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Patent Search

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Abstract:

The Internet of Things is used to put virtual reality technology to use in hotel marketing management ABSTRACT: The corporate sphere is gradually acknowledging the potential that virtual reality (VR) offers. Virtual reality (VR) has emerged as a prominent and noteworthy advancement within the realm of technology. The appeal of virtual reality technology in the hospitality industry stems from its capacity to digitally transport prospective clients to hotels or holiday destinations. The Internet of Things (IoT), also known as IoT, is a rapidly emerging concept of great importance for professionals in the hotel sector. Therefore, it is vital for hotel proprietors, managers, and other organizational executives to fully capitalize on it; nonetheless, a significant number of individuals continue to face challenges in comprehending its nature and maximizing its potential. However, it is crucial to maximize its utilization. This article aims to provide a comprehensive understanding of the Internet of Things (IoT) and its potential benefits for professionals in the hotel industry. By delving into the intricacies of IoT, readers will gain valuable insights into how its implementation might lead to increased profitability in the hospitality sector.

Complete Specification

Description:DESCRIPTIONS

The pervasive influence of technology has firmly established itself as the predominant force throughout several domains of human existence. The advancement has had a profound impact on the way individuals perform their daily activities, resulting in increased convenience and efficiency. In contrast, the hospitality and food service industry exhibit a somewhat lower degree of this occurrence, specifically within the domains of food ordering and service within establishments such as hotels, restaurants, and cafes. A significant proportion of hotels in India continue to rely on traditional pen and paper methods for meal ordering and service. This practice not only results in inefficiencies in terms of time and energy consumption, but also leads to customer dissatisfaction and financial losses for these establishments. A proposed solution to address this issue is the implementation of a touch-based digitally controlled smart system, capable of efficiently managing the full process of meal ordering and preparation. The objective is to minimize client time wastage by the provision of conveniences, including a comprehensive list of available rooms accessible at the front desk and an online meal ordering system. This is expected to result in a rise in customer satisfaction and, ultimately, contribute to enhanced revenue generation for the restaurant. The technique offers advantages to both the restaurant and the consumer as it reduces staffing needs, saves considerable time, mitigates the risk of errors, and improves customer service. The VR projector model generates a projection of the dish names, such as idly, dosa, coffee, and others, onto the table surface upon the user's interaction with the names of the illuminated dishes. The act of placing an order for food products involves transmitting the corresponding synchronization value to the kitchen, accompanied by the specification of the table number. As a result of this, they possess the capability to prepare the desired item and transport it to the appropriate table. While a significant proportion of contemporary virtual reality applications are primarily focused on delivering entertainment, there is a growing recognition among businesses regarding the potential of this technology as a marketing tool. Virtual reality (VR) has the potential to effectively convey vital information to potential clients.

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