

EXAMINING THE BALANCE OF TECHNOLOGY AND HUMAN WORKERS EFFICIENCY OF FRONT OF THE HOUSE IN ASTORIA PLAZA

ABSTRACT

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Front of the House employees play a crucial role in hospitality operations by serving as the first point of contact for guests, significantly shaping initial impressions and service experiences. In the current landscape of rapid technological advancement, the hospitality industry faces the challenge of maintaining human connection while integrating automation. This study examines how technology is blended with human labor in the Front of the House operations at Astoria Plaza, focusing on its impact on operational efficiency, guest satisfaction, and service quality. The research aims to offer insights into sustaining high levels of guest service in an increasingly technology-driven environment. This study employed a descriptive research design and utilized structured survey questionnaires with closed-ended questions. These were distributed to Front of the House employees across various departments, including reception, concierge, guest services, and reservations. The collected data were analyzed using descriptive statistical tools, such as frequency distribution, mean comparison, and correlation analysis, to evaluate the effects of technological integration on operational performance and service delivery. Findings revealed the importance of establishing clear guidelines and providing ongoing training for employees to adapt to technological advancements. The use of digital tools, such as Property Management Systems (PMS) and real-time feedback systems, improved response time to guest concerns and overall service efficiency. However, the study emphasized that while technology enhances operational accuracy, the human element remains vital. A balanced approach that combines technological tools with personalized service is essential to guest satisfaction and the development of a skilled, adaptable workforce. This study underscores the significance of integrating digital innovations with human-centered service in Front of the House operations at Astoria Plaza. It highlights that while technology can streamline operations and improve service consistency, it should complement—not replace—the personal interactions that define quality hospitality. Continuous staff training and updated operational protocols are recommended to ensure employees can effectively leverage technology without compromising the guest experience. Maintaining this balance is key to keeping the hospitality workforce competitive and guest-oriented in a rapidly evolving industry.

RECOMMENDED CITATION

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