

MODERNIZED HOSPITALITY: THE ROLE OF INTERACTIVE TECHNOLOGY TOWARDS ENHANCED GUEST EXPERIENCE IN HOTEL SOGO IN FAIRVIEW

ABSTRACT

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This study explores the role of interactive technology in enhancing the guest experience at Hotel Sogo in Fairview. Interactive technologies are reshaping the hospitality industry by offering more personalized, convenient, and seamless services that align with modern travelers' expectations. By integrating digital advancements, the hotel can improve service delivery and elevate guest satisfaction. The study emphasizes the importance of designing technology that addresses guests' psychological needs, fosters trust, and enhances perceived ease of use. The study employed a descriptive research design and utilized a mixed-method approach to cover various components of the research. It involved purposive sampling of twenty (20) guests from a 4-star hotel under Hotel Sogo Fairview. A structured questionnaire was developed, validated, and used to gather data on guest experiences with interactive technology. The research also detailed the sampling techniques, data collection procedures, and statistical analysis methods applied to evaluate the findings. Findings revealed that most Millennial and Gen Z respondents occasionally visited Hotel Sogo and were familiar with its interactive technology features. These tech-savvy guests valued the ability to personalize their environment and adapt quickly to digital tools. Their expectations significantly influenced their perceptions of the hotel experience. Respondents expressed strong preference for seamless engagement, highlighting the convenience and efficiency of technologies such as mobile apps and automated systems designed to enhance comfort during their stay. The results demonstrate that interactive technologies positively impact the guest experience at Hotel Sogo Fairview. Respondents, primarily female and aged 23–27, appreciated services like virtual concierge features, in-room tablets, and mobile applications for their convenience and personalization. However, challenges were identified, including usability issues, technical malfunctions, and insufficient staff training. To maximize the benefits of interactive technology, hotels must focus on improving user interface design, ensuring device compatibility, and integrating systems for smoother operations.

RECOMMENDED CITATION

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