Article Title

Embracing self service technology for hotel productivity growth

Citation


Abstract

This paper explores the various ways in which self-service technology (SST), if employed by the hotel industry, can actually contribute to the productivity growth in Singapore. The study provides an understanding of customer’s technology acceptance and readiness by utilizing the two widely extended and accepted approaches, Technology Readiness Index (TRI) and Technology acceptance model (TAM). The study also evaluated the four common self-service technology channels: electronic kiosks, the Internet, mobile devices, and the telephone applications. From an investigation on past studies, it is found that Singapore is receptive to self-service technology. Self-service technology thus could bring a highly respectable return on investment (ROI) to the Singapore’s hotel industry, as illustrated by ROI models in this paper. Moreover, hotels could leverage on a number of Singapore’s government funding to optimize their investment on SST. With the government’s master plan (iN2015) platform to realize the intelligent nation by 2015, hotels could benefit from the self service technology features that this platform is offering. Various avenues to ride on this platform and recommendations are featured.

Conclusion

Studies that are done in Singapore on the SST have shown the technology is receptive in the country, so it is worthwhile for hotel to do a feasibility study for the SST adoption. The productivity drive for Singapore and the rapid advancement of SST solutions are converging very timely. SST could bring in a higher respectable ROI to the hotels and increases the value
add in the workforce. Furthermore, hotels can leverage on the government tax incentive announced recently to optimize their investment. Beside the financial benefits, SST is also a powerful tool in meeting the growing demand by customers for more control of their travel needs and preferences. With the proliferation of multichannel technology development, competitive room price is no longer the only factor in attracting the customer. Thus, it is important for hotels to keep pace with the trend in a globalized and technology-driven world, and embrace SST for productivity growth.