

Empowering Visually Impaired Guests: A Case of Hilton



Source: Unsplash (2019)

Background

While traveling and staying at a hotel often marks the start of a memorable journey, it can be very challenging for people with disabilities. For guests who are blind or have low vision, navigating hotel facilities or the layout of their room can present difficulties that may affect their overall experience (Be My Eyes, 2024). As these obstacles often create stressful situations, it is critical for hospitality services to emphasize accessibility (Forbes, 2024).

To create a more inclusive environment for blind and low vision guests, Hilton has partnered with Be My Eyes, a free mobile application that connects visually impaired users with sighted volunteers and companies to assist with daily life through live video and AI virtual assistance (Hilton, 2024). This partnership builds on Hilton and Be My Eyes' previous collaboration in 2023, when Hilton helped train the OpenAI-powered GPT language model that powers the app to better recognize objects and navigate hotel rooms (Hotel Technology News, 2024).

Through this partnership, an extensive listing of Hilton hotels in the US and Canada will be added to the Service Directory within the app (Be My Eyes, 2024). After selecting the corresponding hotel, users will be directly connected to dedicated Hilton reservations and customer support agents, who have received specialized training to assist visually impaired guests throughout their stay (Hotel Technology News, 2024). By turning on their smartphone cameras to show their surroundings over a live video call, users can receive step-by-step guidance from Hilton's customer support agents, assisting them in navigating the hotel—from locating the front desk and exploring various facilities to identifying and using in-room amenities (Hilton, 2024).

Challenges

Despite the inclusiveness and convenience offered by Hilton's partnership with Be My Eyes, the adoption of such technology faces several challenges. In terms of feasibility, the app relies on a stable internet connection, meaning assistance may be interrupted in areas with poor connectivity. Moreover, older guests may experience frustration if they are not familiar with using smartphones or the technology. Additionally, some visually impaired individuals may feel hesitant or embarrassed about seeking help, which could prevent them from fully utilizing the service.

Discussion Questions

1. What are the main barriers faced by blind and low vision guests when staying at hotels?
2. What are the potential benefits and drawbacks of relying on technology to improve accessibility in hospitality services?
3. How can the use of Be My Eyes be promoted among Hilton's customer group, especially older guests?
4. In what ways can Hilton and Be My Eyes eliminate the potential embarrassment or hesitation some visually impaired individuals might feel when seeking help?
5. What other technologies could further enhance accessibility in hospitality?

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Keywords

- Hotel
- Accessibility
- Inclusivity
- Assistive technology
- Mobile application
- Artificial Intelligence (AI)

赋能视障宾客：希尔顿酒店案例



Source: Unsplash (2019)

背景

尽管旅行和入住酒店常常标志着一段难忘旅程的开始，但对于残障人士而言，这可能非常具有挑战性。对于失明或视力低下的客人来说，在酒店设施中导航或熟悉房间布局可能面临困难，从而影响他们的整体体验（Be My Eyes, 2024）。由于这些障碍常常造成紧张局面，因此酒店服务业强调无障碍环境至关重要（Forbes, 2024）。

为了为失明和低视力客人创建一个更具包容性的环境，希尔顿与 Be My Eyes 建立了合作关系。Be My Eyes 是一款免费的移动应用程序，通过实时视频和 AI 虚拟助手连接视障用户与视力正常的志愿者及公司，以协助日常生活（Hilton, 2024）。此次合作建立在希尔顿与 Be My Eyes 于 2023 年的前期合作基础之上，当时希尔顿帮助训练了为该应用程序提供支持的、由 OpenAI 驱动的 GPT 语言模型，以更好地识别物体和引导用户探索酒店房间（Hotel Technology News, 2024）。

通过这次合作，美国和加拿大范围内大量的希尔顿酒店将被添加到该应用程序内的“服务目录”中（Be My Eyes, 2024）。选择相应的酒店后，用户将直接连接到专门的希尔顿预订和客户支持代理，这些代理均接受过专门培训，可在视障宾客入住期间全程提供协助（Hotel Technology News, 2024）。通过开启智能手机摄像头，在实时视频通话中展示周围环境，用户可以获得希尔顿客服代理的逐步引导，协助他们自如地探索酒店——从找到前台、探索各种设施，到识别和使用客房内的便利设施（Hilton, 2024）。

挑战

尽管希尔顿与 Be My Eyes 的合作提供了包容性和便利性，但此类技术的采用仍面临若干挑战。在可行性方面，该应用程序依赖于稳定的互联网连接，这意味着在网络连接不佳的地区，帮助可能会中断。此外，不熟悉使用智能手机或此类技术的年长客人可能会感到沮丧。另外，一些视障人士可能对寻求帮助感到犹豫或尴尬，这可能会阻碍他们充分利用这项服务。

讨论问题

1. 失明和低视力宾客在入住酒店时面临的主要障碍是什么？
2. 依靠技术改善酒店服务的无障碍性，有哪些潜在的益处和弊端？
3. 如何在希尔顿的客户群体中，尤其是年长客人中，推广使用 Be My Eyes？
4. 希尔顿和 Be My Eyes 可以采取哪些方式，来消除一些视障人士在寻求帮助时可能感到的尴尬或犹豫？
5. 还有哪些其他技术可以进一步提升酒店服务的无障碍性？

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关键词

- 酒店
- 无障碍环境
- 包容性
- 辅助技术
- 移动应用程序
- 人工智能（AI）

賦能視障賓客：希爾頓酒店案例



Source: Unsplash (2019)

背景

儘管旅行和入住酒店常常標誌著一段難忘旅程的開始，但對於殘障人士而言，這可能非常具有挑戰性。對於失明或視力低下的客人來說，在酒店設施中導航或熟悉房間佈局可能面臨困難，從而影響他們的整體體驗（Be My Eyes, 2024）。由於這些障礙常常造成緊張局面，因此酒店服務業強調無障礙環境至關重要（Forbes, 2024）。

為了為失明和低視力客人創造一個更具包容性的環境，希爾頓與 Be My Eyes 建立了合作關係。Be My Eyes 是一款免費的行動應用程式，透過即時視訊和 AI 虛擬助手連接視障用戶與視力正常的志願者及公司，以協助日常生活（Hilton, 2024）。此次合作建立在希爾頓與 Be My Eyes 於 2023 年的前期合作基礎之上，當時希爾頓幫助訓練了為該應用程式提供支援的、由 OpenAI 驅動的 GPT 語言模型，以更好地識別物體和引導用戶探索酒店房間（Hotel Technology News, 2024）。

透過這次合作，美國和加拿大範圍內大量的希爾頓酒店將被添加到該應用程式內的“服務目錄”中（Be My Eyes, 2024）。選擇相應的酒店後，用戶將直接連接到專門的希爾頓預訂和客戶支援代理，這些代理均接受過專門培訓，可在視障賓客入住期間全程提供協助（Hotel Technology News, 2024）。透過開啟智慧手機攝影機，在即時視訊通話中展示周圍環境，用戶可以獲得希爾頓客服代理的逐步引導，協助他們自如地探索酒店——從找到前台、探索各種設施，到識別和使用客房內的便利設施（Hilton, 2024）。

挑戰

儘管希爾頓與 Be My Eyes 的合作提供了包容性和便利性，但此類技術的採用仍面臨若干挑戰。在可行性方面，該應用程式依賴於穩定的網際網路連接，這意味著在網路連接不佳的地區，幫助可能會中斷。此外，不熟悉使用智慧型手機或此類技術的年長客人可能會感到沮喪。另外，一些視障人士可能對尋求幫助感到猶豫或尷尬，這可能會阻礙他們充分利用這項服務。

討論問題

1. 失明和低視力賓客在入住酒店時面臨的主要障礙是什麼？
2. 依靠技術改善酒店服務的無障礙性，有哪些潛在的益處和弊端？
3. 如何在希爾頓的客戶群體中，尤其是年長客人中，推廣使用 Be My Eyes？
4. 希爾頓和 Be My Eyes 可以採取哪些方式，來消除一些視障人士在尋求幫助時可能感到的尷尬或猶豫？
5. 還有哪些其他技術可以進一步提升酒店服務的無障礙性？

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關鍵詞

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- 包容性
- 輔助技術
- 行動應用程式
- 人工智慧 (AI)