

A Review on Hospitality Television in Hospitality Industry

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ABSTRACT:Hotel TV systems (also often referred to as Hotel TV) are really the in-suite TV programming offered in hotel suites, other hotel environments and in the hospitality sector for in-room entertainment, as well as healthcare facilities, assisted living, care facilities and elderly care. Based on the service provided and the policy of the single hotel or hotel chain, these amenities can be free or payable by the guest. Hotel television is typically available as free service to visitors, which can include local channels and satellite or cable programming, or as digital television that offers services such as on-demand video or some other paid services including movies, music and other content and facilities. In certain cases, Hotel TV also means a package of digital facilities that are made accessible on a guest Television set such as a hotel welcome screen with hotel information, hotel facilities, weather updates portal, news and local attractions, video games, mobile applications, online television, cinema rental services, and hotel amenities booking and shopping.

KEYWORDS: Hospitality Television, Hotel TV, Hospitality Industry

I. INTRODUCTION

More hotels have recognized in recent years that television services can play a significant role in attracting visitors and earning their return visits. Hospitality TV is a term that refers to the TV screens located in the guest rooms and common areas of the hotel, as well as the programming that occurs on them. Hospitality TV programming can include many of the personalized features that allow hotels to give clients a better visual experience.

Today's television hospitality services seek to entertain and inspire visitors with a TV viewing experience that matches or exceeds the standard of their home TV offerings. Hospitality TV may also be a revenue stream, allowing hotels to charge guests for premium content such as movies, sports, shopping and more. A hotel TV system can help offer outstanding guest stay experience and receive positive feedback on travel sites. Hospitality TV technology is also designed to be more cost-effective, flexible and simpler to handle, helping hotels cut costs and reducing the administrative and technological burden on The teams in the hospitality.

Paper is organized as follows. Section II literature survey performed with respect to prevailing hospitality technologies. A brief introduction of Hospitality TV is given in Section III. Section IV and V Content and Business services for hospitality organisation. Section VI lists the factors that drive the need for a Hospitality TV. Finally, Section VII presents conclusion.

II. RELATED WORK

A hotel TV system can help offer excellent guest stay experience and receive positive feedback on travel sites. Hospitality TV technology is also designed to be more cost-effective, flexible and simpler to handle, helping hotels save costs and lessen financial and technical burden upon hospitality's IT departments. Display control interface acts as a common interface which can be used by the STB to connect to and control the TV functions.

In [1], a detailed research about the necessity for customer centricity is administered to watch its effects on the organisation. Hospitality is a field within which guests' specific needs and desires must always tend serious consideration by hoteliers. Placing the guests at the centre of all business efforts tends to generate customer value

and enhance the competitiveness of a firm. Being customer centric is vital for hospitality organisations to make and sustain exceptional customer value. In hospitality marketing literature, however, there is very little evidence of an in-depth understanding of the principle of customer-centeredness or the potential consequences resulting from its application. Using a mixed-method and multiple case study methodology, this work examines two separate assets that, by using advanced Customer Relationship Management tools, are already engaged in customer-centricity activities to some degree. Results clearly depict a rise in customer ratings, resulting in possible profit implications. A cultural shift within the establishments' studies connected with the phenomenon of customer-centricity has also been denoted.

A comprehensive research on Hotel Property Management Systems (PMS) and Interfaces used by guests and non-guests is carried out in [2]. Hotel property management systems are very successful in tracking the front office guest transactions and the back office financial transactions. However, there are also other practical tasks that are done in a better way beyond their purview. Although some of these requirements could potentially be included in a simple PMS design, the most likely outcome will be an overly complicated and inefficient system; rather than an improved one. Moreover, some applications for candidates (that is point of sale, self-check-in, call accounting, and electronic locking systems) require advanced equipment, software, and operating systems. Realizing the complexity of these specifications, vendors have built separate, stand-alone PMS interfacing systems. Despite an expanded framework, this architecture approach allows for improved fundamental PMS capabilities. A multiprocessor environment is created by connecting a secondary system (interface) to a primary computer system (PMS) of a hotel. Much as there are parts of the hotel that guests touch during a regular stay, there are PMS interfaces that involve guest intervention to function (guest interfaces controlled); others that do not (interfaces controlled by non-guests). Common interfaces used by guests include: self-check-in / check-out systems, guest information systems, in room movie systems, and in-room drink systems. Non-guest managed interfaces include: point-of-sale, call accounting, electronic locking, and energy management systems. The guest and non-guest controlled interfaces build a multiprocessor environment by virtue of their interface capability.

The paper offers a context for how organizations could usefully execute an experiential marketing strategy in [3]. Experiential marketing is perhaps the most contemporary orientation of marketing, but as with other marketing developments, those involved in tourism and hospitality marketing and promotion have largely ignored it. While businesses have moved away from conventional features and benefits strategies in many industries to place experiential marketing at the centre of focus, marketing in the hospitality and tourism sectors does not seem to have directly addressed the theoretical issues involved. This does raise the question what, if anything, is experiential marketing needed to give marketers in the tourism and hospitality disciplines? In this article, it will attempt to address the discussion on experiential marketing and show how the problems posed by the term are crucial to an understanding of marketing theory and research in the tourism and hospitality sectors. Some of its results suggest that experiential marketing is arguably the most contemporary orientation of marketing, however, as with other marketing developments, this has been widely overlooked by those active in the tourism and hospitality marketing and promotion.

In [4], this is the first paper to investigate the concept of in-room entertainment technology facilities. Implications for hotel companies that plan to build the facilities are important. In-room entertainment technology within the hotel industry continues to grow. However, despite today's market place's multitude of entertainment items, hoteliers have little certainty about the ability of guests to pay for such entertainment technology facilities in-room. Hosting managers will better consider what in-room entertainment technology facilities their guests would purchase in this increasingly competitive market for travellers. This research aims to examine agreed price rates by hotel guests for in-room entertainment technology amenities. Findings have shown that guests want most of the features of in-room entertainment systems as complimentary. And they are able to pay in their guest rooms for gaming consoles.

In [5], it is the first to see the home as a conceptual entity integral to hospitality using a socio-psychological lens, and to assess its impact on assessments of hotel guest technology. With the emergence of the smart home, where communication is enabled by the internet of things, the provision of guest technology in the delivery of hotel services has gained more significance. This ubiquity of technology means that hotels need to see their technical offerings as promoting the wider lives of guests, and not just isolated room facilities. This study aims to explore the role of "home" as a socio-technological unit, and how the ownership of technology at home by customers affects evaluations of hotel guest technologies. The results show that hotel guest systems should be of a higher quality than those at home, in order to accommodate guests. This partnership has been consistent through all forms of hotels, and visiting both leisure and business. Guest technology satisfaction also has a comparatively stronger effect on mid-scale and economical hotel customer satisfaction compared to that of upscale, luxury hotels.

The aim of this paper in [6] is to provide the hotel operators with a benchmark for understanding in-room technology trends and the effect of in-room technology on business efficiency. This research bridges the gap

between results from previous studies and insights from industry practitioners by defining the most common in-room technologies currently available and analysing the in-room technologies can be successful in improving guest experience and that revenue. The questionnaires are based on current literature and recommendations from the Technology and E-Commerce Committee of the American Hotel and Lodging Association. The authors obtained 206 available samples from hotel companies managers, vice-presidents, presidents, owners and executives, and used cross-tab analysis and multiple regression analysis. The findings show that the implementation of different in-room technologies can dramatically improve the customer experience and increase revenue. The study also introduces the most frequently installed in-room innovations that will be used by such hoteliers in the short term.

It gathers information and makes recommendations in [7] in order to cope with those developments that may lead managers to take a more constructive approach to their strategic and operational decisions, thus improving their competitiveness on the hospitality market. The main aim of this paper is to sum up the patterns and suggestions found by a variety of writers and publications for the hospitality market. A content analysis was carried out using the publications available as the basis for data collection on reputable websites on the internet. Technology would usually put tremendous emphasis on how the hotel industry is evolving. The new wave of millennial travellers and increasing competition brought on by the ever-evolving sharing economy has led the industry to respond to a rapidly shifting consumer base searching for meaningful local experiences and personalized services.

In [8], it is the first to see the home as a cognitive entity integral to hospitality using a socio-psychological perspective, and to assess its impact on assessments of hotel guest technology. The aim of this paper is to provide a discussion, interpretation and detailed conceptualization of the smart service experience, i.e. the way visitors and customers in hospitality and tourism experience and appreciate the use of customized and proactive services that the intelligent use of data and technology allow. Based on prior research on customer experience, smart services and the discrepancies between standard and smart services, this paper establishes a conceptual paradigm in which the core construct is the smart service experience. The characteristics of smart services (the flexible, anticipatory, and adaptable use of data and technology) allow consumers to encounter services that previous service conceptualizations did not catch. The experience of smart service delivers confidence, smooth interaction, relaxation, privacy and security, and accurate service delivery. The paper also addresses the obstacles faced by business companies in using smart technology, and suggests a potential research agenda.

III. HOSPITALITY TELEVISION

Hospitality TV services are more than just a way of giving hotel guests entertainment options. Hotel cable television providers usually provide options that include digital services (and occasionally business services) for people who need to stay linked while they're on the go. Hotel TV connections are more than just business-modified or consumer-grade solutions. They're custom designed from the ground up to give the kind of experience your guests won't find elsewhere. Any television in a building that you would like to have cable TV service in a typical setting will need to be connected to a certain sort of set top box. Cable providers send audio and video information to the box in the building and the box passes the information on to your TV. This will be prohibitively costly, with dozens of TVs in a location like a hotel. Because of this, hotel television systems hook up each TV to a central "stack" of boxes elsewhere in the house. Every box only plays one channel, and they access the feed from the box in question whenever a guest switches to that channel.

Most of the hotel TV systems use either satellite TV or cable TV companies to provide their guests with content. Things like image quality, the availability of channels (including both SD and HD channels) and whether HD is described as 720p or 1080p will all differ depending on the provider involved. Such are often referred to as Pro: Idiom TV services owing to the advanced encryption standard they offer. Pro: Idiom encryption allows high definition digital TV and video content to be delivered on demand, and in a highly protected manner. Pay TV services like HBO, Showtime or even ESPN often require this before they allow users to use their signal in a business such as a hotel. Pro: Idiom technology removes the need to use set top boxes, because the central decoder in a hotel room decrypts the video from the obtained feed and re-encodes it for more safe transmission to the specialist TV sets in each hotel room. The natural progression of this idea is the IPTV Hotel solutions. Instead of using coaxial cables to transmit television signals, hotel IPTV systems allow the transmission of audio and video information over the same cables that are used to provide internet access to any location. This is generally known as Internet Protocol Television (IPTV). The biggest advantage of this is that it is possible to combine all digital infrastructure from telephone to internet to television and more, providing a more secure and cohesive experience.

The expectations of hotel guests have changed radically in recent years. Having a comfortable place to stay is no longer enough. Today, the digitally connected traveller wants a hotel room that lets him stay connected from the moment he arrives, while also enjoying the same technology he uses at home. Even if the guests are just using the hotel room as a base to lay their heads, the time they spend relaxing will invariably involve watching TV, listening

to music or browsing the internet. This dependence on personal devices and an increase in on-demand entertainment popularity both change what guests want and what they expect from a hotel room. With that in mind, let's discuss where hotel technology goes in-room, and how it needs to change to meet evolving standards.

IV. METHODOLOGY

Cable companies provide solutions that allow hospitality establishments to provide a broad range of services that go beyond conventional television content, including but not limited to:

- Local news and weather information
- Information about local attractions and points of interest
- More advanced, interactive hotel services
- Video games
- Internet-connected applications
- Movie rental services
- An ordering portal for hotel amenities and more

V. EXPERIMENTAL RESULTS

Some functionalities of Hospitality TV when a Property Management System is integrated, are:

- Check-in check-out, room move, stay updates
- Personalized welcome messages
- Automatic language selection
- Guest purchases through the TV (Pay-TV channels and movies)
- View bill
- Express checkout
- Do not disturb
- Room status updates using the TV

VI. FACTORS THAT DRIVE THE NEED FOR HOSPITALITY TV

The Boom in On-demand Entertainment. Hotel guests today have more material at their disposal than ever before. And while a big flat-screen TV is still a good bonus, it's not the be-all and end-all in-room entertainment. The need for hotels to provide support to enable guests to use the equipment they bring with them is just as crucial.

Easy Access to Personal Devices. Beyond free and quick internet access, it's essential to have plenty of easy-to-access power outlets in the hotel rooms – particularly because most people carry multiple devices. Even better is equipping the hotel rooms with USB ports. This will also save the hassle of having a travel adapter for overseas guests.

Personal Content and Streaming Services. Private computers are of course not only used for entertainment. For a host of reasons, travellers rely on them. Instead of being limited to a small screen, allowing guests the option to cast content from a personal computer to the in-room TV allows for an online experience much less constrained and far more enjoyable.

Limitations of Streaming. Currently consumers are able to stream and mirror content on Android devices like Samsung and LG. Apple TV offers streaming and mirroring for iOS and Mac Operating System (OS), but none of the solutions work for each other. Chromecast bridges the gap to some degree (because it works on both Android and iOS), but can't play iTunes content through Chromecast. But with the new technology, a guest turning up at the hotel would still not be able to stream their own material on the hotel television. The future could involve a next-generation TV, which combines streaming with app-based technology as a possible solution.

Evolution of Streaming Devices. App-based new generation TVs don't look like conventional TV interfaces. It wouldn't be convenient to get the devices on TV themselves. Guests would need to use the hotel remote to fill in their cumbersome login details. The technology of voice control would make that interaction even easier. As regards security issues, when a guest checks out the device will automatically clear itself of personal passwords, settings, content and any downloaded apps. That is, the device would be restored to a standardized configuration per property-ready and waiting for the next guest to make it their own.

Reimagining the In-room Experience. As connectivity and dependence on personal devices grows, what the visitors bring with them will impact the future of in-room amusement, and how well one can add to the experience using such devices while staying at the hotel. The flexibility of entertainment and an office-away-from-the-office are what potential visitors will expect. Understanding these emerging trends and investing in the right technology will be crucial to staying relevant and gaining a competitive advantage in the years to come.



VII. CONCLUSION

The paper provides information on various prior studies relating to the hospitality industry as well as the hospitality TV along with their findings. This paper discussed the implementation of hospitality television in the hospitality industry. Apart from that, the paper also gave some insights on the various features associated with hospitality services. This paper summarizes the findings on the hospitality TV till date and highlights the important information regarding the same.

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