



A Study of Personalized Wellness Experience Design in Hotel Services

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Abstract. This paper firstly outlines the concepts of personalized service and recuperation experience and their interrelationships, and then analyzes the development status of international and domestic hotels in personalized recuperation service. The international hotel industry has made remarkable progress in personalized recuperation services, while the domestic hotel industry has a late start but huge market potential. Through an in-depth analysis of customer needs, this paper discusses the design elements of personalized recreation and wellness services, including customer profiling and demand analysis, service design and product positioning, and the combination of hardware facilities and software services. Further, this paper puts forward the innovation strategies of personalized recreation services, such as the connotation and path of service innovation, the use of science and technology to enhance personalized services, cultural integration and localized service innovation, sustainable development and green recreation services. Finally, this paper looks forward to the future development trend of personalized recreation services in hotels and puts forward corresponding strategic suggestions.

Keywords: personalized service; recreation experience; hotel industry; innovation strategy

1 Introduction

With the rapid development of the economy and the improvement of people's living standards, the public's attention to health and wellness is increasing. The hotel industry, as an important part of the service industry, is facing the challenges and opportunities of transformation and upgrading. Personalized wellness service, as an emerging hotel service model, aims to meet the diversified needs of consumers for health and leisure by providing customized health management and wellness experiences. The purpose of this paper is to analyze the current situation of personalized wellness services in hotels, explore its innovative strategies, and predict the future development trend. Through in-depth research, this paper aims to provide strategic guidance for the hotel industry to better adapt to market changes, improve service quality and enhance competitiveness. [1]

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A. L. Baldini et al. (eds.), *Proceedings of the 2024 4th International Conference on Social Development and Media Communication (SDMC 2024)*, Advances in Social Science, Education and Humanities Research 891, https://doi.org/10.2991/978-2-38476-327-6_23

2 The Current Situation Analysis of Hotel Personalized Recreation Services

2.1 Overview of the Development of Personalized Recreation Services in International Hotels

The international hotel industry has made remarkable developments in personalized recreation services. These hotels usually provide diversified recuperation programs, such as medical beauty, healthy diet, emotional management, etc., to meet the different needs of customers for physical and mental health.[2] In addition, international wellness hotels focus on the integration of environment and architecture, integrating buildings into the natural landscape and providing pleasant environmental ambience, such as open gardens, lakes or forests and other natural landscapes, in order to provide a better environment for leisure and rehabilitation. In terms of services, international recreation hotels emphasize personalized services, providing services such as professional rehabilitators and private butlers to tailor recreation plans and services according to customers' health needs and personal preferences.

2.2 Development Status of Personalized Recreation Services in Domestic Hotels

Recreation hotels in China are still in their infancy, but there are already some successful cases. For example, Boao Yiling Life Care Center in Hainan provides comprehensive medical and health care services, while Anadi Hotel in Shanghai focuses on Ayurvedic urban healing vacations.[3] Domestic wellness hotels are mainly concentrated in areas rich in hot spring resources, such as Guangdong, Fujian, Yunnan and Hebei, and exist mainly in the form of hot spring resorts, but there are development bottlenecks, such as homogenized competition and significant off-peak seasons. Chinese consumers' knowledge of wellness hotels is generally shallow, and their knowledge of deep-level wellness services is even more insufficient, which is related to the development stage of China's consumer market. Nevertheless, as China's economy continues to grow, the size of high-income groups continues to grow, and the potential consumer base of wellness hotels is expected to continue to grow.

2.3 Analysis of Market Demand for Personalized Recreation Services

With the continuous improvement of people's living standards and social and economic development, the demand for family services continues to increase, the future demand for home services market will grow rapidly with the diversification and personalization of family services. In the field of recreation services, this trend is equally obvious. Consumers' demand for personalization is getting higher and higher, and home services will also develop in the direction of personalization and customization, such as purchasing services on demand and precise customization services.[4] In addition, the market consumption demand of the recuperation industry is huge, and is expected to reach about 20 trillion yuan by 2030, while the current annual products provided for the

recuperation industry are only about 500-700 billion yuan, showing that the market demand is strong but the effective supply is seriously insufficient. This shows that the personalized recreation service market has huge development potential and development space.

3 The Design Elements of Personalized Recreation Services

3.1 Customer Profiling and Demand Analysis

Customer portrait and demand analysis is the foundation of personalized recreation service design. At this stage, hotels need to deeply understand the living habits, health needs, consumption preferences and other information of target customer groups through market research, customer interviews, data analysis and other means. The construction of customer profiles not only includes basic demographic characteristics such as age, gender, occupation, etc., but also covers deeper factors such as psychological characteristics, lifestyles and values. With this information, hotels can more accurately identify customers' needs and expectations, and thus design service programs that meet their needs.[5] The key to demand analysis is to identify customers' explicit and implicit needs. Explicit needs are usually those that are clearly expressed by the customer, such as the need for healthy eating, exercise facilities, rehabilitation treatment, etc. Hidden needs are potential needs that may not be directly expressed by customers, but can be discovered through in-depth analysis, such as the need for social interaction, mental relaxation, cultural experience and so on. The hotel needs to tap the hidden needs of customers through careful observation and analysis, and integrate them into the service design.

3.2 Service Design and Product Positioning

Service design and product positioning are the core links of personalized recreation services. At this stage, the hotel needs to design attractive and competitive service items and clarify its market positioning according to the results of customer profiling and demand analysis. The service programs should be customized according to the specific needs of customers, providing differentiated and personalized options. Covering a wide range of aspects such as health, leisure, culture and socialization to meet the diversified needs of customers. It also incorporates new technologies, concepts and elements to enhance customers' experience and satisfaction. The service program should focus on the concept of sustainable development such as environmental protection, energy saving and health, and conform to the social development trend. In terms of product positioning, the hotel needs to clarify its target market and competitive strategy.

3.3 Combination of Hardware Facilities and Software Services

Hardware facilities are the material foundation of personalized recreation services, while software services are the key to enhancing customer experience. The hotel needs to make comprehensive consideration and organic combination in hardware facilities and software services. In terms of hardware facilities, hotels should be equipped with corresponding facilities and equipment according to the needs of service programs. For example, hotels providing healthy catering services need to have professional kitchens and restaurants; hotels providing sports and fitness services need to have gymnasiums and sports venues; hotels providing rehabilitation therapy services need to have professional therapy rooms and equipment. In addition, hotels should also focus on the comfort, safety and convenience of their facilities to meet the basic needs of their customers. In terms of software services, hotels need to provide professional service personnel, efficient service processes, humanized service approaches, etc. Service personnel should have professional knowledge and skills and be able to provide personalized service suggestions and solutions according to customers' needs. The service process should be simple and efficient, reducing the waiting time and inconvenience of customers. The service method should focus on the customer's feeling and experience, providing warm and intimate service. The combination of hardware facilities and software services requires systematic planning and design by the hotel. [6]

4 The Innovation Strategy of Personalized Recreation Service

4.1 Connotation and Path of Service Innovation

Service innovation is the key driving force for the sustainable development of the hotel industry. In the field of personalized recreation services, service innovation not only means introducing new service items or improving existing services, but more importantly, meeting customers' personalized needs and improving the quality of their experience through innovation. Encourage customers to participate in the service design process and co-create services through feedback and suggestions. Attract customers by creating unique experiences, such as combining virtual reality technology to provide an immersive health experience. Streamline the service process to improve service efficiency and reduce customer waiting time. Utilizing new technologies to improve the quality and efficiency of services, such as using big data analytics to anticipate customer needs. The path to service innovation usually involves is market research and demand analysis to identify potential innovation opportunities; followed by idea generation, where new service concepts are generated through team brainstorming or customer co-creation; then proof of concept, where the feasibility of the innovative concepts is assessed through prototype testing and market feedback; and finally implementation and evaluation, where the innovative service is brought to the marketplace and continuous improvements are made based on customer feedback.

4.2 Using Technology to Enhance Personalized Services

The application of technology in personalized recreation services is an important means to enhance service quality and efficiency. Through technology, hotels can better collect and analyze customer data to provide more accurate personalized services. For example, wearable devices and health monitoring tools are used to track customers' health status, and personalized health plans and dietary recommendations are tailored based on this data. In addition, artificial intelligence and machine learning technologies can help hotels anticipate customer needs and preferences so that they can prepare services accordingly in advance. Technology can also help hotels improve the accessibility and convenience of their services. For example, providing online booking, health consultation and instant feedback through mobile apps enables customers to enjoy services anytime, anywhere. Meanwhile, virtual reality and augmented reality technologies can provide customers with immersive experiences such as virtual tours and remote rehabilitation training. However, the application of technology also needs to consider privacy and security issues. Hotels must ensure the security of customer data and consider customers' privacy needs in service design.

4.3 Cultural Integration and Localized Service Innovation

Culture is an important factor that cannot be ignored in recreation services. Through cultural integration and localized service innovation, hotels can provide richer and more meaningful experiences to meet customers' needs for cultural exploration and spiritual satisfaction. Cultural integration means incorporating different cultural elements into service design, such as combining local art, music, and cuisine to create a unique wellness experience. Localized service innovation, on the other hand, emphasizes the integration of local culture and traditions in service design, such as using local natural resources and traditional therapies to provide wellness services. For example, some hotels may offer rehabilitation treatments based on local traditional medicine or organize customer participation in local cultural events and festivals. Cultural integration and localized service innovation require hotels to have a deep understanding of the cultural context and customer needs of their target markets. This may involve working with local communities and cultural experts to ensure authenticity and sensitivity in service design.

4.4 Sustainable Development and Green Recreation Services

Sustainable development is currently a hot issue of global concern and an important direction for the development of the hospitality industry. In personalized recreation services, the concept of sustainable development can be realized through green recreation services. Green wellness services emphasize the consideration of environmental impacts in service design and operation, such as the use of renewable energy, reduction of waste generation, and protection of local ecosystems. The implementation of green recreation services requires hotels to adopt environmentally friendly measures in building design, energy management, and material selection. For example, hotels can adopt

green building standards for design and construction, use renewable energy such as solar and wind energy, as well as environmentally friendly materials and energy-saving equipment.

In addition, green recreation services include providing education on healthy and environmentally friendly lifestyles and encouraging customers to participate in environmentally friendly activities such as tree planting and beach cleaning. Through these measures, hotels can not only enhance their brand image and market competitiveness, but also contribute to protecting the environment and promoting sustainable development.

5 Conclusion

As a new trend in the development of the hotel industry, personalized recreation services can not only meet consumers' personalized needs for health and leisure, but also provide a new growth point for the hotel industry. With the progress of science and technology and the development of society, personalized recreation service will be more diversified and intelligent. The hotel industry needs to continuously innovate the service mode and improve the service quality in order to adapt to the changes in the market and the needs of consumers. The research in this paper provides strategic guidance and practical reference for the hotel industry, hoping to help the hotel industry stand out in the fierce market competition and realize sustainable development.

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