


Chapter 19

Customer Satisfaction in Hospitality Marketing From a Technological Perspective

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ABSTRACT

In the rapidly evolving landscape of the hospitality industry, technology plays a critical role in enhancing customer satisfaction. This chapter explores key technological advancements, such as artificial intelligence (AI), data analytics, mobile applications, social media, and customer relationship management (CRM) systems, and their impact on enhancing customer experiences. AI-powered chatbots provide instant support, while data analytics offers insights into customer behavior for personalized marketing. Mobile applications streamline booking and communication, while social media fosters direct engagement and community building. CRM systems enhance customer relationships through targeted communication. Case studies from leading hospitality companies demonstrate the successful use of technology in marketing. Emerging trends like virtual reality (VR), augmented reality (AR),

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and blockchain indicate the future direction of the industry. The chapter concludes with recommendations for leveraging technology to boost customer satisfaction in hospitality marketing.

INTRODUCTION

The hospitality industry stands at the nexus of innovation and customer satisfaction, continually seeking ways to enhance guest experiences and exceed expectations (Bhatti & Alawad, 2023). In recent years, the convergence of technology and hospitality has reshaped the industry landscape, offering unprecedented opportunities for businesses to connect with customers in meaningful ways. This introduction explores the symbiotic relationship between technology and customer satisfaction in hospitality marketing, drawing on scholarly research and industry insights to illuminate the transformative impact of technological advancements.

As stated by Kwan & Tong, (2023), “customer satisfaction is a critical success factor for hospitality businesses,” underscoring the industry's relentless pursuit of guest satisfaction. Technology has emerged as a powerful catalyst in this pursuit, revolutionizing every facet of the guest experience, from booking accommodations to post-stay engagement (Fullem, 2023). By leveraging cutting-edge technologies, hospitality businesses can deliver personalized, seamless experiences that resonate with guests and foster long-term loyalty.

Artificial intelligence (AI) stands as one of the most transformative technologies in the hospitality industry, offering unprecedented capabilities in guest service and engagement. AI-powered chatbots, for instance, have become ubiquitous in providing instant support and assistance to guests, handling inquiries, and even facilitating bookings (Buhalis & Moldavska, 2022). Research by Chen et al., (2021) underscores the efficacy of AI chatbots in improving customer satisfaction by providing timely and personalized assistance.

Furthermore, data analytics has emerged as a game-changer in understanding guest preferences and behavior, enabling hospitality businesses to tailor their offerings to meet individual needs. By analyzing vast troves of guest data, including booking patterns, spending habits, and feedback, businesses can gain valuable insights into guest preferences and anticipate their needs (Das, I. R., Talukder, M. B., & Kumar, 2024). This data-driven approach allows businesses to deliver targeted marketing campaigns and personalized experiences, driving higher levels of satisfaction and loyalty (Tripathi et al., 2021).

Mobile applications have also revolutionized the guest experience, offering intuitive platforms for booking accommodations, accessing personalized recommendations, and communicating with staff. Research by Albattat & Phuoc, (2022)

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