
Use of NFC in Hospitality Sector

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Assignment Title: Conference Presentation



Introduction

- Near-field communication (NFC) technology enhances the entire payment procedure much faster.
- The hotel and hospitality sector widely used the NFC procedure to manage their entire procedure.
- The context describes the overview of NFC technology, implementation of this technology, and limitations.



Figure 1: NFC

(Source: Infinity, 2023)

Overview of literature

- Multiple benefits of NFC technology enhance the hospitality industry.
- Customers prefer NFC technology because it is easy to use and has a simple, accessible design (Sakasi *et al.*, 2023).
- It can be applied in the transportation and medical sectors in addition to the hospitality business.

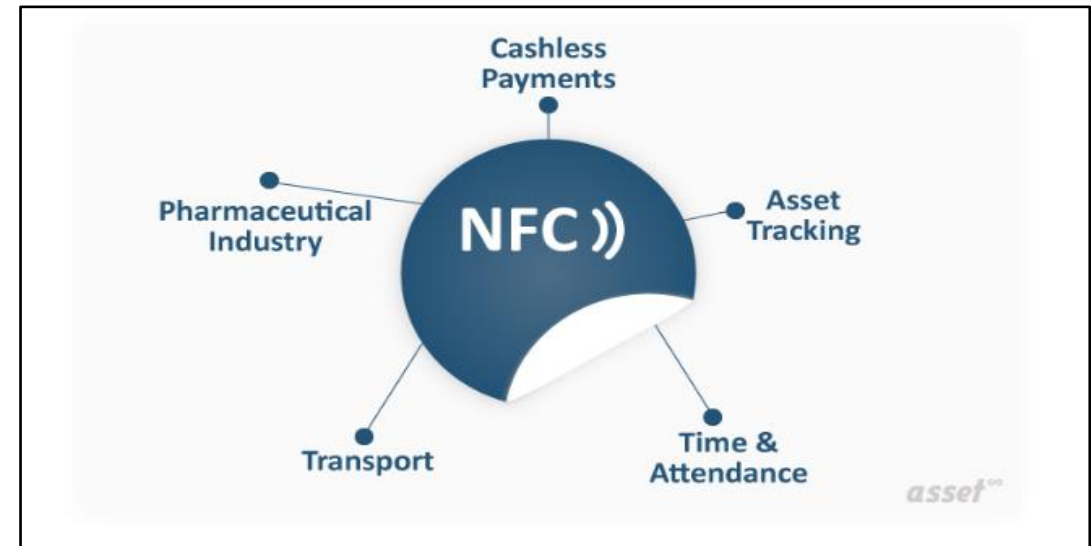


Figure 2: Advantage of NFC

(Source: Infinity, 2023)

Overview of literature (Continue)

- NFC technology payment method is less secure than traditional payment procedures.
- Due to the NFC payment method, the customer can miss various discounts (Akdu and Akdu, 2022).
- The NFC procedure could be troublesome for senior visitors.

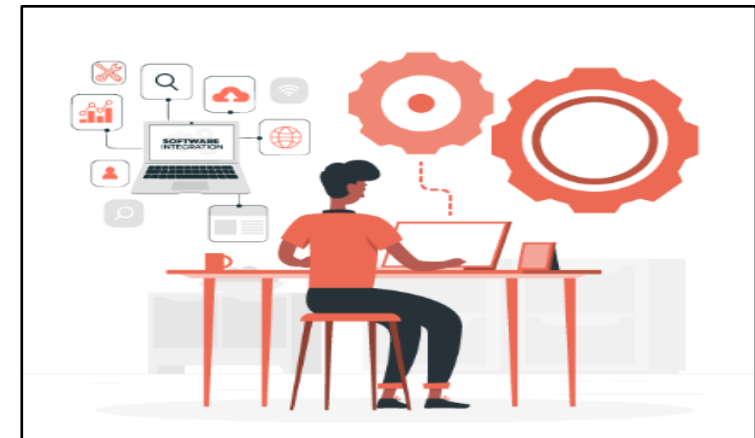


Figure 3: NFC user

(Source: Infinity, 2023)

Overview of literature (Continue)

- Proper use of NFC in the hospitality sector can open many more opportunities.
- The NFC payment method increases the visitor's satisfaction (Almaiah *et al.*, 2022).
- There are a few security issues regarding technological adoption for hotel and hospitality purposes.



Application to the hotel and hospitality sector

- Many hotel industries use NFC key cards during the visitor check-in process
- The use of the NFC payment method reduces the issues of change money (Song and Hua, 2021).
- The payment process is smoother and it also helps to avoid risk factors regarding the payment process.

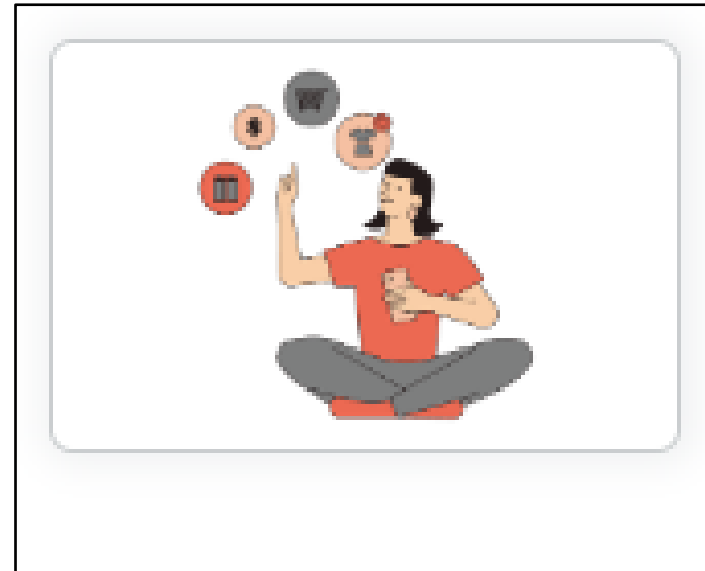
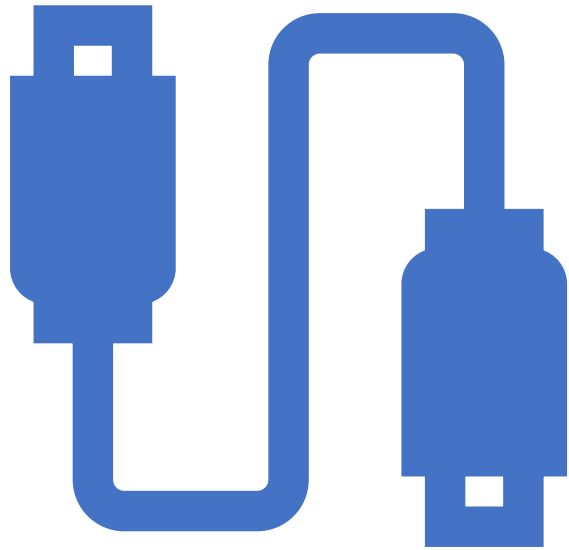


Figure 4: Mobile accessibility of NFC

(Source: Infinity, 2023)



Application to the hotel and hospitality sector (continue)

- The NFC method is also very helpful for the hotel staff and it helps in reducing the administrative workload.
- The NFC payment procedure helps to increase loyalty and customer satisfaction (Sutherland, 2020).
- It allows the use of electronic transaction systems in a very flexible and simple manner.

Application to the hotel and hospitality sector (continue)

- The implementation of NFC key cards is initially cost-effective and can be detrimental.
- Guests are sometimes dissatisfied due to less face-to-face interaction,
- NFC payment procedure increases data protection issues (Almaiah *et al.*, 2023).



Figure 5: Use of NFC in hospitality management

(Source: Infinity, 2023)

Evaluate future policy and management options for dealing with this issue

- The hotel management department can offer various payment methods to customers such as digital payment methods.
- The hotel management team increases safety and security during the use of the NFC (Sakasi *et al.*, 2023).
- Hospitality department spread the education about the proper use of NFC amongst the staff and guests (Bisoii *et al.*, 2020).



Figure 6: Security of NFC

(Source: Official, 2022)

Evaluate future policy and management options for dealing with this issue. (Continue)

- Proper use of NFC technology is necessary to increase marketing opportunities (Shin *et al.*, 2023).
- Investing in infrastructure enhancements for NFC technology can increase the security of the technology (Sakasi *et al.*, 2023).
- Through proper education about NFC technology, the issues can be reduced easily.



Figure 6: Contactless Payment Method of NFC

(Source: Offical, 2022)

Conclusion

- NFC is a wireless technology, widely used by the hospitality sector.
- The NFC technology can make the payment process easier and gain customer satisfaction.
- The issues about the NFC technology can be mitigated through proper alertness.



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Assignment Title: Conference Presentation

The module title: Contemporary Themes

Module code: BMIH6001

Lecturer Name: Giulia Chifari

Slide 1 Introduction

- Near-field communication (NFC) technology enhances the entire payment procedure much faster.
- The hotel and hospitality sector widely used the NFC procedure to manage their entire procedure.
- The context describes the overview of NFC technology, implementation of this technology, and limitations.



Figure 1: NFC

(Source: Infinity, 2023)

Near-field communication wireless technology is a beneficial wireless technology. The technology enhances the entire payment procedure much faster. The hotel and hospitality sector widely used the NFC procedure to manage their entire procedure in a smooth way. The NFC payment procedure is segmented through various security purposes. NFC is a contactless payment method such as contactless cards and payment terminals. NFC payment method is much

secured instead of the traditional payment methods. NFC makes the payment process faster and it minimises the change-related issues. The procedure also has some issues but with proper latency and security, it can be easily mitigated. The context describes the overview of NFC technology and the issues along with the implications of this technique in the hospitality sector.

Slide 2: Overview of literature

- Multiple benefits of NFC technology enhance the hospitality industry.
- Customers prefer NFC technology because it is easy to use and has a simple, accessible design (Sakasi *et al.*, 2023).
- It can be applied in the transportation and medical sectors in addition to the hospitality business.

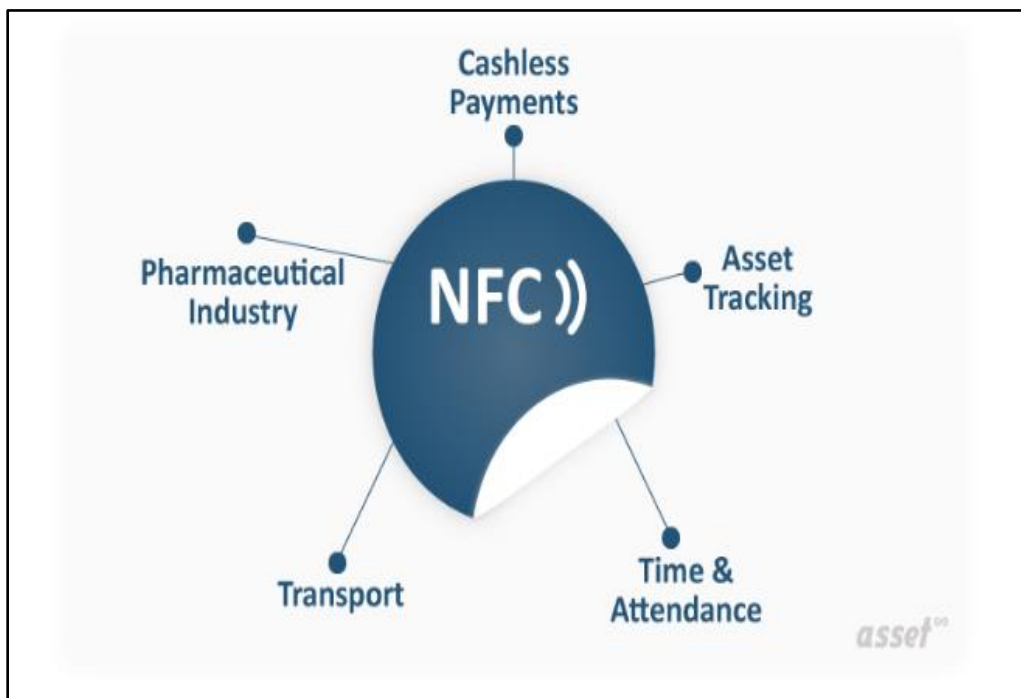


Figure 2: Advantage of NFC

(Source: Infinity, 2023)

NFC technology is one of the major innovative models that are quite helpful for the entire hospitality industry. NFC also has multiple benefits in the tourism sector it enhances the payment procedure faster. After the pandemic, in order to avoid physical interaction, the use of NFC technology is increasing regularly. NFC is a contactless payment method such as contactless cards, and payment terminals. With the help of NFC, the payment procedure is more secure rather than the traditional payment methods. NFC makes the payment procedure much faster and it reduces the issues about changes. Many customers prefer the NFC technology because it is easy to use and has a straightforward, approachable design. NFC technology conforms to all laws and regulations pertaining to the security of customer data. Its main goal is to provide an encrypted payment mechanism that only the owner can access. Mobile phones, cards, and other technical devices are just a few gadgets that can employ this technology. It can be applied in the transportation and medical sectors in addition to the hospitality business.

Slide 3: Overview of literature (Continue)

- NFC technology payment method is less secure than traditional payment procedures.
- Due to the NFC payment method, the customer can miss various discounts (Akdu and Akdu, 2022).
- The NFC procedure could be troublesome for senior visitors.

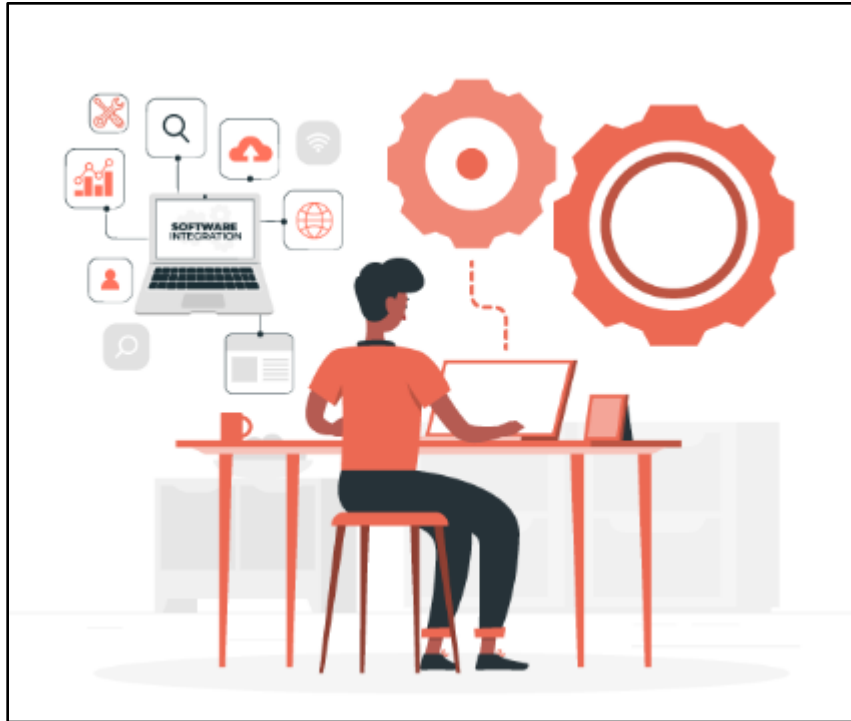


Figure 3: NFC user

(Source: Infinity, 2023)

Sometimes due to the use of NFC technology in the hotel and hospitality sector, many more opportunities can be missed by the customer. An example of that is with the help of direct communication many deals can be finalised and the customer can get a competitive rate by bargaining about the expense of the hotel's service. It can be major evidence about the safety and security since traditional payment methods has not faced any security obstacles or cyber crime issues. On the other hand, the senior traveler has to face obstacles with the NFC payment method they feel comfortable making payments with the help of traditional methods.

Slide 4: Overview of literature (Continue)

- Proper use of NFC in the hospitality sector can open many more opportunities.
- The NFC payment method increases the visitor's satisfaction (Almaiah *et al.*, 2022).

- There are a few security issues regarding technological adoption for hotel and hospitality purposes.

Proper use of NFC technology enhances the hospitality and tourism business. Along with that, the hassle-free procedure of payment can increase visitor satisfaction. The hospitality department also mitigates the calculation issues about money thus the entire procedure gives the entire organisation a great opportunity to enhance itself. Moreover, near-field communication may be used to provide customers enjoyable experiences, such as paid admission, social gatherings, and near-field communication-enabled garment distribution. This will improve the customer experience and set the hotel apart from the competitors. There are also has couple of safety issues about the technological adoption in hotel and hospitality purposes. The procedure enhances the chance to enter a criminal and the people who have bad intentions then it will become very harmful for the entire industry. So the hospitality industry needs to use technology with much consciousness.

Slide 5: Application to the hotel and hospitality sector

- Many hotel industries use NFC key cards during the visitor check-in process
- The use of the NFC payment method reduces the issues of change money (Song and Hua, 2021).
- The payment process is smoother and it also helps to avoid risk factors regarding the payment process.

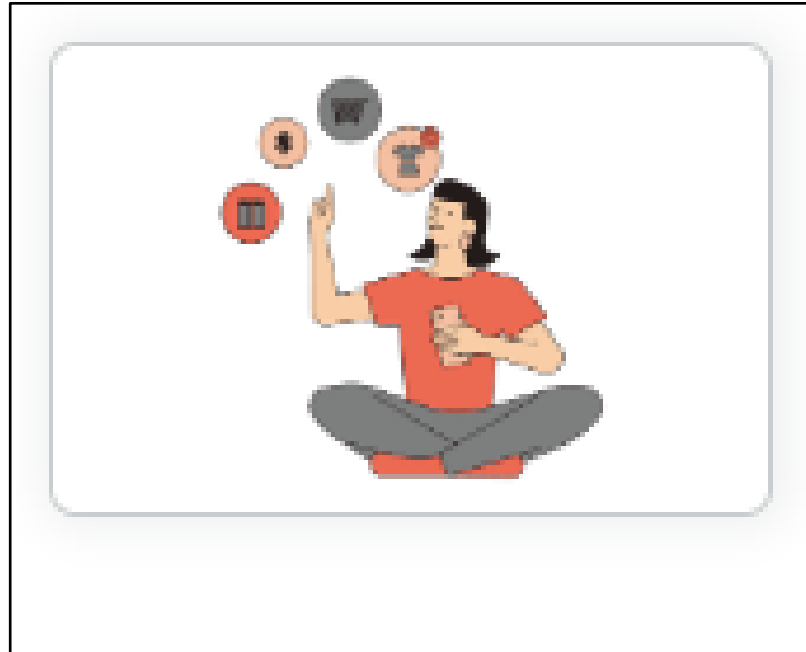


Figure 4: Mobile accessibility of NFC

(Source: Infinity, 2023)

Many hotel industries use NFC key cards during the entry process of visitors which is more attractive and safe for the entire hospitality sector. Some hotel services prefer to complete the payment procedure through NFC. The beneficial part of it is that it increases the payment procedure more smoothly and it also helps to avoid risk factors about payment methods.

Slide 6: Application to the hotel and hospitality sector (continue)

- The NFC method is also very helpful for the hotel staff and it helps in reducing the administrative workload.
- The NFC payment procedure helps to increase loyalty and customer satisfaction (Sutherland, 2020).
- It allows the use of electronic transaction systems in a very flexible and simple manner.

The technological service increases customer satisfaction through collecting the experience from the customer. The effective procedure increased loyalty and it customised the business according to customer demand. The procedure is also very helpful for the staff of the hotel and it helps to reduce the administrative workload. Additionally, near-field communication systems as well as accommodation activities are better managed. As an example, it permits the deployment of electronic transaction systems, which enable customers of the property to carry out simple, risk-free transactions across the whole property.

Slide 7: Application to the hotel and hospitality sector (continue)

- The implementation of NFC key cards is initially cost-effective and can be detrimental.
- Guests are sometimes dissatisfied due to less face-to-face interaction,
- NFC payment procedure increases data protection issues (Almaiah *et al.*, 2023).



Figure 5: Use of NFC in hospitality management

(Source: Infinity, 2023)

There are also many limitations to the entire procedures in the hospitality sector. Implementation of NFC key cards is initially cost-effective but it may become harmful for the

security purpose for the entire travel and tourism industry. Along with that NFC payment procedure increases data protection issues. Guests are unsatisfied sometimes due to less face-to-face interaction because face-to-face interaction increases loyalty and responsibilities.

Slide 8: Evaluate future policy and management options for dealing with this issue.

- The hotel management department can offer various payment methods to customers such as digital payment methods.
- The hotel management team increases safety and security during the use of the NFC (Sakasi *et al.*, 2023).
- Hospitality department spree the education about the proper use of NFC amongst the staff and guests (Bisoii *et al.*, 2020).



Figure 6: Security of NFC

(Source: Offical, 2022)

The entire hospitality sector can reduce the critical issues to enhance safety and security in accommodation domains. Proper security sets a protective streamline which also guides the worker governance. Thus the guest hotel staff ensures safety and security which helps to increase the reputation of the hospitality sector. Policymakers in the hospitality sector need to spread awareness about the proper use of NFC technology. Along with that if they can alert the guests and hotel staff about the negative impact and risk factors of NFC technology, the issues can be avoided. Hotel management departments can offer the customer various payment procedures like digital payment procedure which is most common in today's generation thus customer satisfaction can be improved.

Slide 9: Evaluate future policy and management options for dealing with this issue. (Continue)

- Proper use of NFC technology is necessary to increase marketing opportunities (Shin *et al.*, 2023).
- Investing in infrastructure enhancements for NFC technology can increase the security of the technology (Sakasi *et al.*, 2023).
- Through proper education about NFC technology, the issues can be reduced easily.



Figure 6: Contactless Payment Method of NFC

(Source: Offical, 2022)

In enhancing the marketing opportunity proper use of NFC technology is needed. The use of NFC technology reduces the administrative workload so it is much more relevant for the hospitality department and the awareness needs to spread among all. Investing in growing the infrastructure of the NFC technology can increase the safety of the technology. When it comes the time to check out of the hotels, customers would not have to stand in the queue thanks to the cashless transaction. They might stay at the hotel again if the check-out process goes well. Additionally, it allays their worries about having enough cash or bank cards with them.

Slide 10: Conclusion

- NFC is a wireless technology, widely used by the hospitality sector.
- The NFC technology can make the payment process easier and gain customer satisfaction.
- The issues about the NFC technology can be mitigated through proper alertness.

One of the most significant new models that are highly beneficial to the hotel sector as a whole is NFC technology. In the travel and tourism industry, NFC offers numerous advantages as well. It expedites the payment process. After the pandemic, due to avoid physical interaction, the use of NFC technology is increasing daily. NFC is a contactless payment method such as contactless cards, and payment terminals. Proper use of NFC technology enhances the hospitality and tourism business. Also, a hassle-free method of payment can increase visitor satisfaction. The hospitality department also mitigates the calculation issues related to finance thus the whole approach gives a great opportunity to the entire organisation to improve itself. NFC procedure has many more drawbacks but with proper use, the issues can be easily mitigated.

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