

80. Mobile communication and automation innovation in hospitality

Polina Cherniakova, Tetijna Prymak

National University of food technologies, Kyiv, Ukraine

Introduction. The tourism, leisure and tourism-related service industry is one of the biggest industries worldwide and still has enormous potential for growth. Global mobility, communications and networks are calling conventional business scenarios and perspectives into question.

Results. At the same time they offer fascinating potential for the development and international marketing of innovative tourism businesses, ideas, and products and services. Hotel technology presents seemingly endless possibilities, but hoteliers shouldn't invest in technology for technology's sake. In many airports, it's no longer necessary to stand in a queue to check in and people are expecting the same kind of easy, technology-driven check-ins at hotels. Guests want to be able to do everything from checking in at a venue's automated kiosk to ordering room service with a digital device instead of standing in queues and moving around the hotel premises to order food. Thanks to digital innovation and social media, guests also expect digital interactions with the hotel to be personalized. When investing in digital apps for check-ins, room service and other customer-oriented digital interactions, hotel operators are investing in systems and technologies that can personalize the experience for guests, including a guest's name being displayed on the welcome desk at a digital check-in station; their food preferences or past purchases being displayed in a digital room-service order system; and similar. In addition, the 'concierge in your pocket' concept is fast gaining popularity due to its ability to allow operators to include useful information such as surrounding entertainment venues; medical facilities; and similar services. Like many of the other technology trends in the hospitality industry, investing in a check-in/concierge app requires a small initial investment and can lead to greater efficiency and savings as hotel staff are able to focus on customer service and property developers don't have to create large static reception desks at each entrance and hotel location.

Conclusions. Technology doesn't mean that customer experience can only happen online and through devices, check-ins and online comments. All of these experiences need to be part of an integrated, dynamic system so that the guests' experiences are at the forefront of the marketing and operational team's mind. If a guest leaves a comment about their stay when they check-out of the hotel, for example, the right people need to reply and acknowledge this type of communication. Marketing tools and solutions need to create memorable experiences that can lead to positive change and growth in the industry.

References:

1. Ambler, T. (1999). Practical marketing. St.Petersburg, Peter Publisher, 375 p.
2. Best Hotels of the World. (2008) Moscow: EKSMO, 1073 p.
3. Dzhandzhugazova, E.A. (2013). Particularities of Creation and Promotion of New 4. Ideas in Social Network Space. World Applied Sciences Journal, 1, 79-84.
5. Joseph, B., II Pine and Gilmore J. H. (1999). The Experience Economy: Work Is Theatre and Every Business a Stage. Hardcover, 304p.