

ABSTRACT

Over the last decade, hospitality industry has been evolved at a rapid pace. Previously, hospitality companies made significant efforts to create a variety of new facilities for guests to enjoy, as well as to increase guest satisfaction by meeting customers' growing expectations. Even today, there is fierce competition for providing unique amenities to guests both inside and outside of the room. The concept of smart room with automated, highly efficient use of technology is the best solution. The way the world is evolving towards more technological advancement is unavoidable, and thus changes in the dynamics of a guest room are also evolving over time. A smart room can have a wide range of features and structures. The systematic literature review of the study has recognized the gap in the lack of research has taken place to identify the potentials to develop smart rooms for the hospitality industry. Therefore, the research study aims to examine the potentiality of developing smart rooms for the hospitality industry in Sri Lanka. With that, the study has three objectives and main objective is to examine the hoteliers' perception of Smart rooms. The study was conducted by using the qualitative method underpinned by phenomenology research approach. A sample of ten general managers and IT managers from five-star hotels will use to collect data for the study using purposive sampling technique. Collected data was transcribed and analyzed using thematic analysis. Structured interview method was used to investigate perception, potentiality of implementation as well as opportunities & barrier to implementation. Results indicated that, Sri Lankan hotels are not much familiar with smart room concept and the technology as well as limited knowledge on smart technological tools. This study contributes to the literature by providing a detailed mapping of the existing literature on smart rooms and tourism studies, which pose a greater challenge for hotel industry development in the current circumstances. Based on the findings, researchers recommend fully developed AI smart room technology for new and up-coming hotels.

Keywords: Smart Rooms (SR), Smart Technological Tools. Automated, Phenomenology