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## **TECHNOLOGY TRENDS REVOLUTIONISING THE HOSPITALITY INDUSTRY**

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As technology developments continue at a relentless pace, it can be difficult for hotels, leisure providers and those in hospitality to keep up with recent changes. However, the savings and improvements that technology can deliver mean that managers and directors really need to keep one eye on some trends. Each company of such branch really needs some modern technologies like these. They are developing every day.

High definition televisions (HDTVs) are the focal point of every hotel room and there are a huge variety of models for hoteliers to choose from to suit differing room sizes and budgets. They should provide a range of high quality HD channels to reflect the needs of guests and most major suppliers including Samsung and LG, for example, offer a range to suit all requirements and budgets.

High speed internet access (wired and wi-fi) in hotel rooms is a must for any business traveller and now many leisure travellers too. Almost all hotels now provide internet access, but the main challenge for hoteliers is offering guests the same level of broadband service in a hotel room as they receive at home, in terms of speed, reliability and security.

MP3 docking station and alarm clock are two essential gadgets for many travellers. Apple has sold over 100 million iPods and many travellers use them to listen to favourite songs, watch movies, or view family photos, so any docking station that couples as an alarm clock should be at the top of any hotelier's list for in-room gadgets. Alternatively, most in-room televisions also double up as an alarm clock.

Convenient power sources - sounds obvious, but you'd be surprised how many times hotel guests have to dive under a desk to access power sockets to connect and charge their laptop and mobile. Another option is for hoteliers to provide a

connectivity panel which enables content from a laptop, digital camera or MP3 to be viewed/listened to via the television so they don't have to keep recharging their batteries.

Mirror televisions are more commonly found in bathrooms, saunas and swimming pools at luxurious hotels. They are equipped with high definition technology, digital tuners and touch screen functionality.

Lighting and climate control may not seem at first an advanced piece of technology, but allowing guests to set these remotely to suit their changing moods, whether they're just waking up, working, or relaxing is becoming an important feature of a hotel room. West End hotel, St Martins Lane, is a good example of mood lighting and The Peninsula Shanghai has weather gauges on its in-room control panel.

All of these trends have already brought about a profound change in the hospitality industry - and they will continue to disrupt and redefine operations. From the back office to front of house, from the hotel to the corporate office, the technology that underpins these changes will deliver a sharp competitive edge at all levels.

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