

Impact of Mobile App on Hospitality Services

Prashant Dupare¹ and Pratik Dhole²

Assistant Professor¹ and Student²

Dr. Ambedkar Institute of Management Studies and Research, Nagpur, Maharashtra, India

Abstract: *In Today's age the use of technology is increases in almost every sector of different businesses for growing their business. Hotel industry is also come in his effects. Increasing the users of internet on mobile phones local and international hotel establishments working overtime to knock into the power of internet. After analyzing the data of internet users and mobile app downloader's and customer relations it is prove that how mobile app are playing a key role in development of hotel-customer connectivity in hotel industry today. Smart Phones are playing the major role to grow the business of hotels. India is the second largest country in the worlds who use internet and mobile services. Mobile apps are used extensively by hotel managers and their assistants to preparing bills, reservations, room allotment, meetings, and special events. In addition, Mobile apps are used to order food, soft drinks and supplies, as well as to prepare reports for hotel owners and top-level managers. Nowadays hotel without a Mobile app is like a shop without manager each automated hotel has its own mobile app. Customer can find the nearest hotel with the help of these app within a second. Customer can also get booking of hotel for the specific function or ceremony, customer can individually book the table for food services, He can cancel or change the booking as per his covenants. Customer can also enjoy services like special discounts for accessing the services on the smart phones app. With Smart phones becoming the primary platform for online travel search, hotel apps not only for the basic reservation facilities but also for the customer services like creating and possible guests, help of the destination searching, pickup services, real-time services and offers. The hotel Service provides information about its mobile app through internet and social media platforms, In India there are more than 220 millions Smartphone usres in 2018, Indians downloaded 6.2 billion apps through Google Play, up from 3.6 billion in 2015, according to a recent report by App Annie. Online hotel booking is increasing through mobile app with the help Internet access. It is likely to more than double to \$1.8 billion by 2018 with over eight million Indians booking their hotel on Internet, said a new Google Inc. report on 2018. In India mobile app users are increases day by day Small metro cities like Nagpur, Vadodara citizens downloaded over 6 billion apps in 2018, up from 3.5 billion in 2015. 75% peoples are use their mobiles phones for the hotel bookings. Likewise every year new users are connected with the hotel industry through mobile apps.*

Keywords: Mobile App, Hospitality Services, Internet Services, Online Services, Internet Access, Customer Booking, App download, Hotel Booking, M-Commerce, Internet Market.

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