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ANALYSIS OF THE STATE OF USE OF SMART TECHNOLOGY IN HOTELS

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Abstract: Since the tourism sector began to operate as an industry, it has felt the need for innovative technologies. Currently, the tourism market is partially saturated with Smart technologies, but there are still needs for Smart technologies that serve a wide range of tourists. In this article, we have analyzed the existing Smart technologies for Smart tourism and made suggestions after studying the Smart technologies at the level of our needs.

Key words: Tourism, Smart technologies, Smart hotel, destination, memorable tourism experiences, hotel business.

Annotatsiya: Turizm sohasi sanoat sifatida faoliyat yurita boshlaganidan buyon innovatsion texnologiyalarga ehtiyoj sezildi. Hozirda turizm bozori qisman aqlli texnologiyalar bilan to‘yingan, ammo sayyohlarning keng doirasiga xizmat ko‘rsatadigan aqlli texnologiyalarga ehtiyoj hali ham mavjud. Ushbu maqolada biz Smart-turizm uchun mavjud aqlli texnologiyalarni tahlil qildik va aqlli texnologiyalarni o‘z ehtiyojlarimiz darajasida o‘rganib chiqib, takliflar berdik.

Kalit so‘zlar: Turizm, aqlli texnologiyalar, aqlli mehmonxona, destinatsiya, unutilmas turistik tajribalar, mehmonxona biznesi.

Аннотация: С тех пор как туристический сектор начал функционировать как отрасль, он почувствовал потребность в инновационных технологиях. В настоящее время туристический рынок частично насыщен смарт-технологиями, однако потребность в смарт-технологиях, обслуживающих широкий круг туристов, все еще существует. В этой статье мы проанализировали существующие смарт-технологии для Смарт-туризма и после изучения смарт-технологий внесли предложения на уровне наших потребностей.

Ключевые слова: Туризм, умные технологии, умный отель, дестинация, незабываемые туристические впечатления, гостиничный бизнес.

INTRODUCTION

The tourism sector in our country is developing year by year and is becoming one of the leading sectors of the economy. In these cases, it is appropriate to develop the tourism sector and fully demonstrate its potential.

Tourism and innovation are contradictory concepts. Tourism means recreation, travel, impression, and history. If we give different definitions, Tourism is understood as the departure (travel) of an individual from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional, or other purposes.

Besides, tourism is a small business, except for large infrastructure projects. In many cases, it is not even a business, but the activity of some selected people – guides, owners of guest houses, craftsmen, painters, and musicians.

No matter how serious the content of a trip to Uzbekistan is – whether it is historical, architectural, religious, or ethnic – it should not be forgotten that, in general, tourism belongs to the entertainment industry. People spend their vacations on it and calculate their budget accordingly. Uzbekistan has a large number of historical monuments, we can give an example of the monuments of our regions such as Bukhara, Khorezm, and Samarkand, which are mainly visited by tourists. Tourists mainly visit these regions in spring or summer. One of the problems when visiting these regions is that the climate is very hot during this season and our historical monuments are not fully explored. For this, transport, and restaurants should be compensated by increasing the number of hotels near these monuments, and the authors of the route and other participants of the tourism product should show

comfort and inventiveness to cheer up the tired tourist and prepare him for the next day. Then it is not surprising that he wants to return to Uzbekistan again. There should always be new solutions and innovations everywhere. The demand for tourism services shapes the supply.

LITERATURE REVIEW

An ecosystem for Smart tourism contributes to the development of a platform that offers infrastructure and service data to travelers [1] Therefore, in order to offer comprehensive and flexible tourism services while increasing management efficiency, the platform needs to be able to accommodate functions for both managers and tourists. The ecosystem's STS platform is ICT-integrated, with the Internet of Things (IoT) utilizing artificial intelligence and cloud computing services to forecast demand, boost productivity, automate processes, and enhance value co-creation [2] The concept of Smart attraction services involves the integration of attractions and various stakeholders via dynamic platforms that facilitate information-rich communication flows. These dynamic links to travel-related information enable instant access to free information, tour guides, transportation, and transactions. They also produce a genuine travel experience and enhance the management of tourism resources, which benefits stakeholders' decision-support systems [3].

ICT is used in a Smart business ecosystem as well as communication networks to provide Smart services. The network of interconnected stakeholders that dynamically interact with one another at a destination makes up the business ecosystem of Smart tourism. Technology advancements have digitalized essential business processes, enabling the public and private sectors to cooperatively produce, compete for resources, and adjust to external challenges [4]. Through the co-creation process, the Smart business ecosystem in the tourism industry generates value through the use of Smart tourism tools including social media, online platforms, and Smartphones [5].

A Smart hotel is one that has been outfitted with modern technologies, like artificial intelligence and the internet of things, in an effort to provide customers with better service and improve management, efficiency, and control from the hotel management [6]

Use of technology in the Hotel industry

Information technology has helped hospitality businesses manage inventory, bookings, reservations, and customer data better. By implementing systems such as POS systems, property management systems, and CRM solutions, companies can track customer data, manage inventory levels, process payments, and handle bookings. Digital technology has been adopted by the hotel sector to offer visitors an improved and more streamlined experience. There are numerous ways that technology can enhance the hospitality experience, including mobile check-in and check-out and online booking platforms. For example:

1. Chatbots and Artificial Intelligence (AI)

Artificial intelligence (AI) chatbots are chatbots that use a range of AI technologies, such as natural language processing (NLP) and natural language understanding (NLU) to reliably comprehend user questions and match them to specific intentions, and machine learning to optimize responses over time.

2. Hotel Room Service in Automation

Automated room service allows guests to enjoy their favorite restaurant dishes without leaving their hotel room. This technology is enabled through app and QR code menu integration, allowing customers to access menu options from anywhere, anytime. Guests can quickly and easily order food, pay securely through the app, and even track the delivery of their order. This technology also allows hotels to provide guests with more personalized room service as they can customize bookings based on individual needs and dietary preferences. Automated room service not only improves customer satisfaction, but also simplifies the process of ordering room service, saving time and labor costs.

3. Electronic Signage

Hotels and restaurants can display current information including menus, discounts, offers, and adverts using digital signage. With the use of digital signage, you can give visitors a more engaged and interesting experience by enabling them to discover the information they need quickly and easily

without having to consult menus or staff members.

RESULTS

Smart technologies are revolutionizing the hospitality industry, providing enhanced guest experiences, operational efficiency, and sustainability. Here are some Smart technologies commonly used in hotels:

Keyless Entry Systems: Using mobile apps, guests can access their rooms via Bluetooth or NFC-enabled keycards, enhancing convenience and security.

Smart Room Controls: Integrated systems allow guests to control room temperature, lighting, curtains, and entertainment systems through voice commands or a centralized control panel.

IoT Devices: Connected devices like Smart thermostats, sensors for occupancy detection, and Smart plugs help hotels manage energy usage more efficiently and personalize guest experiences.

High-Speed Wi-Fi and Connectivity: Seamless, high-speed internet access is a necessity for modern travelers, enabling guests to stay connected and work remotely.

In-Room Voice Assistants: Devices like Amazon Alexa or Google Home provide information, control room settings, and offer personalized recommendations to guests.

Robotic Assistance: Robots for room service delivery, concierge services, or housekeeping tasks streamline operations and provide novelty experiences for guests.

Guest Experience Management Platforms: Integrated platforms allow hotels to collect and analyze guest data to personalize services, anticipate needs, and improve overall satisfaction.

Mobile Concierge Apps: Apps offering services such as booking facilities, room service orders, local recommendations, and contactless payments enhance guest convenience.

Smart Energy Management: Implementing systems that automatically adjust lighting and HVAC based on occupancy to conserve energy without compromising guest comfort.

Virtual Reality (VR) Tours: Providing immersive VR experiences for guests to explore rooms, amenities, and local attractions before booking.

Contactless Payment Systems: NFC-enabled payment methods and digital wallets offer secure, contactless transactions, improving guest safety and convenience.

Smart Meeting Rooms: Technology-equipped meeting spaces with video conferencing, interactive displays, and seamless connectivity for efficient business meetings.

Sustainability Solutions: Implementing Smart technologies to reduce water usage, manage waste, and optimize energy consumption to align with eco-friendly initiatives.

Data Analytics and AI: Utilizing guest data and AI algorithms to predict guest preferences, personalize experiences, and optimize operational efficiency.

These technologies not only elevate the guest experience but also enable hotels to streamline operations, reduce costs, and adapt to changing guest preferences in the increasingly digitalized hospitality landscape.

Future Smart technologies are expected to bring numerous benefits to hotels, further enhancing guest experiences, operational efficiency, and sustainability efforts. Some of these benefits include:

Enhanced Guest Experience: Future Smart technologies will enable even more personalized and seamless experiences for guests, catering to their preferences through predictive analytics, AI-driven recommendations, and tailored services.

Efficient Operations: Advanced automation, robotics, and AI-powered systems will optimize various hotel operations, including housekeeping, room service, maintenance, and inventory management, leading to increased efficiency and reduced costs.

Increased Sustainability: Smart technologies will continue to play a pivotal role in sustainability efforts within the hospitality industry. Innovations in energy-efficient systems, waste reduction, and eco-friendly practices will help hotels minimize their environmental footprint.

Hyper-Personalization: Utilizing big data analytics and AI, hotels will be able to anticipate guest needs more accurately, offering hyper-personalized experiences from room preferences to curated recommendations for dining, entertainment, and local attractions.

Seamless Connectivity: Future technologies will ensure uninterrupted and high-speed connectivity, allowing guests to seamlessly connect their devices and access entertainment, work, or com-

munication platforms during their stay.

Contactless Experiences: The trend toward contactless solutions will continue, providing guests with safer and more hygienic interactions through touchless check-ins, mobile payments, and voice-activated controls.

Innovative Room Designs: Integration of futuristic designs and Smart functionalities within hotel rooms will create immersive and unique experiences for guests, incorporating elements like augmented reality, Smart mirrors, and interactive surfaces.

Predictive Maintenance: IoT sensors and AI-driven analytics will enable predictive maintenance, helping hotels identify and address maintenance issues before they become major problems, ensuring smoother operations and guest comfort.

Customized Service Delivery: Advanced technologies will enable hotels to offer tailor-made services based on guest preferences, behaviors, and past interactions, resulting in higher guest satisfaction and loyalty.

Streamlined Staff Efficiency: Smart technologies will assist staff in managing tasks more efficiently, allowing them to focus on delivering exceptional guest experiences rather than routine operational tasks.

Data-Driven Decision Making: The integration of data analytics tools will enable hotels to make informed decisions, optimize pricing strategies, and adapt services in real-time based on trends and guest feedback.

Overall, the future of Smart technologies in hotels is poised to revolutionize the industry by offering unparalleled guest experiences, maximizing operational efficiency, and promoting sustainable practices. These innovations will redefine the way guests interact with hotels, shaping a more tech-savvy and customer-centric hospitality landscape.

DISCUSSION

The hotel industry has been continually adopting various Smart technologies to enhance guest experiences and streamline operations. However, several emerging technologies have the potential to transform the industry further. Here are some Smart technologies that might not have been widely implemented in hotels yet:

Blockchain Technology: While blockchain has seen applications in industries like finance, supply chain, and healthcare, its use in hotels is still limited. Blockchain could revolutionize areas such as secure guest identification, transparent loyalty programs, and Smart contracts for bookings and payments.

Extended Reality (XR) Experiences: While augmented reality (AR) and virtual reality (VR) have started to make appearances in some hotel marketing or guest experience initiatives, the full potential of XR, including mixed reality (MR), for immersive guest experiences or virtual tours has not been widely implemented.

Quantum Computing: Quantum computing‘s potential for data analysis and optimization could revolutionize hotel operations, especially in handling massive datasets for personalization, predictive analytics, and complex optimization challenges.

Edge Computing: Edge computing, which involves processing data closer to the source (e.g., IoT devices), can significantly reduce latency and enhance real-time decision-making. It could be used extensively in hotels for faster and more efficient data processing, benefiting guest services and operational functions.

Distributed Autonomous Organizations (DAOs): The concept of DAOs, powered by Smart contracts and decentralized autonomous governance, hasn’t been extensively explored in the hotel industry. DAOs could potentially facilitate decentralized decision-making in aspects like hotel management or community-driven initiatives.

Biometric Authentication: While some hotels have started implementing biometric technologies for security purposes, wider adoption of biometrics for seamless and secure guest check-ins, room access, and personalized experiences using facial recognition or other biometric identifiers is still

limited.

3D Printing: Although not widely integrated, 3D printing could have applications in hotel maintenance for creating spare parts, customized room amenities, or even in the creation of unique, personalized items for guests.

Artificial Intelligence (AI) in Robotics: While robots have been introduced in some hotels for tasks like room service or concierge services, integrating advanced AI into these robots for more complex interactions, language understanding, and adaptability is an area that's yet to be fully explored.

As technology evolves, these and other emerging technologies may find their way into the hotel industry, further revolutionizing guest experiences, operational efficiency, and sustainability efforts in ways not yet fully realized. It's essential to stay updated as these innovations continue to develop and potentially reshape the hospitality landscape.

CONCLUSION

The article aimed to clarify definitions and give a synopsis of the fundamental presumptions that underpin the idea of Smart tourism. We all want to live comfortable lifestyles and none of us wants to give up on them. It determined that layers of data production, processing, and interchange supported the three fundamental components of Smart experiences, Smart business ecosystems, and Smart destinations. By doing this, it became clear that Smart tourism differed from traditional e-tourism in terms of the fundamental technologies it uses as well as the methods it employs to produce better experiences when traveling. Development of Smart tourism is already underway. It naturally develops from the widespread use of technology in the travel industry in many ways. This lowers expenses, boosts productivity, and enhances customer support.

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