

Reflections on Hotel Lobby Service and Management in the Context of Artificial Intelligence

Daiming Yu

Tourism College of Zhejiang Zhejiang Province 310000

Abstract: With the deepening development of artificial intelligence (AI) technology in all spheres of society and its successive application in more industries, AI technology has become a capable assistant for our national development in the new era. With the continuous development of traditional hotel industry, large staff cost, high turnover rate, frequent replacement and other problems have emerged in succession, but contrast, AI technology can better solve these relevant problems. In light of the advantages of AI technology, if AI technology is applied to the specific service and management of traditional hotel lobby, it will certainly promote the further development of traditional hotel lobby service and management, and the deep application of AI technology in the hotel lobby service and management will also certainly enable the traditional hotel industry to find its own innovative development path in the new era.

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About the author: Yu Daiming Female December 10, 1989 Native place Hangzhou Degree Postgraduate . Organization Tourism College of Zhejiang Research orientation Hotel marketing and human resources management Title: None.

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In the Hotel Intelligent Construction and Service Guide promulgated by the National Tourism Administration, the specific scope of intelligent hotel and its meaning are formally defined for the first time, and the relevant contents of intelligent hotel, namely intelligent management, intelligent marketing and intelligent services, are specified in the

Guide. The specific definition of these three aspects also means that our country has determined the transformation and upgrading of modern service industry driven by intelligent hotels in the information age. With the birth of the hotel intelligent robot and related technical breakthroughs, the hotel as the leader in the third industry took the lead in introducing the intelligent robots into

its industry, so as to achieve its own highlights in the development process of the new era, but also to achieve a more advanced and intelligent service experience for guests at the levels of service and management.

1. Advantages of hotel service and management in the context of artificial intelligence

1.1 Precise service and management

At the levels of hotel service and management, AI robots in the hotel lobby are able to perform all tasks of traditional staff. They are able to easily deal with these tasks such as recording the personal tendency and preferences of guests, handling the check — in registration and filing the information records based on the advantages of high automation technology, and their information collected is more accurate and comprehensive compared with the traditional lobby service and management staff, so that they can also well avoid the wrong information records by the service staff due to busy work or other reasons. Meanwhile, another advantage of AI robots in the lobby service and management is that they can provide a lot of rest time for many night service staff, which is also more humanized than the traditional shift work [1]. At the same time, AI robots can also broadcast various activity marketing messages and advertisements according to the different needs of the hotel in the process of lobby service and management. Therefore, AI robots can achieve the precise decision making, precise service, precise marketing, precise management, etc. for the hotel lobby through the most precise computing ability in its own technology, and also save more personnel work cost input.

1.2 Quick service and management

In today's development, the biggest conflict is the fierce collision between the Internet and traditional service industry. In such collision, many traditional service and management models are either elimi-

nated, or replaced by more advanced technical concepts, and for the quick development of enterprises at present, the scientific and rational application of Internet technology has been one of the important means [2]. Therefore, in order to better adapt to the development law of the new era, various industries make best endeavor to combine with Internet technology in all aspects of their own and gradually transform toward intelligence or "Internet+", and the hotel industry at present is no exception and is integrating the Internet and AI technology into itself in many aspects so as to achieve the overall rapid service and management improvement. Compared with other industries, the hotel is the place with largest guest flow in the service industry, and the application of AI technology in hotels can achieve the fast service and management to a large extent and the entire process from guest entering the door to checking out only by one — touch operation on the mobile App.

1.3 Specialized service and management

The service industry in China has always been an industry with the highest turnover rate and replacement frequency, while in the entire service industry, the high staff training costs and employment salaries of hotel industry will all become expended funds with the turnover or replacement, and the overall specialization level of hotel service and management staff is also unequal, and the new and old staff are not the same in the service and management level under such situation [3]. The specialization level and work experience of many new grassroots service staff are difficult to be secured, so they are often unable to easily deal with many problems, but the continuous innovation and breakthroughs in AI service robots and AI technology can better solve such hotel specialization problems. Not only that, but in the current stage, many AI robots already have more unique technical means, for example, people can discover AI room

emotional robot, AI active meal delivery robot, AI lobby service management robot, etc. at any time via Tik Tok APP, and these AI robots can not only realize the simple service communication with guests and other functions, but also can select different service forms and offer different services according to different customer needs, and the quality and specialization level of specific service and management are also very high.

2. Application of AI system in hotel lobby service and management

In 2015, the first complete—AI private custom hotel in China was put into formal business in Chengdu, Sichuan Province, and the business pattern of entire hotel was completely included by means of “General Card,” which just means that the hotel industry has really realized the paperless AI service and management. The intelligent check—in, intelligent access control, intelligent room, and other featured services also presented the development trend of the new era in front of the whole industry. In the following year, Hilton Hotel also put the lobby robots into the trial application stage of service and management; the Crowne Plaza Hotel owned by IHG has been equipped with the robots with room delivery function; and Aloft brand hotel owned by Starwood also has applied the AI robots with similar functions accordingly.

The workload in the lobby is the largest in the entire hotel, and every time the holidays come, the relevant check—in and other service management work will become busier and busier. Compared with the traditional manual check—in, AI robots have more rapid speed, more advantages in the services such as guest guidance, automatic check—in, and luggage cart deposit in hotel lobby, and also improve the experience and convenience feeling of guests while improving the efficiency of hotel service management^[5]. And for many visitors from other places, AI robots in the hotel lobby can

also acquaint them with the local customs, dining, entertainment, and tourist attractions more comprehensively, which are also very important for the promotion of local awareness and tourism economic benefits.

3. New requirements for capacity of hotel lobby staff in the context of artificial intelligence

The hotel lobby positions are given more new specific job changes and connotations in the context of AI technology, followed by the new skill requirements for new positions and staff. Combined with the previous research experience, the specific application of AI technology in hotel industry and the job changes are sorted out accordingly. In the current process of integrating the traditional hotel industry and AI technology, the hotel staff shall have the following capabilities:

First of all, the relevant staff shall be proficient in the operation of various intelligent systems and also pay attention to the ability of human—machine collaborative work in the working process. In the context of AI technology, the traditional hotel industry can indeed get the most intuitive benefits, and improve the technology and service management and other aspects, so as to achieve efficient and precise operation management. But the working partners of hotel internal staff have also changed under the intelligent working environment, there are not only colleagues, but also AI robots or operating system. In the process of previous lobby reception, hotel staff can provide guests with relevant check—in or check—out services as long as they can use the corresponding operating system under the completely manual working environment, but in the context of artificial intelligence, in addition to mastering the traditional OPERA operating system, they must also master the use and operation of PMS, self—service check—in/out and other systems, and also need to be able to independently deal with common problems re-

lated to AI systems during the period of working alone, so as to provide guests with better intelligent experiential services through human-machine collaborative service management, thereby improving the personalized and efficient check-in experience of guests during their stay^[6]. And the good human-machine collaborative working ability in this process has become an indispensable new requirement for hotel staff.

Secondly, the hotel internal staff shall also have effective data analysis and processing ability, and can analyze AI technology in conjunction with big data, cloud computing, Internet of Things and other personalized design data and innovative service data in an actively and timely manner, precisely determine the guest's consumption purpose and consumption behavior data analysis, and predict more refined consumption trajectory and corresponding needs of guests based on the relevant statistical data collected in the work process by AI technology, break through the difficulties that traditional hotel cannot address in the service and management, and design more personalized service details by combining with AI statistics, so as to gradually achieve service innovation and optimization.

Finally, hotel staff in the context of artificial intelligence shall learn to grasp the market demand trends, with intelligent marketing capabilities. Different from the previous marketing capabilities, intelligent marketing is an emerging marketing concept in the context of artificial intelligence era, and widely applied with the gradual integration of artificial intelligence technology in various industries. Intelligent marketing is to make precise data analysis and prediction of guests' preferences, specific needs and other information by means of AI

technology, and finally create a more personalized and creative marketing plan for the guests. It is difficult to transform a large amount of customer information into a more effective marketing plan due to the absence of relevant support in the traditional hotel marketing decision process, but with the application of AI technology in lobby service and management, it is easily to achieve marketing intelligence^[7]. This also means that hotel staff in the context of AI technology must also have more marketing planning capabilities as a way to promote the economic growth of the future development process of hotels.

4. Conclusions

With the deepening development of artificial intelligence (AI) technology in all spheres of society and its successive application in more industries, AI technology has become a capable assistant in the development process of our country in the new era. Based on the advantages of AI technology, its application in the hotel lobby service and management will certainly achieve the intelligent transformation of traditional hotels, the future development of intelligent hotel lobby, and the overall long-term development of hotels.

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