

## 17. INNOVATIONS FOR SMART HOTEL ROOMS

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**Introduction:** Hotel Company - the main component of the tourism industry. Nowadays great attention is paid to the development of this field of activity, because it is one of the sources for the state. Everyone in the hotel industry — from the big chains to the small indies — has been trying to figure out the future habits of the digital-savvy traveler. Also, that what would mean to develop the hotel room of the future. Some of these efforts are makes the industry, and some by hospitality schools around the world.

A major hotel was interested in developing relevant and actionable new products and services designed to target the business traveler, and to project potential market appeal for each concept.

Once the new product and service concepts were developed and then used quantitative research combined with advanced analytics to identify the new concepts with the best potential for success.

**Resources and methods:** The U.S. hotel and motel industry consists of about 30,000 companies operating about 50,000 individual locations. Since the majority of hotels are part of a chain, the 50 largest companies account for about 45% of the market. Profitability for a hotel depends on the efficiency of the hotel, name recognition, and how effective its marketing is in attracting customers. Business travelers and tourists are the primary customer segments. Hotels want to increase

their market share of business travelers. They wanted to develop innovative new services that could differentiate their brand from competing brands, drive customer preference, and increase revenues.

The objective of the research was to create an approach for generating and developing innovative new product and service concepts for business travelers. Once the concepts had been developed, a methodology for testing those concepts was created.

**Results:** One effort by being led by the industry, recently was a university-industry hybrid, organized School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) with local Hong Kong independent hotel Hotel Icon: a global competition to find innovations that would become part of hotel rooms of tomorrow.

And after a month long entry process, 8 winners were chosen, and the winning services/products will be tested and researched in three “Tomorrow’s Guestrooms” at Hotel Icon for six months. Most of these are smart but incremental innovations for today, and the near tomorrow.

***8 innovations for smart hotel rooms:***

1. Neobar and E-Tray, by Bartech: Fitted with energy efficient compressors using an eco-friendly refrigerant and equipped with detection capabilities, Neobar can maximize efficiency of minibar operation.

2. HD Weave Carpet by Brintons Carpets: HD weave carpet is produced by a patented carpet loom that can weave up to 32 colors.

3. SuperDock DN 7000 by DNet Solution: Using electro-magnetic induction, the dock works with all kinds of smart devices with built-in speakers. It also comes with USB charger ports and alarm clock.

4. Guest Communication Center by Fingi: GCC is a multiple charging station, with an IP speakerphone and can be the room’s Internet access point.

5. AElement by Salto Systems Asia: The wireless locking system allows cellphone to act as contactless data carrier to open and control access controlled doors.

6. TELY by Service Technology Partners: With TELY, the call agent can communicate visually with the guests by pushing media and information like room service, dining, way finding, etc. to the TV screen.

7. iFlyPad by Spicy Innovations: iFlyPad is a suction pad that works on all smartphones and tablets. It can be used in many locations from back seats of flights to suitable surfaces in bathroom and kitchen.

8. Hotel ONAIR: The guests can experience the hotel by viewing its offerings and city attractions, and stream their own music, videos and pictures wirelessly to the TV.

Results from this study were used to select the concept with the highest market potential within key consumer segments. In addition, the utilities developed for concept element were used to suggest modifications to these winning concepts by identifying elements that could be dropped from the concept without significantly changing it’s appeal, as well as those elements that could be added to enhance appeal.

**Conclusions:** Thus, there are 8 innovations for smart hotel rooms, that can be developed and then used in the hotel or hotel chain. Of course, using complex of innovations is the best and the safest way, which minimizes the risk of exit on a solid market and increases the validity of administrative decisions, but at the same time and costly to conduct research. If financial resources are limited, the discrete approach is the most appropriate, but the success of this approach depends on the proper choice of the most important indicators of the enterprise market.

### **REFERENCES:**

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