trends in Hotel
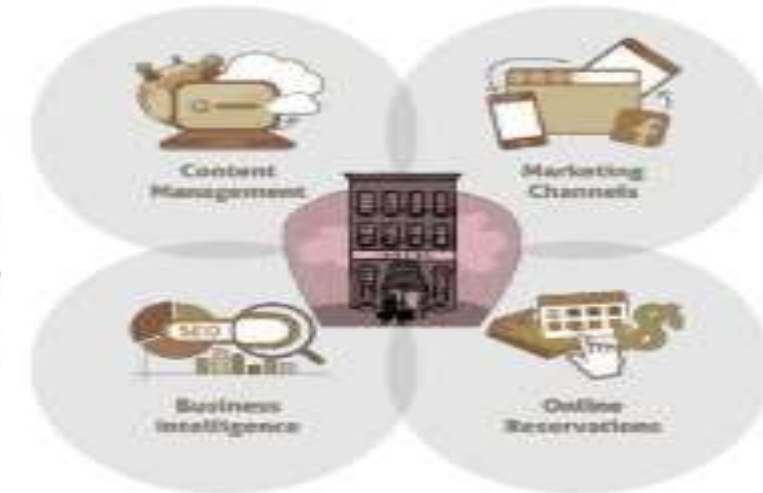
1. Advanced Technology

- Intelligent hotels with advanced technology using the guest's **virtual fingerprint** in order to perform all the operations (check-in, charges, check-out, etc.). [4]

2. Electronics and Ergonomic Support

- "Modern guests" travel with two, three or more devices, so <u>electronics</u> (adequate and easy-to-reach plugs, bandwidth capabilities, free Wi-Fi) and <u>ergonomic support</u> (seating and surfaces) for guests becomes essential for hotels.

Hospitality Industry Trends                    12

3.    Direct Bookings

- Today's hotel website needs fresh content, updated promotions, and rich media.

- All of this content needs to be marketed across all channels (desktop web site, the mobile site, social media profiles).

4.    Mobile Bookings

- Now mobile booking is available as an app for Smartphones, android tablets, and iPad...

- Mobile booking is available for booking hotel rooms, restaurant reservations, flights, rental cars, etc.

Hospitality Industry Trends    13

fast booking

fast Wi-Fi    fast check-in,

5. WOW customer service-the only way to ensure repeat business.

## ROOM SERVICE REINVENTED

- With room service revenue drastically decreasing. Therefore some hotels are giving up on this service, but the majority of hotels are dedicated to reinventing the concept.

6. Sustainability

- More hotels will become completely self-sufficient by supplying their own energy, especially those in rural areas.

7. More green and eco-lodgings

8. Development of mega hotels (multi-purpose facilities with casino, shops, theatre, theme park, etc.).

9. More boutique hotels.

10. Increasing employee salaries in order to retain the existing staff.

   - By 2020 about half of all world workers will be Millennials. Millennials increasingly want to work for employers that serve a greater purpose, contribute to society and provide space and time for staff to take the initiative in trying to do their best.

# References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—Core Textbook, Students & Faculty to follow this book.**

- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill

- Managing front office Operations by Michale L Kasavana (AHLEI - Books)

- Front Office Operations and Management by Ismail Ahmed ( Cengagae Earning)

- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)