

OVERCOMING BARRIERS TO SMART TECHNOLOGY FOR SENIOR CITIZENS: BASIS FOR A PROPOSE ACCESSIBILITY PLAN

ABSTRACT

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This study investigates the impact of SMART hotel technologies on senior citizens, with a particular focus on the barriers that hinder their effective use of these modern facilities. As hospitality establishments increasingly adopt advanced technologies to improve guest experiences, it becomes essential to ensure that these innovations are accessible and user-friendly for older adults. A quantitative research approach was employed at Hop Inn Hotel, utilizing a structured questionnaire to gather data from senior guests. The instrument assessed their demographic profiles, perceptions of usability, and overall satisfaction with smart technology features. The study aimed to identify key usability challenges and evaluate the general acceptance of technology among senior users. The majority of respondents were aged 60–69 and were predominantly female. Although many seniors appreciated the customizable features of smart hotel technologies, they experienced significant challenges related to complex instructions and non-intuitive interfaces. Despite reporting high levels of satisfaction and loyalty associated with smart features, participants cited usability concerns, such as unclear operational guidance and insufficient technical support. These issues highlight the importance of improving accessibility and ease of use for elderly hotel guests. The study recommends enhancing personalization and simplifying technological features to foster a more inclusive and senior-friendly hotel environment. Addressing these barriers can enable hotels to fully leverage the benefits of smart technologies while ensuring that all guests, including senior citizens, enjoy a seamless and comfortable experience. The findings serve as the foundation for a proposed accessibility plan aimed at improving the integration of smart technologies for aging populations in the hospitality industry.

RECOMMENDED CITATION

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