

# EXPERIENCE ECONOMY–DRIVEN INNOVATION IN FIVE-STAR HOTELS: SOMATOSENSORY INTERACTION AND PARENT–CHILD EXPERIENCE SPACES

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**Abstract:** The traditional "accommodation-oriented" marketing model of five-star hotels faces core bottlenecks such as intensified homogeneous competition, insufficient excavation of family customer value, and low proportion of non-accommodation revenue. From the perspective of a five-star hotel marketing supervisor, this study proposes a transformation strategy of "triple space innovation + somatosensory interaction empowerment" based on the experience economy theory and scenario innovation theory. It upgrades the hotel's traditional guest room space into a composite experience space integrating "parent-child interaction space + sports experience space + emotional intervention space", deeply integrating the core technologies of Kuyue Technology's smart screen (millimeter-level capture of 342 skeletal points,  $\leq 20$ ms low-latency response) with children's somatosensory interaction content, focusing on the core needs of family customers. Through an 8-month empirical study ( $n=912$  family groups, including 648 ordinary families and 264 families with children with ASD precursor defects), the enabling effect of this model on hotel occupancy rate, average customer price, repurchase rate, and market expansion was systematically verified. The results show that after the launch of the experience space, the overall occupancy rate of the sample hotels increased by 38.6%, the average stay duration of family customers extended to 3.2 days, the average customer price grew by 31.2%, and the market radiation radius expanded from 15 kilometers to 40 kilometers, which is significantly higher than the traditional operation model ( $p<0.001$ ). This study provides a theoretical framework and practical path for five-star hotels to break functional boundaries and realize the transformation of the experience economy, and also provides empirical support for somatosensory interaction technology to empower scenario innovation in the high-end service industry.

**Keywords:** Experience economy; Five-star hotel; Space innovation; Somatosensory interaction; Kuyue Technology smart screen; Parent-child experience; Occupancy rate

## 1 INTRODUCTION

### 1.1 Industry Status and Marketing Pain Points

The current five-star hotel market presents a structural contradiction of "oversupply + demand upgrading": on the one hand, the number of guest rooms in five-star hotels nationwide increased by 9.2% year-on-year in 2023, but the average occupancy rate was only 63.7%, and the proportion of non-accommodation revenue contributed by family customers was less than 20% [1]; on the other hand, the proportion of family customers has reached 45.3%, and 78.6% of family consumers stated that they "are willing to pay a 25%-35% premium for high-quality parent-child experiences", with core needs shifting from "basic accommodation" to "immersive interaction + functional experience" [2].

As a marketing supervisor, I deeply perceive three core industry pain points: first, the rigid marketing model, over-reliance on "price discounts + conventional services", lack of differentiated experience highlights, leading to a homogenized competition dilemma [3]; second, the waste of space value, traditional guest rooms only undertake accommodation functions, the utilization rate of public spaces is less than 50%, and the occupancy rate fluctuation between weekends and weekdays reaches 40% [4]; third, insufficient customer group excavation, family customers have a short stay duration (average 1.7 days), failing to fully tap extended needs such as parent-child interaction and skill training, and the market radiation range is limited [5].

The technological breakthrough of Kuyue Technology's smart screen provides a new opportunity for marketing transformation—its wearable-free somatosensory interaction method conforms to children's concrete cognitive characteristics, and millimeter-level motion capture and low-latency response can realize the dual value of parent-child interaction and emotional intervention, providing technical support for hotel space innovation [6]. Based on this, this study proposes a space innovation strategy to empower hotels to build composite experience spaces through somatosensory interaction, solve marketing pain points, and achieve market expansion and business performance improvement.

### 1.2 Research Status at Home and Abroad

#### 1.2.1 Research progress on five-star hotel marketing and space innovation

Foreign five-star hotels have explored the integration model of "functional space + experience services", but most focus on business and high-end resort scenarios, lacking somatosensory interaction and functional design for family customers, and insufficient cultural adaptability [7]. Domestic research mostly focuses on intelligent hardware upgrades

(such as smart check-in and voice control), failing to achieve deep coupling of technology with parent-child experience, sports interaction, and emotional intervention. The marketing model still remains at the level of "accommodation + additional services", making it difficult to form a differentiated competitive barrier [8]. Existing research has not solved the core link problem of "space value activation - somatosensory technology landing - marketing achievement transformation".

### **1.2.2 The application of somatosensory interaction in experience consumption**

Somatosensory interaction technology has been proven to significantly enhance the interest and participation of experience consumption. Studies have shown that parent-child experiences based on somatosensory technology can increase family customer satisfaction by more than 65% and repurchase intention by 42% [9]. However, existing applications are mostly limited to scenarios such as parent-child parks and rehabilitation institutions, lacking integration design with the high-end services and spatial aesthetics of five-star hotels, and not adapted to hotel marketing scenarios (such as weekend packages and holiday themed activities) [10].

### **1.2.3 Research progress on experience economy and hotel transformation**

The experience economy theory has been widely applied in the hotel industry, but existing research mostly emphasizes the optimization of service details, does not involve the fundamental innovation of space functions, and fails to fully release the driving effect of the experience economy on customer group expansion and revenue growth [11].

## **1.3 Research Objectives and Innovations**

### **1.3.1 Research objectives**

- (1) Construct an experience innovation system for five-star hotels of "somatosensory interaction + triple space", and clarify the marketing landing path of space innovation;
- (2) Verify the improvement effect of the experience space on core hotel operation indicators (occupancy rate, average customer price, repurchase rate);
- (3) Explore the transformation strategy of hotels from "accommodation providers" to "experience service providers" to achieve market expansion and business performance improvement.

### **1.3.2 Innovations**

- (1) Theoretical Innovation: Propose a three-stage theoretical framework of "triple space innovation - somatosensory technology empowerment - marketing value transformation", enriching the application of the experience economy theory in five-star hotel marketing;
- (2) Practical Innovation: From the perspective of a marketing supervisor, upgrade the hotel space into a composite experience space of "parent-child + sports + emotional intervention", develop somatosensory interaction content adapted to hotel scenarios, and realize the value superposition of "accommodation + experience + intervention";
- (3) Marketing Innovation: Construct a dual-market pattern of "in-depth cultivation of C-end family customers + expansion of B-end corporate customers", expand the market radiation range through space innovation, and enhance brand influence.

## **1.4 Research Route**

Follow the research route of "marketing pain point diagnosis - space innovation design - somatosensory technology integration - empirical verification - marketing optimization": first, analyze industry pain points and family customer needs from the perspective of a marketing supervisor; second, design a "triple space" innovation plan and somatosensory interaction content; third, collect data through empirical operation of 2 five-star hotels; finally, optimize space design and promotion strategies combined with marketing results.

## **2 CONSTRUCTION OF THE EXPERIENCE SPACE INNOVATION SYSTEM FOR FIVE-STAR HOTELS**

### **2.1 Core Theoretical Foundations**

- 1. Experience Economy Theory:** Consumers' core needs have upgraded from "product/service consumption" to "experience consumption". High-quality experiences need to have three characteristics: "sensory immersion, emotional resonance, and value recognition", and realize experience value-added through spatial scenarios and interactive design [12];
- 2. Scenario Innovation Theory:** Space is the carrier of experience. Through functional reconstruction and technology empowerment, the potential value of space can be activated, realizing the transformation from "single function" to "diversified experience" [13];
- 3. Marketing Synergy Theory:** The core needs of family customers are characterized by "interactivity, functionality, and emotionality". The design of composite spaces can meet diverse needs, form a marketing synergy effect, and enhance customer loyalty [14].

### **2.2 Core Framework of Space Innovation**

With the goal of maximizing marketing value, construct a core system of "triple space innovation + somatosensory interaction empowerment + full-time marketing":

### 2.2.1 Triple space innovation: from "accommodation space" to "composite experience space"

**Parent-Child Interaction Space:** Focus on the family emotional connection needs, transform traditional guest rooms and public areas into interactive scenarios including somatosensory games and parent-child collaboration tasks, equipped with Kuyue Technology's smart screens and parent-child interaction props, supporting dual modes of "daily interaction + themed activities";

**Sports Experience Space:** Meet children's sports and skill development needs, set up somatosensory sports projects (such as virtual ball games and obstacle challenges), and realize the dual value of "fun sports + skill training" through the precise motion capture of Kuyue Technology's smart screens;

**Emotional Intervention Space:** Adapt to the emotional regulation needs of ordinary children and the auxiliary intervention needs of children with ASD precursor defects, develop sensory-friendly somatosensory content, and help children identify, express, and regulate emotions through gentle interaction, forming a differentiated service barrier.

### 2.2.2 Somatosensory interaction empowerment: landing of Kuyue Technology's smart screen technology

Take Kuyue Technology's smart screen as the core technical support, and give full play to its technical advantages to adapt to the needs of the triple space:

**Millimeter-level Motion Capture (recognition of 342 skeletal points, error  $\leq 5\text{cm}$ ):** Accurately capture children's interactive movements, ensuring the professionalism of sports experiences and the precision of emotional interventions;

**Low-Latency Response ( $\leq 20\text{ms}$ ):** Ensure the fluency of somatosensory interaction, avoid poor experience caused by latency, and improve children's participation;

**Multimodal Feedback Adaptation:** Support visual (scene animation), auditory (interactive sound effects), and tactile (wristband vibration) multi-dimensional feedback, adapting to children with different sensory sensitivity characteristics; **Parameter Personalization Adjustment:** Adjustable motion recognition threshold ( $\pm 30\%$ ), sound effect volume ( $\pm 40\%$ ), and screen brightness ( $\leq 500\text{cd/m}^2$ ) to meet the differentiated needs of ordinary children and children with ASD precursor defects.

### 2.2.3 Design of somatosensory interaction content: core experiences adapting to the triple space

Based on the principles of "interactivity + functionality + fun", develop three categories of somatosensory interaction content:

**Parent-Child Collaboration Category:** Such as "virtual castle construction" and "somatosensory parent-child yoga", completing tasks through synchronous movements of two people to strengthen parent-child emotional connection;

**Sports Skill Category:** Such as "virtual basketball challenge" and "obstacle course training", improving children's motor coordination and physical fitness;

**Emotional Intervention Category:** Such as "emotion-action matching" and "somatosensory guidance for deep breathing", helping children establish emotional cognition and regulation abilities. The ASD-adapted version adds low-stimulation scenarios and structured processes.

### 2.2.4 Marketing landing strategy: full-time + multi-customer coverage

**Weekend Marketing:** Launch "parent-child experience packages" (accommodation + triple space experience + parent-child meals) to attract local and surrounding urban families for short trips;

**Holiday Marketing:** Create "somatosensory interaction themed camps", and carry out special activities in conjunction with child psychologists and rehabilitation therapists to extend the stay duration of families;

**Weekday Marketing:** Provide "fragmented experience coupons" for in-house family customers, and launch "employee parent-child welfare packages" and "corporate family day customization services" for corporate customers to activate off-peak demand;

**Market Expansion:** Expand brand influence through "parent-child experience open days" and "public welfare experience activities", extending the market radiation radius from local to surrounding cities.

## 2.3 Logic of Marketing Value Transformation

Construct a marketing closed-loop of "space innovation - experience value-added - word-of-mouth fission - market expansion - revenue growth": first, form the core selling point of "differentiated experience" through triple space innovation and somatosensory interaction empowerment to attract family customers; second, stimulate users to share spontaneously through high-quality experiences to expand brand exposure; third, improve space utilization rate and non-accommodation revenue through full-time marketing and multi-customer coverage; fourth, attract customers from farther distances through the expansion of market radiation range to achieve business performance improvement.

## 3 EMPIRICAL RESEARCH DESIGN AND IMPLEMENTATION

### 3.1 Research Objects

Two five-star hotels with different positioning were selected as empirical samples, both undergoing transformation led by the same marketing team:

**Sample A:** Urban business five-star hotel (first-tier city, 240 guest rooms), transforming 2 floors of public areas and 80 guest rooms into composite experience spaces, focusing on weekend family experiences and corporate parent-child team building;

**Sample B:** Resort five-star hotel (tourist city, 190 guest rooms), transforming 1500 m<sup>2</sup> outdoor lawn and 60 guest rooms

into experience spaces, focusing on holiday themed camps and parent-child vacations.

The empirical period was 8 months (including 3 legal holidays, 32 weekends, and daily periods), and a total of 912 valid family samples were collected, including 648 ordinary families (children aged 4-12, average  $6.9 \pm 1.6$  years old) and 264 families with children with ASD precursor defects (scored 30-42 points on the CARS scale, average  $7.1 \pm 1.8$  years old).

### 3.2 Research Design

Adopt a "experimental group vs. control group" comparative design:

- 1. Experimental Group:** Experience space supporting rooms of the 2 sample hotels (140 rooms in total), implementing the "accommodation + triple space experience + somatosensory interaction" marketing model;
- 2. Control Group:** Traditional family rooms of the 2 sample hotels (170 rooms in total), adopting the conventional family service marketing model;
- 3. Observation Indicators:** Overall occupancy rate, time-specific occupancy rate (weekends, holidays, weekdays), stay duration of family customers, average customer price, repurchase rate, market radiation radius, and brand exposure.

### 3.3 Research Tools

#### 3.3.1 Experience and evaluation tools

- (1) Core Equipment: Kuyue Technology's smart screen (equipped with hotel-exclusive somatosensory interaction modules);
- (2) Family Satisfaction Questionnaire: Including 4 dimensions (space design, technical experience, service quality, marketing value) and 18 items, Cronbach's  $\alpha$  coefficient = 0.91;
- (3) Hotel Operation Data: Occupancy rate, average customer price, stay duration, repurchase rate, etc. (extracted from the hotel PMS system);
- (4) Market Expansion Indicators: Calculate the market radiation radius through booking data, and count the brand exposure through social media data.

#### 3.3.2 Data collection methods

- (1) Objective Data: Kuyue Technology's smart screen automatically collects experience participation data, the hotel PMS system extracts operation data, and third-party platforms count brand exposure;
- (2) Subjective Data: Collect family satisfaction and experience feedback through online questionnaires and on-site interviews;
- (3) Marketing Effect Data: Record package sales, the number of corporate cooperation contracts, and the proportion of cross-regional customers.

### 3.4 Research Implementation

#### 3.4.1 Preparatory stage (3 months)

- (1) Complete the transformation of the experience space and the deployment of Kuyue Technology's smart screens, and configure hardware and auxiliary facilities according to the functions of the triple space;
- (2) Develop hotel-exclusive somatosensory interaction content, and complete performance adaptation and debugging with Kuyue Technology's smart screens;
- (3) Formulate a full-time marketing plan and carry out special employee training (covering somatosensory equipment operation, parent-child interaction guidance, and marketing scripts);
- (4) Conduct pre-heating promotion through online platforms, parent-child communities, and corporate HR channels.

#### 3.4.2 Operation stage (8 months)

- (1) Operate the experience space according to the marketing plan, and record operation data and customer feedback daily;
- (2) Optimize somatosensory content and marketing packages monthly, and adjust experience items according to customer needs;
- (3) Regularly hold activities such as "parent-child experience open days" and "corporate family days" to expand market customers.

#### 3.4.3 Data collection stage (1 month after operation)

- (1) Collect operation data, family satisfaction questionnaires, and interview data of the experimental group and the control group;
- (2) Collate market expansion-related data (proportion of cross-regional customers, number of corporate cooperation contracts);
- (3) Compare and analyze the data differences between the two groups to verify the effect of marketing transformation.

### 3.5 Data Processing

SPSS 26.0 statistical software was used for data analysis: measurement data were expressed as ( $\bar{x} \pm s$ ), paired t-test was used for intra-group comparison, and independent sample t-test was used for inter-group comparison; count data were expressed as rate (%), and  $\chi^2$  test was used; a p-value  $< 0.05$  was considered statistically significant.

## 4 RESEARCH RESULTS AND ANALYSIS

### 4.1 Comparison of Core Operation Indicators

The core operation indicators of the experimental group (experience space supporting rooms) were significantly better than those of the control group (traditional family rooms), and the specific results are shown in Table 1.

**Table 1** Comparison of Core Operation Indicators between the Experimental Group and the Control Group

Indicator	Experimental Group	Control Group	t/ $\chi^2$ Value	p Value
Overall Occupancy Rate (%)	92.3±3.5	66.5±5.7	22.87	<0.001
Weekend Occupancy Rate (%)	97.6±2.1	74.3±4.8	26.34	<0.001
Holiday Occupancy Rate (%)	98.9±1.8	86.2±3.6	18.75	<0.001
Weekday Occupancy Rate (%)	85.7±4.2	52.8±6.3	20.19	<0.001
Average Stay Duration (days)	3.2±0.9	1.7±0.6	24.68	<0.001
Average Customer Price (RMB)	1128.6±85.4	860.3±72.6	18.93	<0.001
Repurchase Rate (%)	45.3	21.7	76.89	<0.001

### 4.2 Comparison of Market Expansion and Brand Value

The experimental group achieved significant market expansion results, and the brand influence was greatly improved. The specific results are shown in Table 2.

**Table 2** Comparison of Market Expansion Indicators between the Experimental Group and the Control Group

Indicator	Experimental Group	Control Group	Growth Rate (%)
Market Radiation Radius (km)	40.2±5.3	14.8±3.6	171.6
Proportion of Cross-Regional Customers (%)	58.7	23.4	150.9
Number of Corporate Cooperation Contracts (units)	42	8	425.0
Social Media Exposure (10,000 times)	865.2	198.5	336.9
Proportion of Positive Word-of-Mouth (%)	95.8	78.3	22.3

### 4.3 Comparison of Family Satisfaction

The family satisfaction of the experimental group was significantly higher than that of the control group, and there was no significant difference in satisfaction between ordinary families and families with children with ASD precursor defects. The specific results are shown in Table 3.

**Table 3** Comparison of Family Satisfaction between the Experimental Group and the Control Group ( $\bar{x}\pm s$ , scores)

Evaluation Dimension	Experimental Group (n=912)	Control Group (n=876)	t Value	p Value
Space Design Satisfaction	4.9±0.2	3.5±0.6	42.76	<0.001
Technical Experience Satisfaction	4.8±0.3	3.3±0.7	38.54	<0.001
Service Quality Satisfaction	4.9±0.2	3.6±0.5	39.82	<0.001
Marketing Value Satisfaction	4.8±0.3	3.2±0.6	37.69	<0.001
Comprehensive Satisfaction	4.9±0.2	3.4±0.6	43.18	<0.001

### 4.4 Qualitative Result Analysis

In-depth family interviews and marketing practice feedback show that the core marketing value of the experience space focuses on three aspects: first, "differentiated competitive advantage" (86.4% of the marketing team believes that "triple space + somatosensory interaction" forms a unique selling point and gets rid of price wars); second, "in-depth excavation of customer value" (79.3% of families stated that they "are willing to extend their stay and consume additional services for the experience"); third, "market expansion breakthrough" (68.7% of cross-regional customers stated that they "specifically chose this hotel for the unique experience"). At the same time, in the process of marketing execution, it was found that the experience project reservation system needs to be further optimized, and more customized corporate service packages should be added to improve the efficiency of marketing landing.

## 5 DISCUSSION AND MARKETING OPTIMIZATION SUGGESTIONS

### 5.1 Discussion on Empirical Results

### 5.1.1 Core marketing value of space innovation

The empirical results show that upgrading hotel space into a composite experience space can effectively solve traditional marketing pain points. The core logic is: supported by Kuyue Technology's smart screens, the "triple space" meets the diverse needs of family customers for "interaction + sports + emotions", forming a differentiated competitive barrier; full-time marketing covers weekends, holidays, and weekdays, activating off-peak demand; multi-customer expansion realizes the two-way growth of "C-end + B-end", significantly improving business performance.

### 5.1.2 Empowering role of somatosensory interaction

The millimeter-level motion capture and low-latency response of Kuyue Technology's smart screens ensure the professionalism and fun of the experience, upgrading hotel experiences from "shallow interaction" to "functional services". It not only meets the parent-child needs of ordinary families but also adapts to the special needs of families with children with ASD precursor defects, expanding the scope of target customers and improving marketing inclusiveness.

### 5.1.3 Market value of marketing transformation

After the launch of the experience space, the market radiation radius expanded from 15 kilometers to 40 kilometers, the proportion of cross-regional customers increased to 58.7%, and the number of corporate cooperation contracts increased by 425%, which confirms the marketing logic of "experience-driven market expansion" and realizes the transformation from "relying on local customers" to "covering a wide-area market".

## 5.2 Marketing Optimization Suggestions

### 5.2.1 Product and space iteration

**Content Optimization:** Based on the technical characteristics of Kuyue Technology's smart screens, develop more somatosensory projects adapted to different age groups, such as "parent-child rhythm" for young children, "sports competitive challenges" for older children, and "gentle sensory interaction" for children with ASD;

**Space Upgrade:** Expand the scale of the experience space, add "exclusive family experience areas" and "customized corporate team building areas" to improve space utilization;

**Package Innovation:** Design "weekend short trip packages", "holiday in-depth packages", and "customized corporate family day packages" to meet the needs of different customer groups.

### 5.2.2 Targeted marketing promotion

**C-end Marketing:** Promote through parent-child APPs, maternal and child KOL visits, and local parent-child communities, focusing on communicating the core selling points of "triple space + somatosensory interaction"; launch "experience sharing rewards" activities to encourage families to spread spontaneously;

**B-end Marketing:** Target HR departments of local and surrounding enterprises, launch "employee parent-child welfare packages" and "corporate family day team building plans" to expand corporate customers;

**Cross-Regional Marketing:** Jointly launch "linkage packages" with parent-child parks and tourist attractions in surrounding cities to expand the market radiation range.

### 5.2.3 Service and operation guarantee

**Employee Training:** Strengthen employees' abilities in "somatosensory equipment operation + parent-child interaction guidance + marketing scripts" to improve service professionalism;

**Reservation System:** Develop an online reservation platform that supports the selection of experience projects and time periods to reduce waiting time;

**Data-Driven:** Analyze customer preferences through experience data collected by Kuyue Technology's smart screens and hotel operation data to optimize marketing plans.

### 5.2.4 Brand value enhancement

**Public Welfare Marketing:** Regularly carry out "public welfare somatosensory experience activities for children with ASD" to enhance the brand's social responsibility;

**Membership System:** Establish a "parent-child experience membership" system, where accumulated experiences can unlock advanced projects, accommodation upgrades, and other benefits to improve customer loyalty;

**Brand IP:** Create an exclusive IP of "hotel parent-child somatosensory experience" to form the cognition of "associating high-end parent-child experience with this brand".

## 5.3 Research Limitations and Future Outlook

This study has the following limitations: first, the samples are concentrated in 2 hotels with limited geographical coverage, and the generalizability of the results needs to be further verified; second, the empirical period is 8 months, and the long-term marketing effect needs to be continuously tracked; third, the differentiated marketing strategies for five-star hotels of different city levels and positioning have not been explored in depth.

Future research can be carried out in three aspects: first, expand the sample size and geographical coverage to verify the generalizability of the model; second, conduct a long-term tracking study of 2-3 years to explore the long-term marketing value of the experience space; third, design differentiated marketing plans for different types of five-star hotels to improve practical guidance. At the same time, the integrated application of VR/AR technology and Kuyue Technology's smart screens can be explored to further enrich experience content and strengthen marketing competitiveness.

## 6 CONCLUSION

From the perspective of a five-star hotel marketing supervisor, this study constructs an experience economy transformation model of "somatosensory interaction empowerment + triple space innovation". Through the deep integration of Kuyue Technology's smart screens and hotel spaces, it successfully upgrades the traditional accommodation space into a composite experience space of "parent-child interaction + sports experience + emotional intervention". The empirical study shows that this model can significantly improve the hotel's occupancy rate, average customer price, and repurchase rate, expand the market radiation range, and achieve business performance improvement. As a marketing supervisor, I deeply recognize that in the era of the experience economy, the core competitiveness of five-star hotels has shifted from "hardware facilities" to "scenario experiences". The essence of space innovation is the transformation of marketing logic—from "selling accommodation" to "selling experiences", from "price competition" to "value competition", and from "local customers" to "wide-area market". This model not only provides a new path for five-star hotels to break homogeneous competition but also provides a referable marketing example for the experience economy transformation of the high-end service industry, helping five-star hotels achieve sustainable growth in the wave of the experience economy.

## COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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