

To Study the Impact of Implementing Mobile Check-ins in Business Hotels in Pune

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Abstract

Business Hotels cater to travelers who prioritize efficiency and convenience making the introduction of Mobile Check-in. Marriott which is a pioneer in this area recognized the potential of mobile technology and introduced mobile check-ins in 2013. This helped to streamline the check-in process, offering the guests a seamless and Time-saving experience and enhancing Guest Satisfaction. Pune is a city that deals with a lot of corporate travelers. Mobile check-in can be defined as the process of registering yourself on the Mobile/ App to speed up the Process. This paper highlights the impact of implementing mobile check-ins in Business Hotels in Pune, shedding light on its efficiency and preference among Travellers.

Keywords: Mobile Check-ins, Hospitality Industry, Business Hotels

INTRODUCTION

Maharashtra is the 3rd largest state in India. A Lot of people come to Maharashtra with the purpose of leisure and also work. Pune is one such city where people visit to mainly work as there are a lot of companies. There is a large segment of business clientele and so are the business Hotels in Pune. A Few of the well-known properties are Conrad, JW Marriott SB Road, and Royal Orchid etc. People prefer staying in these Hotels, as the Hotels have a geographical advantage of being near to the majority of the companies located in Pune.

This Research paper is to study the impact of implementing mobile check-ins in Business Hotels in Pune. Check-in- The process of Check-in involves registration when the Guest comes in. It actually is a full process of welcoming the Guests first. Check-in is

actually the first thing Guest experiences when the Guest enters the Hotel. This is the first chance to impress the Guest and make a good impression. In Marriott the welcome is done by doing 'Namaste' and in a few properties it is done by ATG- Aarti Tika Garland which is actually a traditional way of welcoming the Guest. Some properties have skipped the traditional pen and paper check-in and take it on a Tablet. Mobile check-in allows the Guest to register themselves on their device. The process of mobile check-in is faster as compared to the traditional way of check-in usually done in the Hotels. With all these technological advancements because of mobile check-ins, the Guests can skip the line and directly go to the room, choose the room prior so they get a choice. Hence mobile check-ins are definitely making progress. It was actually introduced way back but it has become a post covid trend that has come into light. New advancements in digital and mobile hotel technologies are being implemented in the Hospitality industry every year. Hotels need to make sure that they keep up with what their competitors are doing and also keep up with digital advancements.

After reading a lot of research paper it is found out that there are a lot of technological advancements are made. The purpose of my research is to find out whether the mobile check-ins are actually effective. This is where the Research gap was found regarding the mobile check-ins implemented by the Hotels in Pune.

OBJECTIVES

- To find whether changes occur in the Guest Experience after using Mobile Check-in.
- To find out in what way does the Mobile Check-in benefit the Hotels.

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- To find out if Hospitality Industry will continue to use Mobile Check-ins for 5-10 years.

LITERATURE REVIEW

Chef Bonophool Banerjee, 2017 - This paper focuses on how technology is changing dynamics of the Hospitality Industry in India. This paper states that the digitalized system does not mean that guests would just use the technology, but states that it is used to enhance the Guest experience. The Hospitality Industry gives highest priority to Guest's experiences. The power of social media is great, hence whatever feedbacks or Guest reviews are given by the Guests have to be conveyed to the right people and the concerned person should follow up.

Mohamed A. Aziz Abed, 2017 - This paper focuses mainly on the use of pre-registration process in order to minimize the check-in duration. This paper concludes that doing pre- registration process definitely benefits the Hotels a lot, in order to save a lot of time and also in better Room forecasting and also to monitor the Room revenues better. This emphasises the importance of preplanning and it's effect on the Guest experience.

Kanika Gupta and Sanjay Sharma, 2021 - This paper focuses on the use of self-check-in kiosk. The Guests defined the kiosk as easy to use; operate but it lacks Human interaction and also some technological issues. People who are tech savvy could easily operate the kiosks but it is a transition that everyone is going through. This technological adaption is depended upon the people.

Rahul Bharti and Sonia Sharma, 2023 - This paper focuses on the changes that happened post COVID. After COVID the focus was on the health and safety of individual beings. The study suggests that the Hotels should prioritise on paper-less, digital check-ins, self-check-in kiosk and mainly mobile check-ins. This enhances the hygiene and safety of the Guests because it minimises the unnecessary Guest contact.

Rekha Maitra and, Dharna Shukla, 2022 - This paper focuses on the future generation and the advancement. It states that the future generation is ready to learn and adapt to new things and the technological changes that will occur. The dynamics are changing and Guests prefer to use Mobile check-ins/ self-check-in kiosks because of the safety concerns.

Georgina Lukanova and Galina Ilieva, 2019 - This paper focuses on the use of AI in Hotel Industry. It states that AI benefits the Hotels to up their Game and try to take the advantage of the situation. AI is not trying to replace the Humans in the Hotel but giving them additional help.

Andelka Stilic, Milos Nacic and Adis Puska, 2023 - This paper focuses on the use of IT in Hotel. It states that use of IT in Hotels enhances Guest experience. Marriott has introduced Facial Recognition Self Check-in Kiosks which saves a lot of Time of the Guests as well as the Hotel.

Sherry Abraham, T. Anantha Krishnan, 2021 - This paper focuses on how Indian Hotels should focus on using Technology post COVID. Using Technology would benefit the Hotels in terms of Time and Efficiency. If the technology is used in an ethical way then it would highly benefit the Hotels.

A. Ramgade and A. Kumar, 2020 - This paper focuses on how Generation Z and Millennials respond to the technological advancements which are made. As people in these generations are Technosavy they adapt to the changes in a better way. So if Hotels adapt various Technologies such as Self- Kiosk, Mobile Keys it can be universally accepted.

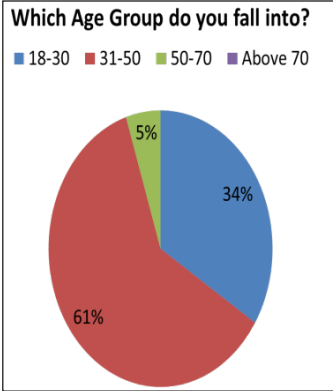
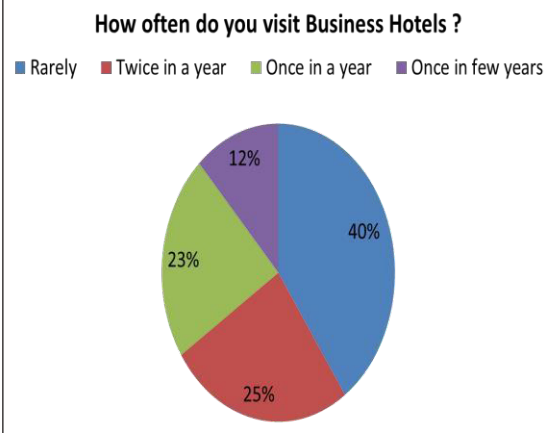
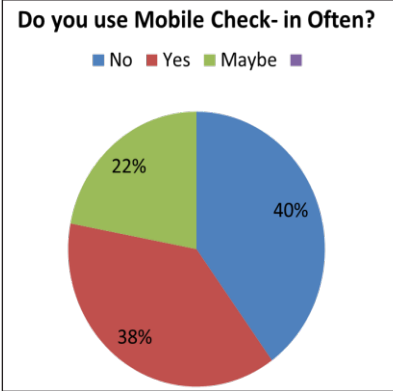
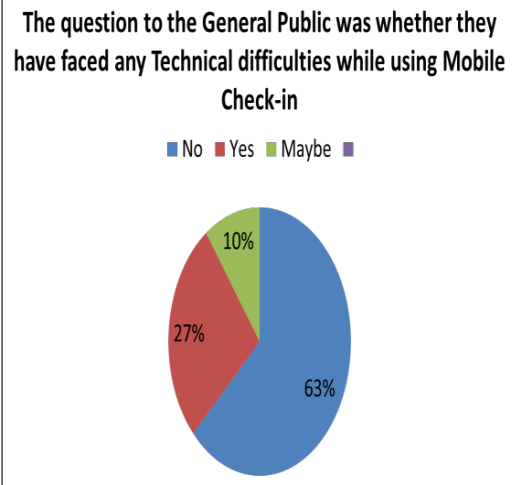
Nsobiari F. Awara, Benedict E. Odigbo and Joseph A. Anyadighibe, 2022 - This paper focuses on how Technology helps the Hotels in various areas. It states that the Technology has highly revolutionized the industry. It helps to create a customized and personalized service for each Guest.

DATA COLLECTION

The Data was collected through online questionnaire which was filled by the General public of Pune and the Hoteliers working at Front Desk. The Total number of respondents was 80. The Online Survey was attempted by the people who have visited Business Hotels.

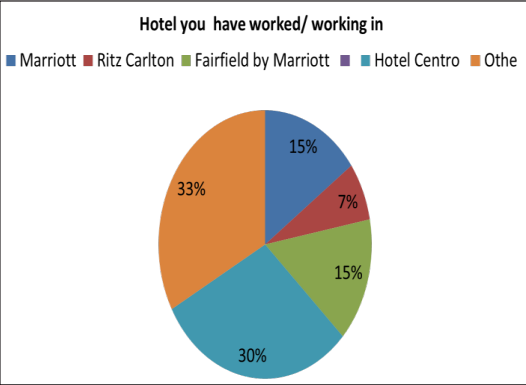
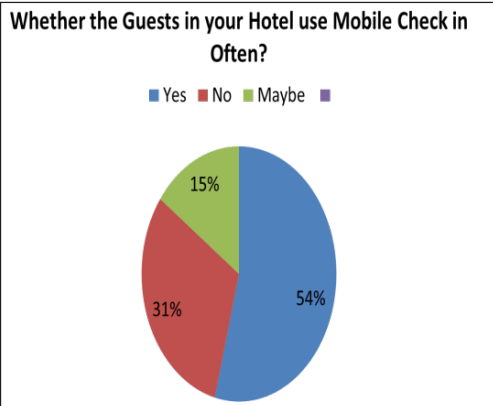
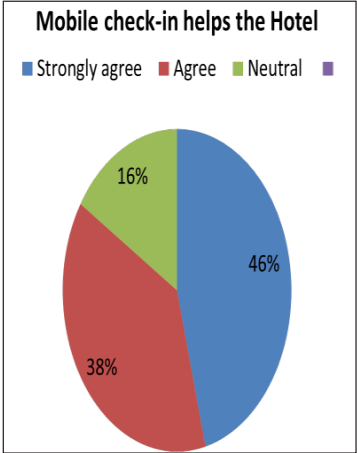
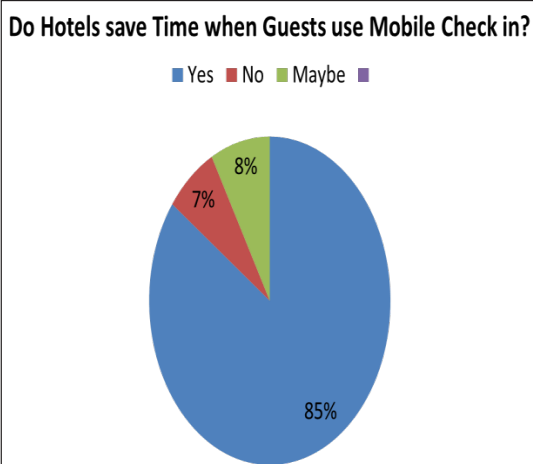
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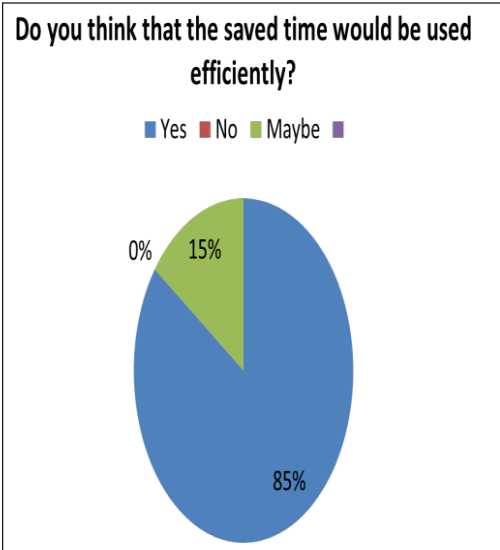
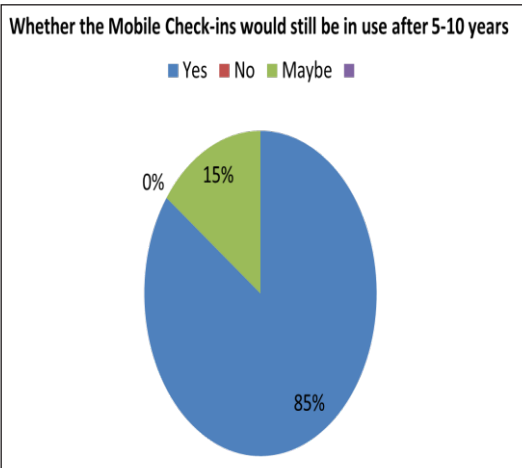
The survey was filled by the people of Pune who visit/ have visited the Business properties in Pune. The number of respondents for this survey was 67.

<p>The question was which Age Group do you fall into - From the responses it is observed that 61% people fall into 31-50 Age Group 34% people fall into 18-30 Age Group 5% people fall into 50-70 Age Group.</p>	 <p>Which Age Group do you fall into?</p> <ul style="list-style-type: none"> 18-30: 34% 31-50: 61% 50-70: 5% Above 70: 0%
<p>The question was how often do you visit Business Hotel?</p> <p>From the responses it is observed that 40% people said rarely 25% people said Twice in a year 23% people said Once in a year 12 % people said once in Few years.</p>	 <p>How often do you visit Business Hotels ?</p> <ul style="list-style-type: none"> Rarely: 40% Twice in a year: 25% Once in a year: 23% Once in few years: 12%
<p>The question was Do you use Mobile Check- in Often?</p> <p>40% people said No whereas 38% people said Yes which is a close call and 22% people said maybe.</p>	 <p>Do you use Mobile Check- in Often?</p> <ul style="list-style-type: none"> No: 40% Yes: 38% Maybe: 22% Above 70: 0%
<p>The question to the General Public was whether they have faced any Technical difficulties while using Mobile Check-in</p> <p>To this 63% of people have said no they have not faced any difficulty, 27% of people have said they may have and only 10% of people responded saying yes they have faced difficulty.</p>	 <p>The question to the General Public was whether they have faced any Technical difficulties while using Mobile Check-in</p> <ul style="list-style-type: none"> No: 63% Yes: 27% Maybe: 10% Above 70: 0%

<p>The next Question asked in what way does the Mobile Check-in helps the user 63% people said all of the Above, both Saves Times and also it is a Matter of Convenience 22% people said because it is only a Matter of Convenience 15% people said because it only saves their Time.</p>	<p>In what way does the Mobile check-in helps the user ?</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>All of the above</td> <td>63%</td> </tr> <tr> <td>Matter of Convenience</td> <td>22%</td> </tr> <tr> <td>Saves Time</td> <td>15%</td> </tr> </tbody> </table>	Response	Percentage	All of the above	63%	Matter of Convenience	22%	Saves Time	15%
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<p>The Question was Do you find any changes in the experience while using Mobile Check ins as compared to the Traditional ones?</p> <p>56% of people said yes they found the changes in Mobile Check ins compared to Traditional ones 30% of people said no they did not Find any changes Whereas 14% of people pointed out saying they may or may not find any changes.</p>	<p>Do you find any changes in the experience while using Mobile Check ins as compared to the Traditional ones?</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>56%</td> </tr> <tr> <td>No</td> <td>30%</td> </tr> <tr> <td>Maybe</td> <td>14%</td> </tr> </tbody> </table>	Response	Percentage	Yes	56%	No	30%	Maybe	14%
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<p>The Last Question asked to the General Public was whether they would still use Mobile check-ins</p> <p>59% of people responded yes to that Question whereas 21% people responded No and 20% people responded saying may or may not.</p>	<p>Will you continue to use Mobile Check-ins ?</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>59%</td> </tr> <tr> <td>No</td> <td>21%</td> </tr> <tr> <td>Maybe</td> <td>20%</td> </tr> </tbody> </table>	Response	Percentage	Yes	59%	No	21%	Maybe	20%
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This Survey was filled by the Hoteliers working at the Front Desk in Business Hotels in Pune

<p>The first Question was what Hotel they are working in/ or they have worked in</p> <p>The various answers which were received were Conrad, Fairfield by Marriott, Hotel Centro, Lemon Tree, Ritz Carlton, Taj and the major chunk was Marriott.</p>	<p style="text-align: center;">Hotel you have worked/ working in</p>  <table border="1"> <thead> <tr> <th>Hotel</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Marriott</td> <td>33%</td> </tr> <tr> <td>Ritz Carlton</td> <td>7%</td> </tr> <tr> <td>Fairfield by Marriott</td> <td>15%</td> </tr> <tr> <td>Hotel Centro</td> <td>30%</td> </tr> <tr> <td>Other</td> <td>15%</td> </tr> </tbody> </table>	Hotel	Percentage	Marriott	33%	Ritz Carlton	7%	Fairfield by Marriott	15%	Hotel Centro	30%	Other	15%
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<p>The next Question was whether the Guests in your Hotel use Mobile Check in Often?</p> <p>54% of the respondents said that yes the Guest in their Hotels use Mobile check-ins often whereas 31% of respondents said that no the Guests donot use it often 15 % of respondents said that Guest may or may not use the Mobile Check-ins.</p>	<p style="text-align: center;">Whether the Guests in your Hotel use Mobile Check in Often?</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>54%</td> </tr> <tr> <td>No</td> <td>31%</td> </tr> <tr> <td>Maybe</td> <td>15%</td> </tr> </tbody> </table>	Response	Percentage	Yes	54%	No	31%	Maybe	15%				
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<p>The Question was whether the Hotels save Time when Guests use Mobile Check in?</p> <p>Major Chunk that is 85% of people say Yes it saves their Time, 7% people say maybe and 8% people say No it does not save Time.</p>	<p style="text-align: center;">Do Hotels save Time when Guests use Mobile Check in?</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>85%</td> </tr> <tr> <td>No</td> <td>8%</td> </tr> <tr> <td>Maybe</td> <td>7%</td> </tr> </tbody> </table>	Response	Percentage	Yes	85%	No	8%	Maybe	7%				
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<p>The next question asked was whether you think that you can use the saved Time efficiently?</p> <p>To this 85% people answered Yes and 15% of people said Maybe and 8% people say No it does not save Time.</p>	<p>Do you think that the saved time would be used efficiently?</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>85%</td> </tr> <tr> <td>No</td> <td>0%</td> </tr> <tr> <td>Maybe</td> <td>15%</td> </tr> </tbody> </table>	Response	Percentage	Yes	85%	No	0%	Maybe	15%
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<p>The Last Question asked was whether the Mobile Check-ins would still be in use after 5-10 years 85% of people said yes they would be in use and 15% of people said Maybe, they can or cannot.</p>	<p>Whether the Mobile Check-ins would still be in use after 5-10 years</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>85%</td> </tr> <tr> <td>No</td> <td>0%</td> </tr> <tr> <td>Maybe</td> <td>15%</td> </tr> </tbody> </table>	Response	Percentage	Yes	85%	No	0%	Maybe	15%
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FINDINGS

To find whether changes occur in the guest experience after using mobile check-in

It was asked in a question whether the Guests have experienced any changes after using the mobile check-in instead of the traditional check-in. 56% said that they have experienced the change in mobile check-in as compared to the traditional one. Many people think that there is a change in the Guest experience while using mobile check-in, but 59% responded that they would continue to use the mobile check-in in spite of this. The reason for the same is that it saves time, it's user-friendly, and technical difficulties are not faced by the people. Whenever there is a technological change people take time to adapt to it. Hence as people have not faced any technical difficulty while using the Mobile check-in people prefer using it.

To find out in what way does the mobile check in benefit the hotels

Hoteliers were asked whether they think that Mobile Check-ins will benefit the Hotel. 46% of people strongly agree and 39% of people agree with this statement that mobile check-ins benefit the Hotels. Mobile check-ins help the Guest save a lot of Time, but it also helps the Hotel to save time at the time of Check-in and concentrate more on Guests during the stay and making their experiences better. The time which is saved by the Hotel at the time of check-in is used efficiently by the Hotel so it would definitely benefit the Hotel.

To find out if hospitality industry will continue to use mobile check-ins for 5-10 years

Hoteliers were asked whether Hospitality industry will continue to use mobile check-ins for 5-10 years. 85%

of Hoteliers said that yes the Hospitality Industry will continue to use mobile check-ins for the next 5-10 years. Mobile check-ins are actually efficient. As Hospitality Industry is always evolving it adapts to changes accordingly, hence one such change would be to include technology in various things in order to be efficient and make it easier for the Guests as well as Hotel.

CONCLUSION

Mobile Check-in was introduced by Marriott in 2013 and since that the response for the same has been great. People found it very convenient. But it is safe to say that it evolved more post Pandemic. During COVID Social distancing was practiced as everyone was very conscious about their health and well-being. The reason that Mobile Check-in is being used by Business travellers more is as a matter of convenience. People who Travel for work want everything to be done quickly and as efficiently as possible. Hence by using Mobile Check-in it is all contactless, quick and also user-friendly. According to Oracle Hospitality (2021) 75% of guest consider Mobile Check-in as an important factor while choosing the Hotel. According to Skift report (2021) using Mobile Check-in can bring down the average Check-in Time by 50%. A study by Phocuswright (2023) found that 68% of Guest prefer to use Mobile Check-in in order to avoid waiting in queues at the Front Desk. These are few of the benefits of using Mobile Check-in. According to the survey taken it is concluded that Mobile Check-ins benefit the Hotels and even Hoteliers feel like they would be in use for the next 5-10 years. Being in the Hospitality Industry, traditional Check-in is missed by the Guest as an experience, but as Mobile Check-in is much more efficient, useful and convenient for both Guest and the Hotel it is a good option to use, whereas in Traditional Check-in the Guest needs to physically present in the Hotel which during Peak Times can cause inconvenience when a Guest is told to wait in a Line because of the rush. Mobile Check-ins are often faster than in person Check-in but the in person Check-in creates direct interaction with the Guests and creates a long lasting impression. In Person Check-in also helps staff to have Face to Face interaction with the Guests which enhances the Guest Experience through personalized Service. But in Today's world people prefer convenience hence Mobile Check-in is preferred by them. Mobile Check-in is poised to revolutionize the Hospitality Industry in years to come. By empowering Guest to complete Check-in remotely

can streamline operations, reduce wait time and enhance overall Guest satisfaction. Mobile Check-in opens up new Possibilities for personalized Guest experiences through digital communication channels. From Tailor made personalized messages to targeted offers hotels can use mobile Technology to engage with the guests in a meaningful way and creating memorable stays for the Guests.

SUGGESTION

After this study it is noted that some of the Hotels have not made optimum use of Mobile Check-in. If the Mobile Check-in is used in an optimum way, then it can prove to be very beneficial. Technology should not replace the Human Touch but it should enhance it. One more thing to be noted is that as everyone is becoming Technologically Advanced, Hotels need to come up with a solution to use it efficiently and also come up with solutions to still be in contact with the Guests.

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