Versatile Hospitality Industry around the Globe A Case Study on Development and Challenges in Hospitality Industry - Taiwan

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Abstract: *For the Following analysis of the purpose of coming to Taiwan, some tourism areas worth developing (such as medical treatment and leisure) are also presented in the research results. Based on these results, and according to the sustainable development goals, specific recommendations for the sustainability strategy of operation are made as a reference for the government and relevant industries. This research also increases the scope of application of DEA and points out a different direction for future research. The term smartness has been discussed in academia for many years, prior research has listed a number of advantages and encouraged business entities to implement smart technologies. However, stakeholders' knowledge level, support intention and barriers to smart technology have been under investigated. Without the support of stakeholders, smart projects can hardly be implemented. This paper aims to explore the above-mentioned under-explored area and identify the gaps between academia and the hotel industry in Taiwan. Design In-depth interviews were conducted with nine hotel stakeholders in Taiwan with investors, owners, managers, technology suppliers and information technology consultants. Three key areas were focused on: smart hotel definition, expectations from smart hotels and known barriers for implementing smart technologies. Findings The definition of smart hotel among all stakeholders was inconsistent. Stakeholders defined a smart hotel according to their role in the organisation: revenue boost, service customization, operations effectiveness and in-room automation. However, the key functions of smart technologies, such as interconnectivity with business partners' application (e.g. online travel agencies) and linkage to external Big data for accurate revenue forecast, were not mentioned by the interviewees. In addition, social media monitoring, robots and artificial intelligence were not mentioned during the interview. Originality/value This study attempted to identify Taiwanese hotel stakeholders' perspective on smart hotels and to compare the outcome with academic research. The result indicated that there is a big gap in the definition of "smart hotel" among stakeholders and academia and reflected several barriers that prohibit hotel owners and investors in implementing smart systems.*

Keywords: Result, Stake holders, Implementation, Customization.

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