

## INNOVATION AND APPLICATION OF DIGITALIZATION IN THE FORMATION OF THE IMAGE OF A SMART HOTEL

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### Abstract

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New technologies allow flexible and organized competitive holidays. Instead of standard and complex tourism, which has received mass demand, new types of technologies and increased comfort have come. New technologies in the tourism industry have undoubtedly increased the demands and wishes of travelers over time. Due to the demand of tourists, competition in the tourism industry is increasing. It is clear that it will be difficult to compare the technologies and requests of tourists five years ago with current innovations and requests of guests. New technologies have greatly contributed to the introduction of tourist information systems in the field of tourism and rapid identification. Digitalization in tourism is a solution to almost all problems that may arise when providing information services, tourist excursions and travel planning. The main goal of innovation and digitalization in the tourism sector is to provide communication and information between tourists and specialists.

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## Introduction

The development of information tools implies the level of informatization. Informatization is a set of socio – organizational, economic, scientific and technological processes aimed at meeting information needs in the field of Tourism. Informatization in the field of tourism includes free receipt of a set of information before tourist trips, pre-booking of hotels and restaurants, the availability of electronic keys, hotel management systems, and forms of payment. In the field of digital tourism, information tools work in conjunction with information technologies. The portal provides information about free tour operators, guide Services, Travel Agencies, retail stores and souvenir shops, as well as the possibility of booking hotels and air tickets. In the coming year, the business section on the portal will also be expanded. Digitalization in tourism products, becoming an integral part of the tourism industry, should become the main and fastest form of activity in the development of tourism products. The Information Service is provided in an accessible form in any program, and through the language selection button, the traveler can receive information in the desired language and leave a comment. [1]

According to Boez K. et al., it is aimed at improving the quality of life of citizens through information and communication technologies (ICT). To study what aspects other than technology are important for the development of a "smart city" and a "smart tourist destination". Based on a multiple case study approach, the concept of "common sense" in cities and tourist destinations is developed. Leadership, innovation, and social capital supported by human capital are key components of intelligence. Technological applications and ICT are auxiliary tools that support the basic constructs of intellectual areas. The results open the ground for discussion on how to transfer "common sense" to the level of Tourism and Destination [2]. The main sustainable and smart cities of the project of scientists Brezhnev A. et al. are the new goal of Urban Development; their representatives are forced to identify and develop new strategies to increase

the efficiency of their city and ensure its sustainability over time. Information and communication technologies (ICT) contribute to the achievement of this goal [3]. Yavuz M. according to the cities used these technologies and applications to have an efficient, sustainable and powerful economy, security, punctuality, planning of urban facilities, an improved civic image and a higher quality of life. This branding, in turn, makes the city more attractive to the target audience. In the end, the realization of the sustainable economic development of tourist cities through tourism and became attractive destinations for existing and future visitors [4]. In general, smart cities and smart travel destinations combine technological infrastructures and end-user devices in order to ensure a satisfactory experience. They generate expectations for high innovation, greater interactivity, participation and a better image. Therefore, they are interesting to express their intelligence and improve its branding [5]. However, a relatively small number of studies have focused on developing sustainable tourism strategies. From the point of view of the purpose of this study, it will be useful to briefly review the literature on Sustainable Tourism Development Strategies. According to Kolobkova, who analyzed the prospects for the use of digital technologies in the hotel business, suggested ways to solve them using new digital technologies. Today, modern society can be described as informational. Everywhere there is a digitalization of enterprises, the behavior of the modern economy is being revised, human labor is being robotized. The main results of digitalization are goods and services of the traditional economy, which are provided with the help of computer equipment and Information Systems. It has a number of advantages, the main of which is to increase accessibility for ordinary users of certain markets (goods or services), and for enterprises to increase competitiveness and efficiency, expand the market for goods and services to increase product sales. In the era of the global Internet, widespread informatization of services and digitalization of the economy, the tourism and hospitality industry is changing rapidly. The main task is to study the existing experience of

using modern technologies in the hotel industry and analyze both positive and negative aspects. Results: 1. Based on the study of the practical experience of such organizations as Marriott, Samsung and Legrand, conclusions were drawn about the need to use digital technologies in the hotel industry in order to improve the quality of Service, reduce service time, increase the competitiveness of hotel companies and reduce service costs. customer service costs. 2. problems are identified in the process of selecting employees of the hotel chain, which can be eliminated with new digital technologies. Their use helps to reduce the time spent on searching for candidates, initial analysis of applicants' data, skills and experience, as well as improve the organization's electronic document flow [6].

Currently, in the field of tourism in the country, several programs are working to determine the quality of services, profit and the number of tourists who come to the indicators of the local tourism industry. In addition to several programs for determining indicators in tourism, many programs work.

1st "e-Qonaq" <https://eqonaq.kz> / information system

2. "Kazakhstan.travel" <https://kazakhstan.travel> / national tourist portal

3. "Tourism Online" <https://tourisonline.kz> / web platform

4. automated control information system designed by "ViewProject"

5. "TURSTAT" <https://tourstat.kz> / information system. [7]

Many programs work in the country. However, this does not mean that the programs are absolutely Free. We still need to improve programs in the field of Tourism. For example, digitalization brings a new impetus to the tourism industry published on the Atameken website "We propose to supplement the points of the roadmap related to the digitalization of the tourism industry with new measures. Together with Kazakh Tourism, it is necessary to integrate existing services into a full-fledged ecosystem. This will allow adding new microservices from the business side to the platform, involving the population and tour companies in the inventory and

creation of new routes," Yuliya Yakupbaeva concluded. - in his interview, he suggested improving the programs in the field of tourism in such a way as to provide better services than the current situation. I think it is necessary to improve the current programs to increase the demand not only for tourists, but also to attract local specialists. [8]

An integral part of the tourism sector is the hotel economy. Tourists get more than half of their needs from this hotel household. Digital transformation in the hospitality industry is no longer just a trend, but a necessity. Travelers now need not only an overnight stay in a hotel, but also a wide selection of services, ease of booking and a personalized offer that they will receive at the right time. It's time to rethink the way hotels do business and adopt a new generation of technology that will help implement the concept of a step-by-step shopping experience. In fact, hotels sell much more than just a room: restaurant services, venues for business events or a SPA complex. Allowing travelers to choose from services such as cancellation flexibility, pet accommodation, early check-in/late check-out, or adding local experiences such as theater tickets and city tours can significantly enrich the guest experience and open up new experiences. "I'm sorry," he said. [9] innovation is a feedback process that leads tourism in small steps, which is a gradual development. All industries that have become part of travel companies and tourism are gradually developing, such as hotels, restaurants, payment in entertainment centers, etc. Currently developed types in the field of Tourism view and purchase of types of tour packages, availability of booking and payment options (in cash, by credit cards and by QR code). The novelty I propose is to carry out this self – service at the hotel. In the field of hotel management, instead of many managers and administrators, only one person can provide services through an automated system that accepts orders and fulfills the needs of a tourist who has arrived through a single program. I would like this system to be implemented through the following steps. We all know that technologies are developing rapidly today. The development of technologies in trading complexes, each incoming client can provide self – service.

1. Artificial intelligence. As an example, the already implemented "smart" numbers (artificial intelligence that regulates lighting and temperature, as well as turns on the client's favorite TV shows and treats him with drinks).

2. The emergence of Open program interfaces (Application Programming Interface, API) to be able to freely communicate with another technical system

3. Use of augmented reality technology. Encourage travel shopping (the effect of staying in a hotel room, as well as the provision of Environment and local services through a virtual reality headset). Virtual and augmented reality, including tactile sensations, can also be implemented by digital concierges to give the client recommendations on various issues and types of recreation.

4. Use voice assistants. An example is the use (now in testing mode) of the Alexa for Hospitality voice assistant, which is currently being tested by the Marriott hotel chain. Any type of service can be ordered by an oral voice assistant, sitting in the room. It will not be necessary to use the phone.

5. Use of courier drones. Delivery of customer orders, autonomous suitcases, as well as robotic porters that follow the customer and fulfill his orders.

6. The use of neural interfaces. To control various objects (for example, suitcases) with the power of thought, as well as for hotel customers to participate in interactive games, the plot of which is controlled by the power of thought.

7. The use of biometrics and facial recognition technologies. Identification and confirmation of the identity of the client.

The introduction of these existing systems into a single program, as a new system, would complement innovation in the field of hotel management and have a significant time saving in terms of speed and separation from the need for personnel. It would be a program that could be carved into the formation of a smart hotel. The smart hotel will be one of those that will not only provide quality services to every guest, but will also take its place at the world level.

Conclusion

Instead of standard and complex Tourism, new types of technologies have come in mass demand, increasing comfort. Undoubtedly, new technologies in the field of tourism have increased the demands of travelers over time. Due to the demand of tourists, competition in the field of tourism is growing. It is obvious that it is difficult to compare the technologies and demand of tourists five years ago with the current innovations and demand of guests. New technologies have brought great benefits to the introduction, rapid detection of Tourist Information Systems in the field of Tourism. Digitalization in tourism advises to solve almost all problems that may arise in the provision of information services, when planning excursions and tourist trips for tourist purposes. The purpose of using new technologies is a means of feedback between the consumer and the specialist. By changing, introducing, applying technologies in a new version, we will undoubtedly gain a foothold in the market, satisfying the needs of consumers. It is not surprising that through the use of innovations, big changes and innovations will be introduced in the formation of the image of a smart hotel.

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