Exploring Smart Technologies for Customized Guest Experiences:
A Case Study From the Hospitality Sector

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ABSTRACT

As the hospitality industry continues to evolve in response to changing consumer expectations and market dynamics, the integration of smart technologies emerges as a strategic imperative for businesses to remain competitive and deliver exceptional guest experiences. This case study aims to analyze the integration of smart technologies to enhance personalized guest experiences within the hospitality sector and analyze its impact on customer experience and customer satisfaction. With a focus on a real-world example from the Hotel Lugano Dante, situated in the vibrant city center of Lugano, Switzerland, the study examines the implementation and impact of the Happy Guest Relationship Management (HGRM) system. To achieve the objective presented, the case study will employ secondary data, through research papers and an analysis of some TripAdvisor reviews of the Lugano Dante Hotel in Switzerland, the study reveals the profound impact of the HGRM system on guest satisfaction, operational efficiency, and the cultivation of long-lasting guest relationships.

INTRODUCTION

The hospitality industry faces a pressing challenge and opportunity in integrating smart technologies to meet the evolving expectations of guests for personalized experiences. As consumers increasingly demand tailored services and seamless interactions during their stays, traditional hospitality establishments must adapt to these changes. However, effectively leveraging smart technologies while maintaining a human touch and addressing privacy and security concerns poses a significant hurdle. Recent technological advancements offer unprecedented opportunities for the tourism and hospitality sector, necessitating businesses to explore these technologies to enhance guest satisfaction, loyalty, and operational efficiency.

This case study explores the role of technological systems in hotels in improving guest experiences. By examining the case of Hotel Lugano Dante and its implementation of the HGRM (Hospitality Guest Relationship Management) system, this chapter aims to understand if this innovative program allows the Hotel Lugano Dante to provide a better and more personalized experience to their guests, besides that, by analyzing this case study it will be possible to conclude if technologies implemented by hotels help improve guest experience in general.

Through this exploration, this chapter aims to answer the following research questions:

1) What is the technology's impact on hotel guests' experience?
2) How personalization improves guests' satisfaction?
3) Does technology contribute to personalizing guest experiences?

In order to answer the questions presented above this chapter will only use secondary data, by using a methodology that includes a documentary part and an analysis through some TripAdvisor reviews of the Lugano Dante Hotel in Switzerland.

The present chapter has the following structure: it begins with the theoretical framework with the development of a literature review, covering topics like technology, personalization, big data, and customer experience and satisfaction; this section is followed by methodology, where it is explains the research design used and why the case study analyzed was the selected one; this chapter ends with an extensive description of the case study selected followed by case discussion; finally, on last section of this chapter some conclusion is presented.

THEORETICAL FRAMEWORK

Innovation in Technology in the Hospitality and Tourism Sector

The concept of innovation encompasses such meanings as "renovation" and "improvement" (Işık et al., 2019). According to Schumpeter, the first author to mention the concept of innovation in his book, the author referred to innovation as a product that is not yet known by customers as modifications made to a product, or as additional properties of a product (Alsos et al., 2014). The author mentioned above was obviously a starting point. Further theories describe innovation as researching, discovering, developing, accepting and commercializing the new processes, new products and new organizational structures and procedures (Işık *et al*., 2019). The latest edition of the Oslo Manual (OECD/ Eurostat, 2005) defines innovation as the implementation of a new or significantly improved product (good or service), or process,

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