



Re-Conceptualisation and Tech-Based Implementation of Personalisation in Hotels

Abstract

This paper is a part of ongoing study which focuses on personalisation in hotel businesses in the context of high-touch high-tech interplay. The aim of the research is to analyse how personalisation is understood by hotel managers and applied using technology solutions in the hotel operations so that its conceptual fundamentals, technology-related and operational aspects will be revealed to help hotel businesses assess and improve their potential to create value for their customers. Data were collected by interviews with managers of 21 hotel businesses in İstanbul which is a leading city destination with variety of tourism products. Findings disclose the understanding of personalisation with three layers namely mass personalisation, personalisation, and curated personalisation and ways of tech-based implementation in different hotel businesses.

Key Words

Personalisation, high-touch high-tech, mass personalisation, hotel businesses, İstanbul.

Track

Technological Human-Centred Innovations

Focus of the Paper

Theoretical/Academic