



**“Innovative Technological Amenities in Hotel Industry
and its’ Impact on the Hotel Operational Performance”**

(Special Reference to SLTDA Registered Hotels in Galle District)

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ABSTRACT

The tourism industry is the accelerate augmentation industry in the globally: Hotel industry attract more innovation technology to utilize their limited physical space and the property. Past few year researches focus on innovation with the different industries. However service innovation researches are lacking rather than product innovation researches. And hotel performance research also lacking rather than guest satisfaction. Due to the empirical gap found in the local context, in order to conduct the study, researcher set primary research objective to identify innovation technological amenities impact to the operational performance of hotels. To achieve this research objectives researcher sets three secondary objectives to identify existing level of innovation technological amenities in the hotel industry, identify the relationship between innovation technology and the hotel operational performance and identify the impact of innovation technological amenities and the operational performance. This study is mostly based on primary data and research used convenience sampling technique to select the sample to collect data. Data collected from 60 hotels in Galle district by using structured questionnaire. In order to achieve the objectives researcher used descriptive analysis, correlation of coefficient and multiple regression. First conducting the pilot survey finds the existing innovation technologies in the industry. According to pilot survey conducting this research it found that there are significant impact and the strong positive relationship between innovation and operational performance of hotels. Innovation technology impact operation to enhance the time saving, increase the cost efficiency, the service quality. From the managerial point of view, the result of the study could give some sort of guidance and direction for hotels managers to increase their hotel operational performance by using innovation technological amenities. And also innovation technologies are derives competitive advantage and generating income & the profit for the hotels, increase cost effective sales and marketing procedure, share information quickly and cost effectively and increase the sustainability.

Key words - Innovation Technological Amenities, Operational Performance, competitive advantage.