

## **The Impact of Entertainment Amenities Availability on Hotel's Performance**

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### **Abstract**

Hospitality should recognize various practices to enable itself, some of which may be the entertainment and installations that run a magical atmosphere to inspire individuals internally and externally by giving a successful service and joyous experience to increasing and improving this sector in resorts. These companies are vulnerable since they purchase commodities, rely on more than tangibles intangible goods and influence may be literally by some dispute or problem such as workers, clients, inventions, or culture, which interconnects

these components. The hospitality field includes restaurants, accommodation, resorts, fun parks, festivals, cruises, entertainment, and other internal and external tourist facilities. Firms and clients, staff, and markets have a significant effect. The research implemented a mixed approach throughout conducting interviews with different managers in Hotels, and the survey's distribution has been over 100 respondents for data collection, using the SPSS statistical tool. The results proved a direct relationship among the research variables.

### **Keywords**

Entertainment, Hotels, Technological Innovations, Tourism, Durability.

### **Introduction**

Hospitality should recognize various practices to enable itself, some of which may be the entertainment and installations that run a magical atmosphere to inspire individuals internally and externally by giving a successful service and joyous experience to increasing and improving this sector in resorts. These companies are vulnerable since they purchase commodities, rely on more than tangibles intangible goods and influence may be literally by some dispute or problem such as workers, clients, inventions, or culture, which interconnects these components. The hospitality field includes restaurants, accommodation, resorts, fun parks, festivals, cruises, entertainment, and other internal and external tourist facilities. Firms and clients, staff, and markets have a significant effect (Gronroos, C., 2011). The "experience industries" will affect the nation's economy by supplying the right client with skilled and accurate service (Kaurova, O.V., 2010).

Hotels and resorts need new ideas for technical product management, such as entertainment, modern services and technical facilities, to contribute to strong industry development (Liu, J., Pryer, M. & Roberts, A., 2001). Today, for many people in Hospitality, service is a question mark, and why can it be given and not as a word? The object of Hospitality is to provide love, care, compassion, courteous treatment and generous reception; these are the reasons that connect with Hospitality (McCain, S., et al., 2005). In comparison, as a facility, it is more mechanical and skilled (Rezak, S., 2002). In a professional partnership with the visitor and his host, hospitality facilities are often prepared to take good care of visitors (S. Sudhakar and S. Chenthur Pandian, 2012). Therefore, it can require the visitor to foresee the necessities of its visitors and thereby exercise Hospitality with the highest possible generosity (Zaitseva, N.A., 2007). Hospitality programs offer as much welcome and entertainment to the host guests to spend many days in this location. Suppose every hospitality institution wishes to profit from its rivals (Rajendran, S., et al., 2021). In that case, it takes the step of focusing its

honesty, professionalism, and genuinely taking care of its customers 'satisfaction, protection, and convenience (N.T. El-dabel., et al., 2017) This perception has to be the core attribute of Hospitality (Sonawane, P. A., 2021). In order to carry out analysis, many hypotheses, experiments, and other chapters may clarify it thoroughly (O. M. Abo-Seida, et al., 2021).

### **Need for the Study**

Whether consumers accommodate for a recreation or business function, entertainment is unforgettable and pleasant in these businesses (Osama M. Abo-Seida, et al., 2021). Leiper realized that tourism is for recreational purposes only, while Pearce 1987 described tourism for leisure or relaxation as the cause of a temporary stay outside his house (Mishra, Shivam Kumar & Gupta, Ravi Kumar, 2021). Moreover, the good facilities of business tourism will make a difference because we will speak more about this topic in the second paragraph (N.T.M. El-Dabe, et al., 2017). That may be positive or poor consumer service that would essentially affect the function and longevity of the industry (G. S and S. R. Raja. T, 2021). If it is a successful experience, the industry can benefit by adding income, maintaining industry support, delivering the finest marketing services, helping consumers promote hotel companies, and opening up new possibilities. However, effective support, a happier buyer, supporting and delivering treatment, providing the staff properly and effectively, providing a good atmosphere, serving good quality (products and services), good leadership skills and outstanding consumer interaction management will all contribute to a good experience (Osama M. Abo-Seida, et al., 2020).

A significant role in providing a pleasant experience for hotel guests is entertainment in the visitor industry (Akther, T. and Xu, F. 2021). These conclusions indicate that the experience of tourists with movies and animation provide the hotel with the potential to draw a significant number of tourists, even by enhancing the hotel's marketing method and reflecting on what their clients would bring to them and make a move into the name of their hotel (Jalil, N. A., Kian Yeik, K. 2019). The world's popularity in entertainment tourism today is quite wide (Xu, F., & Akther, T. 2019). In several countries, the tourism industry will take a more active position. Tourists will be happier and enjoy fun & quality holidays if any country provides its clients with numerous cultural entertainments (Akther, T. 2017).

The approach to Hospitality is to fulfil the physical and emotional specifications of the visitors (S. Sudhakar and S. Chenthur Pandian, 2016) The hotel offers the most relevant facilities to its guest into the account in a hotel. Facilities such as a Spa, a restaurant or

several restaurants, bar, pool, shops, Jacuzzi, 24-hour wireless internet access, disabled rooms and interconnected rooms, conference room, air conditions, water purity service, sunset activity access, 24-hour room service, 24-hour concierge, airport transfer services, safe, hot water, television, entering rooms, laundromat service, 24-hour concierge service, airport transfer (Alabdullah, T. T. Y., Ahmed, E. R., & Nor, M. I., 2020). In addition, to provide a service level at a hotel, workers need to deal with visitors as VIP tourists, introduce customer service, build a supportive atmosphere, fix issues for customers, warn customers about deals, facilities, and product changes, incentive schemes, etc (S. Sudhakar and S. Chenthur Pandian, 2013). The acquisition of consumers starts with the industry's first touch (S. Sudhakar and S. Chenthur Pandian, 2012). This will improve consumer satisfaction and customer existence and raise hotel sales. This acquisition is strengthened by establishing consumer partnerships through the CRM framework (A.U. Priyadarshni and S. Sudhakar, 2015).

A study studied hotel satisfaction and the satisfaction of the mechanism of loyalty and return, which uses quantitative analysis methods and CDP's theory, finding that foreign tourist return and hotel satisfaction have been positive in the standard of service in room and front desks (Alabdullah, T.T.Y. and Ahmed, E.R., 2018b). However, the entertainment business influences the company services, valuation, leisure and protection, which has no relationship with satisfaction in an insignificant way (J. Kubiczek and B. Hadasik, 2021). The visitors' hotel loyalty come through a positive satisfaction experience (Jalil, N. A., Hwang, H. J., & Dawi, N. M., 2019). Therefore, the standard of facilities, the space & the front desk of the hotel affects positively inside Nepal Tourism Board if improved, which influence international tourism satisfaction (S. Sudhakar and S. Chenthur Pandian, 2015). This means that satisfaction arises from a happy experience of accommodating a client in hotels that offer the best amenities for their clients, so they are professionally attracted (S. Sudhakar and S. Chenthur Pandian 2017).

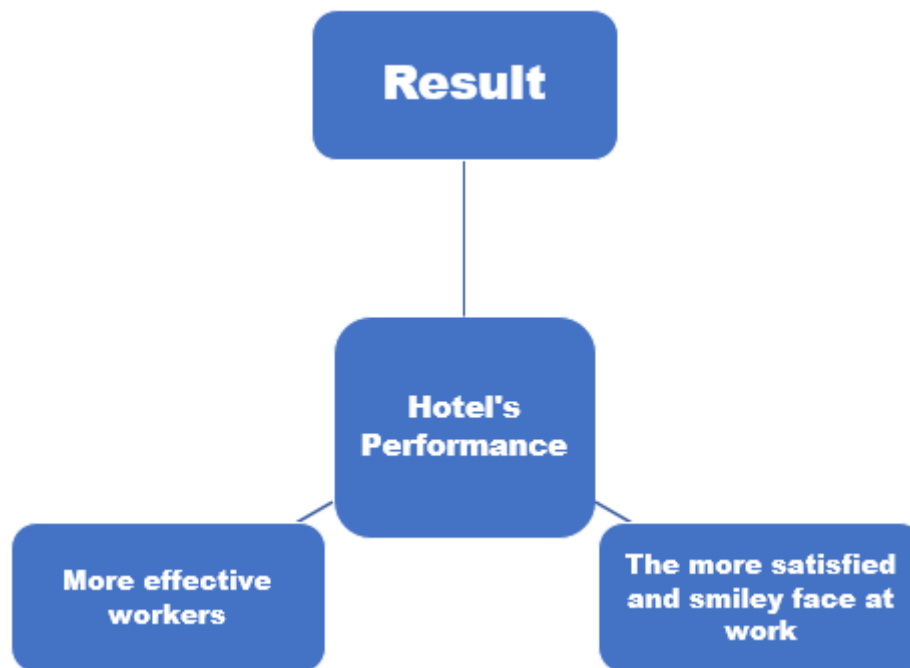
Today, technology plays a major role here, if applied globally to boost globalization and growth, globally and nationally (K. Ganesh Kumar and S. Sudhakar, 2020). The tool offers staff, consumers, and the community a more relaxed atmosphere in the working sectors to help address challenges, convenience, and rapid work methods and processes (Gupta, Ravi Kumar., 2018). A study uses a quantitative survey process, such as the shut-off questionnaire that includes the hotel's customer service (Gupta, Ravi Kumar., 2019). It considers it necessary to maintain high-quality facilities that positively affect customer support at selected hotels in the Southwest of Nigeria. In addition, the key factors for clients' patronage in hotels in South-West Nigeria are decent access routes, consistent power, water and critical security facilities (Jalil, N. A., & Hwang, H. J., 2019).

Customers prefer to remain in a hotel or resort for a nice weekend, try fresh cuisine, and visit new tourist sights (N. Keerthana, Viji Vinod and S. Sudhakar, 2020). In this hotel or resort, they can satisfy many needs. In addition, good food, hygienic treatments, pleasant environments, good communication among employees, and a better impression are required during a customer's stay. When all of the above has been moved in an acceptable manner and consumers have been served well from first print to the last day, several of them will come and go multiple times to the same hotel in any country where the hotel is a multinational hotel chain in the same country or is intending for the same hotel (Jalil, N. A., Prapinit, P., Melan, M., & Mustaffa, A. Bin., 2019). The above could also focus harder on the infrastructure to run the hotel competently if the technology is being applied in the hotel, and provide the hotel with, for instance, a faster-informational system to support clients more effectively, make it easy to work with staff and promote the work between business and suppliers. Another example of a study is a method of innovation utilizing sustainable eco-system technologies in rural areas, which affects tourism and drives toward growth and competitiveness (S. Sudhakar and S. Chenthur Pandian, 2013).

In its turn, this newly updated device draws this group of clients involved in the eco-system, which preserves the well-being of citizens and the use of the hotel system at rural hotels in Hungary (B. Singh, et al., 2021). Indeed, it often opens up new opportunities; for example, the faithful consumer review and WOM (word of mouth) approach draw more consumers. The technological framework will enhance entertainment and services and focus more on innovative innovations since there are broad ranges of means of getting more people interested in these phenomena today. Entertainment and several amenities in a restaurant, resort, or elsewhere will create a great deal for staff because of the first experience and the interaction with employees and their clients, which is part of a good or negative shift for the hotel; for example, if employees like working and function with love and enjoyment, their efficiency can multiply (Agarwal, Akshata & Gupta, Ravi Kumar., 2021).

This is why there are more reasons to disappoint if some job goes wrong or because of operating in the nights, during weekends or busy seasons hotelier can work for the extra-time shifts... In other words, work in hotels and resorts is difficult for workers, there is a lot more tension and responsibility to work directly with clients. Moreover, each employee can impress customers to operate the industry efficiently (Alabdullah, T. T. Y., Ahmed, E. R., 2020). On the other hand, the industry should implement a good concept of work to motivate employees to have a beneficial and successful business, and they have to encourage and foster a work environment that is fun to inspire employees, help them to have a creative mind and take joy in their workplace. If the business workers feel satisfied

and relaxed, they will love citizenship and loyalty in this industry and achieve an outstanding customer experience (Maloku, A., Maloku, E., 2020). Followed by leading business sectors such as Google, Apple, and several big hotels such as Hilton, Marriott... Those workers also lead you to greater and quicker development in your business by offering them strong working partnerships, promoting a healthy working atmosphere in your operation, working to keep enthusiastic people happier whilst others work hard, concentrating more on skilled personnel and developing a talented, demanding environment. This result has shown in figure 1.



**Figure 1 Hotel's Performance**

Happy staff taking the correct approach and behaving positively towards their colleagues and the workplace, tension mitigation during working days will increase morale and help employees' atmosphere. Staff will not be ashamed to make mistakes, which can be a tool for me to understand. Hospitality is full of many details that workers, clients, or other people associated with it can love. Employees can offer their hospitality industries more when the atmosphere is deserving of them and contribute to good jobs and quicker business development. All these elements may also contribute to feelings for any client, employee, or other individual connected to certain sectors that will alter entertainment and new services in any hotel or industry that directly interacts with the customers.

## **Purpose of the Study**

Hospitality should recognize various practices to enable itself, some of which may be the entertainment and installations that run a magical atmosphere to inspire individuals internally and externally by giving a successful service and joyous experience to increasing and improving this sector in resorts. It means games, services, technology, and everything that draws clients through the hotel's success when it comes to leisure. These companies are sensitive because they consume commodities and rely more on intangible goods than on physical items, which affects some sort of dispute or crisis, such as workers, consumers, creativity and a culture that is the cycle between them. This study aims to evaluate if the supply of entertainment goods will influence the efficiency of hotels. Focusing on the goals, several hypotheses detect the happiness of consumers and a wide variety of connections between entertainment, creativity, and technology and consumer service.

Typically, people want something that produces a happy atmosphere, holding them far from life tension and reserving all kinds of things that bring colour to their trip while staying in a hotel for leisure. All of this to boost engagement and consumer satisfaction; it would also be researched by everyone who will go to the hotel and offer their views on the impact on them of culture, technology, efficiency, customer service, highlighting their thoughts in order to provide honest knowledge on their needs.

## **Sample Selection**

The research population will be the hotel managers (Food & beverage, operation manager, general manager sales or marketing, housekeeping managers) and employees. The hotel managers are nevertheless the focus population of the study. The intended population for the analysis is 100 participants. Still, in order to reach the required number, more than 200 respondents will be dispersed to maintain 100 according to the questionnaire of the employees. Thus, the managers' number would be according to the number of departments from which I would like to collect information and analyze the data for the interview. Based on its experience and position, we will select the sample to maintain exact data. The analysis utilizes a multi-phase sampling method and, in particular, the random sampling system, as these approaches respondents from two hotels, "X" and "Y", and applies the deliberate sampling method (unlikely sampling) to perform in-depth interviews and test their opinion based on specified skills.



## **The Relevance of Compatibility Management to the Hotel Industry**

The research notes that consumers may be unhappy with other consumers even though they are pleased with their company's service. If customer interaction is strong, "faulty" or improper customers can damage the environment of the facilities and the well-being of other customers. The research assumes that not all networks or service environments provide similar signification for consumers' compatibility and management. There are ranges of functions that render the customer compatible. These include; customers that are physically close together; verbal contact between customers is likely; customers are involved in several different ways; the service atmosphere attracted a wide variety of customers; the central service offered at consumer's compatibility service centres.

Many of these elements are available in hotels. Close to each other, visitors accommodated. E.g., visitors relax in the swimming pools and around them. Verbal contact between customers is possible in lobbies, restaurants, and other entertainment places. Hotels give visitors several various events, offering the chance to connect. There is still a good incentive to draw buyers from various backgrounds. Often consumers must wait before checking in or out of a hotel or eating in a restaurant. Customers can also share time, room and facilities, normally in a restaurant or dining area. Much of the clients invest over half an hour in the hotel's service environment. All this indicates that compatibility with the client and its management are worthy of consideration in the hotel business.

## **Reasons Why Customers are Incompatible**

Consumers have varying interests, priorities and different opinions about what they believe to be right and sensible shows an incompatibility between consumers. Distances clarity is visible in that consumers have certain stereotypes of race, ethnicity, social status, age and gender, and have some biases against some person classes. The physical features and medical needs of the consumers vary as well (Akther, T., & Xu, F. 2020). In terms of their perceptions, consumers often vary. That is subject to disagreeable situations while other consumers are somehow 'different.' A current customer may fear that a new customer will waste time if you ask more questions at a hotel. Other clients may feel annoyed by a sick client in a hotel lobby. People seem to be less embarrassed while out of the city, so they are anonymous and feel they should behave whatever they want. The actions of others considering 'alien' may even distract consumers.



## **Managing Customer Compatibility**

Consumer loyalty and customer engagement influence the partnerships between consumers. The challenge is establishing compatibility systems that promote optimistic consumer experiences while discouraging unpleasant experiences. It is necessary to handle customer-to-customer ties. The familiar method, such as compatibility management, consists of three steps: management initiates an initial phase to recruit similar customers' groups to the hotel with a marketing campaign that specifically defines the target demographic of the hotel. The first stage of this method is to recruit similar groups of customers to the hotel. The second stage includes operation support personnel and managers. The aim here is to plan for consumer deliveries and provide a suitable atmosphere to enhance connectivity. There can also be an arrangement on codes of practice for consumers. The hotel then handles the physical environments actively. The third step is the control of encounters with consumers. This is the role of coming workers in touch with consumers. The customers communicate during this process. Satisfactory meetings between customers are encouraged by physical and customer-to-customer encounters. The proposed consumer's compatibility management system proposed makes it necessary for its employees to play a part, along with a range of 'roles.'

The model indicates that several classes with theoretically inconsistent consumers make up the target business. The hotel cannot be 'all for everyone, and the receptionist is approaching those markets on the sector the hotel is servicing. The service staff, who serves as the environmental engineer, determines where the service occurs before the customers arrive. E.g., the atmosphere engineer arranges the food service tables to concentrate on the food rather than any consumers. The legislative function enforces policies and rules that guide customers' behaviour. An indication of such a guideline is a standard dress code at night. To achieve more similarities or homogeneity among groups, the matchmaker groups customers. E.g., children eat at the hotel in a different restaurant.

The teacher's task is to exchange knowledge with the customer to socialize in service atmosphere standards. When checking in a hotel, a trainer will show the best direction for customers. One example is whether an employee or hotel manager rewards a client for supporting a friend. On the other side, the task of police officers is to impose moral norms – reminding bruised customers, for example, to relax. A cheerleader unites clients by sharing a sensation of affiliation. In addition, a cheerleader introduces new customers and relies on mutual consumer functionality. The detective's job is to remind each of the other players to execute their respective tasks properly. For example, an investigator might tell the customer's police officer of the conduct. A director must supervise the whole

operation to achieve effective compatibility management. Typically, the director is a hotel executive.

A hotel may use a variety of compatibility techniques. If a hotel wishes to communicate with its guests, building a good atmosphere is necessary to promote contact. In the field, contact between customers may even reduce. Dividers might split between tables or divided so that contact between mutually incompatible customers decreases. A service provider to affect the environment, which may contribute to positive consumer engagement, could utilize DCCor, colour and illumination. Introducing a queuing scheme that decreases waiting and is reasonable may also minimize frustration and benefit the consumer experience. The interviewee proposes that line managers should amuse consumers and guarantee that no conflicts arise when standing in line between consumers. Using written systems and signs to update consumers on fitting acts is best. The consistency management in a hotel is available to draw related guests and ready them for the introduction of guests. Compatibility management presents the client with the necessary configurations and essentially controls client experiences such that consumers can maintain themselves and eliminate defects related to their colleagues' conduct.

### **Competitive Marketing Strategies**

As seen in the Literature Analysis, a service provider like a hotel has to place aggressive marketing tactics in motion to further increase its competition with other firms by keeping more clients. An organization like a hotel can achieve a strategic edge and retain it. To have a strategic edge in the industry, placing the hotel and its facilities are important elements in this case. A variety of stages of every business offering has been finished, and the services delivered by a service provider eventually discontinued. Both of these steps need a marketing campaign change to follow. Finding competitive marketing tactics is important for the competitiveness of a hotel.

The operation 'Creating value for the consumer that rivals find impossible to replicate' was regarded by hotels as the most relevant strategic marketing tactic, accompanied by 'Continuing value for competitors that are hard to imitate,' 'Creating a special hotel positioning strategy.' It is assumed that hotels need to incorporate successful marketing tactics within their client retention system, as this occurs in the literature review and is seen by results from the study as necessary to remain competitive. Focusing on the hotel's strategic marketing policy help to achieve and sustain a competitive edge over other hotels. Manage your service over your life cycles. We should consider the following when proposing a consumer retention framework for a hotel. There are major correlations

between awareness that adjusting the hotel's current positioning approach is necessary to maximize its attractiveness to the clients and the form of property in question. Private or proprietary hotels have large standards of perceived significance, and community hotels are not important. The understood value of managing the hotel facilities as need improvements over time and the scale of hotels are greatly related. The bigger a hotel, the more important is this competitive marketing approach. Hotels evaluating their retention rate consider generating and retaining value for visitors who are not ready to imitate by rivals than hotels who do not rate their retention.

### **Managing Supply and Demand**

The literature review showed that demand and supply are not the same. Supply in quieter hours could overrun demand, and output in peak periods could surpass supply. If supply exceeds demand, idle services are turned down to a hotel (similar to hotel rooms). If availability is greater than demand and no rooms are available, the hotel will only have the option of turning customers away. The capability of the installation, the supporting infrastructure and the service staff should be in harmony with each other in a properly planned and operated service company, as should the requirement for the service provided.

Planning operations to reduce the likelihood that bottlenecks will arise. However, it is hard to do because it is difficult to forecast the extent of production and demand trends. It is impossible to eliminate interactions, in addition, because each consumer takes various periods and actions to manage them and because the customer involves estimation in providing a service. As resources are threatened, the control of demand and supply (or capacities) is essential in the hospitality industry. The financial performance of a service provider relies on its ability to meet demand closely. For example, the results have shown that a hotel's facilities that return management enable a company to optimize profits on fluctuating requirements where the commodity is perishable. An organization must define the combination of price, consumer, demand, and volume to maximize its profits. Yield Management utilizes capacity management software, price tools, and other sales optimization techniques to find the right balance of all these variables. The study showed that hotels' supply and demand management practices are significant.

Capacity and/or supply control in proposing a consumer retention system for a hotel, the following considerations should also be taken into account: There is a substantial correlation with how necessary it is to control the hotel's capacity to offer goods and services according to guest request and how ownership of the hotel is to be accomplished.

The tasks involved include the control of the market for items and services by customers, managing hotel supply capacity, and maximizing revenues by controlling room prices, i.e. return management. Hotels operated by private or owners have a large degree of perceived significance, whereas community hotels do not matter. Hotels that calculate their customer retention levels are far more relevant than those that do not measure their customer retention rates while adjusting customer requests for goods and services.

### **Measuring the Customer Retention Rate**

The results indicate that customer satisfaction rates are early in improving customer experience engagement and profitability. However, several organizations do not recognize the value of raising consumer satisfaction rates and the effect on performance. If an organization is serious about customer retention changes, it should first identify what retention of customers implies to the company and then follow the steps required to assess it. The company would certainly not handle consumer retention if it is not calculated.

Most hotels assessing their client satisfaction utilize a 'guest profile' electronic record tracking software. Hotels maintain a larger proportion of visitors staying for the company than tourists staying for recreational activities. Hotels that calculate the rate of retention of clients treat consumer retention programs far more seriously than hotels that do not measure customer retention rates. Hotels' relationship marketing and customer retention services activities that measure their retention rate are significantly higher than those that do not measure customer retention. This resulted in hotels building up systems for assessing their retention rates – and subsequently implementing strategic solutions for improving their retention rate for consumers.

### **Relationship Marketing**

Increasingly knowledgeable and skeptical, consumers prefer a partnership marketing strategy. Competition is now highly complex and robust in the sector where service providers such as hotels operate. Then, before making any buying choice, buyers prefer to shop more. The foundation for establishing and improving consumer partnerships is related to marketing. Strengthening consumer relations translates to a strategic edge. A company's long-term sustainability relies on its ability to establish good consumer partnerships. Findings suggest that more and more referring to and integrating the connections marketing philosophy and application of hospitality marketing is efficient.

The results arrive at the heart of the topic in suggesting that consumer satisfaction and customer experience management rely on the customer's lifespan. Customers' retention and loyalty growth have been the main reasons several firms carry out partnership marketing. The emphasis has changed from once to current transactions. Sales are the beginning of a partnership, not the culmination of the marketing process but a relationship between customer and seller. The aim of marketing relationships is not to secure profits but rather to retain enduring relationships among companies, public officials, suppliers of raw material, staff and established and potential customers. Hotels in regard all relevant marketing activities as significant. The most significant practices connected with the retention of visitors are tasks linked to establishing and sustaining long-term partnerships with guests. Substantially there is no relation between the attitude and ownership style or scale of a hotel. Hotels regularly carry out all marketing operations.

## **Conclusion**

Hotels provide several standard features for service companies needing the maintenance of consumer compatibility. Service encounters in certain cases occur at hotels when other clients are around. Customers in the hotel's maintenance field communicate more frequently. This interaction may contribute to empathy. Even though consumers are pleased with the service they get from a service provider, they might not be happy with the way other customers have handled them. When the consumer contact is big, 'faulty' customers can have a detrimental influence on the air of the service facility and the welfare of other customers. Hotels found all customer-based activities essential, except for 'introducing guests to one another and 'supervising guest-by-guest contact.' Listing most hotels as the least significant retaining element in managing guest engagement. Hotels also execute all consumer compatibility maintenance behaviour but "Introduce guests to each other," "Monitor guest engagement", and "recognize and praise guests for good actions, e.g. thank a guest for assisting someone else'. The research faced many limitations in which the researchers addressed a broad case study without implementing a defined case study on a defined hotel. In addition to that, the research implemented a defined set of variables and did not address many variables in this research.

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