

Innovative Technological Amenities in Hotel Industry and its' Impact on Hotel Operational Performance

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The tourism and technology industries are accelerate augmentation industry. Hotel industry adapt innovation technology to become augmentation industry. 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 lacking rather than guest satisfaction. So there is empirical gap in the local context, in order to conduct the study, researcher set primary research objective to identify impact of innovation technological amenities on the operational performance of hotels. To achieve this research objective 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 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 there are significant impact and the strong positive relationship between innovation and operational performance of hotels. The result of the study could give some direction for hotels managers to increase their hotel operational performance by using innovation technological amenities. Innovation technological amenities are derives competitive advantage, generating profit for the hotels, increase effective sales and marketing procedure, effective communication and increase the sustainability.

Keywords: Innovation technological amenities, Operational performance, Competitive advantage.