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For Evelina Gillard

The « *Hotels experiment with using smartphones as room key*s »(Hotels experiment with using smartphones as room keys, 2020) article was written on the 5th of March, 2014.This CBS News article is a case study since it « focuses on an in-depth investigation of a single case (e.g. one organisation) or a small number of cases. In case study research generally, information is sought from different sources and through the use of different types of data such as observations, survey, interviews and analysis of documents. Data can be qualitative, quantitative or a mix of both. Case study research allows a composite and multifaceted investigation of the issue or problem » (Understanding different research perspectives, 2020).

This article presents the new technologies implemented in hotels, more specifically the smartphones as hotel room keys. The author gives a positive introduction of the new high tech room keys and a clear feedback from the guest satisfaction. Further in the article, the negative aspect and the possible difficulties related to this technology are introduced too, such as the security measure available if the smartphone is stolen. To finally discuss about future opportunities and technologies. This research strategy is quite efficient since it gives a reassuring answer about security with the possibility of lost or stealing, the thief can't see the hotel's location, name or the room number. It also mention the alternatives offered to the guest who don't own a smartphone, and the future room keys substitute. By reading the article, we understand that the author gives a good review of this new automatic key. The researches are answering each question with a solution and multiple alternative for the client.

The hospitality industry is surrounded by many different technologies because it has to adapt to the century's discoveries.

After reading the CBS News case study, more informations needed to be provided to compare and contrast this revolutionary technology.

The second article presented was written by Phil Nickinson in January 2016, and will help contrast the previous one « *Using your phone as a hotel room key unlocks possibilities — and a few headaches* » (Using your phone as a hotel room key unlocks possibilities, 2020).

In this article the HH Honors app is used by Hilton to unlock your room. Contrary to the first article, the app used in Hilton Hotels gives to the client the choice of either letting your room number visible, or mask it for safety measure.The application advantage is that the client is free to change the hotel room's name, which easily seduce the customer. In comparison with the CBS News article, Mr Phil Nickinson gives a better description of the disadvantage of this system. The Digital key can only be used on one single device. Plus ten seconds to open the hotel room door seems long for a door to be opened, when with a classic room key it is immediate. It also mention the lack of human communication due to this invention, skipping the check-in with thanks to app

is satisfying, but some client appreciate the contact, a smile, or a welcome drink.

Last but nor least, the article of Victoria C Lawson gives us a final contrast, « Smartphone keys– killing or capitalising guest experience? » (Smartphone keys– killing or capitalising guest experience?, 2020). This article answers to essential questions such as what if the phone is out of battery ? What about older guest that don't like technology ? What if you prefer a normal room entrance ? It also introduce for the first time out of the three articles the financial cost of this system, and the impact on the small hotels.

To evaluate the credibility of the researches made, using the 4 criteria of credibility sounds appropriate. To begin with the reliability of these research; after comparing and contrasting three different articles about Smart Room Keys, the data collection and researches made lead to consistent findings and opinions. The research should be repeated but with more hindsight, and after this new technology is extended. In the future, the same research will probably lead to better occasions, and the project will be more complete. With a total understanding of this new technology the advantages and disadvantages will be more surrounded and controlled to avoid any type of danger or disagreement for the client.

In those research the internal validity is also impacting the credibility of these study since it is used to identify the potential causes and effect relationships. In this study, researchers makes mental comparisons throughout their own opinions thanks to the causes and effects of the smartphones keys. Nowadays this new technology is too young to requires high degree of control. The causes and effect are not yet all checked and approved, there are still grey areas on the subject. The system still needs improvement and modification. For the project to be extended, total control of the client safety should be required; Smartphones can be hacked, lost, stolen, or run out of battery all those internal problems need to be fixed before having any type of validity.

Do the results from the study can be applied to the real world ? The generalisability is to assess the extent to which the findings can be applied to other groups or settings. It might be to early to generalise internationally this new technology even though « Currently, 25-30 percent of Personality Hotel guests are taking advantage of this high-tech system »(Hotels experiment with using smartphones as room keys, 2020). It would be easier not to generalise these findings because statical generalisation are missing to find validity evidence.

and alternative explanations threats.

« Alternative explanations can be investigated to rule out other reasons for the observed outcomes. Alternative explanations should be considered in all outcome evaluations, whether formally or informally »(Use alternative

explanations to manage development of the evaluation design, 2020). Before extending this high-tech project, a total evaluation and analysation should be made. The danger and the issues of this system have to be fixed and controlled, such as the client satisfaction.

To conclude, hospitality managers should take into consideration these research. Technology is part of our daily life and it is improving with time, including it in hospitality slowly could upgrade the hospitality standards and the guest satisfaction. It is important to move with times and the technology improvement, while respecting the client privacy and protection.This project is dynamic and promising, it is evolving the hotel industry to high-tech standard and service.

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