

Impact of Technological Development on the Number of Staff Working in the Hotel

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Received 12-03-2022	Abstract: Modern technologies are changing everything from our homes to the management of countries and cities. Technological development plays a big role in business in general. This is especially felt in the hotel industry. Nowadays it is easily accessible for customers to connect and collaborate with the hotel. They can get information about hotels, view photos, book rooms and pay online without leaving home. Such technological development is much more profitable for hotels as well. With the good development of these technologies, the business of the hotel industry will be almost a semi-automated field (robots will perform their activities automatically). We all agree that the hotel of the future is where robots and artificial intelligence will play a crucial role. Therefore, the reduced activity of the staff working in the hotel industry will gradually become more and more salient.	Keywords: Hospitality Industry, Technology, Georgia
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INTRODUCTION

Impact of technological development on the number of staff working in the hotel The XXI century is an era of technological development and its development has made significant changes in the modern world. Technological development has affected the business industry the most and all this has helped to expand, spread and develop the business in a wide area. Modern technologies have made the connection between business and consumers much easier. The purpose of this study is to show how the development of technology has affected the scale of the hotel staff. In the research, important questions about technological development in the hotel industry will be answered and trends will be reasoned.

To make the study more understandable, we will introduce an empirical feature or variable. Which enters the hypothesis into the research and is tested as a result of the research. We have two variables in the case, X as the technology and Y as the number of staff working. They are negatively related to each other, which means that the increase of one leads to the decrease of the other. In this case, it is implied that technological development leads to a reduction in hotel staff. Whatever we support with an argument. For example, in an article by Stanislav Ivanov, we read that in one of the largest hotels in Bulgaria, managers decided to do a boring, dangerous, and unhygienic job in a hotel with robots. Hence, they would focus on other jobs and hire staff for other jobs as well. This will lead to the disappearance of a person on specific jobs. Also, the simplest example is that it is now possible to book numbers online, which has reduced the number of staff in the operator position.

The purpose of this particular study is for the reader to see the impact of technological development on the number of staff working in a hotel. Technological developments have changed lifestyles around the world, especially in the business sector. This is felt in the hotel industry as well. Therefore, we need to explore how much new technologies have played a role in facilitating staff work or replacing staff. Finally, this study will have a theoretical goal, which implies that researchers will be able to gain a modern view of the issue and statistics.

REVIEW OF SCIENTIFIC LITERATURE

Consider some of the literary sources used in the paper of Sheldon (1983) that discusses the use of technology in the hotel industry. Components such as booking, guest bookkeeping, information processing, and room management systems are discussed. Also, this article explains the issues that need to be considered when using new technologies (Sheldon, 1983).

Kansakar *et al.* (2019) write that the hotel industry is one of the driving forces of the economy. The widespread use of new technologies in this industry in recent years has fundamentally changed the delivery and reception of services. In the article, they have explored some of the modern technologies currently used in the hotel industry and think that these technologies improve the hotel service platform. (Kansakar *et al.*, 2019)

Payne (1992) writes in his paper that with the modern development of the hotel industry, the field of tourism is developing. Thinks that managing a hotel is much easier during

technological development. He said that society should be the recipient of technological development in this field and in this case the development of the hotel industry will be unlimited (Pine, 1992)

Technologies in Georgian hospitality

The most important element in the hotel industry is to create an environment that will interest people. In our century there are many ways to disseminate and receive information that helps modern businesses to advertise their company and get customers interested. To put it bluntly, the introduction of new state-of-the-art technologies in the hotel industry is one of the most important ways to save costs and increase profits, as numerous studies have shown. Finally, the calculations of managers and owners need to be adapted to modern information technologies that can attract vacationers. Nowadays everything can be done remotely and the hotel industry is no exception. Georgia is not without this ideology and the same information technologies are introduced as in other economically much stronger countries than Georgia. In this chapter, you will read about this issue and you will be able to get acquainted with information technologies in the Georgian hotel industry.

Innovative technologies play a big role in the hotel industry. Georgian hotels are no exception. The hotel industry is highly developed in our country, which deserves approval from Georgian and foreign tourists. As you read in the previous section, social networks are one of the good ways to attract tourists. But, in addition, in the Georgian hotel industry, we will meet elements that are no less attractive to customers. In this particular section, you will find information on just such innovative technologies. The indoor environment must be suitable for all people. Therefore, Georgian hotels have many different loads and functions. There are modern playgrounds, a gym, recreation centers, and just a space that can be used for any event. In addition, there is a place for conferences and business meetings. It will not be difficult for any person to adapt to such an environment, especially when all this is accompanied by the latest technologies. It is precisely these innovative technologies that attract consumers. When a vacationer sees an electronically working golf course, he becomes interested and wants to play golf specifically on that playground. Also, in Georgian hotels, we will meet very interesting and innovative technology,

such as the possibility of booking with a parking application. Guests are given the chance to pre-select and book a car park via the app. Vacationers will not have to find a place when arriving at the hotel, they will have already selected parking space and will not waste time searching for a free place. In addition, many innovative technologies have been introduced in Georgian hotels, which attract the attention of vacationers. (Koblianidze & Meladze, 2012)

Research Analyses

Of the 100 people surveyed in the study, 40 are men and 60 are women. People of different ages took part in the survey, but the majority, 47%, are in the 18- to 25-year-old category. The survey showed that out of these 100 individuals, 49% use hotel services twice a year. Also, one of the questions was about the internet and as we expected for most, for 76%, it is very important to have a seamless internet connection in the hotel while the rest are neutral about this issue. Also, there was a question about online booking, which is used by 83%, and for 76% of the total respondents, online booking is very practical. And for 23% it is practical to book a room on the spot. The next question was about buying an item in a hotel, 66% of respondents have purchased the desired product online. For 60%, it is even practical if the purchased item will be delivered to the room by a drone or robot. Also, the question is about modern technologies and 69% of respondents considered the existence of modern technologies in the hotel industry very important. 49% of people surveyed prefer a combination of modern technology, a friendly environment, and cleanliness. And separately these categories are preferred by 51%. Of these, 16% are clean, 11% are environmentally friendly and 24% are modern technologies. The next question was about adapting to modern technologies in the hotel industry. 78% fully tolerated the development of modern technologies, 17% partially tolerated, and 5% could not tolerate pagan processes. For 66% of respondents, the use of robots in the hotel is practical. For 27%, it is practical on average. Therefore, only 7% use impractical robots. Also, the majority of the total respondents, 65% think that their use is effective, while 28% think that it is partially effective. The next question is related to the fact how much a robot can facilitate human work. The survey showed that 66% of respondents agree that a robot can make human work easier. 28% believe they can partially alleviate it. And 61% of the total respondents think that a robot can

replace a human, 33% think that it can partially and a minority, 6% believe that a robot can not replace a human resource. Based on quantitative research, we can conclude that innovative technologies are acceptable and consumable for residents. They correctly understand the positive impact of these innovations on the leisure and work process. They also laugh at the fact that in the future, artificial intelligence may be in strong competition with human resources. There are many network hotels of world brands in Georgia, which bring technological development to the country, therefore, this field is at a very high level in terms of innovation. As for the qualitative research, experts from two fields were interviewed and the results are as follows. As we learn from the answers of the respondents, in the technologies used daily, some technologies make the guest comfortable, as well as technologies that make the work of the staff easier and also that ensure the safety of the staff and the vacationer. Before the introduction of technology, hotels had to make maximum use of human resources. Modern technologies, on the other hand, have enabled them to redeploy human resources to areas where they would be most needed. Also, as already mentioned, communication with hotels has become much more accessible for vacationers. They can now remotely book rooms and get the information they want about a particular hotel. Additionally, as it turned out, modern technologies also ensure the creation of a good mood in the hotel, which is reflected in the possession of the audio system. The answer to that question was already obvious. Nowadays, the development of modern technologies has made changes in all fields and the hotel industry has become no exception. For the hotel to serve customers at a high level, modern technologies are needed. Also, as respondents noted, working only with human resources leads to increased costs. Therefore, modern technologies lead to cost reductions, which is very beneficial for hotels. The hotel of one of the respondents, as it turned out, already has a system of cleaning robots installed. But, he said, in this case, only modern technology is not fully effective and requires the consumption of human resources. It seems that at this stage this technology only makes things easier for the people in the cleaning position. Training of staff with modern technologies is important for the comfort of the guests and all this, therefore, is reflected in the prestige of the hotel. Respondents say this is one of the most important details in today's hotel industry.

Based on the responses of the respondents, the relevant group of the hotel needs to keep an eye on the latest technologies. As mentioned, the introduction of new technology is much more difficult than tracking it, but if all the details are taken into account, the introduction of technology will be relatively easy. According to the respondents, for a hotel to stand higher than other competing hotels, it is necessary to first introduce modern technologies. This is important for the prestige of the hotel. In addition, vacationers will be interested and demand from them for the hotel will increase. Eventually, it all reflects well on the hotel.

CONCLUSION

The study aimed to study how the development of modern technologies has affected individuals employed in the hotel industry. Research has shown that technological advances in hotels make it easier for staff to find work and make it easier to manage the field. In addition, there are positions where modern technology replaces the person in that position. In the process of writing the paper, arguments and sources are given that prove the truth of the hypothesis. Also, these sources answered the above questions and related questions. In addition, there are technologies that today can not completely replace the people working in the hotel, but over time these technologies will be refined and even appear in positions where technology will completely replace human resources. Finally, we can conclude that the development of modern technology reduces the number of staff working in the hotel.

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