STREAMLINING VACATION RENTAL ONBOARDING: AUTOMATION AND ITS BENEFITS

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ABSTRACT

The holiday rental industry has been revolutionized significantly by the implementation of automation technologies that aim to optimize the onboarding process of the guest and the host. Automation, in the form of software like property management software (PMS), automated check-in technology, dynamic pricing technology, and AI-based guest communication, has significantly improved operational efficiency, the quality of guest satisfaction, and revenue generation. However, despite the widespread use of automation solutions, there exists a definite research gap in understanding the overall impact of the technologies on host business, the guest experience, and the competitive dynamics of the industry. While research underlines the benefits of automation for lowering operating costs, improving guest experience through communications, and guest loyalty, only a few research studies have explored the use of emerging technologies such as machine learning, IoT, and blockchain on the onboarding process of holiday rentals. The trade-offs of automation and human touch, especially in guest authentication and customer support, are poorly defined. Privacy and data security concerns are also poorly researched despite greater use of automated systems with sensitive guest data. This study seeks to bridge these research gaps by analyzing the changing role of automation in vacation rental onboarding. It will explore how new technologies are transforming business operations, guest interaction, and competitive differentiation. It will also cover pitfalls of overdependence on automation and finding the right balance between technology solutions and human touch in delivering a seamless and personalized guest experience.

KEYWORDS: *Automation, Vacation Rental Onboarding, Guest Communication, Property Management Software, Dynamic Pricing, AI-Powered Systems, Guest Experience, Operational Efficiency, Machine Learning, IoT, Blockchain, Guest Verification, Customer Service, Data Security, Competitive Advantage, Personalized Experience.*