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**MODERN TRENDS AND STRATEGIES FOR THE DEVELOPMENT OF
THE HOTEL AND RESTAURANT INDUSTRY**

The hospitality industry is an ever-changing landscape, and it's important to stay on top of the latest trends in order to provide the best experiences for your guests.

Technology can help businesses streamline their processes, reduce costs, lower staff workloads, increase revenue generation potential, and improve customer experience delivery.

Using the latest technology may improve the accuracy of work to a level that would be difficult for human staff to achieve on their own. Technology solutions can also make work more manageable and may make it easier to live up to the increasingly high expectations that today's customers have [1, 2, 3].

Below, you will find general technology trends in hospitality and tech trends that serve as a solution to the recent years and associated shifts in consumer behavior.

1. A Personalized Experience.

Customers want one-of-a-kind encounters, and it's up to companies to provide them. Attribute-Based Selling (ABS) is becoming much more popular, especially in hotels. It is a model which allows guests to have an à la carte experience by picking and choosing the amenities they want to create a completely customized stay.

But to really create unique itineraries and curate guest experiences, the hospitality industry is leveraging data. At every digital touchpoint, from a customer's previous stay and anytime they interact with the brand digitally, companies are collecting valuable information to shape a guest's journey. It creates consumer profiles to determine what a person wants from their experience and the ability to deliver on that.

2. Hospitality Makes ESG a Priority.

There is a growing demand, from consumers, employees, and governments, for hospitality to operate with a lighter footprint. Companies are developing strategies around ESG (environmental, social, and governance) to develop greener business practices and make socially responsible decisions and investments.

Sustainability as a core value is good for the world, and it gives businesses a competitive edge in attracting customers and talent. But ESG is much more than going green.

Companies are finally trying to make right on years of global inequality. There is an effort for greater transparency in operations and financials, ensuring there is greater diversity and representation in the workforce and on corporate boards. They are doing more work in their surrounding communities. And they are requiring the same attention to ESG from their suppliers.

3. Robots in Hotels & Restaurants.

One of the most exciting technology trends the hospitality industry is getting to grips with is the rise of robotics and the use of robots to carry out tasks traditionally performed by humans. For instance, robots can occupy a concierge role within hotels, welcoming guests and providing them with important customer information.

Similarly, some hotels have started using robots for cleanings, such as vacuum cleaning floors and even germ-killing. This practice can be replicated across the rest of the hospitality industry, including in restaurants.

4. Artificial Intelligence.

In the modern age, customers expect to be able to interact with hospitality companies across a variety of digital channels and receive rapid responses. Of course, having staff monitoring all of those channels and delivering swift responses can be difficult, if not impossible, which is where chatbots and artificial intelligence (AI) come in.

Chatbots can understand simple questions and provide answers almost instantaneously, taking the burden away from customer service staff and improving customer experience. Meanwhile, AI's uses extend into other important hotel areas, including data analysis. In short: definitely, a tech trend to watch out for.

5. Virtual & augmented reality (VR & AR).

Following on from the orientation towards visually appealing content, it seems only natural that businesses in the hospitality industry should seek to capitalize on features such as virtual tours, conjuring up a digital environment for consumers to picture themselves in [1].

Videos providing 360-degree views of restaurant ambiance, café terraces enveloped in greenery or hotel beachfront locations, for instance, are just the ticket to

make an establishment stand out this year. As ever, keeping the access threshold low is key to reaching as broad an audience as possible with virtual reality material: making content accessible on a variety of devices, without the need for a VR headset.

6. Flexible Spaces. Today's travelers value flexibility.

Many guests are looking for spaces that can adapt to their needs, whether it's a coworking space or a multifunctional room. Hotels and restaurants are responding by offering versatile spaces that can be used for a variety of purposes. For example, hotels may offer convertible meeting rooms that can transform into event spaces or private work areas, while restaurants may offer communal work tables during the daytime that transform into private dining spaces for dinner service [2].

7. Deal-Seekers.

The bargain hunters are out in force due to the cost of living crisis many countries are facing due to global conflicts, soaring energy prices and record-shattering inflation rates. This means that consumers are definitely in 'deal-seeking mode' and will be particularly receptive to timely recommendations and offers from businesses. This is especially the case when the messaging is relevant, personalised and based on previously viewed products, categories and basket behavior [3].

8. Health and Wellness

Health and wellness have become more important to travelers, with many seeking out hotels and restaurants that offer fitness facilities, healthy meals, and spa services. This trend is likely to continue as people become more health-conscious. In addition to traditional wellness offerings, some hotels are also incorporating technology like sleep tracking into their rooms [1].

The hospitality trends that have emerged are based on a future powered by technology that will deliver the data to help the industry move into this next era with resilience. They have insights into their workforce like never before and a pathway illuminated to building strong customer relationships. Experience will be the name of the hospitality game, for customers and employees. And the industry is ready to deliver.

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