



# Versatility In Hospitality Industry Around Globe A Case Study on Modernisation and Modification of Hospitality Standards in COLUMBIA

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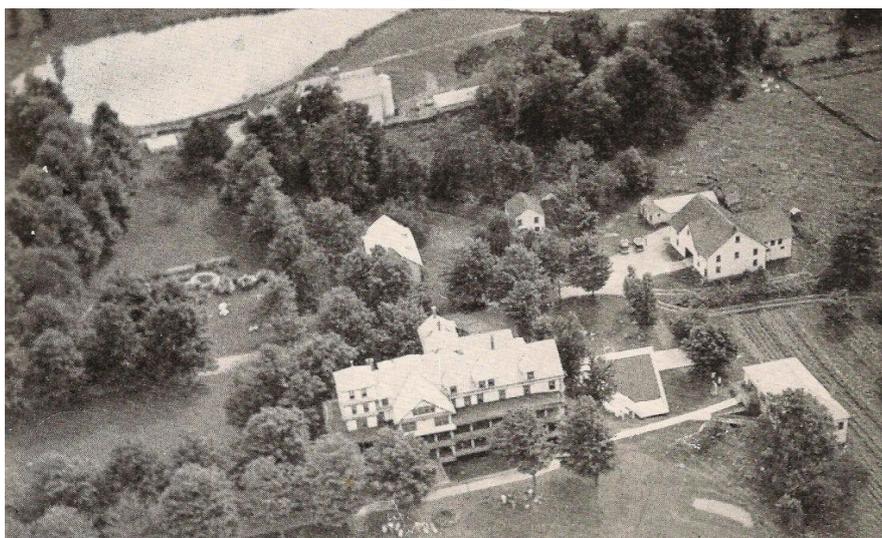
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**Abstract:** *The hospitality industry is a large subsection within the service industry and is comprised of four main areas: Food & beverage, travel & tourism, lodging, and recreation. As examples, the F&B category includes restaurants, bars and food trucks; travel & tourism covers different forms of transportation and travel agencies; lodging varies from hotel resorts to hostels; recreation refers to leisure activities such as sports, wellness and entertainment. While all sectors are interconnected and reliant on each other, many of these hospitality sectors are quickly evolving due to new technologies and changing customer mindsets.*

*Known for being one of the main industries that's easily impacted by external forces, many questions have recently come up regarding the state of hospitality today. What trends are shaping its future? What makes it still one of the world's fastest-growing industries? How can it remain competitive? How to deal with the post-Covid staff Shortage. The way that hotels capitalize on new trends is vital to how successful their business remains. This blog will take you through all the key trends to be aware of today. "The public rooms are commodious, the sleeping apartments large, light, and well furnished. Connecting rooms and rooms en suite with private bath and toilet are also available. The building is heated with steam and lighted with gas. Hot and cold water, baths and lavatories and toilet rooms are on every floor. They have the best sanitary plumbing. Both water and ice are obtained from one of the largest and best springs in the country.*

**Keywords:** Tourism, Diverse, Leisure, Expansion, Hospitality

## I. INTRODUCTION



The Columbia Farm, as it was originally known, was constructed strategically on the summit, with 250 feet of verandas providing an incredible panorama for guests. The hill was nearly barren of trees in those days, but Knapp planted a number of maples around the property to enhance the natural beauty. Like so many of the early Sullivan County hotels,



the Columbia included a working farm, which housed a dairy complete with Guernsey cows. Guests were treated to milk, butter, eggs, poultry, maple sugar, and vegetables, all grown or produced on the premises. The hotel operation was small at first, but grew steadily. By 1898, the Columbia was able to accommodate 150 guests. Many of the guests at that time would check in for six or eight weeks at a time, and often brought their own staff of maids and governesses with them.

“Wide piazzas and balconies surround the main building,” a 1905 brochure announced. “It is modern in style, comfortably furnished, and replete with every convenience calculated to enhance the comfort and pleasure to guests.

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Colombia has wild and breathtaking nature. Most of those places were paradoxically preserved by the guerrillas that used to hide there during the civil war. Now that the peace treaty is becoming effective, those unexplored landscapes will attract tourists from all around the world. The challenge for Colombia will be to convert part of their backpacking visitors into hotel guests. However, the Colombian State and society have great challenges to make these territories, which were scenarios of the armed conflict, now sustainable destinations for tourism. These challenges go beyond infrastructures, now still precarious, and they require the indispensable security demanded by tourists and local communities whose active participation is a sine qua non condition for tourism development. The peaceful resolution of the conflicts should persist.



## II. LITERATURE REVIEW

Talking about trends, trying to predict them, and attempting to foresee the future is very much a trend in itself. Trends are often powered by new consumer behaviour, new technology, and the new business theories that are powered largely by the former two factors.

The way that hotels capitalize on new trends is vital to how successful their business remains. This blog will take you through all the key trends to be aware of today.

Current and emerging hotel trends to be aware of

Generic or impersonal hotel companies will struggle to survive in the future. Your hotel must have a personality that connects to both existing and prospective guests who are looking for a unique travel experience. Obviously this personality must be conveyed via your staff and the property itself, but it should also permeate your online presence.

Here’s a list of some commonly heard initiatives that are increasing in their application around the world.

- **Smart hotel technology:** Incorporating the Internet of Things (IoT) into a property is something that excites guests. It offers them a high level of convenience and efficiency, and also a sense of luxury. People are starting to incorporate tech like this in their own homes so the demand for it in hotels continues to increase.

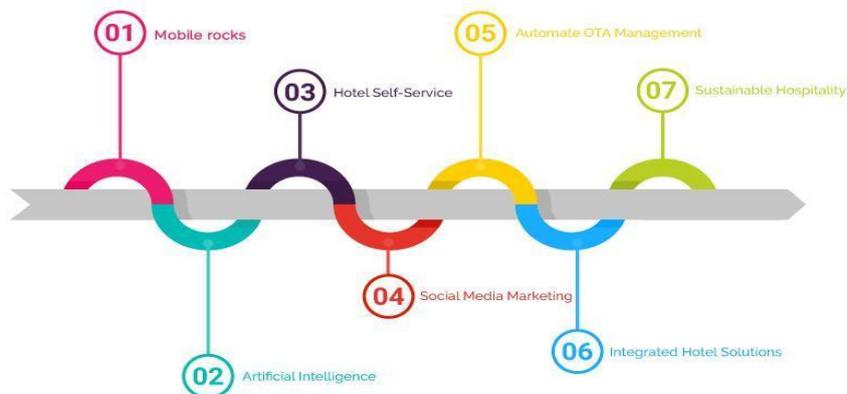
- **Sustainable hotels:** Generally, society is becoming more environmentally conscious as it becomes clear sustainability is an important issue. These changing attitudes are filtering into the way travellers choose their hotel. Sustainable hotels look at eco-friendly construction, energy saving, and waste management as priorities.
- **Robot staff:** Some travellers may find it confronting to be served by a robot, others may welcome the chance not to have to interact with humans when staying at their hotel. More and more hotels are using robots in some capacity, to help automate check-in and check-out, carry luggage and act as concierges, or for room service.
- **Virtual Reality and Augmented Reality:** These technologies are no longer the niche segments they once were. Extremely popular already in gaming and entertainment as well as attractions, they can also be quite useful to hotel customers. Virtual reality replaces the real world with visual and audio input while augmented reality layers virtual elements onto the real world. Customers who want to try before they buy can take virtual tours of your property and even parts of the destination. With AR, a hotel might use an interactive map to provide information to guests.
- **Unique brand experiences:** Many hotels are now starting to differentiate their brand by doing something unique with the way they design, layout, or outfit their property. Travellers are looking more and more for cool, experiential hotel stays so anything a hotel can do to provide a novelty factor is going to be at an advantage.

All of these trends are influenced and informed by greater societal trends. There'll always be a place for good old fashioned hospitality but the way it's delivered probably will need to be altered.

Trends in the hotel industry that lasted

Not all trends have to be new. There are many that reshape the industry and become an integral part of it, continuing to grow over time.

### 7 Defining Hotel Technology Trends



### III. SUMMARY

- **Sharing economy:** Airbnb represented a major disruption in the travel industry and it certainly stuck – but it didn't kill hotels either. Just as Uber hasn't killed taxis. Rather it's contributed to a growth in the industry which can only be a good thing.
- **Online travel agents:** Obviously OTAs changed the entire landscape of the hotel industry. They made it so much easier for travellers to find and book hotels, and much easier for hotels to reach target audiences. Hotels were able to brand-build and occupy their rooms like never before. It did come at a price however, with hotels needing to pay OTAs for the privilege of accessing their guests.
- **Digital guest experiences:** Digital marketing has been a way to reach travellers for a while but it continues to grow. Customers themselves are interacting with digital experiences more than ever before and are now expecting to be communicated to via digital formats. Apps in particular are seeing a huge rise in usage and there are tons of ways hoteliers can use apps to manage the relationship they have with prospective and



existing guests.

- **Boom of global tourism:** Global tourism has grown steadily year on year, especially as more nations become developed and low cost carriers have enabled people to cross the world at a reasonable price. Pre-COVID, travellers from locations like Korea, China, and India now represent a large body of potential guests for hoteliers. Their demand has a big impact on what the hotel offers.
- **Young markets:** Young people have always had a sense of adventure and desire to travel. In today's climate they are a huge consideration for hoteliers. Generations Y and Z live for the opportunity to getaway and undertake life-changing or life-enriching experiences. They also bring a new focus to travel, with older generations thinking about hotels and car rentals while the younger group are starting to think about Airbnb and Uber.
- **Power of social media:** Since the launch of Facebook and other social media platforms, the power to influence travellers has soared – and will continue. The amount of media that can be pushed to global audiences is vast and extremely incentivising. Brands can market much better and are constantly finding new ways to use social media to collect loyal customers. Meanwhile, when travellers share videos and photos of their trips with friends and family, this is one of the most impactful factors in inspiring others to take a trip. The other advantage of social media's growing dominance is that it makes your property available to travellers 24/7 with chatbots and automated messaging.

Instagram in particular is the place to be for hotels and travel brands given it has one billion monthly users and 500 million users of stories each day. Meanwhile, TikTok also has one billion active users, 61% of which are female.



Columbia Hospitality Inc. is a really good fit for Hotel Windrow, because they manage several hotels that are very much like us,” Townsend said. “They operate independent, unique hotels around the state.

With the hospitality industry showing signs of recovery, Columbia Hospitality is in the midst of an aggressive growth spurt that has doubled the Seattle company's size and broadened its services.

Recent deals have added more than 400 employees to Columbia's staff, which now totals 1,050. President Bret Matteson sees an opportunity to increase the firm's management of struggling hotels whose financial difficulties have led to receivership or foreclosure. Columbia currently manages six such hotels.

Currently, the company has 29 properties under management in Washington, Montana, Idaho and California. The list includes 11 full-service and 10 limited service hotels, three conference centers and five other properties, including the World Trade Center building and Escala condominiums in Seattle.

This portfolio generates approximately \$60 million in gross annual revenue, Matteson estimated. About \$10 million of that total is due to Columbia's acquisition of The Chambers Group last year, he said. The Chambers Group, he said, adds expertise in managing limited service hotels and properties in receivership.

In another dramatic move, Columbia Hospitality last year hired John Christison, the former head of the Washington State Convention Center in Seattle. Christison has extensive experience consulting with conference centers around the country and is expected to expand the number of conference and business centers under Columbia's management.[2]



The management company provides a variety of services that can be customized to clients' needs, including staff training, accounting, human resources, IT, marketing and sales. By representing a number of properties, Columbia is also able to leverage its purchasing power for food, linens and insurance.



” To conclude, the hotel Colombian sector faces the following challenges:

- We should expect an increase in hotel demand from business travelers in the main Colombian cities. As it is already happening, hotel chains will meet this demand more and more. Hotel chains also took advantage from the enacted Law 788, 2002, which included tax and tax incentives for the housing sector. Following the Law 788, 2002, there has been a growth in the hotels, constructions and real estate remodeling for housing services, in the presence of international hotel chains and, probably, in the qualification of management and services.
- The traditional family owned hotel, which characterizes part of today's market, will see its share reduced and it will need to adopt a more aggressive online marketing to promote their market and choose carefully a niche. The need to implement all those innovations and be ready to meet the increased demand will imply an increase in the demand for educated hoteliers in the job market. This means that it will be necessary to operate in the education sector and invest more in hospitality business schools.

#### IV. CONCLUSION

The hospitality industry is competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and expect. However, the needs and priorities of customers have also changed due to COVID. In this article, you will learn about both the COVID and more general related trends to be aware. In terms of sales and marketing, Hoteliers will need to become more aggressive in the hunt for direct bookings, ensuring their websites offer the best value to guests and drive more direct bookings. Hoteliers must also seek out the opportunities in the current climate, pivoting their offer toward new markets and demands that may arise in these uncertain times.

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