Analysis of Big Data and Smart Hotel Management

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Abstract: Hotel management combined with big data technology for management measures can greatly improve the service quality of the hotel to meet the needs of more customers, and at the same time improve the efficiency of the hotel. This article analyzes the application of big data technology in smart hotel management and puts forward practical management measures.

1. Introduction

The information age is taking great strides towards human society. Therefore, if the industry needs to grasp the development opportunities of the times, it must move closer to information construction, and the same is true for the management and construction of smart hotels. Combining big data technology, the accurate conclusion information reflected by big data is used as an important reference material for hotel management decision-making. Continuously pioneering and innovating, and constantly improving services, I believe that the hotel will surely reap better economic benefits.

2. Improve data network construction and provide comprehensive reservation services

For smart hotel management to achieve high results, it must start from the root cause, that is, to provide more comprehensive services in the reservation of hotel services, so that customers can understand the hotel's check-in environment and service measures in the first time based on the aggregated information of big data. It is required to provide more concise hotel information in the service of booking a hotel, so that it can help customers make corresponding choices. Today's hotel reservation work has basically been implemented in network services, which is also the development trend of the information age, but the current network reservation services have not yet played the full value of information construction, and there are even more serious problems in some places. The location of hotels is an important issue , and it is also the first problem faced by online hotel reservations. Before making a hotel reservation online, customers will not carefully consider the location of the hotel, but will only make certain choices based on the basic location information of the hotel, such as proximity to the destination, low prices, and good service quality [1]. But when the customer is really in a different place, it will face the difficulty of finding the real location. Therefore, in the hotel reservation work, it is necessary to connect some information of the catering and tourism industry or the office service industry to further determine the location of the hotel, provide reliable map navigation work before customers check in, and recommend different transportation modes. In the hotel room information work, the form of 3D view can be incorporated to facilitate customers to understand the real situation of the hotel room and help customers determine their reservation options. The hotel's reservation information has obvious flaws in many aspects, which also affects the hotel's corresponding service quality. Therefore, the hotel's reservation information must be further improved in a realistic manner so that it can be determined for the construction of smart hotels. The direction of construction.

3. Docking medical disaster prevention work to ensure the safety of customers staying in

Smart hotel management services need to be recognized by customers, and the safety of

customers' lives and property should be put first, medical disaster prevention work should be implemented to ensure the safety of customers. A certain big data sensing early warning system should be added to the hotel's hardware management to summarize some prominent environmental indicators of natural disasters. When an unexpected dangerous accident occurs in the hotel, the big data sensing early warning system can issue an alarm at the first time, Customers carry out effective accident prevention measures to ensure the personal safety of customers, and as much as possible to ensure the safety of customers' property. It is also possible to install a professional big data medical disaster prevention server in a unified place in the room to summarize the hotel's medical disaster prevention work services, so that customers can get the hotel's corresponding services in time when they need it. This is for some customers with acute illnesses. It is of great significance, not only can help customers receive corresponding medical treatment in the first time, but also save valuable treatment time for medical treatment [2]. It can be found that the development of medical disaster prevention work requires the hotel to have a certain medical disaster prevention team. Although there are certain limitations in technology and manpower, it must have basic medical disaster prevention skills in order to serve the hotel and provide professional medical prevention. The disaster team's work forms a perfect transition, so as to provide customers with more considerate hotel services. The construction of smart hotels needs to be integrated to ensure the safety of customers' lives and property. Big data technology can be integrated to connect medical disaster prevention work, create timely hotel services, provide reliable medical disaster prevention technology, and make an important contribution to further ensuring the safety of customers.

4. Optimize hotel business operations and create high-quality material services

As a successful hotel service work, it is necessary to meet the different requirements of different customer types. In the business operation of hotels, there are often conflicts between customer needs and the provision of commercial material information. In many cases, it is caused by the economic level of different customers. Business operation services should provide certain material services according to the actual needs of different customers, and the application of big data technology provides the possibility for more intimate hotel business services. In the hotel's business service needs, the identity of the customer should be strengthened, and the important information of the product should be extracted as much as possible in the work of combining big data technology to classify and divide the commercial material, such as price, function, user praise, etc., to strengthen the product Basic information, which is used as a product label to assist customers in product selection. In the aggregation of big data, the selection mechanism of products should be emphasized, and products should be recommended according to the choices of different labels by customers, highlighting the business form of customers choosing products, strengthening the customer's sense of service experience, and taking care of the psychological requirements of different customers, so as to win for the hotel A series of user reviews. Big data technology highlights the precise positioning of products and further optimizes the customer's product selection channels, which can help customers make better choices in accordance with their own needs and strengthen customers' sense of ownership. This is of great significance for creating successful hotel services. Therefore, the application of big data screening mechanism should be emphasized in the hotel business service management to meet the different needs of different types of customers, so as to provide a good reputation for the hotel's services.

5. Strengthen hotel management and strictly implement the responsibility system

In the management of the hotel, the management of the staff is also the top priority to reflect the quality of the hotel's service. This can also be combined with big data technology to strengthen the hotel's service quality by implementing the responsibility management system of the hotel management staff. The sanitary environment of the hotel is an important indicator that affects the evaluation of the guest's stay. Therefore, there must be certain responsibility requirements for the cleaning of the environment in the daily hotel management work. The hotel rooms are divided

according to the number of sanitary cleaners in the hotel, and certain work requirements are made, emphasizing the sense of responsibility of sanitary cleaners, and incorporating it into the evaluation criteria of hotel big data salary payment. For the welcoming activities of some large hotels, the responsibility management system of big data technology can also be used to strengthen the responsibility requirements of the responsible manager in charge of the activity [3], so as to ensure the corresponding development quality of the activity. If there is a certain activity problem, the responsible manager should bear the economic loss of the activity and at the same time restore the service reputation of the hotel. Through such strict work requirements, I believe that better hotel activities will be achieved. The application of big data technology to the management of hotel service personnel can not only enable the hotel service personnel to devote more attention to the various business operations of the hotel, but also help the hotel establish a good service quality and service image, and contribute to the good development of the hotel. contribution.

6. Focus on the collection of business information and build an information summary system

The hotel's big data technology integration management work can further strengthen the hotel's service quality, stabilize the hotel's choice of accommodation for customers, build a good hotel brand reputation, and lay a solid foundation for the further development of the hotel industry. For today's large hotels, there are generally many other small hotels scattered around, operating as branches of large hotels, either for independent construction or for reputation chains. Regardless of the specifications of these large hotels, they must pay attention to the collection of hotel check-in information. For the corresponding aggregate check-in information of the hotel, the hotel can use a professional information management database to further process the aggregated information, so as to obtain important information about the development and construction of the hotel through a large amount of data analysis, and make corresponding changes in the hotel's business strategy. This is also conducive to the construction of large-scale hotel check-in value-added services. Different identities are divided according to the number of stays of customers, and different hotel check-in privilege services are provided to maintain a stable source of inbound guests. At the same time, a certain point-exchange mechanism is applied. On the premise that the staying guests reach a certain point, they can exchange the corresponding gifts as feedback rewards for the hotel's permanent guests. This is also conducive to establishing a good reputation of the hotel, and further winning praise for the various services of the hotel.

7. Conclusion

The integration of big data technology in hotel service management is an inevitable development trend of the times. Combining the actual needs of hotel services to carry out innovative exploration of work forms, and in-depth promotion of practical hotel service forms, this will make a major contribution to the quality of hotel services. Especially in today's fiercely competitive social environment, more considerate hotel services can often be unanimously recognized by customers, providing more possibilities for hotels to attract new sources of customers, and leading the hotel to a more brilliant business approach.

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