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**Based on the "Internet +" Era of Tourism and Hotel  
Industry Development Thinking**

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**Abstract**

*Amidst the surge of the "Internet Plus" era, the hospitality industry finds itself amidst unprecedented opportunities and challenges. This discourse revolves around an in-depth exploration of the current status, development models, and future strategies of the hospitality sector in the "Internet Plus" era. Presently, internet technologies are incessantly permeating various facets of the hospitality industry, profoundly influencing industry dynamics and operational models. The article begins by analyzing the fundamental status quo of the hospitality industry, unveiling industry characteristics and challenges under the backdrop of "Internet Plus." Subsequently, it delves into various development models within the Internet Plus hospitality sector, encompassing innovations in online booking and distribution models, optimization of intelligent services and experiences, as well as precision marketing and operational management driven by data. Additionally, the article proposes development strategies for the hospitality industry in the "Internet Plus" era, addressing technological innovation and digital transformation, enhancement of service quality and perceptual experiences, and the expansion of diversified business development pathways.*

**Keywords**

*Internet+, tourism and hospitality industry, development*

**1. Introduction**

Entering the 21st century, the rapid advancement of Internet technology has exerted profound impacts and alterations upon the hospitality industry. The Internet has not only revolutionized the method of customer reservations but has also deeply influenced the service paradigm and operational management of hotels. From the convenience of online bookings to the intelligence-driven operations of hotels, from

personalized customer experiences to precision marketing based on big data, the tourism and hospitality sector is undergoing an unprecedented transformation. With the integration and innovation of technologies such as mobile internet, big data, and artificial intelligence, the competitive landscape of the tourism and hospitality industry is constantly being reshaped. This article aims to analyze the current status of the tourism and hospitality industry in the era of "Internet Plus," explore its development patterns, and propose future development strategies. Through such analysis, not only can actionable guidance be provided for practitioners in the tourism and hospitality industry, but it also offers theoretical references for relevant researchers.

## **2. Analysis of the Current Situation of Tourism and Hotel Industry in the Era of "Internet +"**

In delving into the trajectory of development within the tourism hospitality industry amidst the "Internet Plus" era, it is foremost essential to recognize that this period signifies not merely a challenge to the traditional operational models of the tourism hospitality industry, but indeed an unprecedented opportunity. The rapid evolution and extensive application of Internet technology have profoundly altered people's lifestyles and consumption habits, a transformation equally applicable to the tourism hospitality sector. Under the influence of "Internet Plus," the tourism hospitality industry has exhibited new characteristics and trends. On one hand, traditional hotel booking, room services, and marketing processes have been significantly streamlined and optimized. Through online platforms, users can conveniently make reservations anytime, anywhere, and are increasingly inclined towards online payments and the use of electronic invoices, greatly enhancing transaction convenience and efficiency (Ibrahim & Gurel, 2024). On the other hand, there is an elevation in users' expectations of hotel services. They anticipate hotels to provide more personalized and intelligent services, such as customized offerings based on big data analysis of user preferences. Nevertheless, this era also presents challenges to the tourism hospitality industry. The ubiquity of the Internet has rendered information more transparent, enabling users to easily compare prices and services among different hotels, intensifying competition within the industry. Simultaneously, emerging online travel service platforms, such as Airbnb, challenge the market position of traditional hotels, compelling them to contemplate innovation to maintain competitiveness. Faced with these challenges, the strategies employed by the tourism hospitality industry are diverse. Some hotels are beginning to collaborate with Internet enterprises to integrate online and offline resources, enhancing service efficiency and user experience. For instance, leveraging online platforms for brand promotion, utilizing big data analysis to optimize marketing strategies and service quality. Meanwhile, some hotels are innovating in hardware facilities and service offerings, such as incorporating smart home technology to provide a more convenient and comfortable accommodation experience (Kaveh, Ali, & Bahri, 2023). In summary, the "Internet Plus" era has brought profound transformation to the tourism hospitality industry. This is evident not only at the technological level but also in its impact on industry ecology, competitive landscape, and consumer behavior. Confronting this transformation, the tourism hospitality industry must continually learn and

adapt to new technologies, explore innovative operational models to meet evolving market demands and consumer expectations, thereby solidifying its position in the tide of "Internet Plus" and achieving even greater development.

### **3. Exploration of the Development Mode of Internet+ Tourism and Hotel Industry**

#### *3.1 On-line Reservation and Distribution Mode Innovation*

The innovative evolution of online booking and distribution models has not only transformed the way consumers reserve hotels but has also injected fresh vitality and challenges into the hospitality industry. Traditional methods of hotel booking often relied on telephone reservations or arrangements through travel agencies, which suffered from inefficient information transmission and limited price transparency. However, with the advancement and ubiquity of internet technology, online booking platforms have silently revolutionized the landscape. Customers can effortlessly peruse various hotel options, compare prices, read reviews, and even virtually experience room accommodations in advance, enabling them to make more informed choices. Concurrently, innovations in distribution models have ushered in new opportunities for the hotel industry. Internet platforms have transcended mere booking channels; they now offer deep insights into customer preferences and booking habits through data analysis, aiding hotels in crafting more precise marketing strategies to enhance occupancy rates [3]. For instance, by analyzing big data, hotels can discern trends in booking volumes during specific periods and adjust pricing strategies or roll out targeted promotional activities to attract more customers. Moreover, the rise of online platforms has shattered geographical constraints, allowing small hotels and guesthouses to showcase their uniqueness and reach a wider pool of potential customers. This not only provides consumers with diversified choices but also propels the entire industry towards a healthier and more diverse direction. However, such innovations come with challenges. The digitalization of hotel operations necessitates investments and upgrades not only in traditional service quality but also in web technologies and data analytics. Furthermore, collaboration with online platforms implies sharing a certain proportion of revenue, prompting hotels to carefully balance profit maintenance and market share expansion. In summary, the era of Internet Plus has presented unprecedented opportunities and challenges for the tourism and hospitality sector. The innovation in online booking and distribution models not only enhances consumer booking experiences but also offers new avenues for market expansion in the hotel industry. In the face of such transformation, the tourism and hospitality sector must continuously adapt and innovate to solidify its position in the fiercely competitive market.

#### *3.2 Intelligent Service and Experience Optimization*

As technology continues to advance, the hospitality industry is undergoing a gradual transformation, endeavoring to distinguish itself in the fiercely competitive market by introducing more intelligent services to enhance the guest experience. The application of intelligent services in the hospitality industry is multifaceted, including but not limited to smart rooms, artificial intelligence service robots, and virtual reality tourism experiences. These technological advancements not only significantly

improve operational efficiency and reduce labor costs but also provide customers with more personalized and convenient service experiences. For instance, through smart room systems, guests can control lighting, temperature, and even entertainment systems in their rooms using smartphones or voice-controlled devices without leaving the comfort of their beds. Additionally, artificial intelligence service robots can provide round-the-clock inquiry services, answering various customer queries to enhance customer satisfaction. Experience optimization is achieved through data analysis and personalized services. By collecting customer preference information, hotels can offer more personalized services. For example, based on guests' past stay records, hotels can prepare preferred room types, temperature settings, and even welcome drinks in advance. Furthermore, by analyzing big data, hotels can predict peak tourism periods and adjust room rates and service strategies accordingly to attract more customers. However, intelligent services and experience optimization are not without challenges. Privacy protection is an unavoidable issue. As the level of service personalization and intelligence increases, how to collect and utilize customer data while protecting their privacy becomes an important consideration for the implementation of intelligent services in the hospitality industry (Merve, Javier, Arta et al., 2024). Additionally, the maintenance and updating of intelligent technology also require significant investment. Hoteliers need to weigh whether these investments can bring corresponding returns. Overall, intelligent services and experience optimization provide an effective way for the hospitality industry to enhance competitiveness and attract customers. Although there are some challenges, with the advancement of technology and adjustment of strategies, these issues can be resolved. Looking ahead, it is foreseeable that intelligent and personalized services will become an important development direction for the hospitality industry, bringing customers a more diverse and enriching travel experience.

### *3.3 Data-driven Precision Marketing and Operation Management*

The data-driven precision marketing and operational management not only infuse new vitality into the tourism and hotel industry but also pave the way for personalized services and enhanced customer satisfaction. Historically, the industry relied on traditional marketing strategies such as advertising and promotions, often struggling to precisely target customers and evaluate marketing effectiveness. However, with the rapid advancement of big data and internet technologies, a paradigm shift has occurred. Data-driven precision marketing enables hotels to craft more personalized marketing strategies by analyzing consumer online behaviors, purchase histories, and preferences, accurately reaching potential customers. For instance, by delving into historical data, hotels can identify certain customer segments with higher demands for specific room types during particular seasons. Leveraging this insight, hotels can timely dispatch personalized promotional offers to these customers, not only boosting booking rates but also fostering customer loyalty. Furthermore, data-driven operational management is equally crucial for the development of the tourism and hotel industry. Through real-time monitoring and analysis of operational data, managers can promptly adjust service strategies, optimize resource allocation, and enhance operational efficiency. For example, by analyzing occupancy

rates and customer feedback data, hotels can refine room assignments and service processes, thereby elevating customer satisfaction and attracting more repeat bookings. It's worth noting that data-driven marketing and operational management embody a customer-centric service philosophy. Emphasizing a profound understanding of customer needs and preferences, it aims to deliver more personalized, high-quality services, fostering deep connections with customers. However, implementing data-driven strategies also faces numerous challenges, such as ensuring compliance in data collection and processing, protecting customer privacy, and enhancing data analysis capabilities. Therefore, while benefiting from the convenience brought by data, the tourism and hotel industry must continuously explore how to effectively utilize data-driven strategies to promote sustainable industry development while ensuring safety and compliance (Sherbeeny, Romeedy, Elhady et al., 2023). In summary, data-driven precision marketing and operational management have become indispensable development models in the "Internet + tourism and hotel industry." They not only provide hotels with effective means to precisely target customers and optimize operational management but also deliver more personalized and high-quality service experiences to consumers. Facing the future, the tourism and hotel industry will continue to deepen data applications, explore more innovative models, to embrace challenges and seize opportunities.

#### **4. Suggestions on the Development Strategy of Tourism and Hotel Industry Based on the Era of "Internet+"**

##### *4.1 Strengthen Technological Innovation and Digital Transformation*

Faced with the escalating market competition and the diversification of consumer demands, the hospitality industry must closely follow the pace of technological development, leveraging digital means to redefine service and management, thereby creating a more personalized, efficient, and intelligent customer experience. Technological innovation entails not only the adoption and application of new technologies but also a shift in mindset and culture, demanding continuous exploration, learning, and adaptation from industry practitioners. Digital transformation, on the other hand, represents the concrete realization of this innovative process, encompassing the transition from offline to online services, from traditional to digital marketing, and from manual operations to automated, intelligent operations. Specifically, strategies to strengthen technological innovation and digital transformation can be approached from the following perspectives:

- 1) Introducing intelligent services: By harnessing technologies such as artificial intelligence, big data, and the Internet of Things, hotels can offer intelligent room services, smart customer service, personalized recommendations, etc., significantly enhancing guests' stay experience. For instance, through intelligent voice assistants, guests can effortlessly control room lighting, temperature, and even entertainment systems without leaving their beds.
- 2) Strengthening the construction and optimization of online platforms: Against the backdrop of "Internet Plus," having a user-friendly, information-rich, and highly interactive online booking platform

becomes particularly crucial. By optimizing website and mobile application user experiences, hotels can attract more online bookings while collecting customer data to provide personalized foundations for subsequent marketing and services (Karolina, Maria, Frida et al., 2023).

3) Utilizing big data and artificial intelligence for market analysis and personalized marketing: By analyzing customer data, hotels can gain a more precise understanding of customer preferences and design services and products that better meet their needs. Simultaneously, leveraging artificial intelligence for data analysis enables more accurate market positioning and marketing strategies, enhancing marketing efficiency and effectiveness.

4) Establishing digital operations and management systems: Digitalization extends beyond customer service to penetrate the internal operations and management of hotels. By introducing systems such as ERP and CRM, hotels can achieve efficient resource allocation, in-depth customer relationship management, and internal process optimization, thereby reducing operational costs and enhancing management efficiency.

Strengthening technological innovation and digital transformation poses both challenges and opportunities for the hospitality industry. This not only requires hotels to maintain a sensitive and open attitude towards emerging technologies but also demands continuous exploration and innovation in practice to achieve a leap from tradition to modernity. Consequently, this enables them to stand out in the fierce market competition, thereby winning consumers' favor.

#### *4.2 Enhance Service Quality and Experience Perception*

The enhancement of service quality and the perception of experience not only inherit the tradition of pursuing excellence in the hotel industry but also represent an inevitable choice to find new space for survival and development amidst the digital wave. In this process, the emphasis on service quality and the deepening of experiential perception should become the core of every hotel brand's development strategy. Traditional hotel service quality often focuses on the refinement of hardware facilities and the personalization of soft services. However, in the context of the "Internet Plus", the connotation of service quality has undergone a qualitative leap. The hotel industry can utilize Internet technologies such as big data analysis, artificial intelligence, and the Internet of Things to more accurately predict and satisfy customer demands. For instance, by analyzing customer behavioral data on social media, hotels can understand their preferences before check-in, thereby preparing catering services tailored to their tastes in advance or adjusting room temperature and lighting to create a more personalized and comfortable accommodation experience. At the same time, the enhancement of experiential perception should not be limited to moments of accommodation but should extend to every aspect of the journey. This includes providing seamless booking experiences through online platforms, responding to customer needs and feedback in real-time, and maintaining contact through channels such as email or social media even after the customer has checked out, sharing travel guides or offering discounts for future stays. This comprehensive and continuous customer care strategy can significantly enhance customer loyalty and brand reputation. It is worth noting that in the process of enhancing service

quality and experiential perception, sustainability factors should be fully considered. With the increasing environmental awareness of consumers, measures such as using eco-friendly materials, reducing the use of disposable items, and energy conservation and emission reduction can not only reduce environmental burdens but also serve as manifestations of hotel brand responsibility and innovation spirit, becoming an important aspect of enhancing customer experience perception. Ultimately, the enhancement of service quality and experiential perception in the tourism hotel industry in the era of "Internet Plus" is a complex process involving technological innovation, customer care, and sustainable development on multiple dimensions. By integrating online and offline resources and leveraging Internet technologies to optimize service processes and improve service efficiency, the hotel industry can not only stand out in fierce market competition but also provide customers with more unforgettable and meaningful travel experiences. In this process, attentively listening to the voice of customers and continuously adjusting and optimizing service strategies will become an indispensable part of every hotel brand seeking success.

#### *4.3 Expanding Diversified Business Development Paths*

When discussing the diversified business development path of the tourism and hotel industry in the era of "Internet Plus," it is first and foremost imperative to recognize that this is not merely a shift in business models, but rather a profound revolution in traditional conceptions within the tourism and hotel industry. The rapid advancement of Internet technology, particularly the applications of mobile Internet and big data technology, has presented unprecedented opportunities and challenges for the tourism and hotel industry. In this context, expanding diversified business development paths signifies the need for the tourism and hotel industry to transcend the constraints of traditional service models, achieve optimization and upgrading of services and management through technological integration and innovation. Specifically, exploration can be conducted from the following aspects: Firstly, integrating modern technology to enhance customer experience. By introducing technologies such as artificial intelligence and virtual reality, hotels can provide more personalized and intelligent services. For instance, utilizing artificial intelligence for customer behavior analysis and predicting customer demands can lead to more thoughtful services. Simultaneously, virtual reality technology can be employed for online room previews, virtual sightseeing, etc., greatly enriching customer choices and experiences. Secondly, creating a comprehensive ecosystem (Aliane, Romeedy, Agina et al., 2023). The tourism and hotel industry can collaborate with local tourism, dining, entertainment, and other related industries to form an Internet + tourism ecosystem. This not only expands the service scope of the tourism and hotel industry itself but also provides customers with a one-stop tourism experience, significantly enhancing customer satisfaction and loyalty. Furthermore, utilizing big data and cloud computing technology for market analysis and precision marketing. Through the analysis of massive data, the tourism and hotel industry can more accurately grasp market trends and customer preferences, thus formulating more precise marketing strategies. Additionally, with the assistance of cloud computing technology, efficient resource allocation and management can be achieved, reducing

operational costs and improving service efficiency. Finally, actively exploring new business models. With the rise of the sharing economy and platform economy, the tourism and hotel industry can explore new cooperation and business models. For example, by establishing online platforms that aggregate various resources such as small hotels, homestays, and experiential activities, consumer demand for personalized and differentiated services can be met while injecting new vitality into the development of traditional tourism and hotel industry. In conclusion, in the era of "Internet Plus," the development of the tourism and hotel industry requires innovative thinking and the courage to explore. Only through the application of technology and innovation in business models, continuously seeking and expanding diversified business development paths, can steady progress be made in the fiercely competitive market environment and sustainable development achieved.

## 5. Conclusion

Reflecting on the evolutionary journey of the tourism and hospitality industry in the era of "Internet Plus", we discern that technological innovation and the transformation of service paradigms are emerging as the core drivers of sustained industry advancement. Transitioning from online reservations to intelligent services, from precision marketing to data-driven operational management, the tourism and hospitality sector is undergoing a profound metamorphosis. Confronted with increasingly fierce market competition, this industry must incessantly explore novel business models and developmental pathways. In this process, technological innovation stands as the pivotal factor propelling industry growth. Simultaneously, enhancing service quality and perceptual experiences, meeting the ever-diversifying and personalized demands of consumers, will constitute significant orientations for the future development of the tourism and hospitality sector. Furthermore, diversifying business development pathways, exploring new sources of profit growth, are also pivotal for this sector to confront the challenges of the "Internet Plus" era and realize sustainable development. Looking ahead, the tourism and hospitality industry will continue to innovate and evolve amidst the tide of "Internet Plus," incessantly striving to provide customers with ever more superior and personalized service experiences.

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