

## **VR Technology in Hotel Industry: A Case of Best Western Hotels**



Source: Pixabay (2018)

### **Background**

Virtual Reality (VR) is a technological tool that allows humans to immerse themselves into spaces that are very close to seeming real. The virtual reality world is one that can be modified, suggesting that companies can easily tailor this tool to their specific needs to provide newer and unique experiences for their guest (Forbes, 2023).

Best Western Hotels is a future focused company and leading hotel brand in adopting VR technology into daily use. In collaboration with Murison, the group integrated virtual simulations into its staff training program (Murison, n.d.). The training simulates service delivery against a virtual guest that carries human qualities, in which challenging issues that mimic real-life customer problems will be presented (Training Magazine, 2020). This simulator can test the reaction of the staff and better prepare them for actual service and ultimately boost service quality.

As part of Best Western Hotels' virtual reality experience, guests are provided with an immersive 360-degree view of the company's properties in the North American region. Each video lasts between 50 seconds and 2 minutes and features both narration and music (Best Western Hotels & Resorts, 2016). These videos are accessible via Best Western's YouTube channel, bestwesternTV, enabling potential guests to preview guest rooms, lobbies, and amenities online before making their decision.

### **Challenges**

While virtual reality (VR) simulations can serve as an effective tool for staff training, the initial cost of introducing customized VR training modules and ongoing costs for equipment maintenance and software updates can put a heavy strain on the hotel's finances. Additionally,

the recording and production of VR videos require substantial time and resources, which has resulted in the availability of VR previews being limited to the group's hotels in the United States.

### **Discussion Questions:**

1. Given the high cost associated with introducing VR training program, do you believe the benefits of using VR for staff training outweigh the expenses? Why or why not?
2. What strategies could Best Western Hotels implement to scale their VR training program to accommodate larger groups of new employees?
3. How might the immersive VR experience for guests influence their decision-making process when choosing a hotel?
4. If Best Western Hotels were to expand their VR offerings, what additional features or experiences could they include to enhance both staff training and guest engagement?

### **References**

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## **Keywords**

- Virtual reality (VR)
- Immersive experience
- Staff training
- Hotel
- Technology
- Employee experience

## **Acknowledgement**

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## VR 技术在酒店业的应用：以贝斯特韦斯特酒店为例



Source: Pixabay (2018)

### 背景

虚拟现实是一种技术工具，它可以让人类沉浸于近乎真实的虚拟空间中。虚拟现实世界是可以修改的，这意味着企业可以根据其特定需求轻松定制这一工具，从而为客人提供更新颖、更独特的体验 (Forbes, 2023)。

贝斯特韦斯特酒店是一家着眼未来的公司，也是将 VR 技术融入日常使用的领先酒店品牌。该集团与 Mursion 合作，将虚拟模拟集成到其员工培训计划中 (Murison, n.d.)。该培训模拟员工为具有人类特质的虚拟客人提供服务，其中会呈现模仿现实客户问题的挑战性场景。(Training Magazine, 2020) 这个模拟器可以测试员工的反应，让他们更好地为实际服务做好准备，最终提升服务质量。

作为贝斯特韦斯特酒店虚拟现实体验的一部分，客人可以沉浸式地 360 度全景观看该公司在北美地区的酒店物业。每个视频时长在 50 秒至 2 分钟之间，并配有旁白和音乐 (Best Western Hotels & Resorts, 2016)。这些视频可通过贝斯特韦斯特酒店的 YouTube 频道 bestwesternTV 访问，使潜在客人在做出决定前，能够在线预览客房、大堂和各种设施。

## 挑战

尽管虚拟现实模拟可以作为员工培训的有效工具，但引入定制化 VR 培训模块的初始成本，以及设备维护和软件更新的持续开销，可能会给酒店财务带来沉重负担。此外，VR 视频的录制和制作需要大量的时间和资源，这导致 VR 预览功能目前仅限于该集团在美国的酒店。

## 讨论问题

1. 考虑到引入 VR 培训计划的高昂成本，您认为使用 VR 进行员工培训的益处是否大于其开支？为什么？
2. 贝斯特韦斯特酒店可以采取哪些策略来扩大其 VR 培训计划的规模，以适应更多的新员工？
3. 为客人提供的沉浸式 VR 体验可能会如何影响他们选择酒店时的决策过程？
4. 如果贝斯特韦斯特酒店要扩展其 VR 产品，他们可以加入哪些额外的功能或体验，以同时提升员工培训和宾客参与度？

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## 关键词

- 虚拟现实
- 沉浸式体验
- 员工培训
- 酒店
- 技术
- 员工体验

## 致谢

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## VR 技術在酒店業的應用：以貝斯特韋斯特酒店為例



Source: Pixabay (2018)

### 背景

虛擬現實是一種技術工具，它可以讓人類沉浸於近乎真實的虛擬空間中。虛擬現實世界是可以修改的，這意味著企業可以根據其特定需求輕鬆定制這一工具，從而為客人提供更新穎、更獨特的體驗 (Forbes, 2023)。

貝斯特韋斯特酒店是一家着眼未來的公司，也是將 VR 技術融入日常使用的領先酒店品牌。該集團與 Mursion 合作，將虛擬模擬集成到其員工培訓計劃中 (Mursion, n.d.)。該培訓模擬員工為具有人類特質的虛擬客人提供服務，其中會呈現模仿現實客戶問題的挑戰性場景 (Training Magazine, 2020)。這個模擬器可以測試員工的反應，讓他們更好地為實際服務做好準備，最終提升服務質量。

作為貝斯特韋斯特酒店虛擬現實體驗的一部分，客人可以沉浸式地 360 度全景觀看該公司在北美地區的酒店物業。每個影片時長在 50 秒至 2 分鐘之間，並配有旁白和音樂 (Best Western Hotels & Resorts, 2016)。這些影片可透過貝斯特韋斯特酒店的 YouTube 頻道 bestwesternTV 訪問，使潛在客人在做出決定前，能夠在線預覽客房、大堂和各種設施。

### 挑戰

儘管虛擬現實模擬可以作為員工培訓的有效工具，但引入定制化 VR 培訓模組的初始成本，以及設備維護和軟體更新的持續開銷，可能會給酒店財務帶來沉重負擔。此外，VR 影片的錄製和製作需要大量的時間和資源，這導致 VR 預覽功能目前僅限於該集團在美國的酒店。

## 討論問題

1. 考慮到引入 VR 培訓計劃的高昂成本，您認為使用 VR 進行員工培訓的益處是否大於其開支？為什麼？
2. 貝斯特韋斯特酒店可以採取哪些策略來擴大其 VR 培訓計劃的規模，以適應更多的新員工？
3. 為客人提供的沉浸式 VR 體驗可能會如何影響他們選擇酒店時的決策過程？
4. 如果貝斯特韋斯特酒店要擴展其 VR 產品，他們可以加入哪些額外的功能或體驗，以同時提升員工培訓和賓客參與度？

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## 關鍵詞

- 虛擬現實
- 沉浸式體驗
- 員工培訓
- 酒店
- 技術
- 員工體驗

## 致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院碩士研究生 Andrea Verena FRITTELLA 的作品。