

Innovative Technological Amenities in Hotels and its' Impact on Operational Performance of Hotels

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The main objective is to identify the impact of innovative technological amenities on operational performance of hotels. Secondary objectives of the study are: to identify the existing level of innovation technological amenities in the hotel industry; and assess the impact of innovative technological amenities on operational performance. Convenience sampling technique was used to collect data. The study used descriptive analysis, correlation of coefficient and multiple regression to analyze the data. First, a pilot survey was conducted to identify the existing innovation technologies in the hotel industry. Findings revealed that there is a significant and positive relationship between innovative technologies and operational performance of hotels.

Innovative technology amenities affect hotel operations to enhance the time saving, increase the cost efficiency, the service quality. From the managerial point of view, the result of this study could provide guidance and direction for hotels' managers to increase their hotel operational performance by using innovative n technological amenities.

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