SMART TECHNOLOGY IN HOSPITALITY: Identification of Critical Success Factors for the adoption of Smart Technologies in hostels in Dublin.

ANA LUCIA BIANCA BISPO COSTA DA SILVA
UNIVERSIDADE PAULISTA (UNIP)

Theme: SMART TECHNOLOGY IN HOSPITALITY: Identification of Critical Success Factors for the adoption of Smart Technologies in hostels in Dublin.

RESUME

This research project investigates the adoption of Smart Technologies in the hotel sector by combining both literature and data from primary sources. For a better understanding of how this innovation process occurs in hostels in Dublin is needed. This research project aims to present the existing Critical Success Factors for possible application in the hospitality sector for the adoption of Smart Technologies, jointly providing the construction and/or review of new approaches, concepts, and categories referring to the phenomenon studied, being qualitative and quantitative research being exploratory, directing the survey of data from Dublin hostels, bibliographic survey, broad questionnaire and to end with semi-structured interviews. The critical success factors tend to contribute to the achievement of objectives and there is a need to clarify each key success factor and its variations in the adoption of Smart Technologies in the hotel sector, as the results found in the SILVA.A.L.B.B. (2021), it is necessary to deepen and broaden for a better understanding of the phenomenon.

Keywords: Smart technology, Hospitality, Critical Success Factor, hostels, Adoption of Smart Technologies.

RESEARCH PROBLEM

The research problem of this study intends to know in-depth the critical success factors in hostels, considering the success factors identified for the adoption of Smart Technologies in the hotel sector in the SILVA.A.L.B.B.C. (2021) research, but not yet identified. in hostels in Dublin.

RESEARCH QUESTION

What is the role of Smart Technologies in the Critic's Success Factors of hostels?

1. The scope of this research is in the continuation of the research developed in the master's degree, the concept and application of smart technologies

that are used in some theoretical studies are evolving and expanding in tourism, as it is part of the third sector of the economy, also known as service sector that encompasses other areas that produce intangible goods such as administration, art, culture, commerce, communication, and education, with the tertiary sector being the fastest growing sector in Brazil Anne world (KIM et al., 2012; (LASI et al., 2012). ., 2014); LELE, 2019) and (LELE, 2019b).

The objective is to show what are the Critical Success Factors in the hotel sector directing to hostels in Ireland. Because there is a gap in the literature on this subject that made it possible to search for the keywords together, the result was zero for the words: (critical success factors, hostels, adoption of smart technology) the basis of this search was Scopus, academic google and cape periodicals.

The critical success factors tend to contribute to the achievement of objectives and there is a need for clarity on each key success factor and its variations in the adoption of Smart Technologies in the hotel sector. The results of the author Silva, (2021) made possible new critical success factors found for the adoption of Smart Technologies and ratified 09 Critical success factors that were proposed by the author (JABBOUR et al., 2017), thus requiring better depth to the study with validation in new scenarios such as hostels in Dublin

2.1 General Purpose The study aims to gain knowledge of the critical success factors for the adoption of Smart Technologies in hostels in Ireland. The growth of the field of knowledge comes from an interest in and around the topic and fragmentation in research in the hospitality sector, being the opportune moment to consolidate and integrate the literature on the implementation of strategies in hospitality and tourism management (ALADAG et al. al., 2020).

2.2 Specific Objectives

• Understand the critical success factors for the adoption of Smart Technologies in Hostels in Ireland.

 • Check the results from the research by the author Silva. A.L.B.B.C. (2021), are adherents to the implementation of the adoption of Smart Technologies in Hostels

in Ireland. To achieve the objectives proposed in this work, an approach of qualitative methods will be adopted.

3. JUSTIFICATION

The importance of this study is justified, as the Critical Success Factors are innovative in hospitality and were identified for the hotel sector in the year 2021, in the study by author Silva. A.L.B.B. (2021), presented data on critical success factors in hotel chains, it is opportune to conduct qualitative and exploratory in-depth research to better understand why the study can contribute theoretically and empirically.

4. THE CONCEPT OF SMART TECHNOLOGIES

With Smart Technologies it is possible to develop experiences, aggregate information, and synchronization In real-time. The study presents the different theoretical contributions of the authors related to the subject. A new set of product functions and features can occur when it uses intelligence and connectivity that allow a grouping of four areas: monitoring, control, optimization, and autonomy (PORTER; HEPPELMANN, 2014). As data-related technologies, the main areas of Industry 4.0 are Physical Cyber Systems, Industrial Internet of Things, Cloud Solutions and Decentralized Services, and Big Data & Stream Processing Technologies to process large amounts of production data in real time (SAHAL; BRESLIN; ALI, 2020). The adoption of Industry 4.0 technologies 23 can directly affect how work procedures will be achieved and new work skills will be required (JABBOUR et al., 2017a, 2017b).

5. SMART TECHNOLOGY IN HOSPITALITY CONCEPT

A confirmation that technology is already taking up more and more space in the hospitality industry, With the complexity and demand in digital transformation The complexities that hotels face in the digital age include four main items: 1) volumes of data from multiple sources, requiring collection, grouping, management, and processing before using for decision making; 2) many additional channels for customer feedback and communication, including some that are not directly controlled by the hotel; 3) evolution of customer expectations in the new technological environment; and 4) more technologically savvy third parties

competing for customer participation and charging hotels high transaction fees (LAM and LAW, 2019). A comprehensive review surveyed the acceptance and user experience with new technologies across all service sectors (e.g. online and offline stores, airlines, hotels, and restaurants) and was surprised by reports that the technologies are useful as they make the service, consumer self-efficacy, satisfaction and immediate front-line interactions with technology, however, when self-service devices malfunction, it can embarrass the customer in a social environment (LU; CAI; GURSOY, 2019).

6. CRITICAL SUCCESS FACTORS

What defines critical success factors contributes to satisfactory results, which will ensure competitive success for the performance of an individual, department, or organization (BULLEN; ROCK ART, 1981). The critical success factors that presented themselves most strongly in the research of the author Silva.A.LB.B. (2021) (strategic alignment, training/qualification, and readiness for organizational change), which was in line with the literature, allows for the possibility of contributing to the adoption of smart technologies in the Hotel sector. The inclusion of new study findings that contribute to knowledge in interest and suggestions for future practice, teaching, and research (HSIEH; SHANNON 2005). The new critical success factors presented by the author's research Silva.A.LB.B. (2021): Critical success factors in hospitality:

• Mindset change

• IT professionals prepared for technology in the Brazilian hotel sector.

 • Heterogeneity in the hotel industry

• Limitations on financial resources.

• Behavioral skills

 • Bureaucracy.

• Resistance to change

• Sector observation

• Data security.

• Labor turnover

METHODOLOGICAL PROCEDURES

7.1 METHODOLOGY The research is qualitative and quantitative of an exploratory nature to present the Critical Success Factors for the adoption of smart technologies in the hotel sector tis are still little known and belong to particular sectors manufacturing reps, some critical success factors for the adoption of Smart were identified. Technologies in the hotel sector in the SILVA.A.LB.B.B (2021) research, but as it is a pioneering study in Brazil, it is necessary to deepen the research, its objecl'veve anginal indication, to provide the construction and/or review of new approaches, concepts and categories referring to the phenomenon studied. In applied social sciences, the qualitative approach has been used, mainly in cultural, education, and sociological studies, as it provides an interpretation 59 and explanatory analysis of the human and subjective character (COUTO DE AZEVEDO DE OLIVEIRA, 2020). The selection of the methodology is necessary to approach the object of study, exempting the e idea of the superiority of a particular method or approach (COUTO, 2020).

7.2 METHOD the research will begin with a bibliographic survey on the subject, search for articles and books, documents, with qualitative and exploratory quantitative analysis, and in the final phase a broad questionnaire and application of semi-structured interviews. The method that will be adopted in the research should contemplate the realization of approximately 30 hostel surveys and yed be planned and applied in the same way to all respondents. This research method with the consent of the interviewee facilitates the recording of details, when conducting individual semistructured interviews following an interview guide it is possible to include points of attention during the interview (e.g. keeping the approach open and using repetition) and the following central question open (AOYAGI et al., 2020). Using the semi-structured interview technique facilitates and allows the interviewee to contribute to the investigation process with freedom and spontaneity, without interfering with objectivity (COUTO DE AZEVEDO DE OLIVEIRA, 2020).

When it comes to semi-structured interviews, thematic analysis can be a resource that "shortens the way" for the researcher, however, not for novice researchers.

Appropriate in this case, we intend to take the set of information collected from the interviewees and organize them, firstly, into three or four major thematic axes, articulated to the central objectives of the research (DUARTE, 2004).

8. EXPECTED RESULTS AND CONTRIBUTIONS Based on the scope of the Author's study (COSTA. A.L.B., 2021). Data collection made it possible for me to observe which Technologies are being used in the Brazilian hotel sector. They were presented in hotel chains, such as Phygital (integration of physical and digital channels), Facial Recognition (such as room key), Checkin (QR code), Biometrics (roo,m key), and Big Data (Large set of data and more complex, especially from new data sources). This project on critical success factors emphasizes the relevance of a planned strategy, leading organizations, and multinational companies, and a way of how they should act in emerging economies if strategy formulation and implementation areas are necessarensuree business The study aims to shed light on the importance of adopting Smart Technologies, disseminating best practices for hostels in Dublin, and thus ensuring the success of innovative management.

Strategic Alignment

Indicator 09 is the closest to the usefulness of my study, as the research will contribute to resilient infrastructures, with a sustainable direction, to better serve tourists and better work pro processes the hostel employee.

Contribution to research capacity and capability building

This research is important for the literature and practice because Smart technologies are being applied in all fields of knowledge in Tourism and hospitality it would not be different, as I reported, there are few studies with the keywords: critical success factors, hospitality, adoption smart technology, so the implementation of this study will be a pioneer in Dublin and can be replicated in other countries around the world.

REFERÊNCIAS

ALADAG, O. F. et al. *Strategy implementation research in hospitality and tourism: Current status and future potential. International Journal of Hospitality Management,* v. 88, n. September 2019, p. 102556, 2020. Disponível em: BUHALIS, D.; LAW, R. *Progress in information technology and tourism management: 20 years on and 10 years after the Internet-The state of eTourism research. Tourism Management*, v. 29, n. 4, p. 609–623, 2008.

BUHALIS, D.; LEUNG, R. Smart hospitality—*Interconnectivity and interoperability towards an ecosystem. International* Journal of Hospitality Management, v. 71, p. 41– 50, 2018. Disponível em: Acesso em:

BUHALIS, D.; MAIN, H. *Information technology in peripheral small and medium hospitality enterprises: Strategic analysis and critical factors. International Journal of Contemporary Hospitality Management*, v. 10, n. 5, p. 198–202, 1998.

COLAUTO, Romualdo Douglas; GONÇALVES, Caio Marcio ; BEUREN, Ilse Maria ; SANTOS, Neri dos. Os Fatores críticos de sucesso como suporte ao sistema de inteligência competitiva: o caso de uma empresa brasileira. RAM. Revista de Administração Mackenzie, São Paulo, v. 5, n.2, p. 119-146, 2005.

COSTA, A.L.B, SMART TECHNOLOGIES EM HOSPITALIDADE: Identificação dos Fatores Críticos de Sucesso para a adoção de Smart Technologies em redes hoteleiras. Dissertação (Mestrado em Administração) – Universidade Paulista. São Paulo, p. 94. V1 2021.

COUTO, R. Percurso Metodológico. Editora UNESP; São Paulo, 2020. Danah boyd & Kate Crawford (2012) CRITICAL QUESTIONS FOR BIG DATA, Information, Communication & Society, 15:5, 662-679, DOI: 10.1080/1369118X.2012.678878 Dongho Kim, Junghoon Lee, Yangpyo Park. Para a intenção corporativa de introduzir serviço de Cloud Computing Características de computação em nuvem influenciando Estudo sobre fatores. Chapter 1, v. 17, n. 1, p. 111–136, 2012. Hsieh, H. F., & Shannon, S. E. (2005). *Three Approaches to Qualitative Content Analysis. Qualitative Health Research,* 15, 1277-1288.

JABBOUR, Charbel, JABBOUR, Ana Beatriz MAURICIO, André Luis*. Adoption and maintenance of environmental management systems Critical success*

factors. Emerald Research Register Journal, v. 28, p. 671-683, 2017. 10.1108/14777830410540144.

LAM, C.; LAW, R. *Readiness of upscale and luxury-branded hotels for digital transformation. International Journal of Hospitality Management*, v. 79, p. 60–69, 2019. LASI, H. et al. Industry 4.0. Business and Information Systems Engineering, v. 6, n. 4, p. 239–242, 2014.

LELE, A. Industry 4.0. In: *Smart Innovation, Systems and Technologies. [s.l.] Springer Science and Business Media Deutschland GmbH*, v. 132, p. 205–215, 2019a.

LELE, A. Cloud computing.: Smart Innovation, Systems, and Technologies. [s.l.] Springer Science and Business Media Deutschland GmbH v. 132p. 167–185, 2019b.

LI, Q. et al. *A review of text corpus-based tourism big data mining. Applied Sciences (Switzerland),* v. 9, n. 16, 2019. LU, L.; CAI, R.; GURSOY, D. *Developing and validating a service robot integration willingness scale. International Journal of Hospitality Management,* v. 80, p. 36– 51, 2019. Lu Tan; Neng Wang (2010).

IEEE *2010 International Conference on Advanced Computer Theory and Engineering* (ICACTE 2010) - Chengdu, China (2010.08.20- 2010.08.22)] 2010 3rd International Conference on Advanced Computer Theory and Engineering (ICE) - Future internet: The Internet of Things., V5-376–V5-380. doi:10.1109/cache.2010.5579543

PORTER, M. E.; HEPPELMANN, J. E. *How Smart, Connected Products Are Transforming Competition. (Spotlight On Managing The Internet Of Things). Harvard Business Review*, v. 92, n. 11, p. 64, 2014.

SAHAL, R.; BRESLIN, J. G.; ALI, M. I. *Big data and stream processing platforms for Industry 4.0 requirements mapping for a predictive maintenance use case. Journal of Manufacturing Systems*, 2020.

SANJEEV, G. M. *Innovations mount up in the Indian Hospitality Industry: summing up.*

TAN, L.; WANG, N. *Future Internet: The Internet of Things*. ICACTE 2010 - 2010 *International Conference on Advanced Computer Theory and Engineering, Proceedings*, v. 5, p. 376–380, 2010. XI Seminário Latino-Iberoamericano de Gestion Tecnológica.Fatores Críticos de Sucesso para Modelagem de Parques Tecnológicos Privados no Brasil. 2005. (Seminário).

ZANELLA, A. et al. Internet of things for smart cities. IEEE Internet of Things Journal, v. 1, n. 1, p. 22–32, 2014.