

smartcard). A lost pass smartcard could be located through wireless communication with it. In this optional scenario, probably only a fingerprint check would be made at the entry with a very simple, visitor's PASS smartcard being given to the person. In the case of a passenger; a more sophisticated PASS smartcard could be exchanged.

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INVESTING IN TECHNOLOGY AND MARKETING STRATEGIES FOR RESTAURANTS TO IMPROVE THE EXPERIENCE OF HOTEL GUESTS

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Annotation: The article is dedicated to studying the role of modern technology in improving the experience of hotel guests and increasing customer satisfaction. A number of modern and modern tools are proposed to help increase hotel profits and productivity, taking into account hotel classification and analysis of results before and after the use of these methods. An analysis of tourism activity and the impact of

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modern technology and various management tools in hotels are conducted to improve operations and profits.

Keywords: Hotel, hospitality industry, high technology, guests, profitability, restaurants, hospitality industry, customers, e-marketing, profits.

A survey of the hotel sector revealed that 67 percent of hotels and hoteliers plan to increase spending on technology next year, with a major focus on digital marketing, followed by spending on data analytics and updating of booking platforms.

Technology to improve the guest experience: Automation and integration systems are the cornerstone of success in the business sector. It is also a key element in helping to enhance competencies and raise operational excellence in all hospitality and hotel facilities.

The data will be used to identify patterns and trends and ultimately boost profits.

It has become clear that automated technology solutions in hospitality and hotels have saved us from the need for manual labor flows and duplication in handling simple processes, procedures and systems to enable hoteliers to focus on improving the guest experience. However, more importantly, they have provided access to priceless data, which can be used to identify existing patterns and trends and ultimately to boost profits. The qualitative and rich data can enhance revenue streams and enable hotels to deepen their understanding of their operations, the habits of their guests and the existing trends, thus enabling them to offer a hotel experience tailored to their personal needs. Automation also provides consistent data because it collects information continuously, allowing for the identification of strengths in processes and points that need further attention in an accessible way. This approach will eventually lead to the creation of an integrated platform that provides useful information on complex processes [1].

Internet of Things (IoT) is one of the technological trends that allow hotels to achieve returns on investment. Linking things such as sensors, mini-bar refrigerators, locks, kitchen fixtures, water taps, etc. to the Internet will enable hotels to collect data and allow for the exchange of information between organs, systems and stakeholders. It will also increase operational efficiencies, improve customer experience, and adopt more advanced means of energy and water savings by reducing manual operations that require a lot of effort and error, and will make decision making smarter. Examples we see today include the «Thermostat or heat regulator », which reduces the room's warmth or coldness when the guest logs out, automated device fault reporting, pre-crash maintenance warnings, or new guest experiences by opening the hotel door using a smartphone G front desk. While such solutions require investment in Internet infrastructure, multiple opportunities for improvement in revenue will certainly mean that such investments should be on the top of the list of priorities of modern hotel executives.

Facing challenges: future technology challenges focus on data security, particularly compliance requirements for use of payment cards, and protection against data breaches, particularly in the mobile device environment. The other challenge is to meet growing customer expectations. These customers now reside in homes equipped

with high-speed Internet, interactive TVs and GPS-based devices. While the hospitality and hotel industry are striving to improve the customer experience, which is now the main element of excellence in this competitive sector, it is expected that technology will give a competitive edge to those who will benefit from it in this sector.

Find top marketing strategies, which can help in bringing more guests and making your restaurant more popular and successful.

The landscape of hospitality industry is changing at a rapid pace. As a restaurant owner, you cannot depend upon the traditional marketing strategies for your restaurant. Increasing competition among restaurants makes it hard to retain customers.

As we navigate through some effective marketing strategies for restaurants, here are some top marketing strategies, which can help in bringing more guests and making your restaurant more popular and successful.

Offer Loyalty Programs: When you create loyalty programs, it encourages customer retention while helping you to develop a good relationship with your customers. Restaurant management software offers smart customer loyalty management tool for your restaurant. With the help of this tool, you can recognize your loyal customers and reward them. The tool helps in effortless management of the loyalty program. Loyalty programs are an effective way of marketing for restaurants, which eventually helps in amplifying your business.

List your restaurant on Food Apps: Now customers do not prefer to surf the internet to find a good restaurant. They install Food Apps and find the nearest restaurants according to their preferences. So, take the advantage of technology and list your restaurant on Food Apps. By listing your restaurant on Food Apps, you will not lose potential customers. Partnering with Food Apps should definitely help you in marketing your restaurant.

Get a user-friendly website: To grow big, you must have a professional website. Having a website is equivalent to having a shop in every part of the world. Online presence of your restaurant opens up opportunities for a larger market. Before going to a restaurant customer prefer to check the website, menu, and reviews. Putting a review section on your website is a good idea of marketing for restaurants. Having a website will make it easy for your potential customer to find you.

Social Media: Social media is considered as one of the best platforms to promote your restaurant. If you go to Instagram, you will find it is flooded with pictures of mouth-watering food. Instagram, Facebook, Twitter and other social media platforms can play an important role in attracting customers.

When you promote your restaurant online, do not forget to include some high-quality photos of the food and your restaurant. Social media marketing for restaurant is an effective way to generate rolling orders.

Online geo-targeted advertisements: For restaurants, local marketing is the key to success. Most of the people prefer a restaurant, which is close to them. Online geo-targeted ads will help you reach the potential customers who live nearby.

In geo-targeted ads, you can decide a certain radius in which you want to do marketing for restaurants. By this way, you will reach more potential customers.

E-mail Marketing: Email marketing is also a vital strategy for marketing for restaurants. You can get the customer's email through the details they fill on feedback forms at your restaurant or online at your website. You should pay attention to the second option because these are the customers who might not have visited your restaurant yet. By email marketing, you can attract them to visit your restaurant. Email marketing also helps you to promote your offers and highlight your menu. Email marketing is a tricky thing, so if you are new at it do not forget to consult an expert.

Set up Google+ account: Having a Google+ account is important because it helps in the marketing of restaurants. When a potential customer searches for the restaurants on Google, it shows the detail of the restaurant on the slide bar, which is a great advantage.

When you have a Google+ account, your customers can also leave their feedback and upload pictures easily. This helps your potential customers to check the reviews and get an honest opinion about your restaurant. These marketing strategies can turnaround your business and can take your restaurant to the next level. Do not forget to apply these practices to increase your turnover. If you are unsure about anything at any step of the way, take the help of an expert who will be able to guide you better in understanding the importance of the digital presence for your restaurant.

In conclusion, we cannot appreciate the importance of investment in technology and its application to the hotel industry and hospitality because of its increasing importance and the amount of technological innovations that can be described in the daily, so I will just say that it will be a turning point in the world of hotels and tourism.

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