

## **Smart Hotel Technologies and Services: The Role of 5G technology at W Hong Kong**



Source: Unsplash (2020)

### **Background**

As technology continues to evolve and shape the way we live, providing reliable internet access is now an essential guest service within the hotel industry. A fast and stable connection with the outside world can mean the difference between a productive and enjoyable stay or one filled with frustration and disappointment (Surfsonix, 2023).

To address this rising need, W Hong Kong and 10 other hotels under Sun Hung Kai Properties have partnered with local telecom company SmarTone to offer 5G network experience to their guests (Sun Hung Kai Properties, 2021). Partnering with SmarTone, which offers the widest network coverage in Hong Kong, not only provides hotel guests with the highest-quality 5G experience but also empowers other smart technologies within the hotel (Marketing-Interactive, 2021). To achieve cross-promotion, W Hong Kong has also rolled out a special “Extravagant Hotel Staycation” offer for SmarTone’s new 5G customers, allowing them to enjoy one-night luxurious staycation experience at the hotel with free room upgrade and complimentary cake for birthday or anniversary guests (SmarTone Facebook, 2021).

At the same time, W Hong Kong introduced the first-ever 5G service robot (Marketing-Interactive, 2021). Together with SmarTone’s 5G ultra-low latency, coupled with AI and Chatbot technology, Robot “WW” serves as a digital concierge that can quickly respond to guests’ inquiries through connecting to the Cloud (Sun Hung Kai Properties, 2021). Moreover, the robot can also engage guests by singing songs, such as birthday or love songs, to create a memorable experience during their stay (Sun Hung Kai Properties, 2021). Additionally, the hotel organized a "MomentwithWW" photo/video contest campaign to encourage social media engagement and visitation, further capitalizing on the 5G robot (W Hong Kong Facebook, 2021).

## **Challenges**

The majority of leisure travelers, unless they are business travelers or influencers streaming live videos, do not have such a high need for internet speed, and most travelers may not even notice the difference unless informed by the hotel. Therefore, it is important for the hotel to find ways to promote and package its 5G service as a unique selling point. Furthermore, with 5G technology matures, the popularization of 5G network in hotels seems inevitable and W Hong Kong may soon lose its competitive advantage. Furthermore, since Robot 'WW' and other smart technologies in the hotel rely on the hotel's cloud service through SmarTone's 5G network, any service interruption from SmarTone could significantly impact hotel operations.

## **Discussion Questions**

1. How important is high-speed internet access to different types of hotel guests, and how can hotels tailor their services to meet these varying needs?
2. How can hotels ensure that their staff is adequately trained to manage and maintain new technologies like 5G and service robots?
3. What contingency plans should W Hong Kong have in place to address potential service interruptions from SmarTone's 5G network?
4. As 5G technology becomes common nowadays, how can W Hong Kong further develop its 5G offerings with SmarTone to maintain its competitive edge?
5. How can hotels ensure that their staff is adequately trained to manage and maintain new technologies like 5G and service robots?

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### **Keywords**

- Hotel
- Cloud service
- 5G experience
- Technology competitive advantage
- Digital concierge
- Robot

### **Acknowledgement**

This case study is based on and adapted from the work of undergraduate students FONG Nga Yin, Sharon; KWOK Cheuk Yan, Hazel; NG Ching Tung, Charlotte; POON Sze Wing, Tanja; SO Pak Fan, Janet from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

## 智能酒店技术与服务：5G 技术在香港 W 酒店的作用



Source: Unsplash (2020)

### 背景

随着技术不断演进并塑造我们的生活方式，提供可靠的互联网接入已成为酒店业一项必不可少的宾客服务。快速稳定的对外连接，可能意味着入住体验是高效愉悦还是充满沮丧与失望的天壤之别（Surfsonix, 2023）。

为了满足这一日益增长的需求，香港 W 酒店以及新鸿基地产旗下的另外 10 家酒店与本地电信公司 SmarTone 合作，为客人提供 5G 网络体验（Sun Hung Kai Properties, 2021）。与拥有香港最广网络覆盖的 SmarTone 合作，不仅为酒店客人提供了最高质量的 5G 体验，也赋能了酒店内的其他智能技术（Marketing-Interactive, 2021）。为了实现交叉推广，香港 W 酒店还为 SmarTone 的新 5G 客户推出了特别的“奢华酒店宅度假”优惠，让他们可享受一晚酒店的豪华宅度假体验，含免费房型升级，以及生日或周年纪念客人的免费蛋糕（SmarTone Facebook, 2021）。

与此同时，香港 W 酒店引入了首台 5G 服务机器人（Marketing-Interactive, 2021）。借助 SmarTone 的 5G 超低延迟，结合人工智能和聊天机器人技术，机器人“WW”充当数字礼宾的角色，可通过连接云端快速响应客人的咨询（Sun Hung Kai Properties, 2021）。此外，该机器人还能通过演唱生日歌或情歌等方式与客人互动，为他们的住宿创造难忘体验（Sun Hung Kai Properties, 2021）。另外，酒店还组织了“与 WW 共度时刻”照片/视频比赛活动，以鼓励社交媒体互动和到访，进一步利用 5G 机器人进行推广（W Hong Kong Facebook, 2021）。

## **挑战**

大多数休闲旅行者，除非是商务旅客或进行直播的视频博主，对网速并没有如此高的需求，并且除非酒店告知，多数旅客甚至可能不会注意到其中的差异。因此，酒店设法推广并将其 5G 服务包装成独特的卖点至关重要。此外，随着 5G 技术成熟，5G 网络在酒店的普及似乎不可避免，香港 W 酒店可能很快会失去其竞争优势。再者，由于机器人“WW”及酒店内其他智能技术均依赖通过 SmarTone 5G 网络连接的酒店云服务，SmarTone 的任何服务中断都可能对酒店运营造成重大影响。

## **讨论问题**

1. 高速互联网接入对不同类型的酒店客人有多重要？酒店应如何定制服务以满足这些不同的需求？
2. 酒店应如何确保其员工得到充分培训，以管理和维护像 5G 和服务机器人这样的新技术？
3. 香港 W 酒店应制定哪些应急计划来应对 SmarTone 5G 网络可能出现的服务中断？
4. 在 5G 技术日益普及的今天，香港 W 酒店应如何与 SmarTone 进一步开发其 5G 产品以保持竞争优势？
5. 酒店应如何确保其员工得到充分培训，以管理和维护像 5G 和服务机器人这样的新技术？

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### 关键词

- 酒店
- 云服务
- 5G 体验
- 技术竞争优势
- 数字礼宾
- 机器人

### 致谢

本案例研究基于并改编自香港理工大学酒店及旅游管理学院本科生 FONG Nga Yin, Sharon; KWOK Cheuk Yan, Hazel; NG Ching Tung, Charlotte; POON Sze Wing, Tanja; SO Pak Fan, Janet 的作业。

## 智能酒店技術與服務：5G 技術在香港 W 酒店的作用



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### 背景

隨著技術不斷演進並塑造我們的生活方式，提供可靠的互聯網接入已成為酒店業一項必不可少的賓客服務。快速穩定的對外連接，可能意味著入住體驗是高效愉悅還是充滿沮喪與失望的天壤之別（Surfsonix, 2023）。

為了滿足這一日益增長的需求，香港 W 酒店以及新鴻基地產旗下的另外 10 家酒店與本地電信公司 SmarTone 合作，為客人提供 5G 網絡體驗（Sun Hung Kai Properties, 2021）。與擁有香港最廣網絡覆蓋的 SmarTone 合作，不僅為酒店客人提供了最高質量的 5G 體驗，也賦能了酒店內的其他智能技術（Marketing-Interactive, 2021）。為了實現交叉推廣，香港 W 酒店還為 SmarTone 的新 5G 客戶推出了特別的“奢華酒店宅度假”優惠，讓他們可享受一晚酒店的豪華宅度假體驗，含免費房型升級，以及生日或週年紀念客人的免費蛋糕（SmarTone Facebook, 2021）。

與此同時，香港 W 酒店引入了首台 5G 服務機器人（Marketing-Interactive, 2021）。借助 SmarTone 的 5G 超低延遲，結合人工智能和聊天機器人技術，機器人“WW”充當數位禮賓的角色，可透過連接雲端快速回應客人的查詢（Sun Hung Kai Properties, 2021）。此外，該機器人還能透過演唱生日歌或情歌等方式與客人互動，為他們的住宿創造難忘體驗（Sun Hung Kai Properties, 2021）。另外，酒店還組織了“與 WW 共度時刻”照片/視頻比賽活動，以鼓勵社交媒體互動和到訪，進一步利用 5G 機器人進行推廣（W Hong Kong Facebook, 2021）。



## 挑戰

大多數休閒旅行者，除非是商務旅客或進行直播的影片部落客，對網速並沒有如此高的需求，並且除非酒店告知，多數旅客甚至可能不會注意到其中的差異。因此，酒店設法推廣並將其 5G 服務包裝成獨特的賣點至關重要。此外，隨著 5G 技術成熟，5G 網絡在酒店的普及似乎不可避免，香港 W 酒店可能很快會失去其競爭優勢。再者，由於機器人"WW"及酒店內其他智能技術均依賴透過 SmarTone 5G 網絡連接的酒店雲服務，SmarTone 的任何服務中斷都可能對酒店營運造成重大影響。

## 討論問題

1. 高速互聯網接入對不同類型的酒店客人有多重要？酒店應如何客製化服務以滿足這些不同的需求？
2. 酒店應如何確保其員工得到充分培訓，以管理和維護像 5G 和服務機器人這樣的新技術？
3. 香港 W 酒店應制定哪些應變計劃來應對 SmarTone 5G 網絡可能出現的服務中斷？
4. 在 5G 技術日益普及的今天，香港 W 酒店應如何與 SmarTone 進一步開發其 5G 產品以保持競爭優勢？
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### 關鍵詞

- 酒店
- 雲端服務
- 5G 體驗
- 技術競爭優勢
- 數位禮賓
- 機器人

### 致謝

本案例研究基於並改編自香港理工大學酒店及旅遊管理學院本科生 FONG Nga Yin, Sharon; KWOK Cheuk Yan, Hazel; NG Ching Tung, Charlotte; POON Sze Wing, Tanja; SO Pak Fan, Janet 的作業。