

Impact of Mobile App on Hospitality Services

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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.

I. INTRODUCTION

In Today's world the fastest communication media is Internet, Hotel industry also came in its effect. With local and international hotel establishments working overtime to tap into the power of internet, in order to influences their sales and to improve customer relations, it is only evident how internet is playing a key role in development of customer relationship. Now a day the Smartphone is a popular device for accessing the internet services. Hotel industry point out this and provide the mobile app for connecting with the people. The progressively growing sales numbers of smart phones and tablets are the best proof. The number of mobile internetusers in India is estimated to reach around 420 million by June 2017 with the rural India growing at a much higher rate than urban India says a published by Internet and Mobile Association of India (IAMAI) & market research firm IMRB. According to a report titled Mobile Internet in India 2018, there were 389 million mobile internet users in India as on December 2018.

The five top cities among the smaller metros with a population above one million with the highest number of internet users are Surat, Jaipur, Lucknow, Vadodara and Nagpur. Overall, the twelve smaller metros (cities with a population

exceeding one billion) have 18.67 million web users, accounting for 11% of total users in India. Nagpur has scoring the 5th position in the list.

A mobile app allows hotels to accessing the whole process of room booking and getting other services, making it easier and faster for hotel guests to request hotel services. The popularity of mobile devices has led to the emergence of user it is called as a mobile commerce, also known as *m-commerce*. The increasing usage of mobile devices has changed the needs and expectations of customers. As more and more people are using mobile devices to get information about product and services, the mobile market has become a very effective and profitable new sales channel. With their own app, hotels can easily reach out to their guests and inform them about special promotion offers.

Hotel apps also allow integration of different communication channels, such as a direct social media connection or push notifications. This way, the hotel can keep hotel guests updated and provide them with relevant information about the property. Also, using the hotel app, guests have various possibilities to contact the hotel, and the hotel in turn can immediately react to questions or requests by guests. A hotel app is not limited to a single channel, but offers numerous channels for an improved guest-hotel communication and experience. A survey by travel company Expedia shows that 75% of Indians use their smartphone or tablet to book a hotel stay using a mobile app. This is the highest among the countries surveyed by the company, which released the findings in 2018-17. The survey was conducted online from August 25 to September 17 across North America, Europe, South America and Asia-Pacific region.

In last five years the hotel business in India grow continuously including small cities like Nagpur, Jaipur, Patna these citizens can communicate with the hotel business using smart phones app. In Nagpur city there are different hotels Like RedissonBlu, Hotel Vrundavan, HotelPride, Airport Centre Point, Hotel Tuli International ext. book hotels with mobile app. In Maharashtra there are 11 core internet users access internet on mobile and personal computer. Mumbai is highest internet users in India.

Aiming to attract customers for the mobile apps and user-friendly mobile sites have become extremely important for hotels and restaurants. In fact, many claim that mobile apps are opening up a whole new field by enabling bookings at the press of a button, especially for same-day stays. Such apps are an easy way for customers to book a stay, get directions using GPS navigation, check hotel facilities and can even be used to promote special offers using push notifications. With smartphone dispersion reaching 10 million last year and Indian research company, IMRB suggesting that one out of three urban Indian internet user has access from a mobile phone application, the hospitality sector is eager to cash in on these latest technologies. Jumping onto the mobile app game is Marriott International, which launched its free mobile app for iPhone and Android devices and an 'app-like' mobile website in December 2011. The mobile app gives access to its 3,900 hotels across 13 brands in 71 countries. The company currently has 16 hotels in India and four more are coming up by the end of the year. "The primary objective behind launching these new mobile tools is providing good services and customer connectivity, portability in a simple manner,"

Users are also taking to apps that bring deals from different hotels. The Expedia Hotels mobile app for the iOS operating system has been the top travel app in more than 40 countries on the iTunes App Store. "Traveling basically a mobile experience. As more consumers use mobile devices, Expedia.com will become a personalized travel assistant that is always with you whenever you want to plan, book or enjoy travelling," says president, Expedia Worldwide, in an official release. Developed by US-based start-up, apps like HotelTonight connect guests with nearby boutique hotels. The app helps hoteliers to sell yesterday's empty hotel room to today's travellers, giving them a chance to push out a last-minute discount on rooms that would otherwise earn no money.

Hyderabad-based Mojostreet.com, a location-based mobile game company, has developed hospitality apps for smartphones like BlackBerry, Nokia, iPhone and Android. It has launched a free-to-download real world game that doubles up as a friend finder, city guide for hotel booking, social network and loyalty rewards app and is expecting 1,00,000 downloads by the end of this year. One stop mobile apps like TripAdvisor, Hotels.com, iXigo.com, Kayak, etc that provide deals from various hotels and resorts, are emerging as a popular option among young travelers.

For frequent travelers in different marketing company, like iXigo.com, TripAdvisor and Kayak says that these mobile apps are the most helpful apps. "These have full-featured flights and hotels search applications. Since we have a defined budget while travelling, the most useful feature for them is the ability to compare fares across multiple airlines and hotels. Travel websites like Expedia and Kayak, too, have rolled out hotel reservation apps that are expected to be the cornerstone of their broader push into mobile.

When the Ritz-Carlton hotel, Mumbai launched a mobile app recently, it included a new 'travel poster' feature for selfie lovers to allow them to create their own images with special filters, titles and stamps to create retro posters of their memories and share them on social media. The chain is working on enhancing the app by the end of the year with features such as facility to place orders for food and beverages besides real-time requests through mobile phone.

A survey by travel company Expedia shows that 75% of Indians use their smartphone or tablet to book a hotel stay using a mobile app. This is the highest among the countries surveyed by the company. With mobile phones becoming the primary platform for online travel search, hotel apps no longer provide just the basic reservation facilities but are increasingly geared for growing requirements of potential guests, complete with details on destination exploration, real-time services and offers. In general, consumers use mobile to book via an OTA more than via a supplier. Of all bookings made via a mobile site for online travel agencies in the U.S. in 2018, 32% were made via a smartphone and 8% via tablet, for a total of 40% of mobile bookings. For suppliers, mobile accounts for 18% of online bookings, 11% smartphone and 7% tablet. For all mobile travel bookings, 57% were made in app and 43% via mobile web in 2018, according to the study. Broken down by hotel vs. flight, 81% of mobile hotel bookings on an OTA mobile site are made via smartphone and 19% are made via tablet. 53% of flight bookings on an OTA mobile site are made via smartphone and 47% are made via tablet. While travel sales booked via mobile are smaller, at \$52.08 billion this year, the segment will continue to eat away at desktop's share. Mobile will represent 31.0% of digital travel sales this year. That number will climb to 46.0% by 2019. Americans are also increasingly researching trips on their mobile devices. This year, 62.6% of Americans who research their travel options digitally will use a mobile device to do so, up 25.9% over last year. By 2018, 73.0% will use a mobile device to research a trip. Again, the smartphone is the device of choice. This year, 91.0% of those who research travel options on mobile devices will use a smartphone to do so, compared with 69.3% who will use a tablet.

II. CONCLUSION

This article reviews that the mobile apps are increases usage in the tourism and hospitality industries in the last few years. It enables readers in general, tourism and hospitality managers, to better understand the use of mobile apps for the better communication and create the good relationship within the customer and hotel industry, mobile apps are the latest tools for service providing and location finding tool, all the statistics in these research paper says that the internet users in India and global countries are increases day by day. Mobile phones are the best tools for the connectivity of the people, by accessing the mobile apps services the user can connect with the hotel services and use that services at the point of their location. By using the mobile app user can eliminate the limitations of geographical bindings, limitation of time, no need of personal involvement for booking of hotels, no need of any documentation process, so it's very hassle free tool for building the customer relationship within the hotel services and the customers. The use of mobile app for hotel booking is increases day by day because of is simplicity and popularity.

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