

Abstract

The hotel industry is a significant element when planning any kind of trip, whether it is for business or leisure. For a couple of years now, the hotel industry has started to digitalize itself slowly but steadily by introducing different technologies. An example would be the virtual keycards where the guests do not have to stop by the check-in desk anymore but receive their digital keycards on their mobile phone and can directly enter the hotel room. These technologies play an important role for the improvement of the hotel's processes and financials as well as helping the guest in different decision-making processes, which provides comfort to the guest. Some of the large hotel chains like Marriott or Shangri-La already partially use VR and AR in the Marketing department to attract more customers. This example and further examples are discussed in more detail below. The goal of this thesis is to study and analyze the impact, both negative and positive of the implementation of virtual reality (VR) and augmented reality (AR) in the hotel industry. VR and AR are some of the techs that are supposed to be a helpful tool and a game changing player in the hotel industry. In order to better understand the process of implementing VR and AR in the hotel industry, in-depth research was conducted by the author to help understand the whole picture. Only then can the challenges and benefits that come with such an implementation be identified and analyzed.

For the purpose of better understanding the problem, an online survey was conducted. A large number of responses was gathered to help determine the different points of view of the participants. The participants had to answer the questions once from the perspective of a hotel manager and once from the perspective of a hotel guest. The results provided insight on the opinion and behavioral aspects of people towards such an implementation from hotel managers, hospitality management students and guests that answered the survey. Surprising was the fact that only very few people heard of and used VR and AR when staying at a hotel. Nevertheless, most participants responded positively to the implementation of these technologies in the entire hospitality industry.

Keywords: Virtual reality, Augmented reality, Hotel industry, Challenges, Benefits