

1 Abstract

Business Process Automation (BPA) is making it possible to automatize various business processes through the use of technology. It supports the streamlining of a business and makes it possible to operate on a simpler level. Furthermore, productivity can be increased when BPA is done right. The modeling of the processes is an integral part of the movement toward BPA and is referred to as Business process modeling.

The objective of this research is to understand how BPA can support hotels to increase productivity. For the research semi, structured interviews were held with hotel experts. Together with the literature, the interviews set the basis to gain an understanding of how productivity is achieved through BPA.

The results of this research point out that currently the hotel industry is not yet using a holistic BPA approach and focuses on digital tools to fix immediate pain points which leaves the hotel organizations with a wide variety of tools that make the hotel not gain or lose productivity as the tools to take away work whilst at the same time providing extra work for employees to handle and deal with all these tools.