

## Revolving around technology in hospitality

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**Introduction.** Coming from a hotel perspective, some of the latest and best examples of innovations in the hospitality industry revolve around technology. That's seems obvious at first, but the thing to remember is that hotels have been around long before software and many other technological advancements we don't even notice today.

**Materials and methods.** Many people here already spoke of the benefits of social media, which you're pretty familiar with, but be sure you're using it wisely. Also, Google My Business is pretty awesome (and free), so take advantage of that. Seriously. SEO is a big deal and game changer for independent properties trying to get a cut of the industry.

**Results.** Here are some other minor innovations slowly making the rounds:

Wearable tech.

For both employees and guests. Some hotels have guest use their wearable tech as keycards (a fantastic security measure) and it's a great way to harvest customer data, like locations your guests frequent the most.

Self-service check-in.

This can be a lifesaver for front desk managers. If you have a long line, guests can check in themselves, cutting down on frustration and stress. This frees up time for the front desk to dedicate time the enhancing guest experience and keeping on top of bookings. Also, it's just plain convenient (and pretty cool).

Cloud computing.

Great way to manage a hotel without the frustrations of on-premise databases that can take up valuable room and are a serious, costly investment. Plus, this means employees can manage a hotel from anywhere with an internet connection with all of their property data still at their fingertips.

In considering the best innovations in hospitality, it's helpful to consider the biggest problems facing the industry and then identify the technology that helps solve them.

Here are some of those problems and ways hotels can now solve them with technology...

A Customer Relationship Management (CRM) tool will give you a profile of each guest, as well as insights to their behavior and preferences, which will help you follow up with surveys and marketing campaigns post stay.

Dropped guest requests: Workflow Management Tool.

A shocking 25% of hoteliers still use pen and paper to manage their properties. Most existing platforms are restricted to a single department, increasing the likelihood that the request is dropped as employees manually hand it off to one another. So when choosing a workflow management system, make sure it can communicate across every department.

Antiquated communication: Mobile Messaging App.

Whether it is texting, e-mailing or mobile messaging, today's guests expect to communicate anytime, anywhere. Beyond creating a more intimate experience between guests and staff, this will allow your team to fulfill requests more quickly and anticipate any problems before they happen. There are dozens of messaging apps to choose from, but we recommend using one specific to the hotel industry.

**Conclusion.** Overall, the hospitality industry is ever changing, and only those who are willing to adapt will survive.