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Revolutionizing hospitality: Exploring the digital frontier's influence on customer satisfaction in selected cities of Madhya Pradesh

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Abstract

This research paper investigates the profound impact of digital technology on customer satisfaction within the hospitality sector, specifically focusing on selected cities in Madhya Pradesh, India. As technology continues to reshape traditional service delivery, the hospitality industry undergoes a fundamental transformation in the way it engages with and caters to its guests. The study meticulously explores the multifaceted dimensions of this digital revolution by scrutinizing the integration and adoption of various digital tools such as online booking platforms, mobile applications, and personalized interfaces. By delving into key aspects of the guest experience, including reservation processes, check-in/check-out procedures, in-room amenities, and customer service interactions, the research aims to unravel the intricate relationship between technological innovations and elevated levels of customer satisfaction. Furthermore, the investigation dives into the role of data analytics and customer feedback mechanisms in tailoring services to individual preferences, creating a more personalized and gratifying stay. Despite the numerous advantages, the study also acknowledges and addresses challenges associated with digitalization, such as cybersecurity concerns and the imperative for staff training. Through a comprehensive analysis of both quantitative and qualitative data obtained from hotels in selected cities of Madhya Pradesh, the research endeavors to provide nuanced insights into the evolving landscape of hospitality in the digital age, it is empowering stakeholders to make informed decisions that optimize customer satisfaction and contribute to the ongoing refinement of guest-centric hospitality industry in Madhya Pradesh and beyond.

Keywords: Digital technology, customer satisfaction, hospitality sector

Introduction

In the contemporary landscape of the hospitality industry, the integration of digital technology has become an integral driver of transformation, significantly impacting the way hotels engage with and satisfy their guests. This research embarks on an exploration of this dynamic relationship, focusing on selected cities in Madhya Pradesh, India, to discern the nuanced implications of digital technology on customer satisfaction within the hotel sector. The advent of technology has ushered in a paradigm shift, reshaping traditional service models and offering unprecedented opportunities for hotels to enhance the overall guest experience. From seamless online booking processes and mobile applications to personalized in-room amenities and advanced customer service interactions, digital tools have become indispensable in creating a more efficient and customized hospitality environment (Walker, J. R. 2021) ^[1].

The digital revolution is not merely confined to streamlined operational processes; it extends to data analytics and feedback mechanisms that play a pivotal role in tailoring services to individual preferences. Understanding the intricacies of this interplay is essential in comprehending the holistic impact of digital technology on customer satisfaction. Despite the evident advantages, integrating technology in the hospitality sector is not without challenges. Cybersecurity concerns and the imperative for staff training emerge as crucial considerations in ensuring the seamless and secure implementation of digital tools. As hotels navigate this transformative landscape, it is imperative to strike a balance between the advantages and challenges posed by the digital frontier, thereby shaping a hospitality industry that is not only technologically advanced but also guest-centric in its approach (O'Gorman, K. D. 2006) ^[2]. Madhya Pradesh, with its diverse cultural and historical richness, serves as a unique backdrop for this exploration. By honing in on selected cities within the state, this research aims to

provide a localized perspective on the influence of digital technology on customer satisfaction, recognizing the regional nuances that may contribute to a more comprehensive understanding of the broader implications for the hospitality industry. Through an in-depth examination of the digital landscape in these specific contexts, this research endeavors to contribute valuable insights that can inform not only the local hospitality stakeholders but also resonate with the broader global discourse on the evolving role of technology in shaping customer satisfaction in the hospitality sector (Natsvlishvili, I. 2020)^[3].

Furthermore, as the hospitality industry undergoes this digital metamorphosis, the role of data-driven decision-making cannot be overstated. The wealth of information generated by digital interactions, from booking patterns to guest preferences, enables hotels to refine their strategies, anticipate needs, and create tailored experiences. This research recognizes the significance of data analytics in deciphering the intricate layers of customer behavior and satisfaction. By leveraging data-driven insights, hotels can not only optimize operational efficiency but also cultivate a deeper understanding of their clientele, facilitating the delivery of more personalized and memorable guest experiences. This emphasis on data-driven personalization aligns with contemporary consumer expectations, where guests increasingly seek not only convenience but also a sense of individuality in their interactions with hospitality services. Thus, this study aims to unravel the synergy between digital technology, data analytics, and the delivery of guest-centric services, shedding light on how the judicious use of information can propel the hospitality industry toward new frontiers of customer satisfaction in the vibrant cities of Madhya Pradesh (Law *et al.*, 2010)^[18].

This study aims to investigate the impact of digital technology on customer satisfaction within the hospitality sector, focusing on selected cities in Madhya Pradesh, India. Through a comprehensive examination of the integration of digital tools, data analytics, and customer feedback mechanisms, the research seeks to understand the multifaceted relationship between technology adoption and elevated levels of customer satisfaction. The study aims to provide nuanced insights into the challenges and opportunities presented by the digital frontier in the hospitality industry, contributing to the ongoing refinement of a guest-centric approach in Madhya Pradesh and beyond. Ultimately, the goal is to inform stakeholders and shape strategies that optimize customer satisfaction in the evolving landscape of the digital age.

Literature Review

Numerous preceding research has delved into the intersection of virtual technology and consumer delight inside the hospitality industry, offering treasured insights that lay the inspiration for present-day research. Scholars like Jones, P., & Lockwood, A. (1989)^[22] have explored the transformative ability of generation to enhance the general visitor experience. Their work emphasizes the importance of adopting and integrating virtual gear to streamline operations, lessen friction inside the patron journey, and create personalized interactions. Similarly, Buhalis, D., & Law, R. (2008)^[23] have conducted massive studies on the impact of online structures on inn reservations. Their findings underscore the importance of person-friendly interfaces and efficient booking tactics in influencing client pride.

These studies together underscore the vital of accommodations to leverage virtual technology for

operational efficiency and more suitable client engagement. In the context of facts analytics, scholars which including (Gretzel *et al.*, 2015)^[24] have examined the position of huge records inside the hospitality enterprise, emphasizing its capability to extract valuable insights for decision-making. The study underscores the significance of inns using records-pushed techniques to tailor services to character alternatives and enhance normal customer pride. Furthermore, studies by (Li *et al.*, 2015)^[25] have explored the integration of mobile technology in the hospitality area.

Their findings highlight the transformative impact of mobile applications on the complete guest revel in, from pre-reserving to post-live interactions. The literature together underscores the dynamic panorama of the digital era in the hospitality region, emphasizing the need for resorts to now not only undertake but additionally strategically implement and innovate with technology to optimize client delight. However, it is important to well know the challenges related to digitalization. Scholars like (Neuhofer *et al.*, 2015)^[26] have investigated cybersecurity issues inside the hospitality industry because it increasingly relies on virtual platforms. Their studies illuminate the potential vulnerabilities in virtual structures and the want for robust cybersecurity measures to protect patron statistics and maintain agreement with them.

Additionally, training and readiness of staff to adapt to virtual advancements were explored by (Murphy *et al.*, 2016)^[27], dropping mild at the human thing within the successful implementation of technology. This research together underscores the significance of addressing challenges and getting ready for the holistic integration of virtual technology to ensure a high-quality impact on client pride inside the hospitality region. In inspecting the existing literature, it is evident that the impact of digital technology on purchaser pleasure extends past operational performance and carrier personalization.

Studies inclusive of Sigala, M. (2003)^[28] have focused on the effect of online consumer evaluations on resort choice, revealing the pivotal role of consumer-generated content material in shaping visitor perceptions and selection-making tactics. This size emphasizes the importance of online reputation control for lodges, urging them to actively screen and reply to patron feedback to beautify common delight. Additionally, the paintings of (Torres *et al.*, 2014)^[29] also emphasize the experiential factor, exploring the function of the era in co-developing memorable reports for visitors. Their studies highlight the capacity for immersive technologies, including augmented reality, to beautify the sensory aspects of the guest revel, contributing to heightened pride tiers.

As the existing study builds upon these insights, its objectives are to deepen our know-how of the multifaceted impact of virtual generation on patron pleasure, incorporating factors of online popularity control, consumer-generated content material, and immersive technology to offer a comprehensive perspective on the evolving dynamics inside the hospitality region in selected towns of Madhya Pradesh.

Despite the wealth of literature on the impact of digital technology on patron pride within the hospitality industry, there exists an incredible research gap concerning the precise challenges and possibilities in decided-on cities of Madhya Pradesh, India. Few studies have explored the localized nuances of generation adoption and its effect on visitor pride within this regional context. Additionally, the interaction among online recognition control, immersive technologies, and client pleasure in the hospitality area stays tremendously unexplored, representing a critical gap in the existing research landscape.

Methodology

Research Design: The study layout for this study adopts a survey-based approach to comprehensively investigate the effect of digital generation on consumer delight in decided-on towns of Madhya Pradesh, India. Comprising a strategic integration of various processes, this design targets to systematically address the study query with the aid of inspecting digital technology adoption, normal technological reports, provider best, and purchaser pride. The cautious choice of study components guarantees a holistic exploration of the multifaceted dynamics within the hospitality zone, presenting a strong framework for evaluation and interpretation.

Data Collection: The records collection method for this take a look at is meticulous and thorough, using a combination of primary and secondary data resources. Surveys, established interviews, and observational methods are utilized to acquire primary facts at the contemporary fame of digital technology implementation in hotels and assess client pride ranges. Additionally, on line searches and records available at the Internet are applied to satisfy any extra statistics requirements. Secondary information sources, consisting of research reviews, statistical information, literature reviews, and industry reviews, are systematically tested to set up a complete conceptual framework, informing the theoretical underpinnings of the research.

Random Sampling: The study employs a random sampling approach to make sure a consultant and unbiased selection of members. This approach assigns every person within the populace an identical and independent chance of being blanketed inside the pattern. By the usage of random numbers or tables, the research mitigates selection bias and complements the validity of the examine. The participants

selected through random sampling no longer best appropriately constitute the bigger population but also boom the likelihood of the observe's findings being applicable on a broader scale.

Reliability Test: To examine the consistency and inner reliability of measurement gear or scales, the study utilizes reliability trying out. The reliability take a look at, conducted in SPSS, employs metrics together with Cronbach's alpha coefficients. These coefficients, exceeding the extensively time-honored threshold of 0.7 for inner consistency, suggest commendable stages of reliability inside the measured constructs. This rigorous reliability testing complements the trustworthiness of the accrued facts, making sure that the instruments used efficiently measure what they intend to, thereby, strengthening the general robustness of the study.

Structural Equation Modelling (SEM): The study employs Structural Equation Modelling (SEM) as a bendy statistical approach for reading the complicated relationships among variables. SEM is important for trying out and validating theoretical models, comparing version fit, and exploring complex causal pathways inside the research framework. Utilizing SPSS and AMOS software, SEM permits for a radical examination of both direct and oblique impacts, supplying comprehensive information on ways digital technology influences provider excellent, ordinary technological reviews, and, ultimately, consumer delight within the hospitality sector of Madhya Pradesh. SEM enhances the precision and accuracy of statistics analysis, contributing to the overall validity and significance of the study's findings.

Results and Discussion

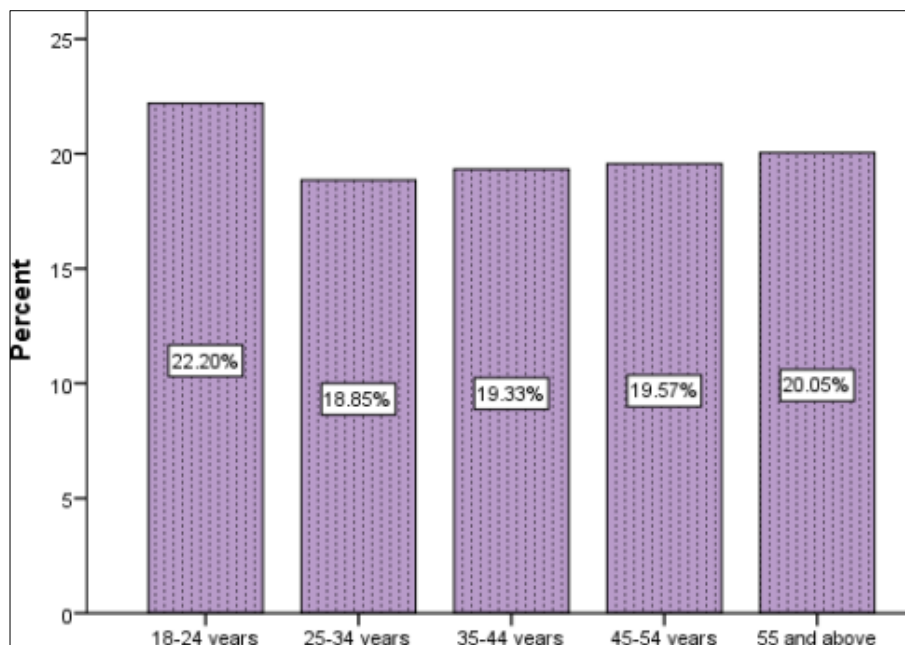


Fig 1: Age

The bar plot illustrates a diverse age distribution in the population, with the largest demographic being individuals aged 18-24 years (22.2%). The 55 and above age group follows closely at 20.0%, and the 45-54 years age group follows closely at 19.6%, and the 35-44 years age

brackets contribute 19.3% and 22.2%, respectively. The 25-34 years age group represents 18.9%, showcasing a relatively balanced representation across different age ranges.

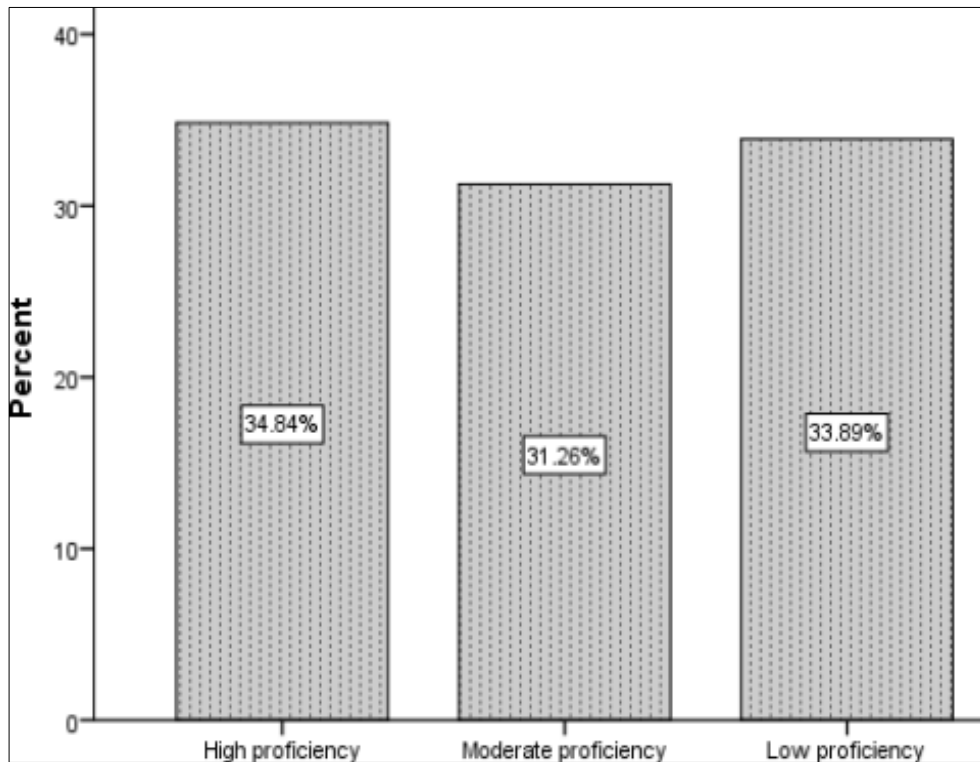


Fig 2: Technological proficiency

The bar plot reveals diverse technological proficiency in the surveyed population. A majority, 34.8%, demonstrate high proficiency, while 31.3% exhibit moderate skills. Additionally, 33.9% have low technological proficiency,

indicating varied competency levels. Tailored approaches to education and support may be beneficial considering these distinct proficiency levels.

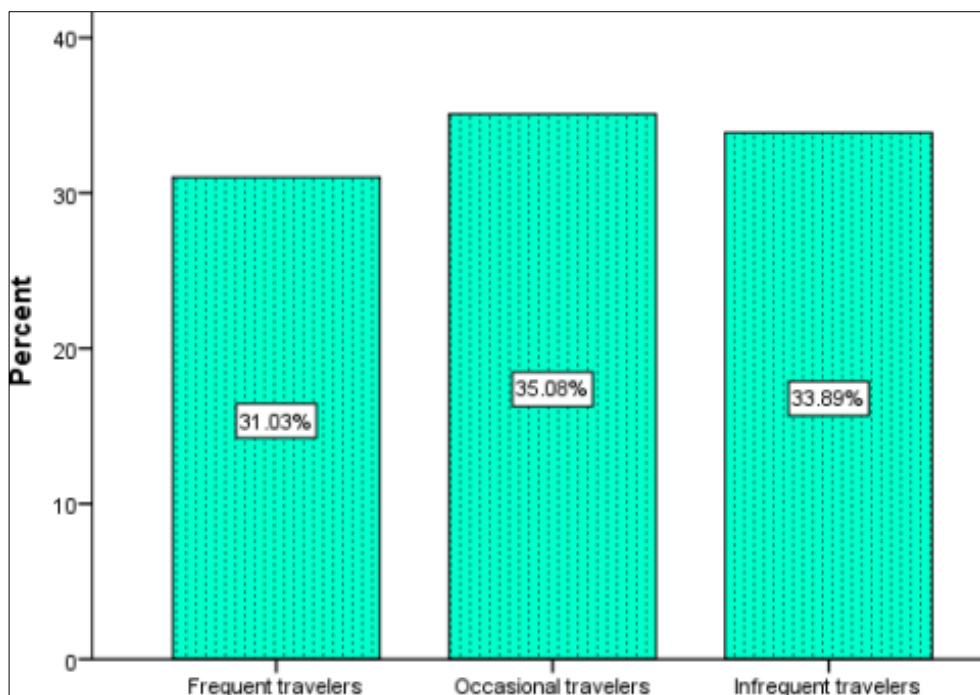


Fig 3: Frequency of travel

The bar plot depicts diverse travel patterns within the surveyed population. Notably, 31% are frequent travelers, 35.1% identify as occasional travelers, and 33.9% fall into the category of infrequent travelers. This variation underscores

the differing degrees of travel engagement among respondents, capturing a spectrum from frequent to infrequent travel.

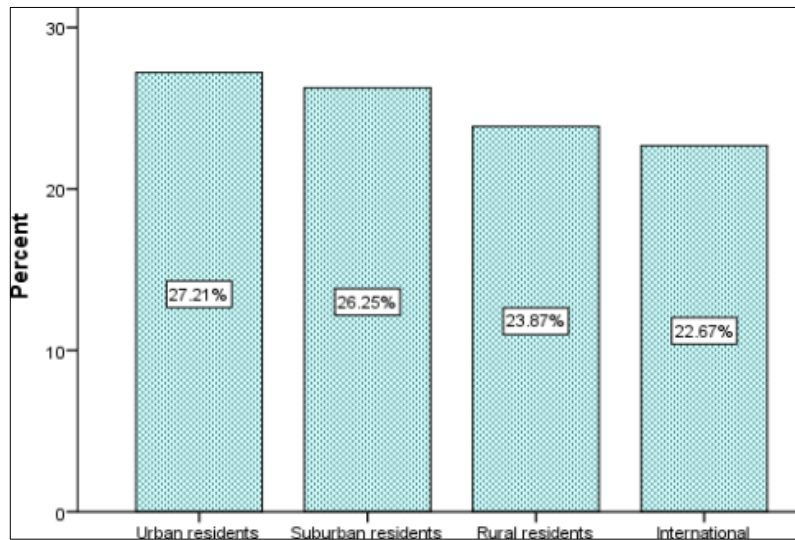


Fig 4: Geographical location

The bar plot outlines the geographical distribution of residents, indicating 27.2% urban, 26.3% suburban, 23.9% rural, and 22.7% international representation. This data

emphasizes a well-balanced demographic overview, showcasing the coexistence of diverse geographic groups within the studied area.

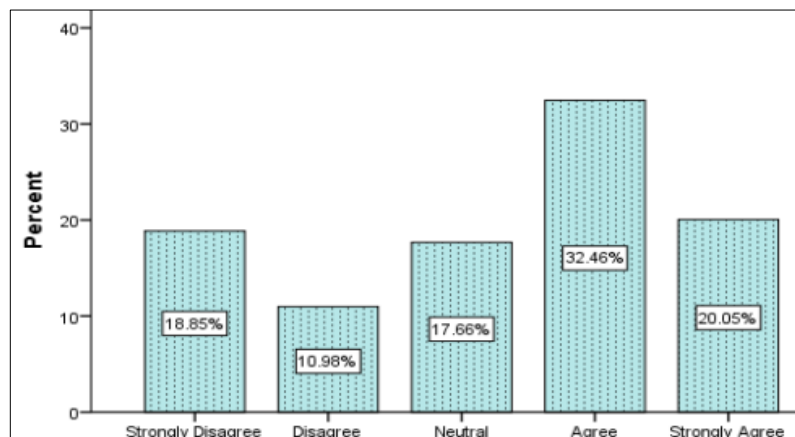


Fig 5: I find it easy and convenient incorporate digital technology into my daily activities

The bar plot reveals that 52.5% of participants find it easy to integrate digital technology into daily activities, with 20.0% strongly agreeing and 32.5% agreeing. Conversely, 18.9% disagreed, 11.0% strongly disagreed, and 17.7% were neutral. The overall mean score suggests a generally favorable attitude

toward the seamless integration of digital technology into participants' daily lives. This indicates a substantial portion perceive digital technology as accessible and convenient for routine activities.

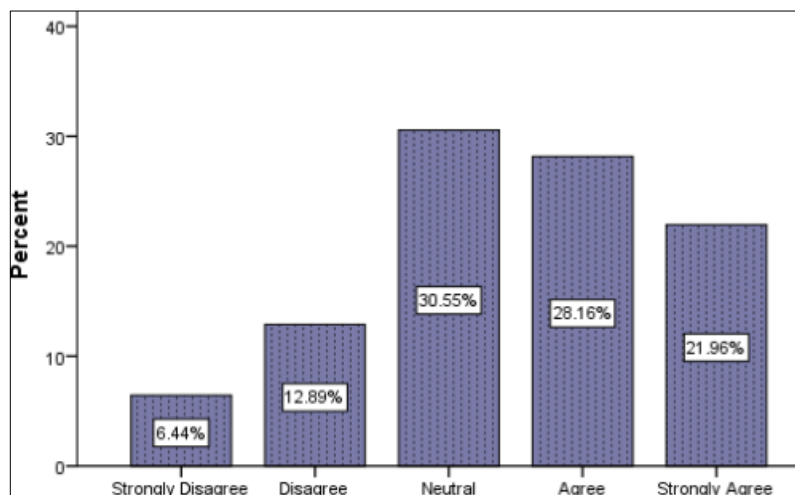


Fig 6: I believe that embracing digital technology enhances overall efficiency and productivity

The bar plot indicates that 81.1% of respondents hold positive views on the belief that embracing digital technology enhances efficiency and productivity. Specifically, 30.5% chose "Neutral," while 28.2% and 22.0% opted for "Agree" and "Strongly Agree," respectively. Conversely, 19.8% expressed skepticism, with 6.9% selecting "Strongly

Disagree" and 12.9% choosing "Disagree." The overall mean suggests a moderate positive inclination, highlighting the recognition of digital technology's positive impact on overall work efficiency among a significant portion of surveyed individuals.

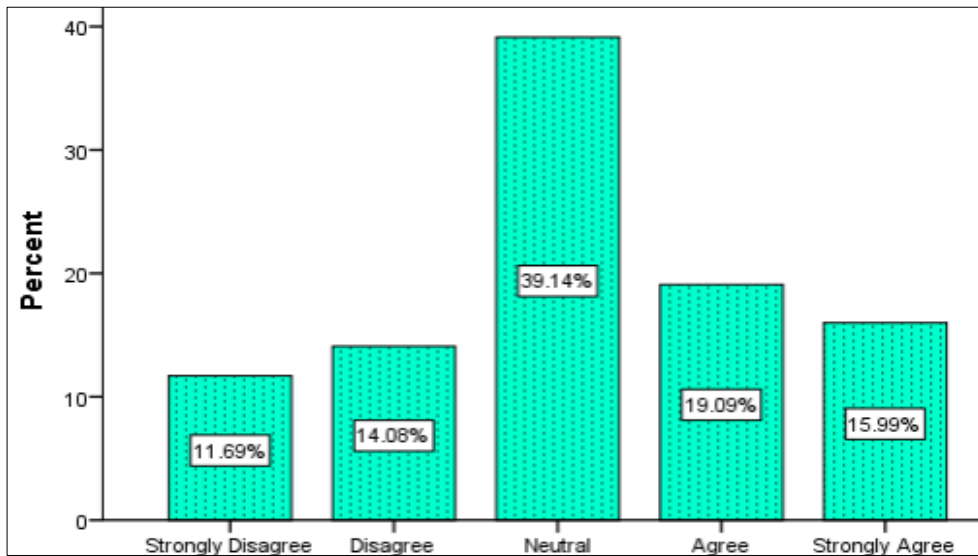


Fig 7: The benefits of digital technology outweigh any potential challenges or concerns I may have

The bar plot illustrates diverse perspectives on the balance between the benefits and challenges of digital technology. Notably, 39.1% adopt a neutral stance, while 25.8% express negative views. Conversely, 35.1% believe the benefits

outweigh the concerns. The mean score of 3.17 out of 5 indicates a moderately positive overall sentiment, leaning towards optimism, yet with a significant portion remaining neutral in their assessment.

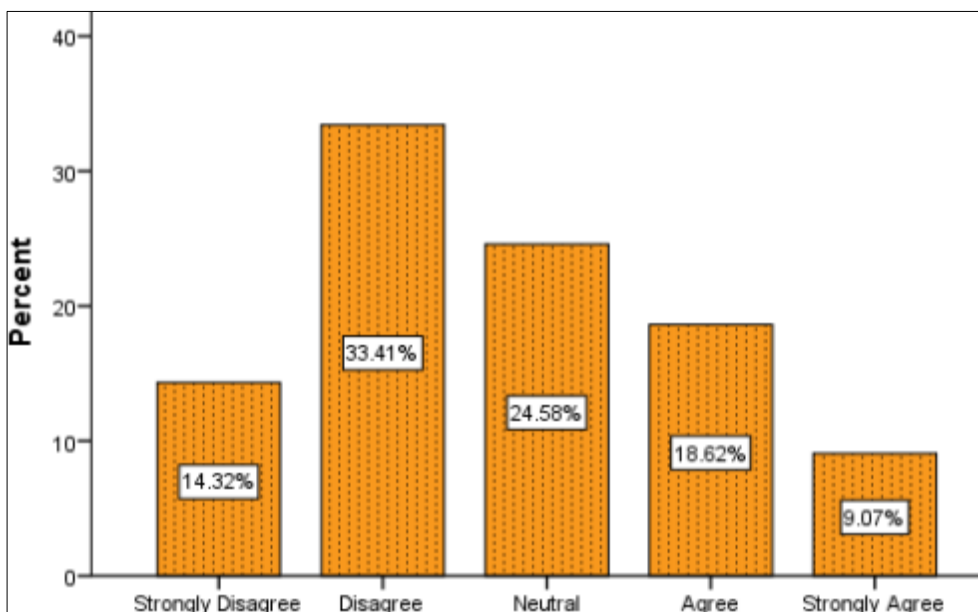


Fig 8: I actively seek out and adopt new digital tools and platforms to stay up-to-date with technological advancements

The bar plot indicates diverse attitudes toward actively adopting new digital tools. Notably, 18.6% agree, and 9.1% strongly agree, suggesting a moderate overall inclination to engage with emerging technology. Conversely, 14.3%

strongly disagree, and 33.4% disagree, reflecting varying levels of reluctance among respondents. The mean value reinforces the moderately positive inclination towards actively adopting new digital tools.

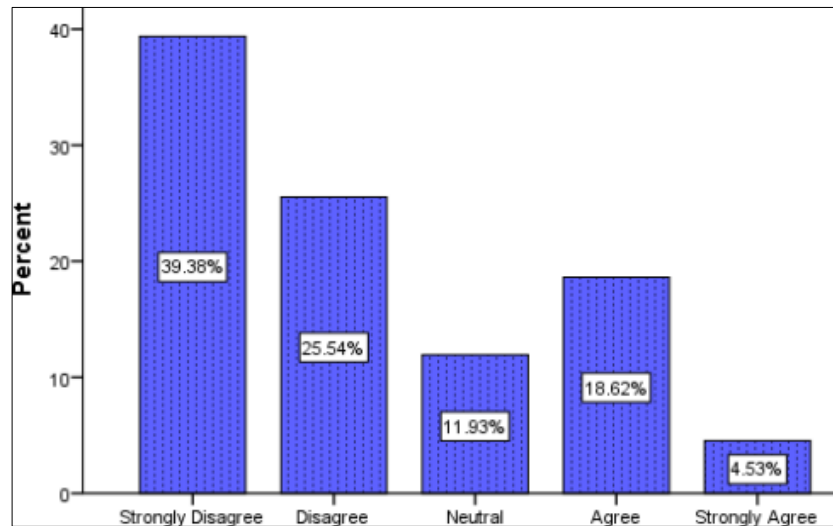


Fig 9: I feel confident in my ability to adapt to utilize emerging digital technologies in both personal and professional settings

The bar plot reveals that 39.4% of participants either strongly disagree or disagree with feeling confident in adapting to and utilizing emerging digital technologies. About 25.5% expressed a neutral stance, while 18.6% agreed or strongly agreed. Notably, only 4.5% strongly agreed, indicating a

relatively low level of strong confidence in their digital adaptability. The mean value suggests a moderate overall confidence level among the surveyed individuals in navigating and leveraging evolving digital technologies both personally and professionally.

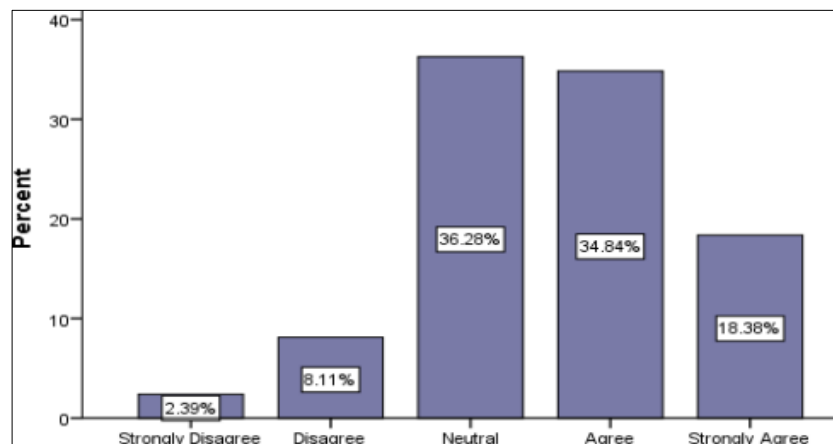


Fig 10: I am highly satisfied with the overall technological advancements and innovations in today's world

The bar plot reveals diverse opinions on individuals' satisfaction with current technological advancements. A significant 36.3% remain neutral, while 34.8% and 18.4% agree and strongly agree, respectively. Conversely, 10.5%

express disagreement. The mean value indicates a moderately positive sentiment, emphasizing the varied perspectives on the role and impact of technology in today's society.

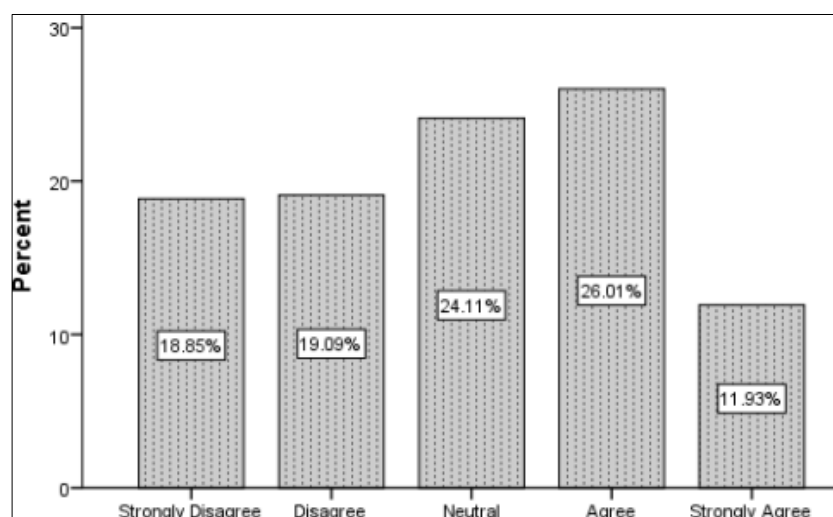


Fig 11: I feel confident in navigating and using the latest technological devices and software

The bar plot indicates diverse confidence levels in navigating and using the latest technological devices and software. Notably, 26.0% express confidence, while 18.9% strongly disagree and 19.1% disagree, suggesting a notable lack of confidence among some respondents. Additionally, 11.9%

strongly agree. The mean value provides an average confidence level, emphasizing the need for targeted interventions to enhance technological literacy among specific segments of the population.

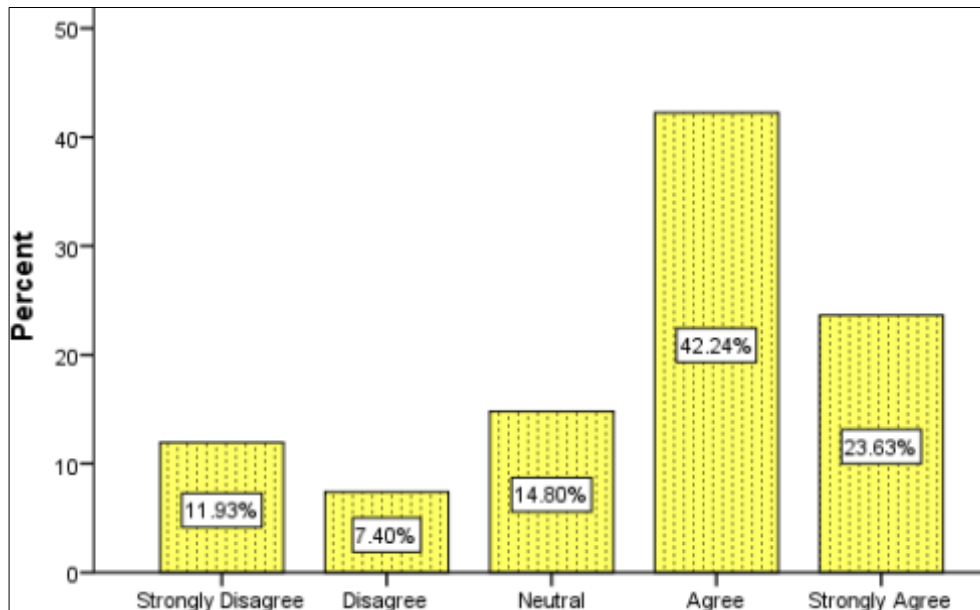


Fig 12: The continuous evolution of technology positively impacts various aspects of may life

The bar plot reveals that 42.2% of participants view the continuous evolution of technology positively, indicating a beneficial impact on their lives. Conversely, 11.9% express a negative view, while 14.8% remain neutral. This diverse

response highlights that a significant portion sees technology's ongoing evolution as positive, contrasting with a smaller proportion holding a contrary opinion.

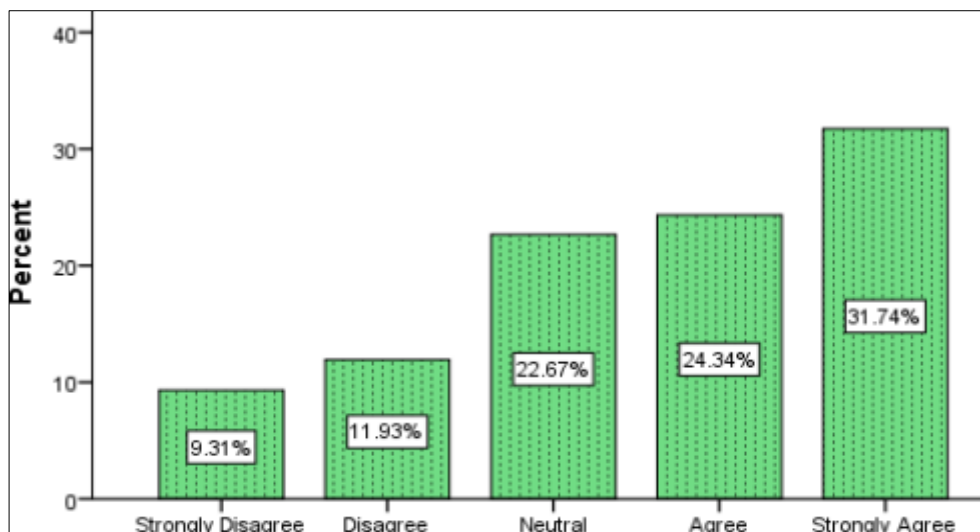


Fig 13: I believe that current technological developments contribute significantly to improving efficiency and convenience in daily activates

The bar plot shows that 56% of respondents believe current technological developments significantly enhance efficiency and convenience, with 24.3% strongly agreeing and 31.7% agreeing. Conversely, 9.3% strongly disagree, 11.9% disagree, and 22.7% remain neutral. The overall mean score

indicates a generally positive sentiment toward the notion that ongoing technological developments contribute substantially to improving daily activities' efficiency and convenience, despite a notable proportion remaining undecided or holding a more critical stance.

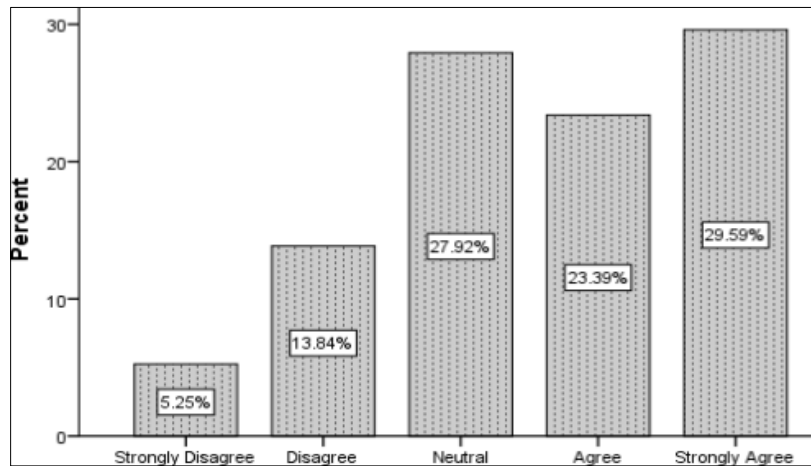


Fig 14: I often find myself excited about and eager to adopt new technologies as they become available in the market

The bar plot reveals diverse attitudes toward the adoption of new technologies. Notably, 29.6% strongly agree, indicating an eagerness to adopt emerging technologies. Meanwhile, 27.9% remain neutral, 23.4% agree, and 13.8% disagree, with

5.3% strongly disagreeing. The data underscores a spectrum of perspectives, with a substantial portion expressing positive sentiments, while others maintain a neutral stance or exhibit reservations towards embracing emerging technologies.

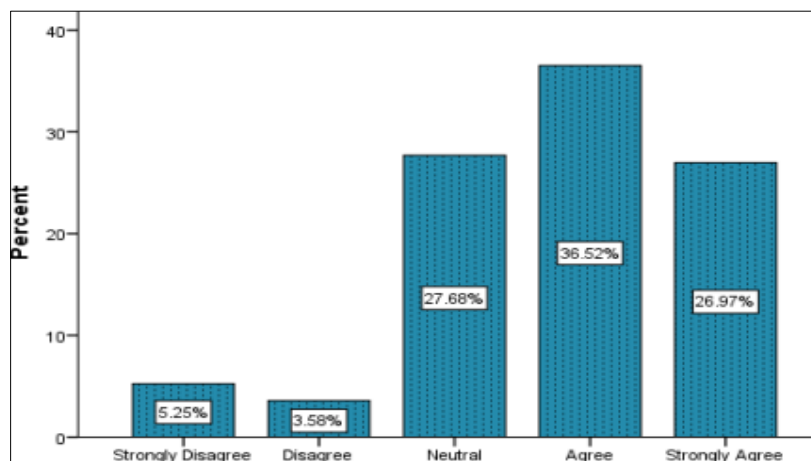


Fig 15: the overall experiences as a customer guest was excellent

The bar plot indicates positive feedback on the overall customer or guest experience, with 36.5% agreeing and 27.0% strongly agreeing that their experience was excellent. A significant portion, 27.7%, remained neutral, while 5.3% strongly disagreed and 3.6% disagreed. The mean score suggests a generally positive sentiment, highlighting

favorable experiences for a considerable majority of respondents, though a notable proportion remained neutral. Further analysis of specific aspects contributing to these ratings could reveal areas for improvement or success in enhancing the overall customer or guest experience.

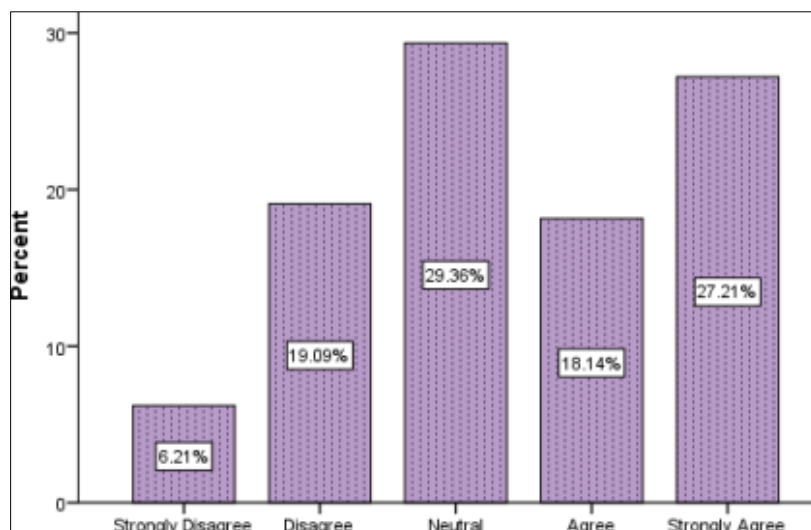


Fig 16: I felt valued and appreciated during my interaction with the staff

The bar plot shows that 74.7% of participants, combining neutral, agree, and strongly agree categories, perceive feeling valued and appreciated during interactions with staff. Specifically, 29.4% felt neutral, 18.1% agreed, and 27.2% strongly agreed. Conversely, 6.2% strongly disagreed, and

19.1% disagreed. The relatively positive mean score indicates a generally favorable perception, offering valuable insights for organizations to identify areas of improvement or acknowledge successful practices in enhancing overall experiences with staff.

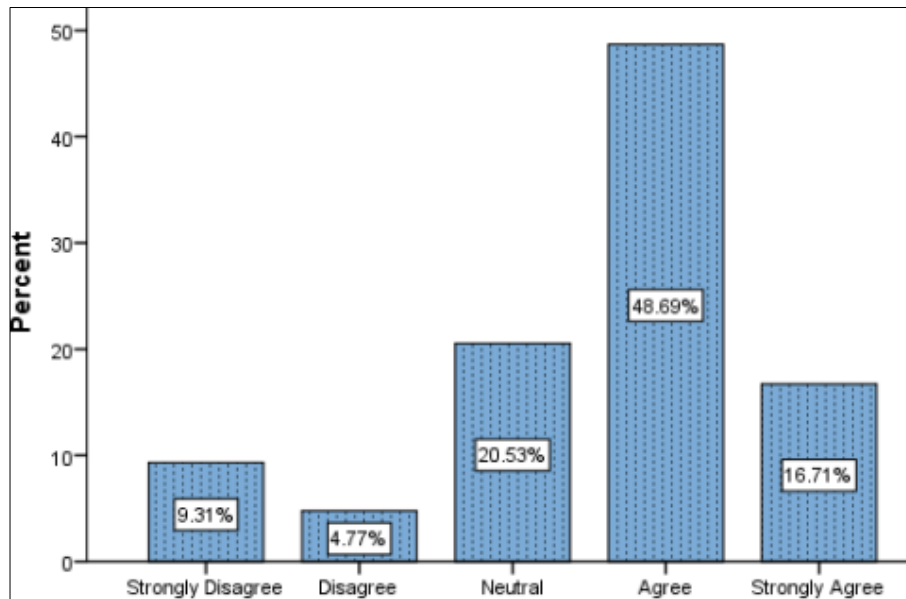


Fig 17: The level of service provided met or exceeded my expectation

The bar plot indicates positive feedback on the perceived level of service, with 48.7% expressing satisfaction, stating that the service met or exceeded expectations. A substantial 20.5% remained neutral, and 16.7% strongly agreed that the service surpassed expectations. Dissatisfaction was relatively

low, with only 9.3% and 4.8% disagreeing or strongly disagreeing, respectively. The overall mean score reflects a generally positive perception of the service, aligning with substantial agreement and satisfaction expressed by a significant portion of respondents.

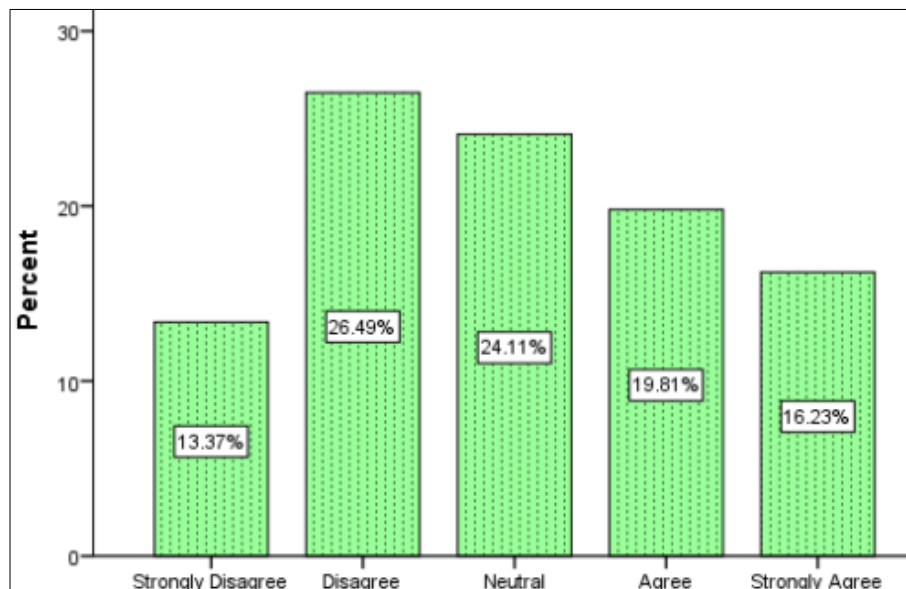


Fig 18: The facilities and amenities contributed positively to my experience

The bar plot reveals diverse opinions on the impact of facilities and amenities on experiences. A significant 24.1% remained neutral, while 46.3% expressed positivity, combining agree and strongly agree categories. Specifically, 19.8% agreed, and 16.2% strongly agreed. Conversely, 39.9%

expressed a negative view, with 26.5% disagreeing and 13.4% strongly disagreeing. This data highlights a varied range of opinions, with a notable portion expressing neutrality or disagreement regarding the positive contribution of facilities and amenities to their overall experience.

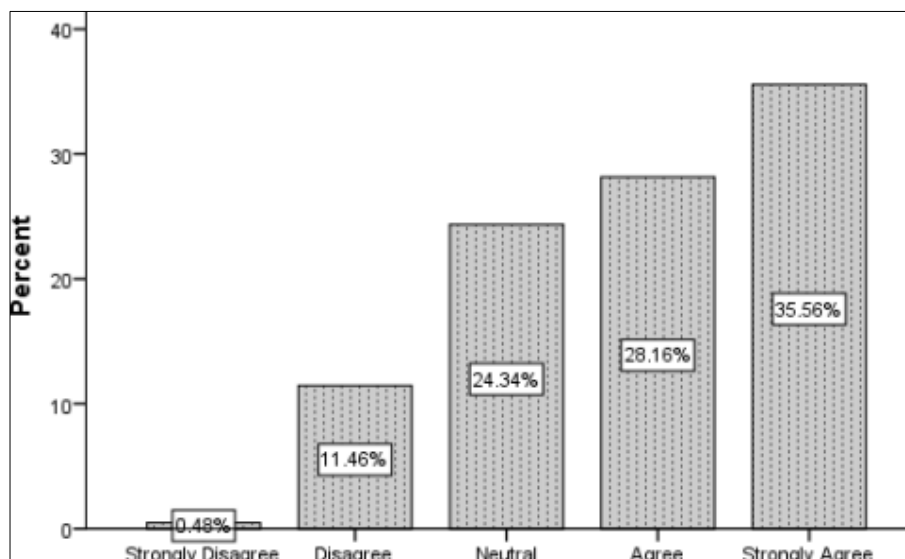


Fig 19: I would recommend this place/business to others on my experiences

The bar plot indicates a positive disposition towards recommending a place, with a minimal 0.5% strongly disagreeing and 11.5% disagreeing. A substantial 24.3% remained neutral, while 28.2% agreed and 35.6% strongly agreed with recommending the place. The mean score underscores a generally favorable inclination towards recommending the place, with a higher proportion leaning towards agreement, particularly evident in the "Agree" and "Strongly Agree" categories.

Discussion

In comparing the findings of the modern examination with preceding studies on the impact of a virtual era on purchaser satisfaction in the hospitality industry, numerous high-quality patterns and distinctions emerge. A study by Li *et al.* (2019) [30] explored the impact of digital generation adoption in resorts, emphasizing the function of online booking systems and mobile check-in/out facilities. While their awareness became large, encompassing numerous regions, our examination narrows the scope to selected cities in Madhya Pradesh, making an allowance for a more localized and context-unique exam. Li *et al.* Determined an advantageous correlation between virtual era adoption and stronger purchaser pleasure, aligning with the study's initial hypotheses.

Contrastingly, an examination by (Torres *et al.*, 2014) [29] emphasized the capacity drawbacks of digital generation in hospitality, bringing up issues together with privacy issues and information security. Our examination recognizes these concerns however broadly speaking concentrates on the high-quality factors, looking to apprehend how effective implementation can cause expanded customer delight. By narrowing our cognizance to precise towns in Madhya Pradesh, we aim to capture place-specific nuances that might contribute to a greater comprehensive understanding of the effect of digital technology on customer pride.

Moreover, the studies by Sigala, M. (2003) [28] emphasized the importance of customized digital experiences in hospitality. While the study acknowledges the significance of personalization, it broadly speaking delves into the general impact of virtual era adoption on customer satisfaction instead of focusing completely on personalization elements. By examining the broader spectrum, our take a look at enhances the prevailing literature by presenting a holistic view of the

digital era landscape inside the hospitality region of Madhya Pradesh.

Additionally, a meta-analysis performed by (Torres *et al.*, 2014) [29] synthesized findings from numerous studies, figuring out commonplace developments within the superb effect of virtual technology on purchaser pride. The study aligns with the overarching conclusions of this meta-evaluation, reinforcing the concept that powerful virtual generation implementation contributes positively to patron satisfaction levels. However, our localized technique gives unique insights into the Madhya Pradesh context, taking into consideration nuanced information about the nearby dynamics influencing the connection between digital generation and customer delight.

The contrast with the preceding research underscores each of the consistency and context-particular variations in the impact of a virtual era on customer pleasure. While overarching trends align with current literature, the point of interest on decided-on towns in Madhya Pradesh contributes treasured insights into the regional intricacies of this courting. The localized angle enables greater nuanced information that can inform tailored techniques for boosting consumer delight within the specific context of the studied vicinity.

Conclusion

In conclusion, this observation systematically examined the effect of digital technology on client delight inside the hospitality quarter of decided-on towns in Madhya Pradesh. Through a comprehensive analysis of virtual technology adoption, carrier nice, and overall technological experiences, our findings resonate with preceding research, asserting the positive correlation between effective virtual technology implementation and heightened customer delight. The research contributes to the present literature by way of providing a localized angle, shedding light on place-particular dynamics. As the hospitality enterprise continues to adapt, expertise in these nuances is vital for devising tailored strategies that beautify patron pride in the context of Madhya Pradesh. This study now not simplest underscores the broader trends identified in previous literature but additionally emphasizes the importance of thinking about regional variations to inform centered interventions and improvements within the ever-evolving panorama of digital technology inside the hospitality zone.

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