

Study on the Operation and Management of Smart Hotels under the Background of All-for-One Tourism

Zeng Wenshi

Nanjing Engineering School of Jiangsu Union Technical Institute, China

Keywords: All-for-One tourism, Intelligent hotel, Operation, Management.

Abstract: With the improvement of economic level and living standard of residents, tourism has become one of the main leisure and pleasure modes of the public, which has led to the development of intelligent hotels. In the information age, the connection of the whole world is gradually strengthened, and the concept of the global village is becoming more and more well known. This also means bringing new challenges to every country's wisdom hotel. Perfecting management mode and optimizing operation mode has become the main way of hotel transformation and upgrading. The opportunities brought by All-for-One Tourism are immeasurable. Wisdom hotels should actively transform in this period to adapt to the current rhythm of the times. For this reason, this paper explains the operation and management path of wisdom hotel under the background of All-for-One Tourism by discussing its overview, technical basis, and countermeasures.

1. Research background

1.1 Literature review

The all-for-one tourism industry has entered a period of rapid development and has become a strategic pillar industry of the national economy. As a key industry, hotel accommodation industry has gathered into a world-class scale effect after years of rapid development. At present, there are many world top brand hotel groups in China, and the hotel format has changed dramatically according to the geographical environment and times (Feng, 2016). From star hotels to limited-service hotels, from economic chains to residential accommodation and other forms of business are developing rapidly. Since the 21st century, the high-speed advancement of intellectualization has connected the whole world in the series. Under the background of the big data era, the innovative research on data and intelligent hotel management has attracted the attention of many scholars and practitioners.(Zhang,2019). At the same time, in the case of low-carbon tourism, how to carry out effective operation and management of smart hotels has become one of the hot spots (Zhang, 2018). Intelligent operation of the hotel industry is not only related to the efficient execution of managers but also directly affects the consumer experience of customers (Gong and Chen, 2017).

1.2 Research purposes

The rapid popularization of the Internet of Things and AI intelligent technology has brought new opportunities and challenges to the development of the hotel industry. Since the concept of Smart Earth was put forward in 2009, it has gradually evolved into smart applications related to national strategic development, such as smart cities, smart tourism, and the transformation of smart hotels (Zhang et al, 2016). With the change of consumption characteristics of hotel consumer groups, the competition in the hotel industry is increasingly fierce, and the advantages of common competitive means in the hotel industry are gradually reduced. Therefore, the improvement of the hotel's advantages in intellectualization, informationization and personalization will lead the hotel to break through all kinds of resistance and vigorously develop. In addition, the consumer demand of resident customers has been changing in the direction of humanization, individualization, and autonomy, which has promoted the management mode of the hotel industry to change to the direction of intelligent management (Zhou and Quan, 2018). By reviewing the existing research

literature, it is found that the research level of most scholars is relatively limited, only staying in the innovative application of a single technology, and there is less research on the integration of multiple new technologies. In this context, this paper combines the new trend of All-for-One Tourism development, explores the innovative ways of operation and management of smart hotels, aiming at improving the intelligent management of hotels and ensuring the experience of consumers. In addition, in order to further enrich the relevant research theory of intelligent hotel, provide some reference for the development of hotel management theory.

2. Summary of intelligent hotel and intelligent management

2.1 Wisdom Hotel

A hotel is a place for providing services and accommodation for guests. It should not only fully consider personal privacy and personalized needs, but also consider the comfortable experience that the hotel brings to the guests. The construction of smart tourism makes the construction of smart hotels begin to appear. It has become an important measure to promote the development of the tourism economy and the improvement of service quality. It begins to let customers experience all kinds of conveniences brought about by the era of intellectualization. As the wisdom hotel is a relatively new concept and proposition in the hotel industry, it can only be explained from the connotation level of the wisdom hotel. The intelligent hotel combines itself with a set of perfect intellectualized system and realizes hotel digital information service technology through digitalization and networking. This is not the only innovation of applying information technology to hotel management, but also an effective way to improve the utilization of hotel resources. It can also meet the consumption needs of hotel consumers with personalized, high-quality and diversified services. By formulating different marketing schemes corresponding to different consumer groups, Wisdom Hotel enlarges the limited resources of the hotel indefinitely, so as to create personalized services, enhance the overall satisfaction of guests, happiness and brand loyalty, and also provide the continuous impetus for the sustainable development of the hotel.

Hotel intellectualization is an area of continuous enrichment and development, and it will continue. The rise and prosperity of the Internet age have made Internet + a topic of discussion for the whole nation and has also enabled many products to enjoy all kinds of conveniences brought about by the Internet era. Following the emergence of the era of intellectualization, "Intelligence/Intelligence+" began to sweep across the world. As a product of this era, Wisdom Hotel has begun to enter people's eyes and began to bring all kinds of conveniences to all guests. Especially in recent years, the newly emerged pure intelligent hotels are all intelligent services from check-in to check-out. Only a few staff members are responsible for cleaning and system maintenance. It can be seen that smart hotels will become a new trend in the development of the hotel industry.

2.2 Intelligent Management

The intelligent hotel serves people, so we should pay more attention to the physical and mental experience of customers in management. Therefore, it is required that the service personnel arranged by the hotel should meet the customer's requirements under reasonable circumstances and provide timely and reliable information for them. If it is a fully intelligent hotel, managers should arrange relevant personnel to take charge of the normal operation of the machine, to avoid the embarrassing situation caused by system collapse and power shortage.

Wisdom hotel, science, and technology, wisdom in management. Relying on science and technology to carry out advanced and reasonable hotel management will not only increase user stickiness but also broaden user channels, making more customers experience intelligent services. Therefore, in terms of management, science and technology should be the first step to ensure the integrity of personnel, and actively recommend to customers the use of intelligent equipment for reasonable remote control of hotel housing services. Provide customers with a variety of sensory enjoyment, as well as experience the ultimate experience of the interior of the house, so that the

tired body and mind return to comfort and relaxation, enjoy the humanized and intelligent services brought by the hotel.

3. Technical basis analysis of smart hotel operation

3.1 Internet of things

The simplest interpretation of the Internet of Things refers to information carriers based on the Internet, traditional telecommunications networks and so on. It allows all ordinary physical objects that can be independently addressed to form interconnected networks. In other words, the Internet of Things makes life convenient and rich. All kinds of information and information to be obtained will be transformed and presented in the form of data or physical objects. So the emergence of the Internet of Things really makes the world a big or small global village. Sometimes you feel that the world is big, but for a moment, the world is in your hands. So for the wisdom hotel, through the guest's view and reservation, it can realize the interconnection of different places, different times, different people and things. User experience feedback is used to obtain relevant information, to provide all the information they want most, and to arrange various housing information based on their interests.

3.2 Big data

If the Internet of Things integrates time, people and things organically. Big data is a more thorough analysis and interpretation of these three kinds of information, interpreting any information under any conditions, and the relevant content behind the information to give advanced recommendations. Therefore, based on the big data, the wisdom hotel not only comprehensively analyses the information of the guests but also matches the detailed housing requirements. In addition, the hotel makes reasonable planning and arrangement for the follow-up itinerary of the guests and provides a variety of solutions to deal with temporary problems.

4. Operational and management strategies of intelligent hotels under the background of all-for-one tourism

The development of the tourism industry continues to be hot, and global links are strengthened. Anyone can reach any corner of the world. Moreover, in the context of all-for-one tourism, the restrictions will no longer be identity, passport, and language, but will pose a huge challenge to the development of smart hotels.

4.1 Improving the management model of smart hotels and promoting upgrading and transition

With the aging of traditional hotel equipment and the gradual departure from the requirements of modernization in service, local hotels will inevitably withdraw from the historical stage if they continue to adhere to the old marketing concept without hosting the local people. Upgrading and transformation of hotels, updating of equipment, changing from non-intellectualization to full intelligence, updating of service system and so on are all the requirements of upgrading and transformation of hotels at present. Especially in terms of equipment and operating system, to enhance the intelligence of equipment, in order to reduce all kinds of unexpected situations in the process of customer housing, will also enhance the degree of enjoyment of consumer housing. In terms of the operating system, a perfect operating system plays a vital role in the operation of hotels, including employing people, increasing user stickiness and so on, so it stands out among many hotels.

4.2 Optimize the hotel system and improve the intelligent operation of the hotel

The development of hotels can not be separated from the optimization and upgrading of various systems, so as to ensure the various needs of customers. First, an information system is very important for the customers, such as the recommendation of higher hotels, the recommendation of

travel routes and vehicles, the inquiry of maps and the recommendation of various APPs, etc., will make customers more interested in the hotel. Secondly, the multimedia service system, such as the push of various content information, check-in information, message information, consumption, ordering and other related information of the hotel website, can improve consumer satisfaction. Thirdly, the intelligent parking system provides parking space information for self-driving customers and automatically reads pre-scheduled vehicle information for vehicle storage. Other systems include the self-check-in/check-out system, intelligent elevator system and so on.

4.3 Promote the Service System of Wisdom Hotel and Increase the Viscosity of Customers

As a service industry, smart hotels play a very important role in increasing user stickiness. To improve the service system, there are the following aspects: First, to improve the quality of service staff. As the front of the hotel, smiles and cordial greetings will make the guests feel the enthusiasm of the hotel, thereby increasing the good feeling of the hotel. To a certain extent, it plays an important role in the promotion of the tourism economy, the popularity of hotels and economic income. The second is to use intelligent robotic equipment to achieve intelligent services. At present, there are fewer Hotels with all-intelligent services, but they are highly praised in terms of user experience. The intelligent hotel can realize the whole process of intelligent service from check-in to check-out so that consumers can enjoy it better. To improve the service system of intelligent hotels, the key is whether customers can get better spiritual enjoyment from it.

4.4 Extend the Industry Chain of Smart Hotels and Promote the Upgrading and Renewal of Services

The development of smart hotels can not only be confined to the hotel itself but also coordinate with other industries to maximize benefits and promote the optimization and upgrading of other industries. And extending the chain of wisdom hotel industry can diversify the hotel's income. On the premise of realizing its own income, hotels can also promote their own income by uniting other products and industries. Another point can be achieved to upgrade the related services and equipment system of smart hotels, thereby improving the management and operation of hotels on the side. Such as Intelligent Hotel and car rental services.

5. Conclusion

It has become an unavoidable fact to study the operation and management of intelligent hotels under the background of all-for-one tourism. The world is getting smaller and smaller, and all kinds of information are flooding everywhere in our lives. The popularity of AI intelligence and the experience of VR and AR make intelligent life closer and closer to us. As far as intelligent hotels are concerned, intelligent management and operation are very important. When people accept new things and begin to integrate into them, they will abandon the old things. Therefore, the wisdom hotel can only constantly update its management and operation mode, in order to ensure that it will not be eliminated in the fiercely competitive environment of the contemporary era. Smart hotel managers always pay attention to their opponents' movements, so as to adjust the various systems of smart hotels, including management and operation mode. The emergence of smart hotels is not accidental, but based on the product of the times, the future development model of smart hotels will be more perfect. Although this paper strives to systematically study the construction of the relevant elements of the research on the operation and management of intelligent hotels in the global context, there are still many places to be further refined and perfected due to the limitations of the author's theoretical literacy, knowledge accumulation, and data collection.

Acknowledgements

A Project in 2016 of the Thirteenth Five-Year Plan of Education Science in Suzhou: "Practical Research on the Application of Service Etiquette in the Linkage of Higher Vocational and

Secondary Vocational Courses: Taking Tourism Service and Management as an Example” (Project No. 16012024)

References

- [1] Feng W.,(2016). The Development Trend of the Modern Hotel Industry is discussed. Science and Technology Economics, 2016,1(14):196-196.
- [2] Zhang X.Y.,(2019). The Data and Smart Hotel Management Inquiry in the Age of Big Data. Vacation Travel, 2019,38(01): 118-118.
- [3] Zhang J.,(2018). Smart Hotel Operation and Management in the Context of Low-Carbon Tourism. Contemporary Economics, 2018, 482(14):118-119.
- [4] Gong H., Chen M. H.,(2017). Research on the Use of Big Data in the Hotel Industry in the Context of All-for-One Tourism. Economic and Trade Practice, 2017,7 (7):20-21.
- [5] Zhang Y., Anshan, Liu W. B., et al.,(2016). Studied the Attitude of Young Consumers Towards Eco-Hotel Green Measures. Journal of Guizhou Normal College, 2016, 32(8): 45-52.
- [6] Zhou C.D., Quan J.G.,(2018). Hotel Smart Management Research. Chinese Business, 2018,27(1):11-12.