

Title: Smart Hotel Management Models in China
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ABSTRACT

With the rapid evolution of data and information technologies—including artificial intelligence, the Internet of Things, and cloud computing—their integration into hotel construction and management processes has demonstrated significant potential to enhance service quality and operational precision. These technologies facilitate the collection and analysis of real-time operational and behavioral data, enabling a more personalized and efficient hospitality experience. Consequently, they establish the technological foundation for a genuinely people-centric intelligent hotel management model that prioritizes both guest satisfaction and operational sustainability. However, despite notable advances in intelligent hotel management models in China in recent years, several conceptual and practical challenges persist. These include a fragmented understanding of smart hotel ecosystems, insufficient strategic planning regarding data governance, and varying levels of technological adoption across different market segments. Such gaps often lead to suboptimal implementation outcomes and constrain the potential benefits of digital transformation.

In response, this paper conducts a systematic feasibility analysis and conceptual exploration of data-driven smart hotel management models. It employs a mixed-methods approach, combining literature review, case studies, and conceptual analysis. The study focuses specifically on optimizing key hotel management processes-such as guest relationship management, resource allocation, and service personalization-within a big data-enabled environment. The study aims to provide actionable insights that can support the scaled development of smart hotels, encourage the diversification of marketing and operational approaches, and ultimately enhance the humanization and responsiveness of hotel services. By doing so, it seeks to strengthen the overall core competitiveness of hotels operating in an increasingly digital and experience-oriented marketplace. The research concludes with a proposed integrated management framework and strategic recommendations for industry practitioners.

Keywords: Big data; smart hotel; hotel management processes

