

DIGITALIZATION IN HOTEL OPERATION: AN ASSESSMENT OF SERVICE EFFECTIVENESS AND EFFICIENCY

ABSTRACT

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In today's fast-paced technological landscape, the hospitality industry is deeply integrated into the ongoing information technology revolution. The adoption of digital innovations—such as computerized reservation systems, automated check-in/check-out processes, self-service kiosks, smart room controls, and mobile guest services—has transformed hotel operations. These advanced technologies are essential for boosting operational efficiency, enhancing guest satisfaction, and sustaining the competitive edge of hospitality businesses. The study used a quantitative research design to enhance its validity and reliability. The sample comprised fifty (50) hotel employees from Richmonde Hotel, Ortigas Center, excluding managers and supervisors. These frontline staff members offered valuable firsthand perspectives on how digital services influence their daily responsibilities, guest interactions, and overall operational workflow. The majority of respondents are male, suggesting that male employees—particularly those in housekeeping and front office departments—are more frequently engaged with digitalized services within the hotel. The study identifies several significant challenges faced by employees at Richmonde Hotel in implementing and using digital hospitality systems. Chief among these are difficulties in accessing online guest bookings and adapting to new digital platforms, compounded by insufficient employee training, limited technical support, and frequent technical disruptions. Other notable issues include concerns over data security, limited proficiency in assisting guests with new digital tools, poor system integration, and challenges in updating technology. Despite these hurdles, the results demonstrated that total quality management practices can be effectively sustained through digital tools, which enhance service quality and contribute to higher guest satisfaction. The following recommendations are proposed for hotel employees navigating digitalization within the hospitality industry. Despite the challenges faced, employees have the capacity to adapt and elevate the quality of their services across departments by implementing the strategies outlined in response to the identified issues. Adopting these recommendations will facilitate smoother integration of digital tools, enhance operational efficiency, and improve overall service delivery.

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