

THE IMPORTANCE OF WEB CHECK-IN IN HOTELS

Danielle Eloiza Platen
Tiago Savi Mondo
Instituto Federal de Santa Catarina
Florianópolis – SC, Brasil

Technologies are increasingly present in people's daily lives, causing companies to seek solutions that attract more customers and improve their competitiveness. Thus, the web check-in arises in order to differentiate and improve the services, with quality in order to surprise the expectations of the guests. Therefore, this study aims to analyze the importance of web check-in in the view of hotel guests and managers. For the data collection, two quantitative surveys, descriptive, were carried out, where 38 responses from managers and 117 from guests were collected. With the research, it was possible to verify that according to the advantages and disadvantages that this tool offers, the main objective of the organizations is to serve the clients better and for the guests this to be surprised. That being said, the value of web check-in is in need of opening new horizons for businesses and positively surprising guests, making both satisfied.

KEY WORDS: *Managers, guest, technology, web check-in, hotels.*