

Studying the Effectiveness of Using Smartphone's Apps on Raising Hotels' Occupancy and Operation's Efficiency

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Abstract

The purpose of this paper is studying the effectiveness of using smart phones Apps on raising hotels' occupancy and operations' efficiency at five-star hotels at the Red Sea, Egypt. Data were collected via a semi-structured questionnaire addressed to hotels' general managers, director of sales and marketing and E-marketing managers, The research focused on a sample of hotels' local chains in Red Sea, Egypt.

Keywords– Hotel Technology, Smartphone, Hotel mobile applications.

Literature Review

The fast adoption of the Smartphone and its associated applications (apps) is changing the landscape of the hospitality industry in terms of marketing and distribution (Wang, et al., 2015). Many hotel companies have adopted mobile applications as a marketing channel to reach their potential customers and established direct relationship with them (Ting and Hsu, 2013). Within this context, understanding the current capabilities of Smartphone apps and user experience of these apps can help the hospitality industry develop more user-friendly apps and effective distribution strategies via mobile channels (Wang, et al., 2015).

Along with Smartphone penetration growth, mobile applications (apps) are also enjoying increasing popularity and usage, and more and more Smartphone owners use these apps for arranging their travel and hospitality services. Some hotel groups, especially international chains such as; Intercontinental Hotel Group, Marriott, and Hyatt, have developed their own mobile applications, while the major OTAs, such as Expedia, Travelocity, Trip advisor, and Hotwire, have also launched mobile applications to increase the use of their platforms for hotel booking. As such, the hospitality industry has yet taken full advantage of this potentially powerful distribution and marketing channel for their products (Wang and Xiang, 2012). As a result hotel operators started to maneuver to the use of mobile channel to keep in touch with this new marketing platform and to ensure the smooth delivery of their service to that expanding segment (Starkov and Safer, 2012; Wongklang., 2013).

Mobile Hotel Reservation (MHR) benefited a lot from the development and the growth of Internet. Internet bring opportunities for hoteliers to promote and sell their products at reduced cost and real-time information in order to stay competitive (Wong and Hiew, 2005). It is expected that Smartphone along with the mobile platform will play an important role not only in distributing of products but also in establishing and strengthening customer relationships and brand loyalty (Anuar, et al., 2014). The adoption of Mobile Hotel Reservation can be seen as a new and attractive promotional tools in upgrading hotels image and reputation. A well-established Mobile Hotel Reservation adoption can lead to customer's loyalty especially if the benefits are carefully designed by the hoteliers (Wong and Hiew, 2005).

From other perspective, it allows management to create fluid two-way communication with guests for improved hospitality brand perception. With mobile technology, hoteliers can automatically collate relevant guest information that can then be used to personalize guests' experience; such as offering discounts to favorite services or hotel restaurants, room upsell options, alternative check-in and out times etc. This personalized level of service has a positive impact on and resonates with guests, helping hotels to build a connection with the guests and leading to long-term loyalty (Wong and Hiew, 2005; Rosy and Ponnusamy; 2017).

One of the main advantages of having mobile technologies is substantially cutting operational costs and increasing revenues and productivity while providing a competitive advantage. Mobile technologies are reliable and secure, flexible, and offering remote access, anytime, anywhere. They enable hoteliers to empower employees, manage day-to-day operations more effectively and help them to meet escalating guest expectations and serve guests better by providing greater immediacy and personal engagement. (Rosy and Ponnusamy; 2017).

According to Schaal (2012), in the near future a major change is expected in the hospitality sector: the focus is likely to shift from the pre-consumption phase, consisting mainly of room bookings and room presentation, to the consumption stage, which is characterized by "during the stay functionalities" such as hotel room upgrades, dining reservations, spa reservations, room environment controls and TV controls (Buhalis and Yovcheva 2013; Adukaite et al., 2014).

Mobile application can be utilized more efficiently to reduce hotel's marketing costs and reach out to potential customers. Many hotels have offered mobile applications with more services. For example, some hotels have offered mobile-enable booking engine and mobile friendly payment system that allows customers to make hotel booking and payment via their mobile devices (Starkov and Safer, 2012; Wongklang, 2013).

Location based service in mobile devices have allowed hotels to reach their target customers by encouraging customers to check-in through location-based applications and then hoteliers can offer special benefits such as mobile coupons or send text message offering a discount for these customers to be used in the hotels (Starkov and Safer, 2012; Wongklang, 2013).

Nonetheless, there is limited research about functions and features available regarding hotel chains' apps. Hence, this research intends to contribute to the understanding of apps developed by hotel chains. Thus the overarching research question is what are the currently available features and functions of the most widely used hotel apps?

Research questions:

With the previous background, the study thought to examine the following research questions:

- Q1: What are the functional features of hotel-related Smartphone apps that support customers' information, communication, and transaction needs?
- Q2: To what extent do hotels' managers appreciate the importance of having their own hotel's mobile application?
- Q3: To what extent are existing hotels' application effective in satisfying users' needs?

Sample of the study:

An electronic questionnaire was designed and then distributed via internet to a random sample of customers. Researchers sent an e-mail invitation with a link to the on-line guest survey to 180 hotel customers inside and outside Egypt. 120 valid responses were received. Also, 130 were distributed manually, and only 95 were received and valid. Thus the total number of valid questionnaires are 215 forms (n=215). The obtained data were analyzed and discussed in accordance with the stated objectives.

Also, (56) semi structured interviews were conducted with managers and executives from 14 five stars hotels all over Egypt. The selection of participants for the interview were determined through purposive sampling. Sales and Marketing, Marketing executives; Information Technology (IT) department, IT hotel executives, Rooms Division Managers, Reservation executives and Front Office Managers were selected. The selection based on their positions' responsibilities in handling Mobile Hotel Reservation and handling it's related features or having in-depth knowledge associated with the mechanism and administrative logistics to MHR applications. All hotel executives were holding at least supervisory position or above. Table (1) below lists the detailed profile of the interviewees.

| Table 1. Interviewees' Profile | |
|---------------------------------------|---------------|
| Position | Number |
| Information Technology Supervisor | 15 |
| Sales and Marketing Managers | 12 |
| Rooms Division managers | 9 |
| Marketing Executives | 7 |
| Reservation Executives | 13 |
| N= | 56 |

Analysis and Findings

Findings from Customers' Questionnaire:

The customers questionnaire concerned some points as; the frequency of travelling, methods of arranging trips, using of smart phone to make reservations and if they used their hotels apps during their accommodations, the main advantages they expected from using hotels apps and the main features required to be displayed on the hotels mobile apps. Also the respondents were asked to give examples about hotel apps downloaded on smart portable devices to give feedback about their level of satisfaction with those apps. Table(2) displayed analysis of customers' answers.

| Table 2. Customers' questionnaire analysis | | | | | |
|---|-----------------------|------------------|----------|----------------|---------------|
| Questions | Attributes | F(N= 215) | % | Mean v. | St. D. |
| 1. Their prime purpose for traveling | a) Leisure | 45 | 21 | 1.7 | 0.402 |
| | b) Business | 105 | 49 | | |
| | c) Treatment | 65 | 30 | | |
| 2. Frequency of their travel/yearly | a) Once | 0 | 0 | 1.4 | 0.505 |
| | b) Twice | 88 | 40.8 | | |
| | c) More than twice | 127 | 59.2 | | |
| 3. Methods of arranging their trip | a) T/A | 42 | 19.7 | 1.80 | 0.401 |
| | b) On line | 173 | 80.3 | | |
| | c) Others | 0 | 0 | | |
| 4. Using of Mobile apps to arrange their booking in lodging properties | a) Yes | 154 | 71.7 | 1.18 | 0.390 |
| | b) No | 61 | 28.3 | | |
| 5. Customers evaluation to the importance of hotels mobile apps | a) Highly Appreciated | 118 | 55 | 1.43 | 0.506 |
| | b) Appreciated | 82 | 38 | | |
| | c) Neutral | 15 | 7 | | |
| 6. Numbers of mobile apps on customers' phone (portable device)/give example | a) One | 103 | 48 | 1.83 | 0.404 |
| | b) Two | 90 | 42 | | |
| | c) More than two | 0 | 0 | | |
| | d) Didn't have any | 22 | 10.2 | | |
| 7. Using of hotel apps during their accommodation/for what purpose | a) Yes | 191(N=193) | 88.8 | 1.9 | 0.284 |
| | b) No | 24(N=193) | 11.2 | | |
| 8. Customers agreement about receiving frequent notifications and promotions from the hotel on their mobile phone/ devices | a) Yes | 179 | 83.3 | 1.17 | 0.38 |
| | b) No | 36 | 16.7 | | |

From table (2), it could be noticed that the prime purpose for traveling for the most of customers is for business followed by treatment and in the last position is traveling for leisure. Most of customers travel more than twice/yearly (59.2%) while (40.8%) traveled twice/ yearly. 80.3% of surveyed customers arrange their trips online while (19.7%) use travel agents.

In terms of using mobile apps to arrange their booking in lodging properties (71.7%) revealed that they use hotels mobile apps or hotels website, while 28.3% use other methods as booking website (Trip Advisor,

Booking.com, Hotel.com) and travel agents. 85% of surveyed customers positively appreciated the importance of hotels mobile apps.

48% of the respondents have only one-hotel apps on their devices while (42%) have two apps, also (10%) stated that they don't have any hotels mobile apps on their portable devices. Customers declared that they usually have hotel apps connected to hotels' loyalty programs. Respondents gave examples about downloaded hotels apps on their smart devices as; Hilton Honor, Marriott, Dusitt Hotels and Resorts, Hyatt and Kempinski Hotels. When asking respondents about their level of satisfaction with these apps; over 65% revealed that they mainly depend on these apps in arranging their stay and they offer updated information about offers and promotions.

Almost (89%) of surveyed customers are use hotel apps during their accommodation for different purposes as asking about prices from hotel gift shop, arranging their late checkout, asking about facilities. Most of customers are looking forward to receive notifications and promotions from the hotel on their portable devices as 83.3% showed their agreement.

Table 2. Customers' questionnaire analysis

| (Continued) | | | | | | | | | |
|---|--------------------------------------|------|------|------|------|------|--------|--------|------|
| Questions | Attributes | 1 | 2 | 3 | 4 | 5 | Mean V | St. D. | Rank |
| 9. The main advantages customers expected from making hotels reservations via mobile apps | a) Special offers and promotions | - | - | 0.2 | - | 99.8 | 5 | 0.099 | 1 |
| | b) Discounts | 22.2 | 23.4 | 41.5 | 12.7 | 0.2 | 2.45 | 1.591 | 5 |
| | c) VIP treatment | - | - | 0.2 | 32.9 | 66.8 | 4.67 | 0.477 | 2 |
| | d) Early Check In and Late Check Out | 12.7 | - | 0.2 | 20.5 | 66.6 | 4.41 | 1.005 | 3 |
| | e) Minimizing of check in time | 22.2 | 36.3 | 12.7 | 0.2 | 28.5 | 2.77 | 1.532 | 4 |
| | f) Availability in multi languages | 22.2 | 23.4 | 41.5 | 12.7 | 0.2 | 2.45 | 1.591 | 5 |
| 10. The main features that must be displayed on the hotels mobile apps from customers perspectives | a) Photo Gallery | - | - | 20.5 | 22 | 57.6 | 4.37 | 0.803 | 3 |
| | b) GPS and Interactive Map | 0.2 | - | 0.2 | 91.2 | 8.3 | 4.07 | 0.320 | 6 |
| | c) Promotions and Offers | - | - | 20.5 | 22 | 57.6 | 4.37 | 0.803 | 3 |
| | d) Mobile check-in and check-out | - | 0.2 | 12.9 | 20.2 | 66.6 | 4.25 | 1.199 | 5 |
| | e) Mobile exclusive | 0.2 | - | 12.7 | 28.8 | 58.3 | 4.45 | 0.729 | 2 |
| | f) Customers ratings and reviews | - | - | 0.2 | 28.8 | 71.0 | 4.71 | 0.461 | 1 |

Regarding the main advantages that customers expected from making reservation by using hotels mobile apps, respondents' answers revealed that special offers and promotions are the primary advantage they are looking for as the mean results (5.00) revealed a popular positive direction and the standard deviation (0.099) showed no dispersion among answers. In the second position is the advantage of gaining VIP treatment with mean of (4.67) showing a very positive attitude to evaluating this attribute and standard deviation of (0.477) showing is no dispersion among the respondents' answers. Early Check In and late Check Out is the third position with a mean of (4.41), and standard deviation (1.005) showing dispersion among the respondents' answers. Minimizing of check in time is the fourth advantage customers are looking for as the mean (2.77) showed a positive direction with less evaluation, also the standard deviation (1.532) showed dispersion among the respondents' answers. In the last position is the advantage of gaining discounts with mean (2.45), and a standard deviation (1.591) showing dispersion among the answers and this means that however respondents have a positive evaluation to it; they are not affected by this advantage so much. The results of this question match with the prime purpose of travelling as most of the respondents were traveling for business and with the result of the question if they use hotels' mobile apps to arrange their trip and their statement about they are member of one or more of hotels loyalty programs.

When asking customers about the main features they required to be displayed on the hotel mobile apps; the results revealed that respondents gave the highly importance to previous customers rating and reviews as; mean analysis showed a strong positive direction with no dispersion in the measure of the standard deviation. Mobile exclusive is in the 2nd position with mean results (4.45) and no dispersion in the measure of the standard deviation (0.729). The 3rd importance was given to promotion and offers and to the photo gallery at the same time in mean of (4.37) and no dispersion in the measure of the standard deviation (0.803). Mobile check-in and check-out came in the 5th position with a mean of (4.25) and there was dispersion among respondents answers in the measure of the standard deviation. The last importance was given to GPS and Interactive Map with a mean of (4.07) and no dispersion in the measure of the standard deviation.

Findings from Semi Structured Interview

Sales and Marketing Managers, Marketing Executives, Information Technology (IT) Managers, IT hotel executives, Rooms Division Managers, Reservation Executives and Front Office Managers and executives were the main positions concerned by the research interview. The main purpose was to identify their perspectives about the importance of having mobile apps to the hotel they work in and how it can be used to be in contact with its customers. Researchers asked the interviewees a set of questions that were a guideline for the discussion during the interview.

Fifty-six semi-structured interviews were conducted and each interview lasted for 15 minutes to 45 minutes. 36 (64.3%) semi-structured interview were conducted with hoteliers who worked in international chains while, 20 (35.7%) with hoteliers working in local chains and individual hotels. The interview session were transcribed verbatim and summarized. Themes, categories were then identified through transcripts derived from the interviews, coded and analyzed. All the gathered data and information were analyzed and discussed in accordance with the stated objectives; in order to provide recommendations .

All hoteliers who worked in hotel chains revealed that their properties have hotel mobile application, while most of workers in the local chains or individual hotels do not have such applications and their properties are satisfied with having only their own websites.

The majority of interviewees who already have hotel mobile applications declared that their hotel mobile application was available in the play store, apple store, iTunes Store and Android market.

The majority of Interviewees revealed that their properties mobile application are available in English language and almost half of them offer information with multi languages.

The respondents are interested in reaching business travelers, followed by families with children and couples. With nine responses, individual travelers are the third most relevant audience group for hotels, whereas groups appear to be of less importance for most of them.

Each hotel may have different digital marketing strategy, however the range of communication channels is so broad that it covers every phase of the brand touch-point wheel and aligning the marketing strategy properly with the corporate brand strategy creates a sustainable competitive advantage.

Digital marketing allows for widening consumers' choices and thus increases opportunity for brands to be seen. Managers have to change their strategies in accordance with the change in consumer behavior. Today consumer is open to new technologies and sharing information thus the task for managers is to engage him or her in communication as well as to show them that they care of the process.

In the purchase phase, the interaction between hotel and customer will be predominant and personal, in order to raise consumer satisfaction with the service. However, managers should not only focus on purchase experience and forget about pre- and post-purchase experiences that enormously affect brand awareness and loyalty, especially through digital communication.

Finally, the potential of social media and mobile marketing is growing rapidly in the hospitality sector, therefore in order to be a step ahead of competition it is necessary to use it for approaching and retaining hotel guests.

Interviewees declared that there are many benefits from having a personal hotel mobile application, these benefits are;

1. Direct access to the customers.
2. Displaying services and offers in all branches.
3. Reducing workload (traffic) on front offices and reservations.
4. Measuring customers' satisfaction.
5. Minimizing Check-In and Check-out time by enabling check-in and check-out via the app.
6. Constant communication with customers through notification to provide valuable information and offers.
7. Identifying customers' preferences through tracking their search on the internet and their activities on the social media.
8. Making direct marketing campaigns.
9. Minimizing marketing and reservation expenses, as there will be no need for a third party, which will consume a commission percentage.
10. Access to hotel/resort/condo amenities like spa bookings, shoes shining service, wake-up calls, and food delivery.
11. Integration with outside services to help users find the best dining options, choose the best sightseeing routes .etc. For example, integration with TripAdvisor can do wonders to guests' experience.
12. Chats with real people in case guests need something that is not on the drop-down list of standard requests.
13. Integration with social networks, so users will not need to waste time on sign-ups.
14. Secure payment services for the app users to pay for the concierge services right away.

From hoteliers opinions about the main barriers that may face hotels mobile application are;

1. Weakness of the electronic hotel base.
2. Lack of complete data of customers.
3. Lack of training of employees on the full codification of customers' data.
4. Collected data is not categorized well.
5. There is a critical need to a continuous review from the general manager, the front office manager and marketing and sales manager all hotel information, offers and data prior to publication on the hotel application.
6. Managers are not very familiar with the importance of e marketing, and how it could be employed to serve hotel business objectives.
7. All of this lead weaken digital market presence.

Analysis sample of hotels applications

And, to get full information about the hotel's applications designs in comparison to guests needs and requirements, five hotels application representing some of hotel chains in Egypt were under analysis. The following table (3) demonstrate a list of hotels applications under the study.

| App name | Average rating score |
|----------------------------------|-----------------------------|
| Hilton Honors | 4.6 |
| Marriott | 4.2 |
| Kempinski Hotels | 4.9 |
| Ritz - Carlton | 4.8 |
| Dusitt Hotels and Resorts | 4.8 |

According to customers questionnaire and semi structured interview with hoteliers and hotel application work, features that should be displayed in any hotel application are described in the following table.

Table 4. Apps features available in the selected mobile apps

| | |
|--|---|
| Reservation | To make reservations and complete transactions. |
| Location awareness (GPS technology) | To recognize the current location of tourists and provide relevant suggestions based on tourists' inquiries such as sightseeing |
| Interactive Map | To display hotels and other point-of-interests (e.g., hotels/restaurants/attractions) searched by the tourist in an interactive map, where users can touch the points for more information. |
| Information about destination | To provide information about destinations such as local weather, maps, attractions, activities, and transportation. |
| Hotel Information | To enable the search of hotel properties by entering city, locations, or hotel names. Available in several languages to reflect the main market segments of the hotel. |
| Search options, filter and sort | To provide advance search functions including filtering and sorting by indicators such as price, distance, and average ratings. |
| Customers ratings and reviews | To provide user generated reviews regarding the hotel properties. |
| Promotions and offers | To provide information on the deals and offers of accommodation. |
| Loyalty program account access | To integrate with rewards program so that Smartphone users can manage their rewards accounts via the application to check and redeem rewards points. |
| Mobile exclusive | To provide deals only available through the Smartphone apps. |
| Social network integration | To enable the access of social networking sites such as Facebook and Twitter, encourage direct sharing on the social network sites. |
| Mobile check-in and check-out | To enable check-in and check-out via the app. |
| Photo Gallery | The enhance photography presentation with high resolution images to provide more details about the hotel design and offered facilities |
| Hotel gift shop | To provide discount on some of the hotels product as Bath robe, Tee shirts and caps with the hotel logo |

Table 5: Functionalities of hotel proprietary apps(N=5)

| Features | Hotels Applications Name | | | | |
|---|--------------------------|---------------|---------------------------|------------------|----------------|
| | Marriott | Hilton Honors | Dusitt Hotels and Resorts | Kempinski Hotels | Ritz - Carlton |
| Reservation | X | X | X | X | X |
| Location awareness (GPS technology) | X | X | X | X | X |
| Interactive Map | X | X | X | X | X |
| Information about destination | - | X | - | X | - |
| Hotel Information | X | X | - | X | X |
| Search options, filter and sort | X | X | X | X | X |
| Customers ratings and reviews | X | X | X | X | X |
| Promotions and offers | X | X | X | X | X |
| Loyalty program account access | X | X | X | X | X |
| Mobile exclusive | X | X | X | X | X |
| Social network integration | X | X | X | X | X |
| Mobile check-in and check-out | X | X | X | X | - |
| Photo Gallery | X | X | X | X | X |
| Hotel gift shop | X | X | - | - | - |
| Integration with other reservation websites | X | X | X | X | X |

Source: Researchers

By observing table (5), it is simple to see the available feature, the five properties used in their Apps, to be in contact with their guests and those features displaying the growing role of the hotels mobile apps.

Marriott Hotels

Beside the important features, Marriott Hotels app allow their users to check in to their hotel by themselves any time after 4 p.m. the day before their arrival and can pick up their pre-programmed key-card at special expedited mobile check-in desks. If guests arrive before their room is ready, the app will send them an automatic notification when their room is ready.

Hilton Honors

The application of Hilton Honors is addressed to loyal customers and in addition to all the required features, some extra valuable features are offered such as; digital key, hotel guide, streaming apps and TV channels, choosing the location of the room by offering their customers a map of the hotels room, room service and complimentary services. Bonus on every stay with some benefits are also offered such as; digital check-in, free WiFi, late checkout, and 2nd guest stays free.

Dusitt Hotels and Resort

The application of Dusitt Hotels and Resort offers the regular features in addition to a service of reporting missing stay by up loading their bill, hotel guide, self-booking and experiences.

Kempinski Hotels

The Kempinski Hotels guarantees their guest easy way to book their next stay in any of their properties around the world. Customers will also be able to gain best rates, special offers for loyalty program, rewards programs. View customers' past and future experience.

Ritz - Carlton

Ritz- Carlton application display the same important features like; self-check-in, early check-in, access special offers, room service, push notifications and messaging, concierge service, transportation tips, hotel guide, interactive map, promote hotels services like spa and restaurants, giving options to quickly contact someone for more information, wake up call, extra towels and housekeeping services and rewards programs. Other cool features, include a music streaming function that features mixes. The app also lets users order anything they'd like to a guest room, even if they aren't a hotel guest themselves but would like to send something as a treat to a guest. There is also an image-sharing feature that lets users take photos and share them directly from the app.

Conclusion

Hotels Mobile application became an important channel for hotel loyalty programs. It allows a direct link to customers that helps hotel staffs to address customers faster and improve service efficiency. It is more personal and effective than a social media profile or a website that isn't a constant fixture on a mobile phone like an app. Hotels have the option to promote special offers through push-notification systems which makes it easier for the guests to book using discount coupons or by integrating with the hotel booking systems. With hotels' mobile apps, accommodation properties can get higher customer satisfaction ratings from their guests and making Smartphone technology a key part of providing good service. One of the major advantages of having hotel mobile apps is to encourage last minute booking and vacancy rates. This is regular with loyal customers as special offers dedicated for them. Keyless access to the room is one of becoming popular feature. Consider including a feature that will let users open their rooms or access gym without the need for keys. This smart door technology allows customers to control and manage locks with a Smartphone. There are different variations of this technology: some of them work thanks to a smart device placed on the existing lock, while others require an entire new lock system.

Many hotel mobile apps integrate with their hotel booking systems for a smooth reservation process while some take advantage of in-app messaging or push notification systems in order to provide valuable information to guest about their stays. There is one difficulty in getting consumers to use a hotel's app, which is the lack of use of the app especially for those who don't travel on a monthly or weekly basis. If an app isn't needed often, some consumers may not feel the need to download it in the first place. Integrating mobile technology also makes guests more willing to share their positive hotel experiences on social media, hence makes an app more user-friendly.

Recommendations

1. There is a total agreement that the use of hotels mobile applications does lower the cost of sales. So, hotel properties with 4 and 3 stars should release their own mobile application in order to streamline reservation process and lower marketing costs.
2. If a Smartphone application is released by a hotel company the company should ensure that the application works appropriately and does not leave a bad impression.
3. The study found that guests are eager to use such application and customer satisfaction as will increase long as the tools are reliable and perform consistently.
4. There is a need to encourage guests to download and use their own branded mobile apps as much as possible for booking their accommodations. When guests book through an independent travel website or mobile app like Expedia, Trip Advisor instead of directly with the hotel, they are more likely to experience a problem and this leads to less level of satisfaction with their hospitality experience.
5. The study highly recommends concentrating on establishing hotels apps as, a new marketing platform in comparison with the different online websites such as Booking.com and like. It can be easily realized that the percentage of commission given to those parties will be completely deducted and consequently the hotel revenue will increase and the expenses will decrease.

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دراسة فعالية استخدام تطبيقات الهواتف الذكية في رفع معدلات الإشغال وكفاءة التشغيل بالفنادق

سالى فتحي السيد - محمد عبد العزيز عبيد

قامت الشركات الفندقية الكبرى بتوجيه إمكانياتها لاستخدام شبكة المعلومات الدولية والوسائل التكنولوجية الحديثة ومن ذلك استخدام التطبيقات لخدمة عمليات الحجز الفندقي. وتحتوي هذه التطبيقات على العديد من الخواص والمميزات ومنها تحديد موقع الفندق، استخدام خريطة التفاعلية لتقديم إرشادات للطريق الذي يعرف العملاء موقع الفندق، عرض خدمات الفندق المختلفة، معرض صور عن الفندق وكذلك تقييم شعبية الفندق وآراء العملاء في الفندق وخدماته.

ومن أهم النتائج والتوصيات التي توصلت إليها الدراسة

- ضرورة إيجاد حل للمشكلات التي تواجه المستخدمين لهذه التطبيقات.
 - ضرورة إطلاق تطبيقات للفنادق والمنتجعات الفندقية ذات الخمس نجوم المستقلة وذلك لأهمية الدور الذي تلعبه مثل هذه التطبيقات في تخفيض تكاليف التسويق.
- الكلمات المفتاحية: شبكة المعلومات الدولية - تطبيقات الهواتف الذكية - التطبيقات الفندقية.