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The Future Of Hotel Housekeeping: New Trends And Modern Approaches

Naufal Thoriq Azzaki¹, Septa Intiar², T.A. Wijoyo³, Umar A.J⁴, A.T. Aryaningtyas⁵, M.K. Aswan⁶, Aletta D.M⁷

¹²³⁴⁵⁶⁷Diploma Of Hotel Operation, STIEPARI, Semarang

E-mail: thoriqnaufal96@gmail.com, intiarsepta@gmail.com, zefanya.adhistyo@gmail.com,
umar.abduljabbar03@gmail.com, aurilia.ta@gmail.com, khailaswan1991@gmail.com,
aletta.dewimaria@gmail.com

Abstract

Housekeeping plays a vital role in the hotel business, exerting a major impact on client pleasure and loyalty. In order to stay competitive, hotels must constantly adapt to changing client expectations and the impact of technological improvements on operational processes. This study examines current developments and contemporary methods in hotel cleaning, with a specific emphasis on technology advancements, sustainability efforts, and guest-centered techniques. Robotic cleaners, fueled by artificial intelligence, transform cleaning procedures, while intelligent sensors offer up-to-the-minute data for operational enhancement. Artificial intelligence optimizes operational efficiency and customizes visitor experiences, resulting in improved productivity and customer satisfaction. Hotels showcase their dedication to environmental stewardship by implementing sustainability initiatives, such as the use of eco-friendly products and the adoption of waste reduction techniques. In addition, the use of energy-efficient technology and customized services enhances the satisfaction of guests while simultaneously decreasing operational expenses. The implementation of health and safety protocols, specifically in relation to COVID-19, places utmost importance on the welfare of both staff members and visitors. Hotels may improve their operational efficiency, increase visitor pleasure, and show their dedication to sustainability and staff well-being by adopting these trends and using new approaches.

Keywords : Hotel, Housekeeping Department, New Trends

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Corresponding Author:

Naufal Thoriq Azzaki

Email: thoriqnaufal96@gmail.com

1. Introduction

Housekeeping and architecture are two aspects that play a significant part in establishing the overall quality of the experience that guests have in the hospitality business (Lee, 2019). Not only does a hotel that is well-managed, that is clean, and that is comfortable generate a favorable initial impression, but it also assures that guests will be satisfied and loyal to the hotel over the long term (Wijoyo et al., 2021). The hospitality business must continue to adapt in order to maintain its relevance and competitiveness in the face of frequent shifts in the expectations and preferences of customers, as well as significant advancements in technical capabilities. The method that housekeeping activities are carried out has seen significant transformations over the course of the past few decades (Adhistyo et al., 2021). Traditional cleaning techniques and manual work were the primary means by which housekeeping activities were completed in the beginning. On the other hand, as time went on, technology started to play a more significant role in enhancing the capabilities of housekeepers in terms of both efficiency and operational efficiency (González, 2024). For instance, the utilization of automated cleaning instruments such as robotic vacuum cleaners, as well as the adoption of an inventory management system that is powered by artificial intelligence and has the capability to precisely monitor and forecast supply requirements. In addition to



technological advancements, sustainability is becoming an increasingly important topic of discussion in the hospitality business.

Customers of today are more concerned about the environment than they have ever been before, and as a result, they prioritize hotels that can demonstrate a commitment to conducting their operations in an environmentally sustainable manner (Abdrassilov et al., 2023). As a consequence of this, a lot of hotels have started to establish recycling programmes, switch to cleaning solutions that are biodegradable, and minimize their consumption of plastics that are disposable. To decrease the negative influence that the hotel has on the surrounding environment, a variety of different initiatives have been put into place (Assaker, 2020). The installation of showerheads and toilets that have low water flow rates, as well as the construction of black water recycling systems, are some examples of the steps that constitute these measures. The fact that the service enables customisation is not any less important than the other features of the service. As a result of the availability of analytical data in modern digital age, hotels are in a better position to comprehend the preferences and necessities of each particular client (Gabriela, 2021). The information can be put to use in order to give more personalized services, such as providing hypoallergenic beds to customers who require them or arranging rooms in a manner that takes into account the preferences of guests. The use of mobile applications or tablets for contactless communication in rooms has also become the norm in recent years. An additional level of comfort is provided by this mode of communication, and the requirement for direct participation is reduced. This is an extremely significant factor to take into consideration in the event of a pandemic that affects the entire world (Kaliappen & Hassan, 2022).

The housekeeping department of a hotel is a multi-faceted department that is dedicated to maintaining immaculate cleanliness and hygiene standards throughout all aspects of a hotel, including guest rooms, public areas, and back-of-house facilities (Wijoyo, 2023). It is a cornerstone of hospitality operations. A diverse team of skilled professionals, including room attendants, supervisors, and inspectors, is responsible for its pivotal role, which encompasses the comprehensive cleaning and sanitization of guest accommodations, the meticulous upkeep of public areas to create welcoming environments, the efficient management of laundry and linens to ensure a seamless experience for guests, the meticulous inventory control to maintain supply standards, and the proactive provision of guest services (Ambardar, 2023; Ann, 2023). Beyond its operational tasks, housekeeping serves as a frontline ambassador of the hotel's commitment to the satisfaction and safety of its guests. They are responsible for swiftly addressing any maintenance problems that may arise and complying to severe health and safety procedures with painstaking attention to detail. When it comes down to it, the excellence of hotel cleaning not only guarantees the comfort and contentment of visitors, but it also serves as a demonstration of the hotel's commitment to delivering great service and preserving a sterling reputation in the highly competitive hospitality industry (X. A. Chen, 2022; Patnaik, 2019).

The change that is taking place in the hospitality industry is being driven by developing hotel trends and technologies (Brochado, 2016). The factors that are driving this revolution include the changing demands of customers, the advancements in technology, and the competitive landscape (Chalupa, 2020). The use of contactless technology for check-in and check-out procedures as well as payments, artificial intelligence and machine learning for the purpose of customizing the guest experience, Internet of Things devices for improved room controls and monitoring, advanced cleaning technologies to ensure the safety of guests, and virtual and augmented reality for immersive experiences are some of the notable trends that have emerged in recent years. It is important to note that these trends have emerged in recent years. To further demonstrate their dedication to sustainability, hotels are increasingly adopting environmentally friendly practices and acquiring certifications in order to demonstrate their commitment to sustainability. Adopting these technologies allows hotels to improve their operational efficiency, increase the degree of enjoyment of their guests, and retain their competitiveness in a market that is always developing (Almsary, 2018). All of these benefits

may be achieved by employing these technologies. In addition to this, they are able to meet the ever-changing demands that modern travelers have.

An innovative new facet of the management of operational cleanliness has been brought about as a result of the COVID-19 epidemic (S. H. Chen, 2021). It is essential to implement improved hygiene and sanitation practices in order to ensure the safety and well-being of both the workforce and the residents of the establishment. In order to improve the efficiency of surface disinfection, cutting-edge cleaning technologies are utilized. Some examples of these technologies include electrostatic sprayers and UV-C lamps. It is becoming increasingly common practice to apply antimicrobial coatings to surfaces that are often handled, such as door knobs and elevator buttons, in order to reduce the likelihood of disease transmission. In addition, in addition to the introduction of enhanced hygiene regulations and the improvement of technology, there is also a substantial emphasis placed on prioritizing the well-being and professional development of the individuals who are responsible for housekeeping. In order to ensure that workers are able to provide services of the highest quality, it is essential to equip them with comprehensive training in the use of contemporary technology, environmentally responsible practices, and customer service skills (Chan et al., 2021). Additionally, the provision of adequate personal protective equipment (PPE) and training on health protocols are both essential components in ensuring the safety of individuals while they are on employment. Providing a brief review, the potential for innovation in hotel housekeeping holds a great deal of promise for improving both the quality of service and the efficiency of operations. The hotel may be able to satisfy the ever-increasing needs of its clients, gain a competitive advantage, and promote environmental sustainability if it adopts contemporary trends and techniques (Voronova, 2020). Through the examination of emerging tendencies and modern techniques in the field of hotel cleaning, this essay will provide insightful information regarding the ways in which this business can flourish in the years to come.

In order to research the future of hotel housekeeping, the goal of this study is to investigate the emerging contemporary tendencies and approaches that are currently in use. By gaining an understanding of and putting into practice these advancements, hotels have the potential to increase the quality of their services, enhance their capacity to meet the expectations of their guests, and achieve operational excellence in spite of the growing competition in the market.

2. Method

The purpose of this article is to provide a complete analysis of present methods and trends in hotel housekeeping. It has been created using a qualitative methodology. The use of qualitative methods makes it easier to obtain detailed and extensive data, which in turn enables a more in-depth grasp of the environment in which the research was conducted as well as the experience of the person being studied (Marshall et al., 2022). In-depth interviews were conducted with professionals working in the industry, including administrators of housekeeping services, hospitality consultants, and housing personnel. The participants' experiences, problems, and points of view were investigated through the use of open-ended questions. Participatory observations were conducted out at a number of hotels that have integrated modern housekeeping technology and procedures. These observations provided a contextual understanding of the dynamics of the operation as well as the implementation of innovation (Rodrigo et al., 2023). The housekeeping staff from a number of different hotels took part in focused group discussions in order to discuss their experiences, identify patterns that were common to all of them, and identify any discrepancies in their procedures. By analyzing standard operating procedures (SOPs), training reports, and sustainability policies, one may gain a better understanding of the official policies and the procedural support that are in place for the implementation of modern practices and trends. In addition, qualitative case studies of hotels that successfully adopt innovation provide a comprehensive knowledge of the strategies, implementation methods, as well as the results and consequences of such innovation. The use of this technique ensures that the material that is presented in the article

is supported by a full understanding of the knowledge and opinions of experts working in the subject (Creswell, 2023).

3. Results and Discussion

The results of this research reveal a transformative shift in hotel housekeeping, driven by technological advancements, sustainability initiatives, and a focus on personalized guest services. Robotic cleaners that are automated are a product of technology and emerging trends in the industry. These machines are equipped with sensors and algorithms that are based on artificial intelligence, which enables them to go through hotel rooms and carry out cleaning tasks without the need for human participation. Additionally, they are able to properly vacuum floors, clean surfaces, and even disinfect high-touch areas, which helps to decrease the amount of work that the cleaning team has to perform and ensuring that the property is constantly clean throughout. Smart sensors are revolutionizing housekeeping by providing real-time data on occupancy, room conditions, and resource utilization. These sensors are also revolutionizing housekeeping. The change is being aided by the contributions of intelligent sensors. It is possible for them to monitor aspects like as temperature, humidity, and energy consumption, which helps hotels to enhance the level of comfort that their visitors experience, optimize their operations, and reduce the amount of trash that they produce.

Artificial intelligence (AI) is being introduced into a number of housekeeping systems in order to enhance workflows, predict maintenance requirements, and adapt the experiences of visitors. This is being done in order to improve the overall quality of the housekeeping services. It is possible for platforms that are powered by artificial intelligence to organize cleaning chores, evaluate visitor preferences, and even provide hotel amenities depending on individual preferences. All of these capabilities lead to enhanced efficiency and happiness among visitors. Maintaining a practice that is sustainable Environmentally responsible cleaning products: There has been a recent uptick in the number of hotels that are making the switch to environmentally friendly cleaning products that are non-toxic, biodegradable, and free of harmful chemicals. Not only do these products lessen the impact that humans have on the environment, but they also contribute to the development of a more wholesome environment within the establishment, which benefits both the employees and the consumers.

Aspects of technology that are efficient with energy The use of energy-efficient technology, including as low-flow fixtures, smart thermostats, and LED lighting, has the potential to significantly cut down on the quantity of energy that hotels use and, consequently, the costs that they pay for their utilities. In addition, a number of renewable energy sources, including solar panels and geothermal heating, are being researched as potential methods of further cutting carbon emissions. Waste Reduction techniques: In order to lessen their impact on the environment, hotels are introducing waste reduction techniques such as recycling programs, composting food waste, and reducing the amount of single-use plastics they use. In addition, several facilities are forming partnerships with local groups in order to donate any unused furniture and amenities, which further reduces the amount of garbage that is transported to landfills. Certifications: In order to demonstrate their dedication to environmental stewardship, hotels are working toward obtaining sustainability certifications such as LEED (Leadership in Energy and Environmental Design) and Green Key. These certifications not only bring about an improvement in the hotel's image, but they also bring in environmentally aware clients that place an emphasis on sustainability while selecting lodgings.

Unique and Tailored Experiences for Guests Data analytics: Hotels are able to better tailor housekeeping services by analyzing guest preferences, booking history, and comments by utilizing solutions that are designed specifically for data analytics. In order to cater to the specific requirements of each individual visitor, this involves tailoring the amenities of the room, the housekeeping schedule, and the cleaning preferences. Mechanisms for Guests to Provide Feedback In order to get insights into the preferences of visitors and the levels of satisfaction they have with regard to housekeeping services, hotels are incorporating feedback methods for guests. These feedback mechanisms include online surveys and mobile applications, among other things. It is quite beneficial to have this input in order to identify areas that require

improvement and to modify services in order to fulfill the requirements that are set out by the visitors.

Customizable services that can be provided A wide range of customisable facilities and services are being made available to hotel guests in an effort to enhance the entire experience that they have while staying at the hotel. The pillow menus and scent selections that are included with these services. A significant amount of training is provided to the cleaning staff so that they may anticipate the needs of visitors and adjust their performance accordingly. It is because of this that each and every guest is certain to have a stay that is not only memorable but also unique to them.

Comprehensive training programs for employees, including wellness programs and training programs: The number of hotels that are investing in comprehensive training programs for their cleaning staff is growing. This is done to ensure that the cleaning staff have the knowledge and skills essential to give excellent service to guests. staff get training on a variety of cleaning methods, safety protocols, and customer service standards as part of this program. This training helps staff to perform extraordinarily effectively in their particular roles.

Health and safety measures: In response to the COVID-19 outbreak, hotels are implementing additional health and safety precautions to protect their personnel as well as their guests. These safeguards are intended to protect both parties. The supply of personal protective equipment (PPE), the adoption of severe cleaning methods, and the enforcement of rules about social distance are all components of this strategy, which is designed to reduce the possibility of transmission.

Efforts Made to Improve the Health and Happiness of Workers: In light of the fact that hotels are fully aware of the relevance of the well-being of their employees, they are putting into action initiatives that seek to enhance employee morale and increase the level of pleasure they experience in their job. The provision of wellness programs, the development of a supportive work environment in which people feel valued and respected when they are employed, and the supply of opportunities for professional advancement are some of the things that fall under this category. Hotels have the power to enhance their operational efficiency, raise the degree of satisfaction experienced by their customers, and show their attention to sustainability and the well-being of their workers if they embrace these developing trends and use new techniques to clean that are becoming increasingly popular.

As a result of the comments that are made, which offer a comprehensive picture of the wide and intricate topic of hotel cleaning, there is a mix of technology advancements, efforts towards sustainability, and a focus on providing good service to clients. This is indicated by the statements that are made. The introduction of robotic cleaners, which are powered by artificial intelligence and equipped with sensors, represents a significant step forward in the methodology of cleaning the environment. The activities are made more effective by these cleaners, and the general cleanliness of the hotel spaces is maintained at a consistent level. The advent of smart sensors has ushered in a new era of data analysis in real time, which has made it possible for hotels to enhance their operations, raise the degree of enjoyment that their visitors experience, and decrease the amount of waste that they generate. The implementation of artificial intelligence helps to optimize housekeeping operations by giving an accurate prediction of the amount of maintenance that is necessary and by adapting the experiences of guests to their specific taste preferences. This helps to ensure that the housekeeping procedures are as efficient as possible. At the end of the day, this results in an improvement in both the efficiency of the business and the happiness of the customers.

In addition, the implementation of sustainability measures, which are exemplified by the utilization of eco-friendly products and the implementation of strategies for waste reduction, demonstrates the commitment of hotels to environmental stewardship. This commitment is advantageous not only to the employees of the hotel but also to the guests who stay there. In a similar vein, the implementation of energy-efficient technology and the utilization of renewable energy sources contribute to the reduction of carbon emissions and operational expenses, therefore bringing hotels into conformity with sustainable standards. In addition, strategies that are centered on the visitor, which are made possible by data analysis and

personalized services, result in an improved experience for the guest, which in turn nurtures loyalty and outstanding ratings. This is a win-win situation for everyone involved. It is a circumstance in which the company benefits in every way. By making investments in the training and well-being of their workers, as well as by adopting health and safety measures in response to COVID-19, hotels have the opportunity to demonstrate their dedication to the health and safety of their employees as well as the safety of their guests. Both of these are instances of how hotels demonstrate their commitment to their guests. The goals of these actions are to not only produce a comfortable working environment but also to raise the degree of confidence that visitors have in the establishment. While they are in the process of establishing their business, hotels want to enhance their operational efficiency, boost the pleasure they bring to their customers, and demonstrate their dedication to sustainability and the well-being of their staff. All of these goals are important to them. They want to do this by seizing the opportunities presented by the evolving trends and novel practices that are taking place in the hotel industry.

4. Conclusions

In conclusion, the future of hotel housekeeping is set to be transformed by the integration of advanced technologies, sustainability efforts, and personalized guest services. Robotic cleaners, smart sensors, and artificial intelligence optimize cleaning efficiency and enhance guest satisfaction. Sustainability initiatives, including eco-friendly products and energy-efficient technologies, demonstrate hotels' commitment to environmental stewardship, benefiting both the environment and the well-being of employees and guests. Personalized services and rigorous health and safety measures further enhance the guest experience and staff safety. By adopting these trends and approaches, hotels can improve operational efficiency, meet the evolving demands of modern travelers, and maintain a competitive edge in the hospitality industry. This might be a potential future research activity that investigates various different domains in order to further improve the domain of hotel cleaning by building upon the trends and innovations that are already in place. A comprehensive investigation of the long-term effects of robotic cleaners and AI-driven cleaning systems on operational efficiency and the satisfaction of guests would yield substantial insights into the effectiveness of these technologies as well as areas in which they could be improved. In addition, the investigation of the incorporation and streamlining of intelligent sensors in a variety of hotel settings may provide strategies for optimising the benefits that these sensors offer in terms of instantaneous data analysis and resource allocation. In addition, increasing the effectiveness and safety of these methods would be facilitated by undertaking an analysis of the ecological and physiological effects of environmentally friendly cleaning products and sustainable activities. This would contribute to the enhancement of these procedures. Additionally, additional research might focus on the creation of more advanced feedback systems that make use of artificial intelligence in order to predict and provide solutions to problems.

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