Research on Personalized Hotel Marketing Strategy: Taking VR as an Example

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Abstract: Personalized hotels are mainly faced with high-end markets. If there is a lack of innovation, they will not be able to adapt to the development of the times. The lack of application of new technologies in frontier areas will make the development of personalized hotels very limited. With the continuous development of science and technology, emerging areas such as the Internet of Things, artificial intelligence, VR, and AR have ushered in new opportunities for development. Now, the wave of development of VR industry has swept through, VR technology Integration into social life has become an inevitable trend. This article analyzes and understands the level of development of virtual reality technology in the domestic economy (VR, AR), and the current development status and existing problems of personalized hotels in China, and proposes an overview of the development of personalized hotel marketing under virtual reality, namely, VR technology. Application of personalized hotel marketing strategy.

1. Introduction

With the continuous advancement of science and technology, modern science is constantly changing the way people live and produce. At the same time, it also has an important influence on human thinking and learning. In this context, the rapid development of the entire service industry has continued, especially the application of VR in personalized hotels. Personalized hotel as a bright star in the hotel market in recent years, its development trend and operating model has attracted more and more attention and attention of scholars. This article is to comply with the perspective of technological innovation, and proposed personalized hotel marketing must Keeping up with the trend of the times, the latest technology of VR will be used in hotel operations to better adapt the hotel to market demands and provide customers with more personalized services.

2. Personalized Hotel and VR Overview

2.1 Definition of Personalized Hotel

Personalized hotel is a place where customers can get different experiences. It is based on the most influential natural features, history and culture in the region and integrates design, construction, production, decoration and supply services. Its services and activities are mainly to sell its personalized experiences to customers. Its greatest feature is to give the hotel personalized content, deepen the cultural and spiritual essence of the hotel, carry out all-round personalized construction, attract customers from the details of cultural charm, and thus create a unique charm and personality characteristics.

The origin of personalized hotels comes from the mature market environment and huge consumer objects. The rise of personalized hotels is not accidental, but the experience of the arrival of the economy and the needs of the development of the cultural industry era.

2.2 Virtual Reality (VR) Overview

Virtual Reality (VR) is a computer technology that creates and experiences virtual worlds. It combines computer graphics, simulation, artificial intelligence, network technology, and multi-

sensor technology. With sensory helmets, data gloves, and eyeglasses, and other professional devices, users can perceive and manipulate objects in the virtual world in real time, and produce immersive interactive multi-dimensional real feelings through various perceptual experiences such as sight, hearing, touch, taste, and so on. An immersive experience. Compared to computers, VR promotes a flat virtual world to a three-dimensional virtual world, and its manipulation and interaction are more natural and anthropomorphic.

3. Opportunities for Personalized Hotel Development in VR Era

At present, giants of major technology companies have launched VR products. With the dramatic increase in the refresh rate and screen resolution, continuous improvement in attitude correction, accuracy, and delay in input devices, VR technology is becoming more and more mature, equipment costs are declining, and basic VR products are flooding into the market. People's minimum requirements for VR applications are met, making VR applications leap to a new level, and the rapid development of the virtual reality (VR) industry has also brought new opportunities for the hotel industry. In this context, related hotel companies have deployed VR fields.

3.1 VR Panorama Display Helps Customers Choose Hotels

The emergence of VR technology with its multi-dimensional panoramic video display can allow hotel promotion and promotion to break through the limitations of time and space. Compared with traditional video content, it has a 360-degree panoramic view. When users open the hotel official website, they can fully feel the atmosphere and atmosphere of the hotel through sound, three-dimensional pictures, space feeling and distance, so that customers can stay at home without leaving home. Experience the hotel's panoramic view, visit and feel through the virtual reality scene, and choose your own personalised hotel. This way, you can enjoy the whole hotel without leaving the hotel. You can even complete the whole process of booking, payment, etc. An important turning point for the experience.

3.2 VR connects hotels and travel products to achieve business cooperation and win-win

Through virtual reality, hotels and tourist attractions work together to showcase virtual reality products and achieve win-win cooperation. Virtual reality technology has tremendous potential for development in the hotel and tourism industries. This time, the Home Group has joined hands to "walk together" to take the lead in VR travel video experience at Home Inn Select Hotel. This is a very forward-looking attempt to experience innovation in the domestic hotel industry. With virtual reality technology, when the customer stays at the hotel, they can use the VR glasses provided by the hotel to watch nearby places of interest and tourist attractions, and experience local customs and cultural customs in a timely manner. If guests are fascinated, they can directly pass the hotel VR official. A well-designed travel route to the destination of the attraction and a live experience of the local experience brought to the customer. Tourist attractions can also set VR panoramic view videos of nearby hotels on their official platform, so that the travel consumer can determine the location of the hotel before traveling, and avoid the customer's travel supply during the peak period of the hotel. At the same time, through the virtual reality 360-degree no-look feel, it also reduces the customer's arrival at the destination, and there is a sense of gap between the network picture and reality.

3.3 VR simulation scenarios can attract resident's desire to consume and expand hotel consumption projects

Virtual reality technology generates real-time and dynamic three-dimensional realistic images through computer, as well as auditory, visual, tactile, force sense, and motion, and the computer processes the data that adapts to the participants' movements and feeds them back to the facial features. Greatly improve the perception of the guests. Its technical design reveals a realistic hotel scene, a variety of sensory stimuli, and dynamic human-computer interaction, which enhances the immersion of guests staying at the hotel and gives them a special feeling of relaxation and joy. Fun positive emotions and check-in experience. Through virtual reality, guests can visit a variety of

different rooms and decorations to experience different experiences. The customers can see the special drinks and dishes provided by the hotel lobby, Chinese restaurant, and western restaurant in their own guest rooms. They can purchase any items provided by the hotel supermarket, and they can also enjoy and select hotels in the virtual reality world. The variety of luxury goods, ancient artifacts, paintings and other names, so that guests in the hotel at the same time, you can enjoy the pleasure of shopping through the virtual situation of VR, on the other hand, can bring other consumption for the hotel, expand hotel revenue Sources to improve hotel profitability.

4. Marketing Strategies of Personalized Hotels in VR Times

4.1 VR industry and hotels jointly promote technological development

Strengthen the research and development of new VR devices when upgrading existing VR devices, and promptly promote the upgrading of relevant hardware devices. To further overcome the core technology in the field of equipment and improve key technologies such as visual sensing, sensing, eye tracking, and touch-and-feel feedback, so as to break the gap between the real world and the virtual world and enhance the use experience of hotel customers.

Because there is no unified industry standard, the related core technologies and equipment of various VR products cannot be interconnected and interoperable, and cannot support the large-scale promotion and industrialization of VR products. Therefore, the hardware devices, software tools, content production, and other aspects are unified. Standardization is imminent. At the same time, hotels should increase investment in and use of the VR technology industry. Through funding support from shareholders, the integration of VR technology and existing hotel resources will be accelerated, and the direction of VR industry support will be more clearly defined. This will not only promote the research and development of key technologies for VR products, but also enable the integration of the top-level design VR industry with various fields. The picture is clearer and provides some specific development ideas and help.

4.2 Using VR technology to change the traditional hotel marketing

With the rapid development of China's economy, the tourism industry continues to heat up, and international hotel groups have also entered the Chinese market one after another. The Chinese hotel industry faces tremendous development opportunities and competitive pressures. In order to maintain the advantages and initiative of the hotel in competition, hotel operators need to pay attention to hotel management, internet marketing and other software upgrades to do online sales while building hotel hardware. They must always be guided by the needs of customers and closely follow the development of the market. Trend, has introduced personalized hotel products and services. So we must change the hotel's traditional marketing methods. At present, many hotel chains also have their own hotel sales websites, but they can only provide basic functions such as inquiries, bookings, event promotions, etc. They are still unable to meet the increasingly personalized needs of customers.

Traditional hotel sales website production is very simple, just provide some hotel lobby or room pictures, can not directly allow customers to receive the hotel's detailed information, such as stars, functions, facilities, room size, service quality standards; In addition, the hotel website also Only supports the browsing information function, there is no platform and channel that can interact with the customer, and the customer can not make efficient selection judgment through the relevant information of the website. With VR technology, customers can use the Internet to simulate the three-dimensional real-world experience of the hotel's guest rooms, and even real-world simulation capabilities to clearly see the day and night outside the room landscape and scenes to meet the individual needs of the guests. Allow guests to choose their own room without having to go to the hotel to choose.

4.3 Creating Personalized Hotel Facilities with VR Technology

4.3.1 Build a VR conference room

Using VR technology, it is possible to freely mediate the style of switching conferences and banquets, as well as to separate venues, adapt to the needs of different venues for different activities, and provide customers with more choices. This can save the hotel cost, enrich the service content, and improve hotel consumption.

The conference facilities use VR technology, especially enhanced virtual reality (AR). Through the connection of professional equipment and computer networks, the virtual and real-world scenes are superimposed. Negotiations are made between the two parties to achieve a three-dimensional holographic projection of cross-space conversations, combined with stereo and Three-dimensional display technology and environmental modeling technology, to create professional "one-stop" VR conference services..

4.3.2 Create personalized VR rooms

The guest room is the facade of the hotel and is the place where customers stay in the hotel for the longest time. We can use VR to create personalized rooms to meet the increasingly rich and demanding needs of our guests. The hotel can adjust the room style according to the individual's personal identity and hobbies, such as the family's family who travels with the whole family. The style of the guest room is a warm style. In the room, the children's favorite amusement park, 3D simulation game, night freezer, virtual underwater world are added. Wait. For business guests on business trips, the rooms are in a comfortable business style with full office functions and quiet seating areas.

4.3.3 Create a VR service

Using VR Hotel can provide customers with convenient hotel services. Once the customer has service requirements, only one button or a thought in the mind can be used to inform the hotel staff. The VR system equipped in the room can project the hologram of the service staff so as to realize the face-to-face solution to the guests during their stay. The problem is that it saves guests time waiting for services, improves service quality and efficiency, and can also reduce the workload of service personnel. It can also enrich hotel entertainment through VR technology, including virtual scene games, VR shopping, etc. Consumption needs. In addition, the hotel can add private health butlers and psychological counseling experts, and these features will eventually be realized with the rapid development of VR technology.

5. Conclusion

VR technology has built a bridge between virtual and reality, bringing new directions for the development of personalized hotels. VR has broad prospects in the personalized hotel market, and the potential user groups are very large. At the same time, we must also realize that the VR industry still has problems such as lack of uniform standards, immature equipment technology, and high capital and labor costs. The VR technology itself will play a huge role in the development of human social life. It is believed that as the VR technology matures, it will bring more convenience to the work and life of human beings. The use of VR in personalized hotels will affect the hotel industry. It will be a perfect revolution.

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