



**DEDEMAN HOTELS &  
RESORTS INTERNATIONAL**

**DIGITALIZATION  
IN HOSPITALITY**

**GSTC2023  
SUSTAINABLE TOURISM  
CONFERENCE  
ANTALYA, TÜRKİYE**

**TUNA ÖZGÜR  
MAY 11, 2023**

# DIGITALIZATION & INNOVATIONS

## In Hospitality

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**IoT**  
*in*  
Hotel  
Management

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**Digital  
Tools**  
*for*  
Guest  
Experience

A dark blue circular icon containing a faint background illustration of a bar chart and a magnifying glass. The text is centered in white.

**Data  
Analytics**  
*for*  
Decision  
Making

A dark blue circular icon containing a faint background illustration of a person sitting at a desk with a computer. The text is centered in white.

**Integrated  
Hotel  
Operations**

# IoT in Hotel Management

- IoT is a **network of digital devices** and machines interrelated through the Internet.
- IoT devices are **revolutionizing** hotel management and guest experiences.
- IoT technology can reduce **energy consumption** and increase the efficiency of smart in-room devices and energy management systems.
- Adopting IoT solutions contributes to a more sustainable hotel management by **reducing energy costs** and the overall eco-footprint.



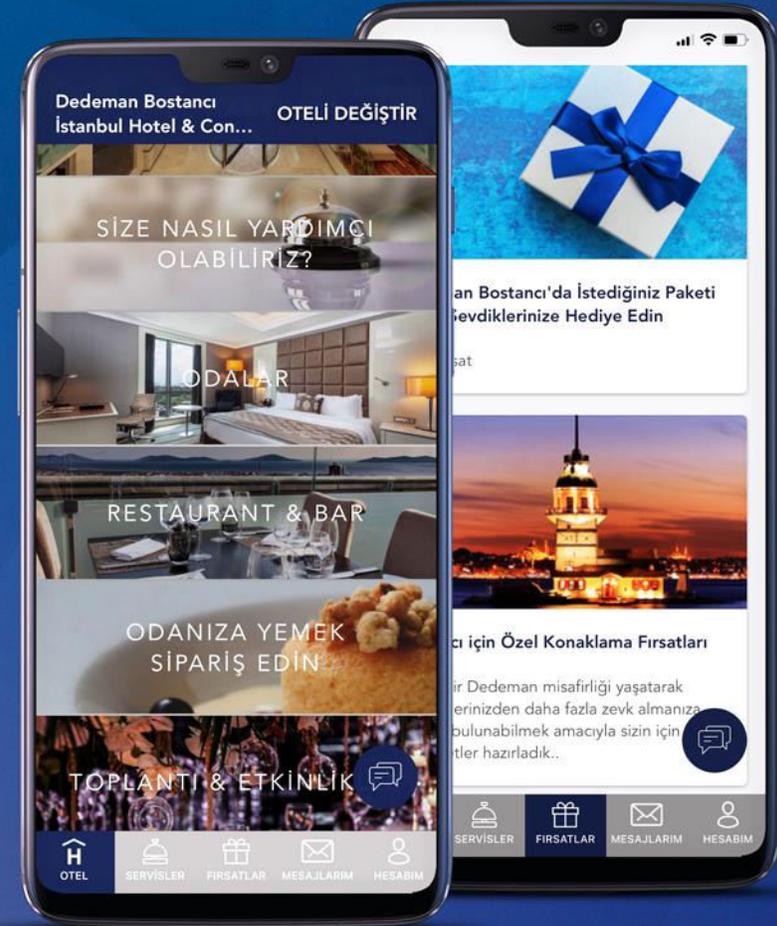
# IoT in Hotel Management

- **Smart Room Devices:** Smart room devices include smart TVs, lighting systems, temperature control, and voice assistants.
- **Energy Management Systems:** Energy management systems (EMS) monitor and control energy consumption across the hotel, including HVAC, lighting, and other systems, using IoT-enabled sensors and devices.
- **IoT Sensors and Monitoring:** IoT sensors gather real-time data on various hotel functions, such as occupancy, temperature, and lighting.
- **Smart Lighting Solutions:** Smart lighting systems use IoT-enabled sensors and controls to adjust brightness and color based on occupancy, natural light, and guest preferences.
- **IoT-enabled Security Systems:** IoT technology can be integrated into security systems, including smart locks, cameras, and access control, ensuring a safe and secure environment for guests and staff.



# Digital Tools for Enhanced Guest Experiences

- Digital tools are transforming the hospitality industry, creating **personalized and seamless guest experiences**.
- Implementing digital tools such as mobile applications, chatbots, and AR/VR technologies can lead to a more **sustainable and efficient** hotel management.
- Embracing digitalization ensures that hotels stay **competitive** and relevant in the rapidly evolving hospitality landscape.



# Digital Tools for Enhanced Guest Experiences

- **Mobile Applications:** Hotel-specific mobile apps can provide guests with a one-stop platform for booking, check-in, room control, and concierge services.
- **Chatbots and AI-powered Assistants:** Chatbots and AI-powered assistants can provide instant support and response to guests' inquiries, assist with reservations, local recommendations, and other services.
- **Virtual Reality (VR) and Augmented Reality (AR):** VR and AR technologies can offer immersive experiences for guests, such as virtual tours of hotel facilities or local attractions, and augmented reality-enhanced services.
- **QR Codes and NFC Technology:** QR codes and NFC technology can be utilized for contactless check-in and check-out, digital menus, and in-room service requests, streamlining guest interactions and reducing physical touch points.
- **IoT-enabled Smart Rooms:** IoT technology can be used to create smart rooms, offering guests personalized control over lighting, temperature, and entertainment systems.
- **Social Media Integration:** Social media integration can facilitate guest engagement, feedback, and online reputation management.



TOOLS & METHODS

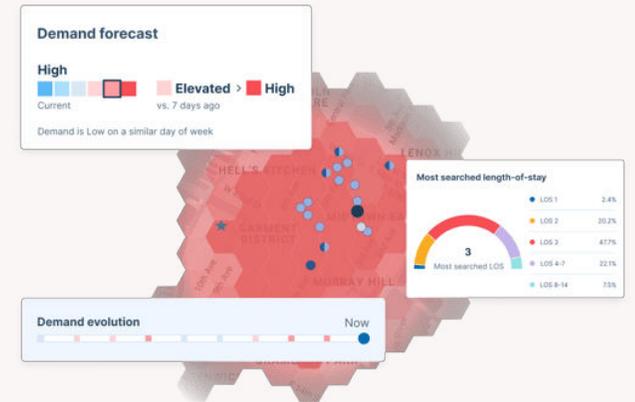


# Data Analytics for Decision Making & Digital Marketing

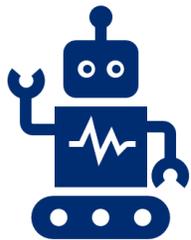
- Data analytics can significantly advance **digital marketing** efforts in the hospitality industry.
- By leveraging various data types and tools, hotels can optimize **pricing**, improve guest experiences, and gain valuable **insights**.
- Implementing data analytics supports sustainable hotel management by driving **efficiency and better resource allocation**.

# Data Analytics for Decision Making & Digital Marketing

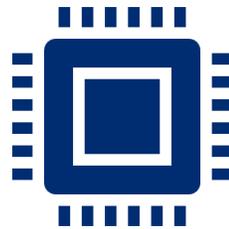
- **Pricing and Revenue Management:** This includes optimizing pricing and revenue management through demand forecasting, competitor analysis, and historical data.
- **Guest Experience Analysis:** Analyzing guest reviews, social media interactions, and feedback data can help hotel operators identify areas for improvement and tailor their services to meet guest expectations.
- **Digital Marketing and Personalization:** Data analytics enables hotels to personalize digital marketing efforts, segmenting their audience based on demographics, behavior, and preferences to deliver targeted promotions and content.
- **Online Channel Analysis:** Analyzing data from online channels, such as booking websites and social media platforms, can help hotels clearly understand their online presence and oversee their performance.
- **Competitor Analysis:** Monitoring competitor pricing, offerings, and marketing strategies enables hotels to adapt and stay competitive in the market.
- **Demand Forecasting:** By analyzing historical data, market trends, and external factors, hotels can forecast demand and make informed decisions regarding pricing, staffing, and inventory management.



# Integrated Digital Hotel Operations Management



Integrated digital hotel operations management can significantly **improve efficiency, reduce costs, and streamline hotel operations.**



The adoption of digital tools and technologies can enhance the performance of various **hotel departments** and processes.



Embracing digital solutions for hotel operations management contributes to sustainable hotel management practices.

# Data Integrated Digital Hotel Operations Management

- **Digital Housekeeping:** Digital housekeeping solutions enable real-time communication between housekeeping staff and management, automated task assignments, workflows and efficient tracking of room statuses.
- **Maintenance Management:** Digital maintenance management systems allow for streamlined tracking of maintenance requests, prioritization of tasks, and efficient allocation of maintenance staff.
- **Food and Beverage Management:** Digital tools for food and beverage management can optimize inventory control, automate ordering processes, and provide real-time sales and cost data.
- **Front Office Solutions:** Digital front office solutions, such as property management systems and contactless check-in/out processes, can streamline guest management, enhance communication, and improve guest experiences.
- **Revenue Management Solutions:** Digital revenue management tools can help hotels optimize pricing strategies, forecast demand, and analyze market trends.
- **Contactless Devices and Solutions:** Implementing contactless devices and solutions, such as mobile key access systems and contactless payment options, can enhance guest experiences and reduce the need for physical interactions.



**TOOLS & METHODS**

STAY SMART  
STAY SATISFIED

WORKSTATION

welcome



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**SMART**  
by DEDEMAN  
Eskişehir