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FEATURES OF CONTACTLESS CHECK-IN IN HOTELS

Vasyuta A.¹, Orlyk O.²

1 – 4-year student, 40 group, Faculty of International Economics

2 – PhD in Economics, Associate Professor,
Department of Economic Cybernetics and Information Technologies
Odessa National University of Economics, Odessa

ANNOTATIONS

Vasyuta A., Orlyk O. Features of contactless check-in in hotels. *The article deals with the process of contactless hotel check-in. An analysis of the introduction of contactless check-in technology in other countries is carried out. It is shown that tourists prefer hotels that use the latest technologies. The tendency to increase the use of digital tools for contactless check-in in Ukrainian hotels is revealed. The advantages of contactless check-in for both hotels and guests are outlined.*

Keywords: *contactless check-in, hotel, innovation, tourism.*

Васюта А. В., Орлик О. В. Особливості безконтактного заселення у готелях. *В статті розглянуто процес заселення у готель безконтактним способом. Проведено аналіз впровадження технології безконтактного заселення у інших країнах. Показано, що туристи надають перевагу готелям, які застосовують новітні технології. Виявлено тенденцію до збільшення використання цифрових інструментів безконтактного заселення у готелях України. Окреслено переваги безконтактного заселення як для готелів, так і для гостей.*

Ключові слова: *безконтактне заселення, готель, інновації, турист.*

Vasyuta A., Orlyk O. Features of contactless check-in in hotels. *Інформаційні технології в економіці і управлінні* : зб. наук. студ. праць. Одеса : ОНЕУ, 2023. Вип. 5. С. 29–33.

Problem statement in general terms. With the advent of new technologies, hotels need to put in a lot of effort to keep up with competitors and attract guests. The pandemic has also brought many changes to the hotel business, so contactless check-in services are becoming more common, both in the foreign and Ukrainian markets.

Analysis of recent research and publications. The development of technologies in the hospitality and hotel business has been considered in the

works of Ukrainian and foreign scholars, such as N. A. Efimova, N. I. Kabushkina, N. I. Kano, D. Menkens, R. Brymer, J. Juran, W. Deming, K. North, and others.

Identification of previously unresolved parts of the overall problem. The issue of innovation remains very relevant today. Guests prefer hotels that are not afraid of changes and offer new services that make traveling even more comfortable and safe.

The purpose of the article. The purpose of the article is to study the modern technology of contactless check-in and analyze its use around the world.

Summary of the main research material. The travel industry has been changing very rapidly in recent years, so it is important for hotels and other accommodation facilities to keep up with the latest market trends. The COVID-19 pandemic has forced the active introduction of new technologies and the avoidance of classic hotel operating models. Competition in the hotel industry is only growing, so accommodation facilities must constantly invest in the implementation of the latest technologies or programs. Contactless hotel check-in is an increasingly popular service around the world [1].

The Citron platform, which was developed to support communication between hotels and guests, conducted a survey that confirmed that almost 80% of all guests would use a hotel's mobile app. It's convenient and fast, so more and more accommodation facilities are creating their own websites or apps for smartphones. The latter allow customers to get detailed information about hotel services, check in, etc. Guests increasingly prefer self-check in, which saves time for both parties [2]. Modern software makes it easy to implement contactless check-in in any hotel, guest house, or even a hostel. However, such innovations require significant financial investments and efforts during the launch process to ensure stable, uninterrupted operation of the program.

Everyone strives for safety and maximum comfort, so we are used to booking tickets on websites, choosing hotels online, and planning routes using online maps. Moreover, almost everyone has a smartphone nowadays. This is a great opportunity to be closer to our customers. Of course, all guests react differently to such innovations. Especially pensioners who are used to classic hotel service. They don't always trust new technologies, preferring the usual keys, filling out paper questionnaires and other papers, and communicating with the receptionist. However, the majority of guests aged 18 to 40, whose generation is called millennials, are positive about change and are true supporters of technology [3]. Psychologists say that these people travel a lot and like to combine work and leisure. They rarely use travel agencies and plan their trips on their own. Therefore, hotels need to make every effort to take into account all the requests of this target audience. Millennials love mobile apps, chatbots, and other convenient services, which means they will positively perceive any changes in the provision of hotel services. According to research conducted by the American website Eventbrite, millennials will account for

about 80% of all tourists in the coming years, and 78% of these people would spend money not on new things or purchases, but on vivid impressions. And traveling is the best source of positive emotions. The further we go, the more interactions with hotel guests will be done without staff [4]. One example is the British hotel chain Yotel, where it was decided to make the reception fully automated. Such changes were positively received by tourists. To check in, you just need to enter your personal information into a special machine and then pick up your room key card.

Many Ukrainian hotels and guest houses prefer electronic locks that are placed on the front door and opened by a code, via Bluetooth, a magnetic card, and a regular metal key. This option works even in the event of a power outage, so you don't have to worry about power outages [5].

Some hotels also offer their guests to use their mobile devices as digital keys, going beyond simple contactless check-in. Digital keys provide completely contactless access for guests, which is a very attractive strategy that encourages travelers to return to the hotel for a second or third time. However, it is also an attractive avenue for potential fraud for hackers, as mobile devices are one of the most common targets for identity theft, and checking in without authenticating a person with a photo ID increases the likelihood of fraud.

There are many advantages of contactless check-in:

- It is the healthiest way to check into an accommodation facility during the quarantine period, as it allows guests to avoid unnecessary contact.
- It saves time and effort for both staff and guests. Because the registration form can be filled out at any time and sent in advance to avoid standing in line at the reception desk.
 - This format of work allows hotels to collect additional information about guests: save phone numbers or emails to send promotions in the future.
 - Contactless check-in is safe and secure, using advanced technologies to verify identity photos.
 - This technology integrates well with other systems to provide a comprehensive guest experience. It can be used as an additional marketing tool to help guests learn more about the hotel. You can offer exclusive offers, sell amenities, and create a branded experience [6].
- And most importantly, this technology allows hotel owners to focus on hospitality rather than collecting information about guests during check-in by the receptionist.

What should hotel owners do to implement contactless check-in in the most efficient way?

It is important to provide all the necessary information to guests to prevent possible difficulties and questions from those who are facing this technology for the first time. Therefore, the website and social media pages should contain the necessary information. Many tourists prefer hotels that use

innovations. This will also distinguish the accommodation facility among competitors [7].

For most guests, contactless check-in is a preference when choosing a hotel, but some prefer to check in with front desk staff. Either way, informing guests in advance that the property offers contactless check-in is key to increasing bookings and helping guests feel confident in the process of self-checking in.

According to a study by Software Advice [8], which was conducted back in 2015, 60% of hotel guests said they would like to book a room at a hotel that offers mobile check-in. Here are some other statistics from the survey:

1. 60% of respondents would be more likely to choose a hotel where guests can check in and open the door with their smartphone than a hotel that does not.

2. 37% of respondents would rather choose a hotel with technology in the lobby, such as touch screens and check-in kiosks.

3. 41% of tourists would choose a hotel with facial recognition technology that can identify guests and increase personalization.

4. 40% of respondents say that the main advantage of hospitality technology should be reduced transportation costs.

These data indicate the prospects for the use of contactless check-in systems in accommodation facilities. The COVID-19 pandemic has been an active impetus for this process.

Conclusions from this study. Based on the above, we can draw the following conclusions. Many hotels are completely abandoning traditional check-in and instead implementing mobile check-in, which does not require human contact. The sooner hotels can set up this process and make it seamless, the sooner they will welcome guests.

What are the advantages of contactless check-in? First, it is a huge time saver. Secondly, the hotel can reduce the cost of employee salaries. Thirdly, it is safe for health, because in a pandemic, the fewer contacts the better. Therefore, the trend towards the introduction of technologies such as contactless check-in will only grow.

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