Welcome to the first issue of Hospitality Resources: a resource alert for hospitality staff and students based at the Regency Campus.

The resources listed in this alert have been compiled from recent hospitality-related online journals/databases, and divided into relevant subject areas to assist with your teaching/learning.

If you would like any additional subject areas covered, please let me know and I will add them.

**Latest News**

We are getting an upgraded version of our library system in November. At this stage, the Library system will be offline from Saturday 24th to Sunday 25th November, and back online on Monday 26th November (will be confirmed via e-mail). This means that databases accessible via our library catalogue, such as Emerald, will be unavailable during that time.

From Monday 26th November, the look of the Library catalogue (at [http://library.tafesa.edu.au](http://library.tafesa.edu.au)) will be quite different, although it should still have the same functionality.

**General Library Information**

**Library Website:** [http://library.tafesa.edu.au](http://library.tafesa.edu.au)

Log in via the Login box on the top-right of the screen to view your current loans, renew items, access some of the databases etc. Your borrower ID is your staff ID number (for TAFE SA staff—it’s your old ID), and your password is the last 4 digits of that number. Please speak with Library staff if there are any problems.

**Tours/Information Literacy bookings:**

The Library takes bookings for library tours or longer library information literacy sessions all year. Here’s a summary of what we offer:

- **Library tour:** 15-20 minutes long, showing the students the lapsafe (if relevant), library facilities and how to use the library catalogue
- **Information Literacy:** includes the library tour and library catalogue use, but provides students with some more detailed information on the use of the library catalogue (including streaming videos, e-books etc.) and online databases. We can also tailor the session to your needs. These sessions can run for 1 or 2 hours.

We can also provide these sessions by appointment to staff, so if you want to know more about any of our resources please book a time with me via e-mail.
E-Resources: Access Details

The information below contains the login information for TAFE SA’s online library resources related to hospitality. Please see library staff if you require more information.

- **Cornell Hospitality Quarterly**
  - [http://journals.sagepub.com/home/cqx](http://journals.sagepub.com/home/cqx)
  - Online access available on Regency campus
  - (Please contact Regency Library staff for off campus access)

- **Emerald**
  - Access via [http://library.tafesa.edu.au](http://library.tafesa.edu.au)
  - **Borrower ID:** your ID number **Password:** (Students) date of birth DDMM, (Staff) last 4 digits of ID number
  - Click on Online Databases and select Emerald

- **Hotel Business Review (Hotel Executive)**
  - [http://www.hotelexecutive.com](http://www.hotelexecutive.com)
  - (Please contact Regency Library staff for login details)

- **Institute of Hospitality (available to all Regency Campus students, and select staff)**
  - [http://www.instituteofhospitality.org](http://www.instituteofhospitality.org)
  - **Students:**
  - (Please contact Regency Library staff for login instructions)

- **Journal of Hospitality Marketing & Management**
  - [http://www.tandfonline.com/toc/whmm20/current](http://www.tandfonline.com/toc/whmm20/current)
  - Online access available on Regency campus
  - (Please contact Regency Library staff for login instructions)

- **Journal of Human Resources in Hospitality & Tourism**
  - [http://www.tandfonline.com/toc/whrh20/current](http://www.tandfonline.com/toc/whrh20/current)
  - Online access available on Regency campus
  - (Please contact Regency Library staff for login instructions)

- **ScienceDirect**
  - [http://www.sciencedirect.com](http://www.sciencedirect.com)
  - Online access available on campus
  - (Please contact Regency Library staff for off campus access)
## Resources

### Accounting/Financial Management/Revenue Management

**Title:** Analyzing customer profitability in hotels using activity based costing. A análise da rendibilidade de clientes nos hotéis através do custeio baseado em atividades.  
**Year:** 2018  
**Author:** Faria, Ana Rita; Ferreira, Leonor; Trigueiros, Duarte.  
**Source:** Tourism & Management Studies. 2018, Vol. 14 Issue 3, p65-74. 10p. (Accessible via Institute of Hospitality- if you don’t have a staff login and want a copy of this, please let me know and I’ll provide a copy)  
**Abstract:**  
This paper investigates the use of customer profitability analysis (CPA) in four and five star hotels located in Algarve (Portugal). Traditional accounting systems have been criticized for focusing on product, service or department profitability, and not on customer profitability, thus failing to provide effective information to marketing-related decisions.

**Title:** Hotel Revenue Management Trends That Increase Total Profits in High Times  
**Year:** 2018  
**Author:** By Lily Mockerman Founder, Total Customized Revenue Management  
**Source:** Hotel Executive

**Title:** Resort Revenue Management: No Day at the Beach  
**Year:** 2018  
**Author:** By Paul van Meerendonk Director of Advisory Services, IDeaS Revenue Solutions  
**URL:** [https://www.hotelexecutive.com/business_review/5676/resort-revenue-management-no-day-at-the-beach](https://www.hotelexecutive.com/business_review/5676/resort-revenue-management-no-day-at-the-beach)  
**Source:** Hotel Executive

### Corporate Responsibility

**Title:** The company in society: when corporate responsibility transforms strategy  
**Year:** 2018  
**Author:** Sonja Lahtinen, Hannu Kuusela, Mika Yrjölä  
**Source:** Journal of Business Strategy, Vol. 39Issue: 4, pp.11-18  
**Abstract:**  
This study aims to identify and analyze the different roles corporate social responsibility (CSR) can play in corporate strategy. By acknowledging that one of the biggest challenges for companies in committing to sustainability is the strategy work, the authors outline specific strategic initiatives to achieve these roles and the strategic outcomes that will follow such initiatives.
### Customer Service

**Title:** Customers’ emotions in real time: measuring affective responses to service and relationship quality at the reception desk  
**Year:** 2018  
**Author:** Christian Nordhorn, Anna Scuttari, Harald Pechlaner  
**Source:** International Journal of Culture, Tourism and Hospitality Research, Vol. 12 Issue: 2, pp.173-184 (via Emerald)  
**Abstract:**  
The purpose of this paper is to explore customers’ emotions during a host–guest interaction at the reception desk of a hotel. Guests’ emotional responses are analyzed in real time to understand their link to behavior and levels of service and relationship quality.

### Entrepreneurship

**Title:** Collaborative innovation in tourism and hospitality: a systematic review of the literature  
**Year:** 2018  
**Author:** Alessandra Marasco, Marcella De Martino, Fabio Magnotti, Alfonso Morvillo  
**Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 6, pp.2364-2395 (via Emerald)  
**Abstract:**  
The purpose of this study is to provide a synthesis of the state of research on collaborative innovation in tourism and hospitality. It presents a systematic review of the academic literature, and provides insights into the specific issues addressed by studies in this area.

### Event Management

**Title:** Designing for events – a new perspective on event design  
**Year:** 2018  
**Author:** Chiara Orefice  
**Source:** International Journal of Event and Festival Management, Vol. 9 Issue: 1, pp.20-33 (via Emerald)  
**Abstract:**  
The purpose of this paper is to contribute to the paradigm shift towards event design predominant research by presenting an analysis of how the concept of event design has developed in the events literature and by exploring a new perspective based on its contribution to value co-creation.

**Title:** Guest Introduction: Making Sense of Event Experiences  
**Year:** 2018  
**Author:** RAMSBOTTOM, OLIVIA; MICHOPOULOU, ELENI; AZARA, IRIDE  

(Accessible via Institute of Hospitality- if you don’t have a staff login and want a copy of this, please let me know and I’ll provide a copy)
<table>
<thead>
<tr>
<th><strong>Food &amp; Beverage Management/Restaurant Management</strong></th>
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<tbody>
<tr>
<td><strong>Title:</strong> The Value of Timing Flexibility in Restaurant Reservations</td>
</tr>
<tr>
<td><strong>Year:</strong> 2018</td>
</tr>
<tr>
<td><strong>Author:</strong> Gary M. Thompson</td>
</tr>
<tr>
<td><strong>URL:</strong> <a href="https://journals.sagepub.com/doi/10.1177/1938965518805685">https://journals.sagepub.com/doi/10.1177/1938965518805685</a></td>
</tr>
<tr>
<td><strong>Source:</strong> Cornell Hospitality Quarterly</td>
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<tr>
<td><strong>Abstract:</strong> A recent paper presented and evaluated 10-integer programming models for restaurant reservations, finding that the models that pooled reservations by same-size tables were superior to models that matched reservations to specific tables. An assumption in all the models was that demand timing was inflexible and the evaluation of the models assumed that all customers arrived exactly at the designated reservation time. Although restaurant customers may have an ideal dining time, many customers have some flexibility in when they would accept a reservation. To address this, we extend the pooled-table models to allow for demand timing flexibility and evaluate the models with a range of differences between customer arrival times and their designated reservation time. With the highest flexibility in demand timing, a top-performing model increased revenue by over 21% compared with rigid demand timing. Fortunately for restaurateurs, the increased revenue came at the expense of only a small deterioration in customer service, as measured by the percentage of parties that need to wait for a table upon arrival.</td>
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</table>

| **Title:** “Banter, bollockings and beatings”: The occupational socialisation process in Michelin-starred kitchen brigades in Great Britain and Ireland |
| **Year:** 2018 |
| **Author:** Charalampos Giousmpasoglou, Evangelia Marinakou, John Cooper |
| **Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 3, pp.1882-1902 (via Emerald) |
| **Abstract:** This study aims to conceptualise how the occupational socialisation of young chefs is conducted in Michelin-starred restaurants in Great Britain and Ireland; the key role of banter and bullying in this process is explored and critically discussed. |

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<tr>
<th><strong>Gastronomy</strong></th>
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<tr>
<td><strong>Title:</strong> Do tourists’ gastronomic experiences differ within the same geographical region? A comparative study of two Mediterranean destinations: Turkey and Spain</td>
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<tr>
<td><strong>Year:</strong> 2018</td>
</tr>
<tr>
<td><strong>Author:</strong> Gurkan Akdag, Ozan Guler, Ali Dalgic, Sercan Benli, A. Celil Cakici</td>
</tr>
<tr>
<td><strong>Source:</strong> British Food Journal, Vol. 120 Issue: 1, pp.158-171 (via Emerald)</td>
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<tr>
<td><strong>Abstract:</strong> The purpose of this paper is to discover the common and differentiating food factors that affect tourists’ gastronomy satisfaction by comparing tourists’ gastronomic experiences at two culinary destinations in the Mediterranean region.</td>
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<tr>
<td><strong>Guests/Customers</strong></td>
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</table>
| **Title:** The influence of social media on the consumers’ hotel decision journey  
**Year:** 2017  
**Author:** Eleftherios Varkaris, Barbara Neuhofer  
**Source:** Journal of Hospitality and Tourism Technology, Vol. 8 Issue: 1, pp.101-118 (via Emerald)  
**Abstract:** The purpose of this study is to explore “how social media influence the way consumers search, evaluate and select a hotel within the ‘evaluation stage’ of the wider hotel decision-making process”.

| **Title:** Social customer relationship management: An integrated conceptual framework  
**Year:** 2018  
**Author:** Senika Dewnarain, Haywantee Ramkissoon & Felix Mavondo  
**Source:** Journal of Hospitality Marketing & Management (Taylor & Francis)  
**Abstract:** In recent years, the concept of customer relationship management (CRM) has undergone a major change from being a strategy that focused solely on establishing financial bonds with customers to one that promotes both transactional and interactional relationships with customers. This has given rise to a new form of CRM which is known as social customer relationship management (SCRM) or CRM 2.0. Hence, this study develops and proposes a conceptual model to address relationships between customer relationship management, social media technologies, customer engagement, positive word of mouth and brand loyalty. This paper brings significant contributions to hospitality CRM literature and marketing communication theory.

| **Title:** Customer experience management in hospitality: A literature synthesis, new understanding and research agenda  
**Year:** 2018  
**Author:** Jay Kandampully, Tingting(Christina) Zhang, Elina Jaakkola  
**Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 1, pp.21-56 (via Emerald)  
**Abstract:** In the contemporary hospitality industry, superior customer experiences are essential in gaining customer loyalty and achieving a competitive advantage. However, limited research addresses this subject. The purpose of this study is to advance scholarly research on customer experience management (CEM) in the hospitality field by providing a comprehensive overview of the key elements of CEM, a framework for managing customer experience and a rich agenda for research.
<table>
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<th><strong>Hospitality (General)</strong></th>
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| **Title:** The hospitality model revisited: Developing a hospitality model for today and tomorrow.  
**Year:** 2018  
**Author:** Lombarts, Angelique  
(Accessible via Institute of Hospitality - if you don’t have a staff login and want a copy of this, please let me know and I’ll provide a copy)  
**Abstract:**  
The main purpose of this research note is to propose a revised version of Reuland, Choudry and Fagel’s hospitality model; the original model took into account the tangible elements such as product and environment and the intangible elements such as behaviour (from both the managerial and the customer’s perspective).

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<th><strong>Hotel/Restaurant design</strong></th>
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| **Title:** Gender and age preferences of hotel room design  
**Year:** 2018  
**Author:** Vanja Bogicevic, Milos Bujisic, Cihan Cobanoglu, Andrew Hale Feinstein  
**Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 2, pp.874-899 (via Emerald)  
**Abstract:**  
The purpose of this study is to investigate what people with different demographic characteristics such as age and gender expect from hotel room design and examine how design preferences affect purchase intent and desire to stay and word-of-mouth behavior.

| **Title:** How does hotel design contribute to property performance?  
**Year:** 2018  
**Author:** Dina Marie V. Zemke, Carola Raab, Kaiyang Wu  
**Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 2, pp.919-938 (via Emerald)  
**Abstract:**  
The purpose of this paper is to test the relationships between a hotel’s design quality and the property’s business performance.
**Title:** The Benefits of Site Integration in Hotel Design  
**Year:** 2018  
**Author:** Cristine Henderson Associate, Hoefer Wysocki  
**Source:** Hotel Executive  
**Abstract:**  
One of the first considerations for architects when designing a hotel is effective site integration to ensure its success, not only as a business, but within the community in which it exists. The most important considerations when applying site integration in a hotel’s design are the building’s overall visibility and accessibility, while also incorporating local inspiration and environmental influences in the design.

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**Title:** Keys to a Compelling Restaurant Floorplan  
**Year:** 2018  
**Author:** Ray Chung Director of Design, The Johnson Studio at Cooper Carry  
**URL:** [https://www.hotelexecutive.com/business_review/5802/keys-to-a-compelling-restaurant-floorplan](https://www.hotelexecutive.com/business_review/5802/keys-to-a-compelling-restaurant-floorplan)  
**Source:** Hotel Executive  
**Abstract:**  
For every restaurant, large or small, the keys to a good floorplan are based on providing on the one hand, efficient paths for the server and on the other, a rich experience for the guest. Being able to balance these needs is an art that requires an understanding of both how service works and what diners expect.

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**Housekeeping/Rooms**

**Title:** Online hotel ratings and its influence on hotel room rates: the case of Lisbon, Portugal.  
**Year:** 2018  
**Author:** Castro, Conceição; Ferreira, Fernanda A.  
**Source:** Tourism & Management Studies. 2018 Special Issue, Vol. 14 Issue 1, p63-72. 10p.  
(Accessible via Institute of Hospitality- if you don’t have a staff login and want a copy of this, please let me know and I’ll provide a copy)  
**Abstract:**  
Lisbon is one of the European Union cities that has one of the highest growth in the number of hotels. With the digital revolution, travelers can easily not only compare prices but also get information about the experience of other guests which can influence prices. The aim of this paper is to analyze how prices for a hotel stay can be influenced by some quality signaling factors, as star rating and online consumer's ratings (location, cleanliness, comfort, facilities, staff and value for money, available on Booking.com), the volume of consumer's comments and the availability of rooms in Lisbon. For 151 hotels in Lisbon, from 3 to 5 stars, through a multiple regression model, the results suggest that hotel category, location and facilities ratings have a positive influence on hotel room rates, but higher trade-off between what clients pay and the guest hotel stay experience has a negative impact on the consumer's willingness to pay, as well as the number of comments. Among different hotel categories, the influent factors are different. Our main findings provide signs to hoteliers to take corrective actions towards the attributes most valuable for consumers and that can provide a higher room rate premium.
### Human resources

<table>
<thead>
<tr>
<th>Title: Leadership competencies for hospitality management staff in Thailand</th>
<th>Year: 2018</th>
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<tbody>
<tr>
<td><strong>Source</strong>: Journal of Human Resources in Hospitality &amp; Tourism, 17:3, 314-339 (Taylor &amp; Francis)</td>
<td><strong>Abstract</strong>: This study investigates factors that influence leadership in Thailand's hospitality industry. The results show that interpersonal skills are the most important competency for Thai hospitality managers.</td>
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<tr>
<th>Title: Experiences of mentoring in the UK hospitality sector</th>
<th>Year: 2018</th>
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<tbody>
<tr>
<td><strong>Source</strong>: Journal of Human Resources in Hospitality &amp; Tourism (Taylor &amp; Francis)</td>
<td><strong>Abstract</strong>: The challenges of developing and managing the future generation of hospitality employees and managers has highlighted the value of using mentoring to effectively socialize, support, and nurture human resources. This study examines the experiences of mentors and mentees in the UK hospitality industry using interviews and focus groups.</td>
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<tr>
<th>Title: HR transformation within the hotel industry: building capacity for change</th>
<th>Year: 2018</th>
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<td><strong>Source</strong>: Worldwide Hospitality and Tourism Themes, Vol. 10 Issue: 1, pp.86-100 (via Emerald)</td>
<td><strong>Abstract</strong>: This study aims to identify recent trends in the strategic repositioning of the human resources (HR) function within the hotel industry, and to explore challenges facing HR professionals as they engage in strategies to develop talent and organisational capability, while adjusting to the shifting boundaries of the HR function.</td>
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<tr>
<th>Title: A workforce to be reckoned with: The emerging pivotal Generation Z hospitality workforce</th>
<th>Year: 2018</th>
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<tr>
<td><strong>Source</strong>: International Journal of Hospitality Management Volume 73, July 2018, Pages 20-28 (via ScienceDirect)</td>
<td><strong>Abstract</strong>: Despite the “perfect storm” of older employees leaving the workforce and younger hospitality employees entering the hospitality industry, there has not been a single study in the hospitality literature investigating Generation Z’s attitudes towards working in the hospitality industry. Understanding this future hospitality workforce is pivotal as empirical studies of past generations (Baby-boomers, Generation X and Generation Y) have reported high turnover patterns among the hospitality workforce to be a major human resource problem in this dynamic industry.</td>
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<td><strong>Marketing</strong></td>
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<td><strong>Title:</strong> Hotel social media marketing: a study on message strategy and its effectiveness</td>
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<tr>
<td><strong>Year:</strong> 2017</td>
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<tr>
<td><strong>Author:</strong> Xi Y. Leung, Billy Bai, Mehmet Erdem</td>
<td></td>
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<tr>
<td><strong>Source:</strong> Journal of Hospitality and Tourism Technology, Vol. 8 Issue: 2, pp.239-255 (via Emerald)</td>
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<td><strong>Abstract:</strong> A typology of social media messages to compare the effectiveness of different message strategies in hotel social media marketing area reveals that product, brand and involvement messages are shown to be more effective than information, reward and promotion messages.</td>
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<td><strong>Title:</strong> Facebook marketing campaign benchmarking for a franchised hotel</td>
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<tr>
<td><strong>Year:</strong> 2018</td>
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<tr>
<td><strong>Author:</strong> Ying Chen Lo, Chin-Yi Fang</td>
<td></td>
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<tr>
<td><strong>Source:</strong> International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 3, pp.1705-1723 (via Emerald)</td>
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<td><strong>Abstract:</strong> This study aims to develop a performance evaluation model for Facebook (FB) marketing campaigns (FBMCs) for a franchised hotel, distinguish four quadrants based on efficiency and customer attention and suggest improvements for inefficient FBMCs based on the slack value analysis.</td>
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<td><strong>Title:</strong> Marketing effectiveness of hotel Twitter accounts: the case of Saudi Arabia</td>
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<tr>
<td><strong>Year:</strong> 2018</td>
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<tr>
<td><strong>Author:</strong> Mansour Talal Alansari, Natalia Velikova, Tun-Min (Catherine) Jai</td>
<td></td>
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<tr>
<td><strong>Source:</strong> Journal of Hospitality and Tourism Technology, Vol. 9 Issue: 1, pp.65-79 (via Emerald)</td>
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<td><strong>Abstract:</strong> The purpose of the study is to investigate the relationship between consumers’ attitudes toward hotel Twitter accounts and attitudes toward hotel brands, booking intentions and electronic word-of-mouth. The study focuses on Saudi Arabia owing to the widespread use of Twitter in that market.</td>
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<td>Title</td>
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<td>----------------------------------------------------------------------</td>
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<tr>
<td>9 Common Mistakes Hotels Make When Preparing for Weather Emergencies</td>
<td>2018</td>
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</table>

**Abstract:**
The purposes of this study are to address the impacts of cyber-crisis communication on hospitality organizations and to provide insights regarding hotel guests’ reactions to data breaches related to information security.
<table>
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<tr>
<th><strong>Sustainability</strong></th>
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</table>
| **Title:** Talking Point: Can hotels really help to reduce water scarcity?  
**Year:** 2018  
**Author:**  
**Source:** Green Hotelier |
| **Title:** IHG banning plastic straws worldwide  
**Year:** 2018  
**Author:**  
**Source:** Green Hotelier |
| **Title:** Influencing green technology use behavior in the hospitality industry and the role of the “green champion”  
**Year:** 2018  
**Author:** Cynthia Mejia  
**Source:** Journal of Hospitality Marketing & Management (via Taylor & Francis)  
**Abstract:** Facilities managers are tasked not only with the responsibility of maintaining the building systems to sustain the revenue potential of an operation, but also to adopt and implement green technologies related to a hospitality organization’s sustainability program. In this qualitative study, data were collected during semi-structured interviews with multi-level facilities managers from hotels, resorts, and convention centers in the United States. Drawing upon technology acceptance constructs, the findings from this research demonstrated green facilitating conditions and formal green leadership as the primary drivers influencing green technology use behavior in the hospitality industry. |
| **Title:** Four Key Areas of Waste Management in the Hotel Industry  
**Year:** 2018  
**Author:** Michael Hess (Founder/Chief Executive Officer, Waste Harmonics)  
**URL:** [https://www.hotelexecutive.com/business_review/5856/four-key-areas-of-waste-management-in-the-hotel-industry](https://www.hotelexecutive.com/business_review/5856/four-key-areas-of-waste-management-in-the-hotel-industry)  
**Source:** Hotel Executive |
| **Title:** Top 10 Hotel Amenity Recycling Strategies  
**Year:** 2018  
**Author:** Michael Hess (Founder/Chief Executive Officer, Waste Harmonics)  
**URL:** [https://www.hotelexecutive.com/business_review/5795/top-10-hotel-amenity-recycling-strategies](https://www.hotelexecutive.com/business_review/5795/top-10-hotel-amenity-recycling-strategies)  
**Source:** Hotel Executive |
### Technology

**Title:** New Hotel App Takes Room Service to the Next Level: Room Service – There’s an App for That!  
**Year:** 2018  
**Author:**  
**URL:** [https://www.hotelexecutive.com/newswire/64475/new-hotel-app-takes-room-service-to-the-next-level](https://www.hotelexecutive.com/newswire/64475/new-hotel-app-takes-room-service-to-the-next-level)  
**Source:** Hotel Executive

**Title:** Evaluating hotel guest technologies: does home matter?  
**Year:** 2018  
**Author:** Srikanth Beldona, Zvi Schwartz, Xian Zhang  
**Source:** International Journal of Contemporary Hospitality Management, Vol. 30 Issue: 5, pp.2327-2342 (via Emerald)  
**Abstract:**  
With the advent of the smart home, where connectivity is facilitated by the internet of things, the provision of guest technologies in hotel service delivery has acquired greater significance. This ubiquity of technology implies that hotels need to view their technological offerings as facilitating guest’s broader lifestyles, and not just services in isolated spaces. This study aims to examine the role of “home” as a socio-technological unit, and how customers’ ownership of technologies at home affects evaluations of guest technologies at hotels.

**Title:** Smart Design: the Top Technology Design Trends Your Hotel Guest are Demanding  
**Year:** 2018  
**Author:** David Ashen (Principal and Founder, dash design)  
**URL:** [https://www.hotelexecutive.com/business_review/5844/smart-design-the-top-technology-design-trends-your-hotel-guests-are-demanding](https://www.hotelexecutive.com/business_review/5844/smart-design-the-top-technology-design-trends-your-hotel-guests-are-demanding)  
**Source:** Hotel Executive

### Trends/Future

**Title:** Hotels of the Future: Growing Trends and Bends  
**Year:** 2018  
**Author:** Jackson Thilenius, Principal, Retail Design Collaborative  
**Source:** Hotel Executive