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Research on future application strategy of Smart Hotel—A case study of Amanfayun Hotel in Hangzhou

Yutong Zhou
Yancheng Institute of Technology, Jiangsu, China

Abstract

With the continuous development and application of artificial intelligence, Internet of things and other advanced technologies, the application of smart hotel has gradually become one of the main development directions of the hotel industry. Based on the application nature of smart hotel, this paper deeply discusses the relevant technologies and applications of smart hotel, and analyzes the practical effects of smart hotel in improving customer experience, integration ability and safety management efficiency by combining with the case of Amanfayun Hotel in Hangzhou.

Keywords

Smart hotels; Application strategy; Hangzhou Amanfayun

Introduction

Since the reform and opening up, many changes have taken place in our social economy, and economic development has made some progress. With the continuous improvement of globalization and knowledge level, people are no longer satisfied with food and clothing, but pay more attention to physical and mental relaxation. Especially some wage earners and middle-aged and elderly people, in the intense work environment, more need to be relaxed. Therefore, taking a vacation becomes an excellent choice. In addition, with the gradual recovery and development of tourism in the post-COVID-19 period, resort hotels have become ideal places for people to go out and relax, especially given the large number of tourist resorts. As a result, the 1,000-year-old temple, located near the Lingyin Temple in Hangzhou, has become a high-profile attraction. There are many resort hotels being built or planned. Hidden away in an ancient village, the Amanfayun resort, one of the world's top resorts, has attracted a lot of attention. Here, you'll find serenity and grace, serenity and tranquility. There, you will immerse yourself in the quiet luxury of Amanfayun, free from the distractions of the world. It is a resort full of mystery. Amanfayun is endowed with a simple and elegant style, with stunning views of the courtyards and forests. Most of the guest houses have private or semi-private courtyards with outdoor dining areas and lounging areas for a comfortable dining and relaxing experience. It is a way of life, an artistic attitude and a spiritual pursuit. The ancient Oriental beauty has deeply touched people's hearts. In this quiet and elegant environment, people will enjoy a different way of life. We will take Hangzhou Amanfayun Hotel as the research object. Smart hotel uses the latest scientific and technological means to apply intelligent, automatic and information technology to the hotel operation and management, in order to improve customer check-in experience, improve hotel operating efficiency and reduce operating costs. Smart hotels can provide more personalized, convenient, safe, comfortable and energy-saving services through intelligent

terminals, intelligent room equipment, intelligent management system and other means to improve customers' check-in experience and enhance the hotel's brand value and market competitiveness. The future development trend and prospect of the hotel under the intelligent hotel application are discussed in depth.

Smart hotel concept definition and application

Smart hotel is a new hotel model developed with the progress of science and technology. It is a hotel management model based on information technology, Internet of things technology, artificial intelligence and other technologies. Smart hotels have become a huge wave in the domestic hotel industry for the purpose of improving customer experience, reducing costs and improving hotel management efficiency.

Smart hotels not only have changes in the front desk service, room service has also been greatly improved. Smart hotel provides customers with more personalized, safe, convenient and comfortable service experience through intelligent terminal, intelligent room equipment, intelligent management system and other means. At the same time, it also enables hotel managers to effectively supervise all aspects of the hotel through advanced artificial intelligence technology, improve hotel management efficiency and reduce operating costs.

In the construction process of smart hotel, intelligent terminal is an essential equipment. It applies intelligent technology to all aspects of hotel reception, including hotel reception, room booking, customer payment, information transmission and so on. In addition to providing customers with convenient services, it also plays a vital role in hotel management. Through the intelligent terminal, the hotel management staff can know the actual operation of the hotel at any time, so as to strengthen the management level

Intelligent room equipment is also an important part of smart hotel. For example: smart furniture, smart door locks, smart lighting, smart TV and so on. The intelligent design of these devices provides customers with a unique and comfortable room experience. While ensuring the comfort of customers, it also provides the hotel with a more intelligent and efficient operation mode. These intelligent devices can not only provide guests with more intimate service during their stay, but also provide regular automatic inspection to ensure the normal operation of the equipment, to provide guests with more secure and convenient services.

The core of intelligent hotel is intelligent management system. This system is the "brain" of the smart hotel. Through the customized module management, the hotel can carry out all-round and multi-level information management and resource optimization. This kind of system can achieve comprehensive and efficient operation management for hotel managers, so as to improve the management ability of the hotel.

Hotel belongs to the service industry, to provide customers with comfortable and convenient service is the key to profit. Traditional hotels need a large number of manpower to provide such services, but in the current context, hotel services to the direction of intelligent development. With the continuous progress of science and technology, smart hotel will carry out more in-depth intelligent construction in the future, provide customers with more comfortable, safe and efficient services

Limitations of smart hotel development

With the continuous progress of science and technology, smart hotel will carry out more in-depth intelligent construction in the future, provide customers with more comfortable, safe and efficient services, and realize the improvement of hotel quality and innovative development. Although the rise of smart hotel has aroused wide attention and heated discussion in the hotel industry, there are also some limitations. I will discuss its

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limitations from the following three aspects.

High cost of input

To build a smart hotel, huge investment is needed in the Internet of Things, Internet, artificial intelligence and other technologies. The input cost of smart hotel includes hardware, software development, installation and debugging, personnel training and other aspects, resulting in high construction and operation costs. The hotel needs to carry out encryption verification, real-time data analysis, development management platform and so on, need to invest a lot of financial and human resources. How to minimize the cost of construction and operation is the problem to be solved in the construction of smart hotel.

Information security

Smart hotel is a comprehensive and in-depth digital transformation of the hotel by means of information technology, so it is necessary to attach great importance to information security. With the continuous expansion of data storage and transmission scale, information security problems are becoming more and more complex and diversified. In the process of building a smart hotel, it is necessary to effectively protect customers' personal information, financial information and hotel business data, and concentrate these information in a safe and isolated environment as far as possible.

Technical standards are inconsistent

At present, the technical standard of hotel intelligent system has not been completely unified. Because the intelligent equipment and service products developed by different manufacturers have different standards, this has caused great difficulties for the intelligent construction of hotels. In the construction and management of smart hotels, good communication and coordination between smart hotel builders and equipment suppliers are also needed to ensure the standardization of intelligent products and services. Only by unifying technical standards, can the incompatibility of intelligent equipment be eliminated, and only by ensuring the interactivity and connectivity of these equipment and services can the optimization, collaboration and intelligence of intelligent hotel management system be realized.

In short, although smart hotels are at the forefront of technology, the construction of smart hotels is also faced with a series of difficulties and challenges, such as high cost input, information security issues, inconsistent technical standards, etc. The hotel industry needs to seize the opportunity to gradually introduce intelligent technology into hotel management, and obtain experience and successful cases. At the same time, it needs to discuss how to reduce construction costs, ensure information security, unify technical standards, and gradually realize the standardization and interconnection of smart hotel construction on the basis of guaranteeing customer experience, so as to create a more secure, reliable and high-end smart hotel industry.

Brief introduction and status quo of Hangzhou Amanfayun

Located at the foot of the North Peak mountain in Hangzhou's Lingyin Scenic area, the resort is the second

Amanfayun Resorts Group has opened in China. The mountains and waters here are beautiful and the scenery is pleasant. Because it is hidden in the valley between the dense forest, n makes it become an excellent resort in the west Lake. As a historical and cultural village, it carries the thousand-year history of Buddhism and traditional folk culture. Over time, travelers became more and more inclined to name Amanfayun as Fayungu Village, an ancient village filled with mystery and charm. Here, far away from the hustle and bustle of the city, far away from the complicated life and work of the city, let people feel a kind of peaceful, peaceful and peaceful Zen land beauty. Since the Tang Dynasty, the village, which actually exists in historical documents, has been the farthest place from the threshold of Buddhism, far from worldly troubles. Known as the "Zen Forest", it is an escape from the hustle and bustle. For thousands of years, devout pilgrims and lay people have been walking back and forth in this secluded village near the prosperous times, prayerfully offering incense, taking a rest, listening to and feeling the wisdom of Buddhism, which has infused a rich cultural flavor into the present peaceful atmosphere of Dharma Yun, Amanfayun and peace. Today, the 47 houses at Amanfayun Resort retain the village's old style, which is exactly what designer Jaya Pratomo Ibrahim wanted to surprise guests with. Here neither deliberately rendering luxury, but not yet plain and elegant, let a person feel like being in Xanadu. There is no beauty to overpower the guests, only elegance from nature and respect for history. Today, people can still find traditional Zhejiang folk houses along the Fayun Trail, which runs 600 meters across the resort.

Amanfayun Hotel is faced with the challenge of service and customer demand. With the increasing customer demand, Amanfayun Hotel can no longer meet the diversified and personalized needs of customers. Amanfayun Hotel is using the traditional way and wants to meet the needs of customers, which will undoubtedly increase the operation and maintenance cost and manpower input. This requires Amanfayun to find an innovative approach that works for him.

The future development direction of Amanfayun Hotel Hangzhou in smart hotels

Integration ability

At present, many hotel intelligent equipment service providers do not produce their own hardware. But through network technology to gather the hardware to the gateway, through the intelligent sound, panel, single point controller for interconnection. This is a good direction. The more hardware ports integrated and connected in the future, the greater its competitive advantage will be. Even if it is like Ali's unmanned hotel, all the hardware and software of the hotel are collected on one platform. Only a large area of docking software and hardware can truly realize intelligent hotel management. In the future, the stronger the integration ability of intelligent device service providers, the more extensive the range of intelligent realization. Because smart devices need to rely on other hardware, software to achieve. The ability to integrate third parties will determine how far smart device services can go and the future prospects of smart hotels.

Security management

Policy security, refers to the guests in the hotel, the hotel to real name registration. When a guest underregis-

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ters, misses registration, or checks into a room without his or her ID card on the public security system, the awareness device can recognize it through video and send a warning to the hotel. The door lock of the guest room is connected with the smart device. Only when the guest's ID information is consistent, the door of the room can be opened. At the same time, when a wanted criminal with a prior record checks into a hotel, the smart device can identify and report to the police station directly through monitoring. In addition, smart devices can send out notifications when a hotel's fire protection system is in trouble. Room spray, smoke alarm abnormal, will remind the hotel in the first time. Through intelligent devices, the potential risks of the hotel can be found in the first time to ensure the safe operation of the hotel.

Enable customer experience

Through smart devices, customers can visit rooms, book rooms, select rooms, and even check in and check out through VR in advance. At the same time, through intelligent devices to collect guests' check-in experience, help hotels to improve and optimize products and services, improve customer satisfaction. Through technology to enable guests to participate in advance, late check-in through big data to understand and record the consumption habits of guests, frequency, to provide data support for the hotel. Provide data and digital services for the hotel before, during and after sales to assist the hotel sales.

Conclusion

The benefits brought by technological progress must be multifaceted. For customers, smart hotels provide a good service experience. For hotels, while improving customer experience, saving costs and manpower, improving efficiency, and achieving a win-win situation for both customers and the hotel are the ultimate goals. The highly informationized platform introduced by Smart Hotel can not only understand customer needs, carry out precision marketing, but also improve the efficiency of information processing and realize the efficient and cost-effective operation of the hotel.

The transformation of traditional hotels towards intelligent hotels is an inevitable trend. By improving the hotel check-in experience, increasing customer satisfaction with the Fayun Aman Hotel, and enhancing user loyalty, it is a new driving force for Fayun Aman Hotel to gain a competitive advantage in the future.

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