Smart Hotel Helping Normalization Vacation
Yang-Xiong ZHENG¹,a, Jing-Hao WU¹,b and Yan SUN²,c,*

¹Student of School of Economics & Management, Shanghai Polytechnic University, Shanghai, China
²Associate Professor of School of International Exchange, Shanghai Polytechnic University, Shanghai, China
a pandatcp@163.com, b carpediem0630@163.com, c sy701017@163.com
*Corresponding author

Keywords: Internet +, Smart hotel, Normalization vacation.

Abstract. With the development of economy, the impetus of science and technology, and the favorable policy, the tourism has been booming in China. But how to make vacation become the day-to-day part of ordinary people's life is still needed to be further discussed. Based on the current level of China's economic and technological development and "Internet +", the author found with the development of smart industry, especially the progress of science and technology, such as IT and artificial intelligence, the realization of smart hotel is surely within the realm of possibility. The appearance of smart hotel will promote the realization of normalization vacation.

Introduction
Now "Internet +" is no longer just a concept, but the real integration of our daily life. The internet, especially the advent of the mobile Internet, effectively broke the original information asymmetry. Now the information is in circulation, so that resources can be effectively reorganized and accurately assigned to the needs of the place. Its utilization can be maximized.

With the increase of productivity, people's working time will show a downward trend, the amateur time will be an upward trend. The successful excavation of these spare times will unleash a huge amount of economic volume. But in the era with highly developed productivity and people's per capita disposable income is increasing, the attention of consumer has gradually transferred to the experience of the goods from the product itself. One of the most powerful commodities in the experience is the vacation products.

Under the impetus of the Internet, people travel more and more conveniently. And vacation has become a normal part of life of ordinary people [1]. As a comprehensive industry involving food, housing, vacation, shopping and entertainment, the tourism industry can be said that natural coupling between tourism and the Internet [1]. Hospitality industry plays an important role. It can be said that the quality of the hotel itself directly related to the people’s experience of vacation.

However, we also observed that the current hospitality industry is also facing a dilemma. One is the emergence of the accession which creates overcapacity. The other is hotel's products and services are backward and homogeneous which has limited the development of the hospitality industry. [2] How to make vacation really become the normal part of ordinary people's life? How to meet the needs of diversified and upgraded tourism? The development of "Hotel + Internet" to "Smart Hotel" may be a panacea. Now the research literature of smart hotel is still very poor, and the research and practice of smart tourism have been relatively mature. This study will use the theory and practice of smart tourism to explore and perfect the relevant theories of the smart hotel. According to the tourism development background, the purpose to realize the normal vacation and the ways to create smart hotel, the next contents will demonstrate how to create smart hotel and also make it become the subject of consumers' vacation, so that the normalization vacation will come true and promoted the upgrading of consumption.
The Status of "Internet +" and Hospitality Industry

At the 12 session of the National People on March 5, 2015, premier Ke-Qiang Li proposed an "Internet +" action plan in his government work report for the first time. The rising tide of Internet entrepreneurship has become more intense. The Internet has combined with more industries and has changed the production, services, management and marketing methods of various industries. Internet ideology is a user-oriented concept, which completely breaks the power relationship between producers and consumers in the industrial age, making consumers become masters of the market and have more rights to speak.

The tourism has also undergone this great change. "Internet + Tourism" is the development of modern tourism 1.0 version, that is, tourism is integrated into the Internet sharply and involuntarily, meeting the advent of the Internet wave passively. "Tourism + Internet" is the tourism industry embracing the Internet spontaneously and forwardly, which is as the development of modern tourism 2.0 version.

As an important branch of the tourism industry, the hospitality industry has undergone the change of its own development before and after the Internet wave. The new storm of the internet has brought the hotel into a new era, and the relationship between user traffic and offline entity storefront is gradually weakened.

The study, whether it is "Internet + Tourism" or "Internet + Hotel", usually takes the tourism and hotel as two separate parts, rarely analyses them together deeply. With the development of tourism industry, people will take vacation more and more frequently. Vacation must be linked with hotel and the hotel's development itself is also very dependent on tourism, hotel and tourism should be combined together to discuss in the future. At the same time, the hotel itself is a good subject for tourism. In the future, with the help of new technologies such as IT and artificial intelligence, the hotel will be combined with more vacation scenes, entering the "Hotel + Internet" era. It's a new era that hospitality industry embraced the internet forwardly and spontaneously.

How does Internet lead the change of the tourism? How to make tourism become a day-to-day part of ordinary people's life? They will be the emphasis of our research.

Smart Hotel Helping Normalization Vacation

The Definition of Smart Hotel

Referring to the definition of smart tourism in the book Revelation of Tourism Entrepreneurship, this study defines that the smart hotel uses new generation of information network technology and equipment to fully accurate the timely awareness and promotes the hospitality industry into a comprehensive and integrated industry which is based on the integration of communication and information technology, taking the interactive experience of tourists as the focus, taking the integrated industry information management as the guarantee, and stimulating the industry innovation and promoting the industry upgrading. In short, the smart hotel is based on hospitality industry informatization.

Create Smart Hotel

How to create a smart hotel? It will be achieved according to the following 3 core objectives.

Provide Consumers More Convenient and Smart Vacation Experience

The current mode of vacation is still in a relatively primitive state. There are many obstacles in front of consumers when they want to take a vacation. How to plan? How to choose? How do I arrange the time? What's the cost? What's the experience? In each vacation, various uncertainties are consuming the consumers' brain cells and patience. But the consumers only want to have a good vacation on weekends or holidays instead of the complex trade-offs, judgments and decisions. All these things hinder the popularization of vacation and make vacation cannot become an easy choice.

In the past, when consumers want to take a vacation, they have to do multiple choices and many contacts, such as booking hotels, booking tickets, determining the traffic routes and so on. But if the
consumers are at smart hotel, smart hotel will use Big Data to analysis and optimize the vacation contents and baling them into different product series for consumers. Each product will fit together and cover the contents such as transportation, accommodation, food, entertainment, leisure and others that vacation needs. Consumers can choose the vacation products of the smart hotel directly, or they can combine their vacation contents freely according to their own needs. The vacation product of the smart hotel likes the “shutter” of the camera that consumers only need to make a simple operation to begin their vacation.

Provide More Efficient and Smart Platform for Industry Management

In the past, because of asymmetric information, buyers often tend to be in the weak side. They may pay different prices when they buy the same goods. In the tertiary industry, this phenomenon is more obvious that increasing the cost of consumers' choice. At the same time, vacation products with different price standards have seriously hindered the development of normalization vacation.

Thanks to the development of Internet technology, the information asymmetry has improved. The platforms such as Ctrip, Qunar integrate various types of vacation products in the market. With the online comparison and the reference, products' prices become relatively transparent. However, this is just the integration from the distribution platforms, and they only integrate a small part of the market [7], rather than the suppliers set the price standards by themselves. So the price system of vacation products is still chaotic.

Smart hotel commits to create such a brand, as guarantee and protections for the consumers' confidence, the quality of products and the experience. Rather than to obtain a high brand premium, smart hotel will develop a transparent, reasonable and unified price platform system, to remove brand premiums, so that the prices can return to the products and experience. Providing all kinds of vacation products with this standard will make consumers understand the products' price and promote the normalization vacation.

Promote the Deep Development of Tourism Resources and Create New Tourism Cultural Products

Use IT Technology to Break Geographical Limit

In the past, the hotel location is mainly determined by the creator based on their own knowledge and interests. The location cannot be guaranteed the best one for all the consumers. Many consumers want to see beautiful sceneries or some interesting places, but there are always no hotels. Because hotel is a human resource-intensive industry, all aspects are inseparable from human. At the same time, these sites always haven't formed the corresponding business circle and they are difficult to reach most consumers.

This study attempts to explore whether the location of the hotel can be decided by consumers themselves. The consumer wants to set up a hotel on the top of the mountain, in the brook valley, under the stars, or even at their favorite restaurant. Can this achieve? If so, how to achieved?

The first problem is human resources. Smart hotel will be realized by using artificial intelligence. The robots replace most of the workforce and ensure that the hotel is in operational condition at all times. Through IT, the hotel facilities and equipment can be connected to the headquarters, implementing unified management, control, maintenance and update. At the same time, through IT, the customers which stay at the hotel, by using only a mobile phone, can independently complete the control of access, power, equipment switches, hotel navigation and other operations. That allows the hotel to break away from the constraints of human resources and the geographical limit.

The second problem is the location of hotel. Smart hotel will be implemented in the following scenarios. Now, it's normal that people has a smart phone with GPS function. Consumers can download the app of the smart hotel. If they think it's a good place to set up a hotel when they arrive at a location, they can automatically locate and mark it by the app, and the backend system will automatically record the statistics. When the marks in a region accumulate to a certain amount, the smart hotel will send staff to conduct field research. If the area is indeed suitable for the establishment of hotel, smart hotel will determine the best location, and then make a public program
to establish the hotel, notify all the users who marked this site and external release.

The platform of smart hotel will claim the majority of the hotel's shares and provide a professional management team to ensure the hotel's operation, the quality of service and sustainable profitability. New technologies such as 3D printing may be used in the future to reduce the overall construction costs. While other shareholders enjoy the hotel's shares in the proportion of capital contribution, and enjoy profit dividends. Shareholders are required to lock their shares within three years, and after three years the shares can be freely traded on the platform of smart hotel. At the same time, shareholders enjoy a lifetime of 25 percent discount of the hotel which they hold the shares, and preferential occupancy rights. Shareholders also enjoy 15 percent discount in other hotels that under the brands of smart hotel.

In this way, the hotel which was set up in this manner has a clear positioning and stable customer base. Consumers can enjoy the hotel's dividends and concessions at the same time that kill two birds with one stone.

**Smart Hotel Grafting Vacation Customization**

When it comes to vacations, what do consumers usually think about? Relax in a beautiful place for a few days, try good food somewhere or soak up a hot spring in the snow?

In the past, when consumers took a vacation in hotel, they can only passively experience the hotel projects that had existed. But only consumers know what they really want. So why not let consumers decide the vacation contents by themselves?

Perhaps the consumer wants to have an exclusive area in the cafe to read and sleep; to pick and enjoy the tea in the tea plantations; or to fish in the scenery. But in these places, there is always no hotel which can meet consumers' desires for the vacation. At this point, we can graft the smart hotel with various scenes that are possible to take a vacation. And take it as the contents of the vacation and create vacation products at the same time.

Regardless of the way that consumers want to spend their vacation, smart hotel can meet the needs of consumers. The whims of the consumers can be realized by the smart hotel. Consumer decides the contents of vacation, and smart hotel provides the supporting hotel services.

**Conclusion**

In the new era of "Internet +", hotel should take the initiative to embrace the Internet and the new technologies. By setting up smart hotels, new hotels are created with new technologies, new contents are defined by new customers, and the new brands are forged with the new confidence. The smart hotel will make vacation simple, turn the single into pluralism, reassure the consumers’ doubts, turn the haphazard into day-to-day. Let vacation become the thing that everybody can enjoy, on this account to benefit the whole nation.

Tourism is a comprehensive industry and an important driving force for economic development.[8] Based on "Internet +", the author believes normalization vacation will be achieved and further promote the development of tourism.

**Acknowledgement**

This research is supported by Shanghai College Students Innovation and Entrepreneurship Training Project (Approval number: 201712044089).

**References**


