Crafting Memorable Stays: Strategies to Enhance Receptionist Services in Hotels
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ABSTRACT
The primary aim of this research is to examine the strategies used by hotels to improve their reception services and assess the resulting effect on customer satisfaction. The study approach used is qualitative, including surveys and interviews carried out with hotel staff and real visitors. The study results demonstrate that there exist several efficacious approaches to augment reception services, such as staff training, use of state-of-the-art technology, enhancement of interpersonal and emotional capabilities, and optimization of information systems. It is expected that the execution of this plan would result in a higher level of customer satisfaction and improve the hotel's competitive standing in the industry. Therefore, implementing a comprehensive strategy to improve greeting services may empower hotels to sustain a competitive edge and reinforce their brand reputation in the market.
INTRODUCTION

In the current hospitality industry, which is characterized by extensive interconnections and intense competition, providing customers with a memorable experience has become crucial for maintaining their loyalty and attracting new clients (Abaeian, 2019; Wijoyo, 2023). The Front Office personnel plays a vital role in establishing the overall perception of the hotel's service quality since they are the first point of contact for guests (Cervero, 2018). As the company's direct representative, the receptionist has the responsibility of delivering pertinent information, managing the check-in and check-out processes, and embodying the core values and identity of the hotel brand. Receptionists must comprehend the significance of their role in portraying the establishment and exude professionalism and friendliness in every encounter with visitors (Adhistyo et al., 2021; Akasia & Sandy, 2023; Aulia, 2016).

The degree of pleasure that a visitor has with their stay at their hotel is directly proportional to the quality of the service that they get from the receptionist, which in turn has an effect on the whole experience that they have while being there. As a consequence of this, the enhancement of the receptionist's service has been a primary emphasis for hotel managers who are looking to enhance the image and rating of the hotel (Assaker, 2020; Chen, 2023; Supartini et al., 2017). It is necessary to take a complete strategy that encompasses a broad range of vital components in order to provide increased receptionist service in hotels. During the beginning stages, a significant amount of focus was put on enhancing the training and development of the staff members. When it comes to enhancing the technical and interpersonal skills of receptionists, the adoption of planned and prolonged training programs plays a significant role. This enables receptionists to efficiently traverse the many circumstances that they meet when serving visitors. (Ikram et al., 2019; Kazerani et al., 2020). In addition, the establishment of employee development initiatives is equally crucial in order to create motivation among staff members and to guarantee that they feel valued and adequately supported in their individual tasks within the firm. In addition, the use of modern technology has arisen as an essential component of a plan that aims to enhance the services provided by receptionists. The implementation of cutting-edge technology, which includes an integrated reservation management system, a mobile application for independent check-in and check-out, and customer relationship management software (CRM), has the potential to enhance the speed at which the guest reception process is completed without compromising operational efficiency (Choi, 2019; Dadić, 2022). Furthermore, technological advancements have the potential to promote the strengthening of internal and external communication, which in turn empowers receptionists to deliver correct information and satisfy the demands of visitors in a more effective manner. The hotel has the ability to improve the productivity and efficiency of the reception personnel while simultaneously enhancing the smoothness and satisfaction of the guest experience via the strategic use of technology (Abed, 2017; Lee, 2019).
The management of the hotel will find themselves in possession of a wonderful chance to make significant changes in the quality of the receptionist services they provide if they take the time to identify, execute, and carefully monitor these strategic initiatives. By carefully implementing a logical and sustainable strategy, hotels are able to change their strategies to meet the requirements and preferences of their ever-evolving customers (Ahani, 2019; Akomaning, 2023). The management of the hotel may discover areas that need additional development or modification by carefully monitoring the execution of this approach. This allows them to ensure that their efforts are both long-lasting and productive (Abaeian, 2019; Adam, 2019). As a consequence of this, hotels are able to reinforce their position in the middle of this intense market rivalry and ensure that they will continue to generate profits in the hospitality industry. The hotel is able to attract more loyal guests and collect profitable support from them by providing an experience that is unparalleled to its guests and by building a strong relationship with customers through outstanding receptionist service (Sun, 2022). This not only helps the hotel increase room rent rates and overall revenue, but it also assists the hotel in strengthening its brand reputation as a paradise that is sought after and reliable by customers.

LITERATURE REVIEW

Front Desk Agent

Some analysts claim that a hotel’s front office include a section that works directly in front of guests. The Receptionist Table was a unique department that was placed in the hotel lobby area with purpose (Wijaya, 2017). As the first point of contact for guests upon arrival (check-in) and their last point of contact upon departure (check-out), the receptionist functions as a true front desk. As a department, front office interacts directly with hotel visitors both during the check-in and check-out procedures. It also functions as an information center where a number of tasks are completed, such as guest registration, luggage storage, answering inquiries regarding lost property, hotel payment transactions, and more. Due to its direct guest service upon arrival, the front office is crucial to the hotel’s operational processes (Akasia & Sandy, 2023; Heyes, 2017). The front desk of a hotel is in charge of handling guest registration and room assignments, in addition to selling hotel rooms to walk-ins and those who make reservations in advance. On the other hand, it is well known that the hotel’s front office division is mostly in charge of taking reservations, taking care of luggage, and performing a number of other significant duties at the reception area (Nthebe, 2016). As a result, in addition to acting as a hub, the reception department also plays a variety of crucial roles within the hotel including promoting sales, organizing operations, sharing information, and representing the establishment to guests.

Customer Satisfaction

The contentment of guests is heavily dependent on the quality of service and the facilities provided by the hotel (Akbar, 2021). Hotels endeavor to enhance their service quality to fulfill guest expectations, aiming to gratify guests in both the immediate and extended periods, with the ultimate goal of fostering guest
loyalty and encouraging repeat use of hotel services. Consumer satisfaction is evaluated by comparing the perceived benefits received by the consumer with their initial expectations (Aulia & Hidayat, 2017; Renaldi & Fairliantina, 2022; Wijoyo et al., 2021). Customer views and expectations are influenced by elements such as needs, previous experiences, and experiences shared by friends. Guest satisfaction is influenced by five key factors: expectations, outcomes, comparisons, confirmations/disconfirmations, and the forms of customer pleasure and discontent (Wijoyo, 2016). Through the integration of these elements, hotels are anticipated to develop more effective strategies to fulfill visitor requirements, boost client allegiance, and elevate their brand standing in a fiercely competitive hospitality industry.

METHODOLOGY

A comprehensive qualitative approach is used in this study in order to get an understanding of the strategies and best practices that are involved in the process of enhancing receptionist services within the hotel industry. A number of interviews were carried out with members of the hotel management team from a variety of establishments situated in a variety of places. This methodological approach provides a comprehensive knowledge of the many ways in which hotels manage their receptionist services, as well as the challenges and opportunities that they face in their efforts to enhance the quality of service. The study explores the opinions and actual encounters of important stakeholders in hotel operations via the use of these interviews. This allows the research to get an understanding of the techniques that are the most effective and relevant for enhancing receptionist services. In addition, the research gathered information by means of questionnaires and interviews conducted in real time with guests who had recently been at the hotels that were participating in the study. With the help of this method, the researchers were able to collect a wide range of opinions from visitors on the quality of the receptionist services they experienced throughout their stay. The purpose of this research is to assess the efficacy of the Receptionist service strategy that the hotel has adopted and to find areas that need improvement. This will be accomplished by developing an understanding of the perspectives and experiences of guests. This study was able to formulate suggestions and value conclusions for the hotel industry with the assistance of the qualitative data that was acquired from these interviews and surveys. The data was then subjected to thematic analysis in order to reveal common patterns and emerging themes. When it comes to the management of their receptionist services, hotels of varying sizes and levels of service may be seen to have taken a variety of techniques. Additionally, we can notice the elements that impact the effective execution of this strategy. By gaining an understanding of the influence that receptionist service techniques have on the experiences of guests, this study is able to provide hotel management with useful insights that may assist them in
their attempts to enhance the quality of service and gain a competitive edge in a hospitality industry that is becoming more competitive.

RESULTS

According to the research findings, a number of important measures have been discovered to improve guest happiness in hotels. First and foremost, investing in the education of staff workers is essential. This includes training and development initiatives specifically designed to enhance interpersonal and emotional communication abilities. Moreover, the application of technology can optimize procedures and enhance effectiveness in fulfilling visitors' requirements. System improvements are crucial in this regard, since they enable more efficient operations and enhance visitor service. Staff can enhance their skills and expertise by taking comprehensive courses that cover different facets of hospitality. The focus is on providing personalized engagement with guests, resulting in a more customized experience. Moreover, cultivating an environment that places a high importance on meeting visitors' requests and ensuring their satisfaction is crucial. By implementing these strategies, hotels can endeavor to guarantee a favorable and unforgettable encounter for its patrons.

DISCUSSION

Investment in the Education of Staff Members

In order for hotels to guarantee that its receptionists are prepared with the required abilities to give great service to their customers, it is an important and crucial step for hotels to make an investment in a training program that is both complete and thorough for their staff. Through the training, receptionists are provided with a solid foundation that enables them to effectively address the various challenges that may arise during their daily interactions with guests. The training covers a wide range of topics, ranging from honing communication skills to mastering the art of navigating complex and challenging scenarios. Instruction in effective communication strategies, for instance, enables receptionists to comprehend the requirements and preferences of visitors in a competent manner, which in turn enables them to deliver solutions that are both clear and informative to inquiries that are posed by guests. Furthermore, in order to adequately prepare receptionists to deal with a wide range of unforeseen circumstances, it is essential for them to undergo specialized training that is specifically designed to cope with difficult circumstances. Due to the nature of the hospitality industry, receptionists are sometimes confronted with challenging circumstances, such as complaints from guests or special requests. These scenarios need the presence of a well-prepared receptionist who is able to manage such situations in a calm and effective manner. Intensive training programs provide receptionists with the chance to practice precise replies across a wide range of simulated scenarios, which in turn increases their ability to deal with real-life events in a professional manner. Furthermore, thorough training assists to improve the receptionists' grasp of the requirements and expectations of visitors, in addition to enhancing the receptionists' level of experience and
confidence in their abilities. Receptionists are able to display better flexibility in modifying their services to meet the specific requirements of particular guests if they have a comprehensive awareness of visitor profiles, trends, and measures of anticipated services. This, in turn, supports the formation of a more pre-booked and fulfilling experience for visitors, which ultimately results in an increase in the overall level of guest satisfaction and strengthens the hotel's image as a location that is kind to guests and oriented on their needs.

**Utilization of Technology**

Within the hotel business, the use of technology has been recognized as a significant contributor to the enhancement of both operational efficiency and the quality of the experience provided to guests. Within the hotel, the check-in procedure is the area that is most significantly impacted by technological advancements. In today's world, modern lodging establishments have shifted their operations to include online booking systems, which allow visitors to make reservations for rooms directly via the hotel's website or mobile application. When visitors make their bookings in advance, they are able to avoid having to wait for a significant amount of time at the Front Office and instead go straight to their rooms when they arrive at the hotel. It not only helps to improve the overall happiness of visitors by decreasing the amount of time they have to wait, but it also helps to simplify the use of the time that reception staff has, which enables them to focus on more essential interactions with guests. Additionally, mobile applications have developed as a powerful tool that has the potential to improve communication between hotels and their consumers. It is possible for visitors to readily access information on the hotel's amenities, services, and events using the official mobile app of the hotel. Additionally, guests may book extra services or make special requests through the app. Additionally, several hotels provide their customers the chance to finish the process of checking in and checking out independently using their mobile app. This allows visitors to avoid having to engage directly with the reception personnel in order to complete the procedure. The use of such a mobile application not only ensures that guests are provided with an increased level of comfort, but it also enhances the operational efficiency of the hotel company. Alongside the rise in popularity of the smartphone app and the online booking system, the self-check-in kiosks are also seeing a spike in popularity in the hotel industry. Through the use of this self-covered kiosk, visitors are able to check in autonomously, in a rapid and simple manner, without having to rely on the assistance of the Front Office. Guests are able to autonomously take possession of their room keys, input their personal information, and choose the category of room they want to stay in due to the presence of an easy touch screen interface. Another example of how technology has enabled hotels to increase their operational efficiency while also delivering a superior experience for their customers, this serves as an indication of how technology has empowered hotels.
The Training and Development of Qualifications in Interpersonal and Emotional Communication

The improvement of the quality of receptionist services in the hotel business is significantly influenced by the enhancement of interpersonal and emotional competence. It is vital for receptionists to be able to properly manage their emotions and demonstrate calmness when confronted with a range of problems in order to be successful in a working setting that is characterized by high levels of stress and requires challenging conditions. An key core asset that assists to ensure that each visitor gets the requisite amount of respect and attention is the capacity to interact with persons in a manner that is both courteous and sympathetic. In order for hotels to enhance their service standards, it is a beneficial endeavor for them to make investments in training and mentorship programs that highlight the development of interpersonal and emotional abilities. It is possible for receptionists to gain the skills necessary to navigate a range of encounters with visitors by participating in planned exercises and simulated scenarios that are based on real-life events. Because of this, they are able to acquire a more profound comprehension of the significance of highly sensitive communication skills, attentive listening, and empathetic reactions to the requirements of visitors. A pleasant connection between the receptionist and the visitor may be fostered via the development of interpersonal and emotional competency, which is another benefit of this practice. It is possible for the receptionists to be able to generate a welcoming and pleasant environment for the visitors by demonstrating a nice, loving, and friendly attitude. Additionally, it has the ability to build long-term loyalty and promote a lucrative perception of the hotel among visitors, in addition to immediately increasing the level of enjoyment that guests get from their stay. Consequently, when it comes to enhancing the quality of services provided by receptionists and bolstering the hotel's position in the competitive landscape of the hospitality industry, the perfection of interpersonal and emotional skills has emerged as an essential component.

System Enhancements

A significant technique that has developed as an essential method for ensuring that the hotel's receptionist services are supplied in a timely manner and with consistency is the improvement of information systems. The hotel is able to assure the safe storage and simple retrieval of visitor information by adopting advanced information systems. This gives the receptionist the ability to deliver more efficient and tailored services to guests, which in turn empowers the hotel to provide better service. Comprehensive information system integration is permitting real-time information sharing between receptionists, sanitary staff, security people, and other departments that are connected to one another, which is leading to an improvement in internal communication between departments. The use of this collaborative method offers a substantial contribution to the provision of a more unified and expedited service to visitors, which eventually results in an improvement in the degree of pleasure felt by those customers. In addition, the adoption of advanced information systems is a significant factor in reducing the number of mistakes that occur throughout the
process of providing services. Hotels have the ability to lessen the likelihood of frequent human errors happening during manual operations by automating a variety of activities, including check-in and check-out procedures, booking administration, and the recording of guest data. This not only enhances the accuracy and consistency of the services that are delivered to the guests, but it also boosts the operational efficiency of the hotel, improving its overall efficiency. When receptionists are provided with a dependable information system, they are able to concentrate on interacting directly with visitors without having to worry about having to deal with administrative obstacles or inaccurate data. From a fundamental standpoint, the incorporation of strategic initiatives has been shown to be helpful in enhancing the quality of services provided by hotel receptionists. Hotels are able to establish an atmosphere that is favorable to giving the greatest possible experience for their visitors by making investments in staff training, using cutting-edge technology, enhancing their interpersonal and emotional abilities, and optimizing their information systems. Not only does this strategy immediately improve the level of happiness experienced by guests, but it also helps the hotel boost its competitive position in the hospitality business, which is notoriously cut-throat. As a consequence of this, this approach contributes to the long-term performance of hotels and enhances their reputation as the most preferred option for clients.

Comprehensive Courses

Hotel receptionists are prepared to become highly trained and responsive professionals in the hospitality sector via the completion of comprehensive training, which plays an essential part in the preparation process. It is essential that they have a comprehensive awareness of all parts of the services that are supplied by the hotel. This includes the numerous room types that are available as well as the facilities that are offered on the premises, which include restaurants, swimming pools, fitness centers, and other amenities. In addition, it is vital for the receptionist to have a solid awareness of the regulations and procedures of the hotel, including the protocols for check-in and check-out, as well as the guidelines for payment. This is necessary in order for the receptionist to interact effectively with customers and handle problems with ability. The training also places an emphasis on the development of skills related to providing excellent customer service. The training that receptionists are required to complete includes instruction in effective verbal and nonverbal communication, active listening skills, the settlement of complaints in a prompt and efficient manner, and the presentation of solutions that are satisfying to attendees. It is necessary to cultivate a pleasant, friendly, and professional approach while engaging with visitors in order to cultivate a great experience for the guests and to establish a long-lasting connection with the customer. It is a very significant tool for the receptionist to have a comprehensive understanding of the surrounding area of the hotel. They must also be able to provide visitors with helpful ideas for destinations for sightseeing and eating, as well as shopping areas and alternate modes of transportation in the vicinity of the hotel. It contributes to the development of a more robust interaction between visitors and their surroundings, which in turn enhances the overall quality of their stay in the
region. In addition to this, it is essential to possess the competence to negotiate
difficult situations while maintaining professionalism and empathy. It is
necessary to provide receptionists with training that teaches them how to
maintain composure in the face of irate or disgruntled visitors, addresses
complaints in a prompt and efficient manner, and handle problems with a calm
and sympathetic attitude. This strategy guarantees that visitors have the
experience of being noticed and appreciated, which ultimately results in an
increase in the degree of happiness that they have with the services that the hotel
offers. Ultimately, the receptionist is equipped to serve as an effective
ambassador to the hotel as a result of the provision of comprehensive training
covering all of these aspects. This ultimately results in an increase in the level of
satisfaction experienced by guests and strengthens the hotel’s reputation as a
friendly and skilled place within the hospitality industry.

Personalized Interaction

It is essential to personalize the relationship with visitors in order to create
a one-of-a-kind and outstanding experience, as well as to cultivate appreciation
and appreciation. The hotel industry places a high premium on this strategy
because it has the potential to greatly impact both the happiness and loyalty of
guests. It is possible to personalize interactions with visitors via the use of a
variety of tactics, beginning with simple acts that are very successful, such as
greeting guests by their name as they arrive at the hotel. A tone of personalized
care and attention is quickly established by this approach, which gives visitors
the impression that they are acknowledged and significant. Through the use of
guests’ names, receptionists are able to communicate that they are of the utmost
importance, hence enhancing the entire experience of the guests. Taking the time
to inquire about the reason for the guest’s visit demonstrates a genuine concern
for the guest’s well-being and the level of happiness they experience throughout
their stay. When receptionists are aware of whether visitors are coming for
business, holidays, or special events, they are able to alter their assistance and
suggestions appropriately. This helps to ensure that guests have a pleasant and
trouble-free stay. Additionally, it is essential for the receptionist to take note of
the guest’s preferences, which may include the sort of room they are staying in,
any food restrictions they may have, and any other specific requests they may
have. By bearing these particulars in mind, the hotel will be able to exert more
effort in order to deliver a tailored service that caters to the specific requirements
and desires of each individual client. As an example, if you anticipate a guest’s
preferred coffee and prepare it in their room upon their arrival, this demonstrates
a degree of attentiveness that has the potential to produce an impression that will
last forever. On the basis of this personal information, the receptionist is able to
provide individualized services to the guest throughout their stay. These services
may include making recommendations for local dining establishments that are
suitable for the guest’s culinary preferences, arranging transportation to a tourist
destination of the guest’s choosing, or arranging additional facilities in
accordance with the guest’s specific requirements. This personal touch not only
enhances the entire experience that visitors have, but it also adds to greater
satisfaction and the development of memories that guests will never forget by
providing them with remarkable experiences. Hotels are able to build a closer relationship with their visitors by adding this individualized contact into their strategy. This results in a high level of satisfaction and promotes long-term loyalty on the part of the guests. The focus placed on this customisation demonstrates a dedication to comprehending and catering to the specific requirements of each individual visitor, which ultimately lays the groundwork for a connection that is mutually beneficial and long-lasting between the hotel and its customers. The idea is that the art of customizing interactions with visitors acts as an outstanding platform for hospitality. This platform is where attention to detail and genuine attention are combined to produce an experience that is really stunning for each and every individual that enters the hotel.

**Foster an Atmosphere That Prioritizes Fulfilling Guests' Demands and Guarantees Their Contentment**

It is necessary for management to instill values that emphasize the enjoyment of guests above all other considerations in any and all operational aspects in order to create a culture that is centered on the guests across the whole hotel. This procedure may begin with a training session for the personnel, during which they will be reminded of the significance of giving exceptional service to each and every client they come into contact with. Furthermore, management is obligated to convey the significance of this culture to all members of the staff in a manner that is both consistent and transparent. This includes top management as well as the most junior personnel. An further significant step in this approach is the establishment of a working environment that encourages and supports attempts to meet and surpass the expectations of guests. It is possible that this may need the establishment of a system of incentives and rewards that is intended to acknowledge and praise employees who regularly offer exceptional service to customers. Additionally, providing staff with chances for ongoing training and constructive criticism may assist them in enhancing their abilities in efficiently serving customers via the provision of these opportunities. One effective strategy for developing a culture that is centered on the needs of guests is to acknowledge and express gratitude to employees for providing exceptional service to customers. Providing staff with prizes on a monthly or yearly basis for continuously collecting favorable feedback from visitors, as well as providing direct acknowledgment from management for great performance, are both examples of this kind of appreciation. This award not only serves as a message of appreciation to those members of the staff who put in a lot of effort, but it also acts as a model for others to follow in terms of how they should behave while interacting with customers. In addition, demonstrating to employees the accomplishments they have achieved in terms of providing exceptional service to customers via the use of internal bulletin boards, newsletter boards, or internal social media platforms may strengthen employee pride and motivate them to continue providing excellent service. Creating a memorable experience for customers may be accomplished via the implementation of a strategic strategy that involves motivating staff members to generate a "wow." The term "wow moments" refers to instances in which members of the staff provide services or experiences that go above the expectations of the guests and leave an impression that is long-lasting. Additional training sessions for staff members on how to
recognize possibilities to generate such moments and how to enable freedom for workers to innovate and offer imaginative services might be provided by management in order to encourage this behavior. Furthermore, the organization of frequent brainstorming sessions or discussion forums among staff members for the purpose of exchanging ideas and insights about the generation of "wow moments" may serve as an efficient method for motivating workers and expanding the variety of services that are offered by the hotel. It is possible for the hotel to create an experience that will be remembered for a long time and to establish a strong connection with its customers if it encourages its personnel to experience "wows moments" with visitors.

CONCLUSIONS AND RECOMMENDATIONS

Subsequently is essential that hotels make strategic investments in staff training programs in order to guarantee that their receptionists possess the fundamental abilities necessary to give exceptional service to their distinguished clients. The purpose of this training program is to provide receptionists with a variety of skills and abilities, ranging from the mastery of communication skills to the mastery of the art of skillfully navigating through difficult and demanding circumstances. This all-encompassing training provides the receptionist with a solid basis upon which to build a firm foundation for dealing with issues that may emerge while engaging with clients of the establishment. It is possible for receptionists to get a comprehensive awareness of the requirements and preferences of visitors if they are provided with guidance on effective communication skills. This will ultimately enable them to deliver replies that are both clear and informative to queries that are posed by guests. In addition, it is vital for receptionists to have specific training that focuses on the management of problematic circumstances in order to be adequately prepared to handle a range of unexpected events with sufficient self-assurance and competence. By implanting proper reactions throughout the range of simulations, intensive training regimens play a significant role in increasing receptionists' preparedness to deal with real-life events. This is accomplished by having them participate in a variety of simulations. Furthermore, intensive training assists in growing a receptionist's grasp of visitor wants and expectations by extending their insight into guest profiles, trends, and service measurements. This enhances the receptionist's ability to provide excellent service. Technological advancements have considerably enhanced operational efficiency in the hospitality business, which has led to an overall improvement in the quality of the experience that guests enjoy. The procedure for checking into a hotel is one of the very specific areas that has been significantly impacted by technological advancements. Modern lodging establishments have adopted the usage of an online booking system, which enables customers to make reservations for their accommodations directly via the hotel’s official website or a mobile application that is specifically designed for that purpose. When visitors arrive at the hotel, they may avoid having to wait for an extended period of time at the reception desk and instead go straight to their rooms if they have made a reservation in advance. Not only does this cut down on waiting times, but it also provides the receptionist staff
with the opportunity to better allocate their time, which in turn enables them to concentrate on other important obligations. The development of mobile applications has resulted in the introduction of a very valuable tool that has increased the level of connection that hotels have with their clients. In some hotels, customers are provided with the opportunity to check in and check out independently via the use of their mobile applications. This provides visitors with the independence to complete the procedure without the need to directly interact with the reception personnel.

FURTHER STUDY

To get a better understanding of how to make hotel guests happier, we could do more study on a number of different topics. To begin, it would be helpful to study how spending in staff training affects the long-term happiness and loyalty of visitors. One way to do this would be to do continuous studies that look at how visitors' views change over time. Additionally, looking into how well certain technology solutions improve the experiences of visitors could also lead to important findings. Finding the technologies that have the most impact on customer satisfaction can help hotels make smart choices about where to spend in the future. It would also be helpful to look at the outcomes of training and development programs that focus on improving people's social and emotional speaking skills. This could mean checking to see how much better communication leads to measurable visitor satisfaction measures. Finding specific places where technology can be used to improve operations and visitor service should also be a top priority for future research on system changes. This could include looking into how to set up tools for customer service or automated processes. Finally, it might be useful to look into how well comprehensive training programs prepare workers to meet the different needs of customers. This could mean figuring out how important the course material is and how it affects the work of staff and the happiness of customers. If we study these areas more in the future, we can learn more about how hotels can constantly make their customers happier.

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