


# Chapter 1


## Smart Luxury Hospitality: Innovations in Operations and Guest Experience

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### ABSTRACT

*This chapter evaluates smart technology-driven changes in luxury hospitality, serving visitors and operations through new industry trends. Researchers and industry professionals collaborated to create this study to investigate smart technology's impact on luxury hospitality by evaluating sustainability, automation, and customization principles. The chapter adopts secondary visitor satisfaction data analysis and qualitative expert interviews using smart technological solutions from hotels. Smart technology provides luxury hospitality operators with innovative leadership through personalized services with automated functions and sustainability-focused solutions. To guarantee customers' high-quality services, the study suggested clever luxury hospitality advances in operations and guest experience stakeholders. The chapter contributes new perspectives about using smart technology intelligently to*

DOI: 10.4018/979-8-3373-2145-5.ch001

*meet guest preferences and sustain sector leadership by enhancing comfort levels in luxury hotels.*

## **INTRODUCTION**

For as long as anybody can remember, luxury hospitality has been synonymous with exclusiveness, customized care, and unmatched experiences by other guests. On the other hand, as technology continues to evolve, the concept of luxury is shifting to encompass not only grandeur and comfort but also cutting-edge technical breakthroughs that improve the overall experience of every guest (Prevolšek & Golja, 2024). Smart technology, which is distinguished by its capacity to connect devices, automate services, and supply data in real-time, is increasingly becoming an essential component of contemporary luxury hospitality. By incorporating these technologies, luxury hotels are altering their operations and how guests engage with their surroundings. These technologies range from concierge services powered by artificial intelligence to smart rooms that can adjust to guests' preferences. This chapter investigates the convergence of luxury hospitality and smart technology to examine how incorporating these advances can transform the business. Several significant developments will be discussed, including the increasing prevalence of personalized services, the automation of hotel operations, and the growing emphasis on sustainability by implementing intelligent solutions (Talukder, 2025). The objective is to provide a complete understanding of how smart technology is redefining luxury in the hospitality industry. This will present hoteliers with new opportunities to improve the enjoyment of their guests and optimize their operations, all while meeting the growing need for environmentally responsible practices. This chapter aims to shed light on the strategic role that smart technology plays in preserving a competitive edge in the luxury hospitality sector by exploring current trends and prospects. Additionally, it will investigate the difficulties and factors to consider when implementing new technologies, providing insightful information for industry professionals attempting to navigate this fast-shifting terrain.

### **Objectives**

1. To explore the role of personalization in enhancing guest satisfaction.
2. To understand the challenges and opportunities of implementing smart technology.
3. To provide strategic recommendations for industry professionals looking to integrate smart technology into their operations while focusing on luxury and exclusivity.

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