Refurbishing of Business Models in Hotel Industry to Acquire Customers Through Digitization

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Abstract:
Digitization has influenced business activities to great extent and has put lot of pressure on the organizations to revamp their business models. The overhauling of business models requires exploration of new-fangled business opportunities methodically at early stages for better customer connectivity. Research on digitization is now gaining augmented attention, but still gaps exists in this filed as the empirical insights is inadequate. This paper aims to address issues and challenges faced by the hotel industry in revamping their business models for acquisition of customers through a new business framework. This study will be beneficial for hotel industry to realize the impression of digitization within the framework of hospitality sector upon customer buying behavior.

Keywords: *Business; Digitization; Hotel; Model etc.*

1. Introduction
The extremely bloodthirsty environment of the hospitality industry impels the hunt for new ways and elements of well-organized presentation. One of the central part trends in this field is the advancement and relevance of a variety of innovations and new elements that can give out as a powerful momentum for the progress of the hospitality industry. Hotel industry will vigorously cohort with other service providers that contributes in the travel experience, leading to adherence webs amid hotels, airlines and restaurants. Self-Sustaining hotels will plead to open intended voyagers in a new way.

2. Objectives of the study
1. To sightsee the factors that leads to digital acquisition of customers in Hotel industry.
2. To scrutinize that innovativeness does significantly influence digital acquisition of customers in Hotel industry.
3. To examine that sustainable practice does significantly influence digital acquisition of customers in hotel industry.

In light of above objectives, following Hypotheses have been devised:
- **HA₁:** Innovativeness does significantly influence digital acquisition of customers in Hotel industry.
- **HA₂:** Sustainable practice does significantly directly influence digital acquisition of customers in Hotel industry.

3. Review of Literature

S. No.	Researcher and year	Objectives	Research Methodology	Findings
1.	Montargot (2016)	To perceive in condition the actors, customers and receptionists , operating in renewed lobbies.	In-depth review of literature.	The conclusions show the break amongst the project's philosophy and the behavior of the actors on the ground.
2.	Zaitseva et al. (2016)	To study and evaluate the impact of globalization on the outline of groundbreaking technology companies in the hospitality industry.	Review of literature.	It was determined that the procedures of globalization have influence on the novelty management longstanding growth.
3.	Kazandzhieva et al. (2016)	To evaluate the part and implication of up-to-date know-hows in hospitality industry to describe a theoretical agenda for perusing the impression of technological revolutions on hospitality service.	Review of literature.	It was found that top quality customer service are the fundamental pillars of the industry, but the technologies can make it consistently deliver a memorable experience to guests.
4.	Popescu et. al (2015)	To depict a general overview of tourism and hospitality sector in the digital era.	In-depth review of literature.	It was enumerated that The Internet offers Tourism and Hospitality realm an opportunity that can only be achieved online.
5.	Dzhandzhugazova et. al (2016)	To study of the determination and degree of novelty, its classification, the difficulties of its tender in the hospitality business.	In-depth review of literature.	It was highlighted that the purpose of sensory marketing as one of the advanced approaches of hotel marketing may developed an unrelated modest benefit of a hotel and entices new customers.

4. Data and Methodology
Practices on the Digital Acquisition of customers by hotel industry as displayed in the given theoretical framework below (Figure 1)
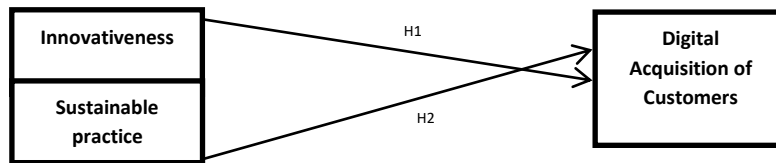

Figure 1: New Business Framework for Hotel Industry

5. Research Design
5.1 Data Collection and Data Instrument
The study focuses on collection of first-hand data via semi- structured questionnaire which consists of 2 factors consisting of 3 items i.e. product innovation, process innovation and CSR activities and Digital Acquisition of customers in hotel industry is formulated using Google docs.

5.2 Method of Collection of Sample
- Sampling technique- convenience sampling.
- Universe- Delhi/NCR
- Sample Size: 122

5.3 Tools and Techniques
The data is analyzed using Pearson Correlation.

5.4 Analysis

Table: 1 Reliability Statistics	
Cronbach's Alpha	**N of Items**
.743	4

Table: 2 Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product Innovation (I1)	11.29	5.810	.518	.695
Process innovation (I2)	11.18	5.835	.613	.643
CSR activities (SP1)	11.29	5.462	.643	.621
Eco-centric practices (SP2)	11.59	6.442	.390	.764

- It can be seen from Table: 1 that Cronbach's alpha is **0.743**, shows good intrinsic consistency for the questionnaire.
- Table: 2 presents that elimination of an item (SP2) would result in a bit higher Cronbach's alpha. This led us to remove the item (SP2). Therefore, the improved alpha value was: .764.

After the fruitful reliability test analysis process proceeded with Pearson Correlation Analysis

Table:3 Correlations

		D_A1	Product Innovation (I1)	Process innovation (I2)	CSR activities (SP1)
Pearson Correlation	D_A1	1.000	.199	.395	.305
	Product Innovation (I1)	.199	1.000	.474	.487
	Process innovation (I2)	.395	.474	1.000	.608
	CSR activities (SP1)	.305	.487	.608	1.000
Sig. (1-tailed)	D_A1		.014	.000	.000
	Product Innovation (I1)	.014		.000	.000
	Process innovation (I2)	.000	.000		.000
	CSR activities (SP1)	.000	.000	.000	
N	D_A1	122	122	122	122
	Product Innovation (I1)	122	122	122	122
	Process innovation (I2)	122	122	122	122
	CSR activities (SP1)	122	122	122	122

Table 3: Process innovation and CSR activities are highly correlated with the dependent variable of Acquisition of customers digitally than other variable (.395 and .305) respectively. Within the set of predictors, process innovation and CSR activities sale are more highly correlated with a value of .608 than the other pairs.

6. Conclusion

Process innovations and CSR activities demonstrated to be statistically noteworthy too after Correlation analysis. Both the items are highly correlated to the digital acquisition of customers in hotel industry. Hence, both alternative Hypothesis were accepted and rejecting the both null hypotheses.

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