

Implementation of Information Communications Technologies in Order to Improve the Hotel Services Quality and Ensuring the Realisation of Sustainable Development of Hotel Enterprise

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ABSTRACT

This article discusses the aspect of ICT and their applications and uses for the purpose of realisation sustainable development of hotel enterprises, and in the same time this research discusses the modern ICT and their applications to ensure improving the quality of hotel services. This research work is very relevant, since at present much attention is paid to the sustainable development of tourism and hotel enterprises, since sustainable development has a great influence on improving the efficiency of the country's economy and is very important for any state and in any conditions.

Keywords: *ICT, sustainable tourism, sustainable hospitality, hotel enterprises, hotel services quality, economic, quality, environmental, social, institutional*

1. INTRODUCTION

The most important component of the tourism and hospitality industry is information. Information support for hospitality is a combination of the hotel business information database and specialized information technologies that process it, ensuring the efficient operation of the hotel at various levels of hospitality management. The following are the technical means of implementing information technologies:

- communication tools;
- local and global computer networks;
- computers;
- telephony;
- video information systems, etc.

The goal of this research work is a comprehensive study of ensuring the sustainable development of hotel enterprises based on improving their service quality by implementing ICT and their applications.

1.1. Sustainable development of the hotel enterprises

Sustainable development is defined in many ways, but the most common definition is “our common future”, which means meeting the needs of the present without compromising the needs that provide a balanced and healthy life for future generations in the future, and this concept first appeared in Report Issued by the Brundtland Commission, which warns of the environmental risks of economic growth, globalization, population growth and industrialization, and is trying to find balance between generations [13].

The modern concept of sustainable development includes four main aspects: economic, social, environmental and institutional [14]. According to S.S. Skobkina, the final stage of planning sustainable development of tourism should be measures to improve the territory where tourism is under development in a cluster of hospitality services [1, p. 398-400].

In our opinion, it is necessary to add a new aspect to the already existing aspects of sustainable development, since at the present stage, a new economy is developing, which

requires innovation. The author proposes aspects of sustainable development presented in Figure 1.

In our opinion, the sustainable development of hotel enterprises involves the simultaneous solution of diverse and largely controversial problems of economic growth in the hotel industry, provided that the quality of the living environment is maintained, assessed primarily in accordance with the following aspects: social, economic, environmental, institutional and informational communication technology.

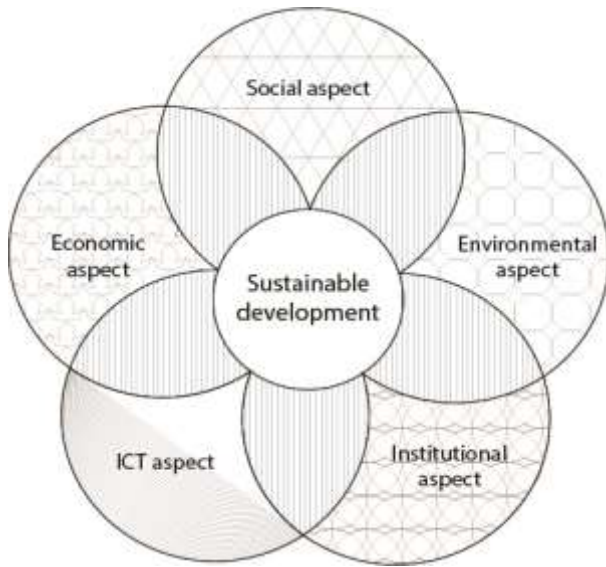


Figure 1 Sustainability aspects proposed by the author
Source: Designed and Compiled by the Author
Let's consider them in more details:

1. The increase in economic benefits for both hotel enterprises and for the local population, based on the following tasks: quality management and ensuring the development of the service of hotel enterprises; financial sustainability management of hotel enterprises; an increase in investment opportunities in the hotel industry, which, in turn, leads to an increase in the contribution of hotel enterprises to GDP.
2. Increase in corporate social responsibility (CSR) of hotel enterprises. Social responsibility in the field of hotel enterprises is the adoption of a social role in the development strategies of hotel enterprises, which will bring much benefit to the community, improving the mental image of the organization and creating a positive look for hotel guests, employees and community members as a whole [5, p. 65].
3. Compliance with environmental standards when providing hotel services: measures are being taken to minimize risks to the territory and the environment in which the hotel is located [3, p. 261].
4. The creation of a legal environment for hotel enterprises aimed at supporting the social, environmental and cultural aspects: laws and regulations are issued by the state or by the hotel enterprises themselves with the aim of creating a

legislative environment that ensures the achievement of sustainable development goals [4, p. 107-108].

5. The introduction of ICT for the effective control and management of hotel enterprises. One of the most important reasons for the increasing demand for hotel enterprises is the progress in the field of information and communication technologies, which provide good communication between exporting countries and host tourists, and also play a large role in the provision of tourism and hotel services [2, p.777-778].

6. Development of crisis management of hotel enterprises. Crisis management in the field of hospitality involves the development of strategies for dealing with crises and conditions of instability, which must be divided in accordance with the crisis stages and extended also to the post-crisis period [11, p.277].

7. Constantly increasing the competitiveness of hotel enterprises. From an economic point of view, competition can be defined as a competition among market participants for obtaining the most favourable conditions and results of economic activity [10, p.65].

1.2. The role and features of the quality of hotel services

The quality of services is the most important area of activity of hotel enterprises. Quality assurance is understood as the process of forming the necessary properties and characteristics of a service that can satisfy or exceed customer expectations [7, p.1086].

When determining the standardization objects in the hotel industry, it is necessary to proceed from the fact that quality is determined by technical and functional components, the absence of shortcomings and safety. In this regard, standardization should apply to the following elements of services and services:

- terms and definitions in the hotel industry, necessary for mutual understanding and unambiguous perception of concepts describing services, conditions for their provision: contractual relations, security;
- classification of types of accommodation facilities and their services: categorization of accommodation facilities;
- ways and methods of forming, promoting and providing services;
- ways to assess and minimize risks to the health and life of consumers when using services;
- the content and forms of information about the services offered by the accommodation facilities, intermediaries (travel agencies), and ways of compensation for the failure to provide the declared services;
- technologies that establish standard requirements for the forms of documents and the composition of the information in them, as well as for other elements [8, p.212-213].

As practice shows, the primary factor from which to start solving the quality problem at the enterprise is the human factor, and in it is the interest of the staff in improving the quality of their work. Only the interest of employees is

able to break the vicious circle that can take shape in a hotel and cause the provision of low-quality services. In our opinion, when considering the problem of ensuring the quality of services, it is necessary to consider both technical and functional quality in their mutual interaction and unity. The quality assessment criterion is a comparison of the expected and provided service. If the level of service

provided matches the level of expected service or exceeds it. Its quality satisfies customers. In our opinion, the availability of technical conditions in the hotel to produce services (comfortable rooms, public areas, high-tech equipment, etc.) is one factor in the quality of service and stable income.

Table 1 Criteria for the sustainable development of hotel enterprises proposed by the author

ICT uses	Description	Examples
Online booking	The most obvious manifestation of technology in the hotel industry is hotel reservation. Advanced electronic analytics can also allow guests to choose hotels with the amenities that best suit their preferences and interests. Therefore, hotels that do not use Internet technology and provide appropriate services for their guests can miss most of their customers.	Surveys show that about 48% of smartphone users in the United States prefer to search, book, and plan their entire trip to a new destination using only a mobile device [9, p.204].
Internet reputation	Today's customers are well aware of the activities of hotels and often look through the advertising materials of the hotel they are interested in. They are increasingly using social networks to receive feedback and recommendations from real travelers. In this connection, hotels are increasingly investing in expanding their presence and advertising on social networks.	Large hotels even have special teams working on social networks that monitor hotel information on the Internet and respond to bad reviews, correcting the situation.
Improving guest service	The latest technological advances greatly contribute to making check-in and check-out, as well as other processes related to guests, easier, more convenient and faster.	Self-registration and verification through electronic kiosks, online registration, online payments and much more - all this eliminates the queues and long waiting times that cause significant inconvenience.
Improved marketing	From a marketing point of view, technology allows hotels to better target their customers and potential customers. Thus, hotels can remind business guests of the schedule of meeting rooms for those who have arrived at the conference, about special offers or promotions of the hotel, etc.	The ability to communicate with guests in real time reduces marketing costs and at the same time increases its effectiveness.
Optimization of internal processes	Technology allows hotels to optimize their internal processes and make them smoother and more efficient. The Customer Relationship Management (CRM) package allows you to organize affairs and manage information from the central console, providing an opportunity for guest relations managers to get a complete customer history when interacting with them. Note that the development of automated optimization of internal processes provides great opportunities.	For example, a hotel could, for example, use automated analytics to structure a package that includes amenities that are most suitable and desirable for guests. For example, if a guest arrives on vacation, the package may include a sightseeing trip, and business visitors may be granted access to meeting rooms.
Implementation of computer 3D tours	Such tours are designed to provide the guest with all the necessary information about his future vacation spot.	A potential client of a certain hotel using a 3D tour will be able to virtually look at your room or the entire hotel.
Implement green technologies to minimize negative environmental impacts	Hotels that use resources wisely, reduce water and energy consumption, produce minimal waste and recycle it, and have less impact on the environment, called green hotels	use of materials that provide thermal insulation and reduce energy consumption for heating or cooling;

Source: designed and compiled by the author.

1.3. Development of proposals for the use of information technology in ensuring the services quality and sustainable development of hotel enterprises

Computer systems have the ability to long-term storage of a large array of data, access to which can be carried out immediately upon request. Since the systems used by hotels have data for each visitor who has ever stayed at a hotel, the system makes a quicker settlement and takes into account the wishes of the guest upon subsequent use [6, p.175]. The hotel management software has functions for maintaining a centralized and orderly accounting of various accruals and payments both with customers and with other organizations. The implementation of this system helps to better manage hotel enterprises with less effort due to the fact that the managing staff receives all the necessary data about the current state of affairs and even the forecast for the future, which contributes to the adoption of correct and timely management decisions. In addition to expanding the possibilities for regulation and automation of management, the presented system has additional functions that increase the quality of service and service for guests.

Most international hotels (for example, “Sheraton”, “Hyatt”, etc.) use a special dedicated communication channel of a computer reservation system called the computer reservations system or CRS [12, p.475]. The presented system makes it possible not only to accept applications from customers in real time and confirm the reservation, but also gives recommendations to the hotel company on a more flexible marketing and pricing policy, while receiving the maximum income from each application received.

Also, the following information technologies are used by modern hotels in their activities:

Interactive TV Systems;

WIFI (High Speed Wireless Internet Access);

Energy Management System;

Connectivity Panel (remote panel for audio, video connectors, media hub);

Back-office (Hotel internal service management system).

In the framework of this study, we developed the author's classification of the types of information and communication technologies used to improve the quality of hotel services and ensure the sustainable development of hotel enterprises, presented in table 1.

2. CONCLUSIONS

So, the study conducted in this article allows us to come to the following conclusions:

- sustainable development of hotel enterprises can be defined as comprehensive planning of the responsibilities of all the elements ensuring the formation and functioning of hotel activities in the implementation of sustainable development in the

following aspects: economic, social, environmental, institutional and information communication technologies;

- implementation of sustainable tourism development is associated with the implementation of sustainable development in the hotel industry;
- hotel owners abroad have long paid attention to the benefits of creating an environmentally friendly living environment for their customers. In particular, they strive to use natural materials instead of synthetics for interior decoration, fabrics for bedding from natural silk and cotton, reduce the use of potent and harmful cleaning products, etc. These actions may not immediately affect the sense of customer satisfaction, but they are important because in the long term they are aimed at caring for the person and can prevent undesirable situations.

3. PROSPECTS FOR THE STUDY

Developing a methodology for assessing the sustainable development of hotel enterprises and creating a new international accreditation system for hotel enterprises in accordance with the sustainable development aspects of hotel enterprises.

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