

Traditional Human Touch Services vs. Technology Based SelfService – Study on Guest Satisfaction in Hotels

Kambli Yash Prakash

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *This paper aims to find out impact of Traditional Human Touch Services (THTS) and Technology Based Self Service (TBSS) on Guest satisfaction. The other objective it to find out the activities which can be performed by replacing Traditional Human Touch Services (THTS) with Technology Based Self Service (TBSS) or vice versa. the study shows that Guests are welcoming the replacement of Technology with Traditional Human touch as they are techno savvy and technology is saving their time but at the same time they do not want technology to completely replace people. All hotels, small or big are creating their own Websites to help them reach a larger population of potential guest. Guests are positively impacted by the replacement of Human touch with Technology and want hotels to adopt innovative technology trends*

Keywords: Technology, Traditional Human touch services, guest satisfaction

REFERENCES

- [1]. Technology-Based Service Encounter—A Study of the Use of E-Mail as a Booking Tool in Hotels Aihie Osarenkhoe1, Jotham Mbiito Byarugaba2, Mabel Komunda Birungi2, Abednego Feehi Okoe3, Az-Eddine Bennani Journal of Service Science and Management, 2014, 7, 419-429 Published Online December 2014 in SciRes. <http://www.scirp.org/journal/jssm> <http://dx.doi.org/10.4236/jssm.2014.76039> accessed on 30th April 2017
- [2]. Journal of Business and Hotel Management Home page <https://www.scitechnol.com/scholarly/rooms-division-management-journals-articles-ppts-list.php> accessed on 2nd May 2017
- [3]. Nuance's Customer Experts Blog on WordPress.com <https://kylaboulin.wordpress.com/category/technology-based-self-service-vs-traditional-human-touch-service/> accessed on 3rd May 2017