**Latest Trends in Hotels Post Covid**

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**Abstract**

As we know that the hospitality industry is diverse and includes everything from hotels and other accommodation types, to restaurants, bars, travel agents, and tour operators. Inculcating the latest hospitality trends in response to the changing behaviour of customers, due to the corona pandemic, is essential. Still, most trends are emerged out of more general changes in consumer behaviour. In this article, we will discuss the various latest trends that need to be followed post-COVID.

**Introduction**

**About Hospitality Industry**

The hospitality business is competitive, and businesses have to be compelled to sustain with the newest hospitality trends to avoid being left behind. in addition, keeping pace with the business as an entire may be a good way to confirm your business delivers the type of guest expertise individuals wish and expect. (Mihir P. Mehta, Gopal Kumar & M. Ramkumar, 2021) Most hotels are trying their level best to provide a safe and hygienic environment to their guests. However, the requirements and priorities of guests have additionally been modified thanks to COVID. However, the needs and priorities of guests have also changed due to COVID. As we know housekeeping deals with the cleanliness and hygiene of the hotel, it requires the hard work of most of the employees (Kumar,2020). To make their task simple and convenient we need to inculcate lots of new latest trends.

**Trends in Hospitality Department**

The Executive housekeeper is confronted with difficulties that involve a serious level of professionalism. Hotel housekeeping is moving quickly, prior, the obligation of the housekeeping was to plan clean guestrooms on an opportune premise yet now colossal changes have been made in Hotel Housekeeping. This profoundly fuelled and quickly developing industry needs new patterns and innovation to fortify lodging activities. All things considered; the housekeeping office is answerable for getting the biggest portion of the benefit to the lodging. So, this examination inspects the patterns of housekeeping in the lodging industry. This article has its point of convergence on the most recent patterns that inns can use to extend income from convenience activities. With the movement in time, the Hotel Industry must follow the patterns of the occasions, create extraordinary item worth or administration mode to keep the predominance in the extraordinary rivalry. The primary result of lodging is room deal which anticipated spotless, agreeable and home climate for the visitor. To contend with difficulties hotel housekeeping division must embrace these most recent patterns in the business. Below, you can see a rundown of both general hospitality trends, along with trends that act as a reaction to the coronavirus pandemic and related changes in customer behaviour.

### Safety & Hygiene

There are a variety of hospitality trends that will be generally associated with safety and hygiene and these became particularly necessary with the emergence of COVID because the world adjusts to the virus and efforts to contain the unfold. It is important that these concepts are a priority for hotels, restaurants, bars and cafes.

Measures here could embrace the availability of hand gel, increase clean-up of areas wherever guests are going to be, implementing policies associated with sporting masks or alternative protecting instrumentation, and ensure social distancing rules are followed. Any special rules got to be created clear prior to time and want to be implemented to create people feel safe.

### Contact-less Payments

Many of the biggest hospitality trends are concerned with reducing friction and contactless payments have been one of the biggest examples of this. (Car, T, Pılepıć Stıfanıch, L. (2020). When contactless payments are accepted, customers save time on sorting through cash or entering their PIN. The emergence of things like Apple Pay and Google Pay also remove the need to even carry a wallet.

Aside from removing friction and improving the customer experience, the coronavirus pandemic has also increased the demand for contactless payments. Many customers and staff members feel uncomfortable handling cash and providing the option for contactless payments may be seen by many as a necessity rather than a luxury.

### Voice Search & Voice Control

The use of voice search is changing into more and more common among guests finding out and booking hotels and restaurants, therefore you wish to reply to the present modification in behavior and create a transparent plan to capture these guests. This means, among alternative things, structuring your website content clearly, therefore it options properly in voice search results. Beyond this, voice management may also be accustomed to management devices inside hotel rooms, enhancing the guest expertise. as an example, sensible speakers will offer guests answers to queries and might additionally reply to voice requests to show on lights and devices inside the area. this could additionally cut back the number of surfaces that guests touch too.

### Enhance F&B Delivery at Home

Many restaurants and institutions giving food have tailored to the COVID scenario by increasing food and nutrient deliveries, permitting customers to relish the restaurant like experience at home. Now mostly restaurants accepting telephone and online orders and offering contactless deliveries.

A key part of hospitality management in the COVID era is finding innovative new ways to impress customers. Whilst online delivery, bars are offering drinks to customers’ houses, while restaurants are also offering discounts and freebies along with the meal ordered, these may include candles, free food, or QR codes with Spotify playlists. Of course, takeaways do produce more waste, so try to use suitable packaging, that can be ethically disposed off.

### Robots in Hotel & Restaurant Settings

Automation ranks high on the list of hospitality trends to remember of and artificial intelligence may be an ideal of this being taken more. Hotels, restaurants and similar businesses can use robots to greet customers and provide customer information, while they can also play a vital role in security operations too (Yu, Chung-En,2020).

Within the hotel setting, robots have been used to offer room service and perform cleaning and other housekeeping chores. Meanwhile, restaurants can potentially use robots to carry out aspects of foodservice. This can be helpful when dealing with restaurant customers who are trying to isolate themselves from other people as much as possible.

### Chatbots

Chatbots area unit is another of the key cordial hospitality trend connected with guest service and may be particularly helpful for delivering appropriate and quick responses to queries, even when employees are not available (Nam, K., Dutt, C.S., Chathoth, P. et al). In several cases, this may cause first contact resolutions, however, the chatbot may gather info and pass it on to somebody's rep if needed. Those within the hospitality industry ought to get to grips with the augmented range of queries customers can have concerning coronavirus and restrictions at intervals accommodation and restaurants too. (Gunawan et, al.) Chatbots are ready to answer the foremost basic queries during this space at intervals of seconds, serving to scale back stress levels for all concerned.

### Virtual Reality Tours

Virtual reality ranks among the foremost exciting hospitality technology trends, providing suggestions for potential guests or eating place diners to expertise what their surroundings are like, all from the comfort of their own residence. this will be crucial for moving these people from the design stage to truly committing to a visit. Virtual tours/ 360 videos will facilitate some customers to higher perceive the facilities offered. giving this service additionally offers you a transparent edge over any rivals that don't seem to be nonetheless capitalising on this specific cordial reception trend and also the web-based nature of contemporary VR tours suggests that they must be simply accessible on several devices, even while not a VR receiver

### Mobile Check-In Service

Primarily related to hotels and different styles of accommodation, providing a mobile arrival service is one among the foremost helpful cordial reception trends for reducing the requirement for human-to-human contact associate degreed this can be a particularly necessary idea at intervals the context of the COVID pandemic and therefore the associated efforts to contain the virus. (Kim, J.J.; Lee, M.J.; Han, H.,2020) With that being same, even in additional traditional times, mobile check-ins will permit guests to profit from self-service and can create the arrivals a part of the customer expertise a lot quicker. For this to achieve success, you'll offer customers access to an associate degree app. embody a link on your web site and supply QR codes on business literature

The latest trend that those within the hospitality sector are becoming to grips with is that the need for tourists or travelers about the latest experiences. Many people don't merely wish to expertise a life almost like their own, however in a very totally different location. Instead, they need to expertise associate authentic methods of life within the location they visit.

Businesses within hospitality are responding to the current, so as to cater to those demands. Hotels may offer native merchandise, whereas different choices like Air BnB and house accommodation can give an additional authentic guest expertise. Moreover, travel agents and tour operators will facilitate travelers to require half in native activities.

### Healthy and Organic Food & Drinks

In the past, a considerable section of the hospitality sector was established from fast-food restaurants and bars merchandising candied alcoholic drinks. However, there has been one thing of a cultural shift, with individuals turning into additional responsive to the items they're fixing their bodies, resulting in healthy food and drinks trend. For restaurants, this has meant re-vamping menus with healthier choices, together with gluten-free, dairy-free, low fat, vegetarian, vegetarian, and organic choices. However, the trend for healthy food and drinks extends to hotels, line services, and even vacation likewise, with healthier space service choices, likewise as healthier drinks sold-out behind bars

### Sustainability

Increasingly, most guests are concerned about the environmental problems and wish to understand that the companies they are involving with will behave ethically. For this reason, property has been one of the foremost noticeable welcome trends of recent times, with a growing variety of welcome businesses promoting their eco-friendliness. Examples of this vary from restaurants promoting their eater and vegetarian choices to hotels that create use of good light-weight bulbs and good heating to avoid wasting energy. inside the accommodation sector, there are selections for the guests for things like towels and bedsheets.

**Personalization**

Across most industries, the requirement for personalization could be a major trend, and therefore the welcome trade is not completely different. this is often primarily driven by the increase of massive information. Meanwhile, a growing variety of hotel guests need to be treated as people, instead of simply another anonymous client. Personalization is often deployed in an exceeding form of ways that. among hotels, as an example, returning guests are often mechanically supplied with similar services to the last time they stayed, whereas they'll even be in person greeted by a member of employees upon arrival, mistreatment GPS technology, and booking information. moreover, with the increase of sensible devices, hotel guests may also be enabled to use their own devices and accounts on recreation platforms

**Smart Hotels**

Basically, smart hotels are those hotels that use internet-enabled devices which are capable enough to send and receive information to one another (Kim, J.J.; Lee, M.J.; Han, H.,2020). Good internet style hotels are based on the ‘Internet of Things’ and have emerged as an additional in style concept since good speakers and good hubs became in style shopper merchandise. A smart hotel may also use the following practices for the convenience of guests – permits them to regulate the heating or air conditioning from their phone, or activate the TV by giving a voice command to a wise speaker. In several cases, good rooms conjointly mechanically alter things just like the brightness of sunshine bulbs, or the temperature of a radiator, so as to take care of optimum conditions.

**Artificial Intelligence**

Artificial intelligence plays a numerous role within the hospitality industry, and the main motive is to improve guest services. The best example for the same is AI-powered chatbots, which can be used for online guest queries, evade lengthy waiting times, and providing immediate and satisfactory responses to the guest queries (Nam, K., Dutt, C.S., Chathoth, P. et al).

There are some more uses for artificial intelligence technology too. For example, some hotels have introduced AI and voice-controlled customer service or tourist information hubs within the hotel premise.

**Research Methodology**

**This research is based on a review of the current situation of the hospitality industry. Data has been collected from the different research papers about the latest trends in the hotel industry.**

**Findings**

By reviewing different papers, it has been observed that Corona has harmed most of the hotel operations and nowadays guests are very particular about choosing hotels for their stay. During this pandemic time, hotels need to take more precautions and need to introduce new trends to provide a safe and secure atmosphere to the hotel guests as well as employees. The introduction of chatbots, AI, mobile check-in service, etc will help a lot to hotel staff and guests for their safe and hygienic stay.

**Conclusion**

It is not very simple to introduce new and safe trends in all hotels because some of the techniques are very expensive, which small hotels or hotels which face cash crunch cannot afford. The government needs to give a certain amount of monetary support to the hotels so that they can introduce new safe and hygienic trends for the guests as well as employees. The introduction of the latest techniques in hotels will completely change the overall scenario of the hospitality industry.

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