

**Project      Communication platform for hotels**  
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In order to strengthen competitiveness of country in the global market, there are 10 main industries to be promoted under Thailand 4.0 development plan. The Digital & IoT are key mechanisms for driving the digital economy and society. The tourism and hospitality industry is one of 10 industries with high potential to generate economic value for the country. The number of international tourists has increased continuously to 30 million, presents 11% GDP of the country.

With respect to high competitive market among numerous players in Thailand and South-East-Asia, this growth is going to be saturated. Moreover, there are still other factors impact this growth rate; for instances:

- static information and services, which cannot be real-time updated and/or attracted the needs of guests
- increasing operating costs of hotel staffs and energy

In order to solve above problems, the intelligent and holistic communication platform has been developed. On one hand, the hotel's revenue can be increased through real-time information and services explicitly served to the needs of hotel guests. On the other hands, the operating costs can also be reduced through information exchanges among hotel staffs and hotel facilities.

Following are description of some applications running on this communication platform:

- Digital Guest Communication: Hotelier can update the information and services as well as chat with guests (Figure 1).
- Energy Management: Energy management and control systems for air conditioners and other electrical appliances (Figure 2).
- Mobility Services: Travel information services, including charging services for electric vehicles (Figure 3).

In addition, the collecting data will be automatic evaluated through big data analysis and reported to hoteliers in order to increase the qualities of services; for instance: guest satisfaction can be directly tracked via tablets in hotel rooms.



Figure 1 Digital Communication



Figure 2 Energy Management



Figure Mobility Services