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Suggestions for Applying Digital Technology to Improve Service Quality in Mid to High end Hotels

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Abstract: This article aims to explore how mid to high end hotels can apply digital technology to improve service quality and provide corresponding suggestions. This article analyzes the current development status, challenges, and opportunities of digitalization in mid to high end hotels, elaborates on the necessity and significance of digitalization in mid to high end hotels, studies the influencing factors of customer satisfaction in mid to high end hotels, and finally, based on the SWOT analysis model, proposes suggestions for applying digital technology to improve service quality in mid to high end hotels, including strengthening digital talent cultivation, optimizing digital service processes Innovate digital service experience and ensure digital service security.

Keywords: Mid to High End Hotels; Digital Technology; Service Quality; Recommendations.

1. Introduction

With the rapid development of technology and the popularization of the Internet, the digital wave is sweeping across various industries around the world, and the hotel industry is no exception. How to use digital technology to promote the transformation and upgrading of the hotel industry has become an urgent problem for the hotel industry. Digital technology can help hotels improve operational efficiency, reduce costs, innovate services, increase revenue, while also improving customer accommodation experience, enhancing customer satisfaction and loyalty, and enhancing the hotel's brand image and competitiveness. However, the application of digital technology also faces some challenges and risks, such as technology selection, talent cultivation, data security, customer privacy, etc. Therefore, how to apply digital technology to improve service quality in mid to high end hotels is a topic worth exploring.

2. The Current Situation, Opportunities, and Challenges of Digital Development in Mid to High End Hotels

In recent years, the country has vigorously advocated digital reform, and various industries are promoting digital transformation and upgrading, including the service industry. Digital technology refers to the technology that utilizes digital means and tools to collect, transmit, store, process, analyze, and apply information, including cloud computing, big data, the Internet of Things, artificial intelligence, blockchain, etc. Digital technology can improve operational efficiency, reduce costs, enhance competitiveness, and create new business models in the hotel industry. Among them, the most direct and important is to improve service quality, thereby increasing customer satisfaction and loyalty.

According to a report from the China Hotel Association, there are currently about 19600 mid to high end hotels in China. After investigation and research, most hotels are still in the initial stage of applying digital technology, and there are very few employees with digital application capabilities and professional knowledge and skills in the hotel industry. In addition, the digital application system of the hotel has not connected all relevant departments, and effective collaboration among departments of the hotel is not possible, directly affecting the overall service quality and efficiency of the hotel.

Therefore, the digital transformation of mid to high end hotels is currently facing some challenges and opportunities.

2.1. Opportunities

1. Innovation and optimization of digital technology. The development and application of digital technology constantly refresh the service models and experience methods of the hotel industry, bringing infinite innovation possibilities to the hotel industry. The application of technologies such as intelligent guest rooms, unmanned restaurants, facial recognition, and online evaluations can provide more convenient, personalized, and intelligent services to meet the constantly improving consumer experience needs.

2. Collaboration and sharing of digital technology. The application of digital technology can achieve efficient collaboration and sharing of information flow, capital flow, and logistics within and outside the hotel industry, improving the operational efficiency and cost-effectiveness of the hotel industry. Cloud computing technology can achieve flexible management and deployment of IT resources in the hotel industry, reducing costs; Big data technology can achieve data analysis and business insights in the hotel industry, supporting decision-making;

3. The popularization and promotion of digital technology. The popularization and promotion of digital technology can expand the market coverage and customer base of the hotel industry, and improve the revenue and profit of the hotel industry. Mobile technology can achieve convenient services such as online booking, check-in, and payment in the hotel industry, attracting more customers; KOL/KOC technology can achieve content marketing and word-of-mouth promotion in the hotel industry, enhancing the hotel's visibility and trust.

4. Monitoring and evaluation of digital technology. The monitoring and evaluation of digital technology can quantify and optimize the effectiveness and value of digital transformation in the hotel industry, providing a basis and guidance for the digital transformation of the hotel industry.

The BI system can achieve real-time monitoring and analysis of core indicators in the hotel industry, providing data support; The ROI model can evaluate and optimize the digital inputs and outputs of the hotel industry, providing decision-making reference.

2.2. Challenge

1. Selection and investment in digital technology. The development and updating speed of digital technology is very fast. When choosing and investing in digital technology, the hotel industry needs to consider factors such as its applicability, reliability, safety, cost-effectiveness, etc., to avoid blindly following the trend or wasting resources.

2. Security and privacy of digital technology. The application of digital technology involves commercial data of hotels and personal data of customers. The hotel industry needs to establish sound data protection mechanisms to ensure data security and privacy.

3. Talents and training in digital technology. The application of digital technology requires corresponding talents and training to support it. The hotel industry needs to strengthen the training of digital skills for employees, improve their digital literacy, and enable them to proficiently use and manage digital technology.

3. The Significance of Digital Development in Mid to High End Hotels

The necessity and significance of applying digital technology to improve service quality in mid to high end hotels are mainly reflected in the following aspects:

1. Adapt to changes in customer needs. With the improvement of consumer consumption level and consumption concept, the demand for hotel services is becoming increasingly diversified, personalized, and intelligent. Consumers not only demand hotels to provide a comfortable, safe, and hygienic accommodation environment, but also require hotels to provide convenient, efficient, and flexible booking, check-in, payment and other processes, as well as rich, diverse, and interesting catering, entertainment, fitness and other services.

2. Dealing with the pressure of market competition. With the development of the hotel industry, market competition is becoming increasingly fierce. Mid to high end hotels not only face competition from hotels of the same level, but also challenges from low-end hotels, as well as the impact of emerging alternative products such as homestays and short-term rentals. Digital technology can help hotels improve operational efficiency and cost-effectiveness, optimize resource allocation and management, enhance competitiveness and risk resistance.

3. Adapt to changes in the social environment. With the progress and development of society, digitization has become an irreversible trend. Digitization not only affects people's lifestyles and consumption habits, but also changes the business model and service methods of hotels. Digitization is also an important means for the hotel industry to achieve sustainable development, which can help hotels save energy, reduce pollution, protect the environment, and fulfill social responsibilities.

4. Factors Influencing Customer Satisfaction in Mid to High End Hotels

The service quality of mid to high end hotels is the most important factor affecting customer satisfaction and also the core competitiveness of mid to high end hotels. There are several factors that affect the service quality of mid to high end hotels.

1. Business level factors

The level of operation is the most important factor affecting the service quality of mid to high end hotels, including the hotel's products (services), brand, management, innovation, and other aspects. The quality and level of products (services) in mid to high end hotels not only depend on the hotel's hardware and software facilities, but also on the quality and attitude of the hotel's service personnel, as well as the hotel's service processes and standards. Brand building and maintenance not only depend on the quality and level of the hotel's products (services), but also on the hotel's marketing strategy and channels, as well as the hotel's customer relationship management and maintenance. The level and ability of management not only depend on the quality and ability of the hotel's management personnel, but also on the hotel's management system and processes, as well as the hotel's management information system and tools. The driving force and source of innovation not only depend on the hotel's innovation awareness and culture, but also on the hotel's innovation resources and platforms, as well as the hotel's innovation and incentive mechanisms.

2. Product resource factors

Product resource factors are important factors that affect the service quality of mid to high end hotels, including hardware facilities, software facilities, style, and cultural atmosphere. The level and quality of hardware facilities in mid to high end hotels not only depend on the hotel's investment and maintenance, but also on the hotel's design and planning, as well as the hotel's updates and renovations. The level and quality of software facilities not only depend on the quality and attitude of hotel service personnel, but also on the hotel's service standards and processes, as well as the hotel's service supervision and evaluation. The level and quality of style and cultural atmosphere not only depend on the hotel's creativity and expression, but also on the hotel's culture and philosophy.

3. Environmental impact factors

Environmental impact factors are secondary factors that affect the service quality of mid to high end hotels, including the hotel's geographical location, surrounding environment, economic environment, social environment, and other aspects. The level and quality of a hotel's geographical location depend not only on its location and planning, but also on its cooperation and linkage, as well as its navigation and guidance. The level and quality of the surrounding environment not only depend on the hotel's sound insulation and purification, but also on the hotel's prevention and emergency response, as well as the hotel's monitoring and alarm. The level and quality of the economic environment depend not only on hotel pricing and promotions, but also on hotel analysis and adjustments, as well as hotel communication and negotiation. The level and quality of the social environment depend not only on the hotel's compliance and implementation, but also on the hotel's participation and contribution, as well as the hotel's promotion and advocacy.

5. Suggestions for Applying Digital Technology to Improve Service Quality in Mid to High end Hotels

Based on the SWOT analysis model, the following are suggestions for applying digital technology to improve service quality in mid to high end hotels.

5.1. Advantages

The advantages of mid to high end hotels are mainly reflected in high-quality services, facilities, environments, and experiences, as well as high brand awareness, reputation, and loyalty. Mid to high end hotels should fully leverage these advantages, use digital technology to consolidate and enhance these advantages, and increase the hotel's core competitiveness and market share.

1. Strengthen the cultivation of digital talents, improve employees' digital skills and literacy, and provide more professional and high-quality services. Hotels can enhance employees' understanding and mastery of digital technology, cultivate their digital thinking and innovation abilities through online courses, training lectures, practical operations, and other means.

2. Optimize digital service processes, simplify and standardize hotel service processes, and provide more convenient and efficient services. Hotels can use digital technology to automate and intelligently process hotel reservations, check-in, payment, and check-out, reducing customer waiting and trouble, and improving customer satisfaction and loyalty.

3. Innovate digital service experience, design and provide more innovative and valuable digital services. Hotels can innovate and optimize their catering, entertainment, fitness and other services through digital devices, content, interaction, etc., to meet the different tastes and needs of customers, and enhance their interest and love.

5.2. Disadvantages

The disadvantages of mid to high end hotels mainly lie in high cost investment, as well as maintenance and updates. Mid to high end hotels should strive to overcome these disadvantages, use digital technology to reduce and eliminate these disadvantages, and improve the cost-effectiveness and risk prevention of the hotel.

1. Choose and invest in digital technologies suitable for hotels, considering factors such as technology applicability, reliability, safety, cost-effectiveness, etc., to avoid blindly following the trend or wasting resources. Hotels can evaluate and select suitable digital technologies, allocate and use digital resources reasonably, and improve the return on digital investment through market research, expert consultation, experimental testing, and other methods.

2. Establish and improve maintenance and update mechanisms for digital technology to ensure its normal operation and latest status. Hotels can achieve monitoring, reporting, and early warning of digital technology by regularly inspecting, repairing, and updating digital technology, timely discovering and solving digital technology faults and problems, and maintaining the efficiency and quality of digital technology.

5.3. In Terms of Opportunities

The opportunities for mid to high end hotels are mainly reflected in the development and innovation of digital technology, as well as the improvement of consumer needs and expectations. Mid to high end hotels should actively seize these opportunities, use digital technology to innovate and optimize their service models and experience methods, and enhance the hotel's brand image and value.

1. Pay attention to the development and innovation of digital technology, timely understand and learn the latest dynamics and trends of digital technology, choose and invest in digital technology suitable for hotels, achieve innovation and optimization of hotel service models and experience methods, and provide more convenient, efficient, and flexible services.

2. Adapt to the needs and expectations of consumers, timely understand and grasp changes in consumer needs, provide more diversified, personalized and intelligent services, and improve consumer experience and satisfaction.

5.4. Threat Aspect

The threats to mid to high end hotels mainly manifest in the security and privacy risks of digital technology, as well as competition and impact from peers and alternative products. Mid to high end hotels should actively respond to these threats, use digital technology to improve their security and competitive advantages, and enhance their reliability and trust.

1. Improve the security and privacy prevention of digital technology to prevent risks such as data leakage, tampering, and damage. Hotels can use cloud computing technology, encryption technology, and permission control technology to store their business data and customer personal data on cloud servers, and perform encryption, backup, and permission control processing to achieve remote access and management of data, avoiding data loss, leakage, and abuse.

2. Enhance the competitive advantage of digital technology, design and provide more distinctive and valuable digital services, and improve the differentiation and leadership of hotels. Hotels can achieve customer profiling, personalized recommendations, loyalty rewards, etc. through digital platforms, systems, equipment, etc., to increase customer stickiness and loyalty.

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