

ENHANCING HOTEL OPERATIONS EFFECTIVITY AND GUEST EXPERIENCE THROUGH TECHNOLOGICAL UPGRADES AT SOGO HOTEL IN FAIRVIEW

ABSTRACT

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This study focuses on enhancing the operational efficiency and guest experience at Sogo Hotel in Fairview through technological upgrades. It examines how systems such as self-check-in kiosks, online booking platforms, and automated room features contribute to faster processes, improved staff productivity, and increased guest satisfaction. The study aims to highlight how the integration of modern technology in hospitality settings can lead to better service quality, operational effectiveness, and competitive advantage. The researchers employ a quantitative research design to assess the impact of technology on hotel services and guest experiences. Data were gathered from 100 respondents through structured survey forms. The questions covered aspects such as self-service check-in, smart room features, and the use of automated services. Observations were also conducted to examine how technology is utilized in daily hotel operations. The collected data were analyzed to determine the influence of technological tools on service efficiency and guest satisfaction. The findings revealed that the implementation of technological features significantly improved both staff performance and guest convenience. Guests reported that the self-check-in system was efficient and appreciated the smart room amenities, including lighting controls, electronic keycards, and temperature adjustments, which enhanced their comfort and personalized experience. However, a few respondents encountered challenges in using certain features, emphasizing the need for user-friendly instructions and accessible technical support. The study concludes that technological advancements, particularly smart room systems and automated services, contribute positively to hotel operations and customer satisfaction. To fully leverage these benefits, hotels such as Sogo are encouraged to continue adopting innovative technologies, implement regular system upgrades, and provide comprehensive staff training. These strategies are essential for maintaining high-quality service standards and meeting the evolving expectations of guests in the hospitality industry.

RECOMMENDED CITATION

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