

METHOD AND DEVICE FOR PROVIDING ACCOMMODATION SERVICE
MANAGEMENT SYSTEM

BACKGROUND

5 **1. Field**

[0001] The present invention relates to a method and device for providing an accommodation service management system performed by a server.

2. Description of the Related Art

10 **[0002]** Recently, untact services that minimize contact between humans are spreading throughout society. In particular, untact services are becoming more important as the problem of human virus infection between humans emerges worldwide.

15 **[0003]** This is not an exception to an accommodation business such as hotels and resorts. Rather, the collapse of the existing accommodation business using direct contact is in progress. Therefore, from the perspective of accommodation companies, additional marketing is urgent to attract customers and an accommodation service operation solution is required to manage customers. From the perspective of customers, there is a need for a system that can easily obtain information about suitable accommodation services and
20 make reservations online.

[0004] In such a situation, several accommodation brokerage platforms have recently been formed, but are mainly for hotels, and the average commission is as high as 15-20%, which makes it difficult for small- and medium-sized accommodation companies to adopt such accommodation

brokerage platforms. In addition, as untact service markets expand, small- and medium-sized accommodation companies may be further eliminated due to the stronghold and advertisement of large-sized accommodation companies. In order to solve this problem, effective marketing techniques are being devised.

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SUMMARY OF THE INVENTION

[0005] The present invention aims to provide an accommodation company with a management system capable of comprehensively managing a customer's reservation and provide convenience for customers to easily check
10 accommodation service information. In addition, the present invention aims to induce efficient marketing by collecting and analyzing customer information and reservation information and additionally providing the analyzed data to accommodation companies.

[0006] According to an exemplary embodiment of the present invention, a
15 method for providing an accommodation service management system, which is performed by a server, includes: (a) providing an accommodation company terminal with a user interface related to accommodation service management; (b) providing the accommodation company terminal with a preset interface capable of accommodation information and reservation information according to
20 a certain input from the accommodation company terminal to the user interface; (c) providing a customer terminal with a text message for guiding the accommodation service at a preset time based on the input reservation information; and (d) collecting customer information of customers using the accommodation service, analyzing a main marketing target of the

accommodation company based on the customer information, and providing an analysis result to the accommodation company terminal, wherein the customer information includes information about at least one of inflow rate, inflow route, access time, payment amount, and business type by residence, gender, and
5 age group.

[0007] According to an exemplary embodiment of the present invention, the step (a) may include providing the accommodation company terminal with an Internet page that allows the accommodation company to configure and operate certain content related to the accommodation service through the
10 accommodation company terminal, and the Internet page includes a plurality of subpages according to the content, and when a certain additional payment is made, the Internet page is provided to the accommodation company terminal in a state in which the content is preconfigured.

[0008] According to an exemplary embodiment of the present invention, in
15 the step (b), a reservation interface for inputting the reservation information may include a reservation creation menu configured in a calendar form, and when the accommodation company terminal inputs a request for a reservation prevention function in the reservation creation menu, it may be set so that a reservation is not impossible for an accommodation product and date
20 corresponding to the input of the reservation prevention function when the customer terminal makes a reservation.

[0009] According to an exemplary embodiment of the present invention, the step (c) may include: providing the accommodation company terminal with a text message interface for setting a text message form; and receiving, from the

accommodation company terminal, automatic text message transmission time information and accommodation reference information to be referenced upon accommodation rental, according to the text message format set by the accommodation company terminal, and the accommodation reference
5 information may be automatically transmitted to the customer terminal at a preset time stored in the automatic text message transmission time information.

[0010] According to an exemplary embodiment of the present invention, the method may further include: providing the accommodation company terminal with an accommodation guide providing interface capable of setting elements of
10 a platform capable of providing certain accommodation guide information in the accommodation service; and generating a platform including contents input by the accommodation company terminal as an input of a field value required in the accommodation guide providing interface of the accommodation company terminal is completed.

[0011] According to an exemplary embodiment of the present invention, the elements of the platform may include a platform name, a representative image, a platform support language, accommodation product information, a check-in/check-out interface and accommodation telephone, a map, a message-related interface, and the platform may refer to an Internet page to which a
20 unique uniform resource locator (URL) is assigned for each customer.

[0012] According to an exemplary embodiment of the present invention, the step (d) may include: (d-1) selecting an influencer associated with the marketing target based on the customer information and characteristics of the analyzed marketing target, and matching the accommodation company; (d-2) respectively

recommending the influencer and the accommodation company to the accommodation company terminal and the influencer terminal according to the matching result; (d-3) extracting reservation information of a customer introduced through influencer marketing performed based on the recommendation; and (d-4) providing the accommodation company terminal and the influencer terminal with a real-time settlement interface of a preset commission based on the reservation information, and the influencer may be a user who has an independent SNS channel and more than a preset number of followers with respect to the SNS channel.

10 **[0013]** According to an exemplary embodiment of the present invention, the method may further include, before the step (d-1), collecting and analyzing influencer information of a preset criterion, wherein the influencer information may include at least one of a content type, the number of content, a subscriber residence, a subscriber gender ratio, a subscriber age group, the number of subscribers, and the number of times the content is used.

[0014] According to an exemplary embodiment of the present invention, the step (d-1) may include performing an operation of assigning a certain weight to the influencer when the influencer information is compared with the accommodation information and the customer information and the matched information is within a preset range.

20 **[0015]** According to an exemplary embodiment of the present invention, the method may further include: when the accommodation company terminal sets and inputs a certain marketing range among accommodation products of the accommodation company, receiving the input and providing the input to the

influencer terminal; and analyzing and statisticalizing customer information and reservation information introduced through the influencer marketing, and providing the statistical information to the accommodation company terminal, wherein the marketing range may include a range of a price and a room type
5 held by the accommodation company, and the customer information introduced through the influencer marketing may be collected based on a recommendation code corresponding to the influencer input by the customer terminal at the time of reservation or URL information including an identifier of the influencer.

[0016] According to an exemplary embodiment of the present invention, a
10 device for providing an accommodation service management system, includes: a memory storing a program for performing a method for providing the accommodation service management system; and a processor for executing the program, wherein the program is executed to cause the processor to:
provide an accommodation company terminal with a user interface related to
15 accommodation service management; provide the accommodation company terminal with a preset interface capable of inputting accommodation information and reservation information according to a certain input from the accommodation company terminal to the user interface; provide a customer terminal with a text message for guiding the accommodation service at a preset
20 time based on the input reservation information; and collect customer information of customers using the accommodation service, analyze a main marketing target of the accommodation company based on the customer information, and provide an analysis result to the accommodation company terminal, wherein the customer information includes information about at least

one of inflow rate, inflow route, access time, payment amount, and business type by residence, gender, and age group.

BRIEF DESCRIPTION OF THE DRAWINGS

5 **[0017]** FIG. 1 is a configuration diagram of a device for providing an accommodation service management system according to an exemplary embodiment of the present invention.

[0018] FIG. 2 is a flowchart of a method for providing an accommodation service management system according to an exemplary embodiment of the
10 present invention.

[0019] FIG. 3 is an exemplary diagram illustrating the input of reservation information in a user interface according to an exemplary embodiment of the present invention.

[0020] FIG. 4 is an exemplary diagram of a text message interface
15 according to an exemplary embodiment of the present invention.

[0021] FIG. 5 is an exemplary diagram of an accommodation guide providing interface according to an exemplary embodiment of the present invention.

[0022] FIG. 6 is a flowchart of a method for providing influencer marketing
20 according to an exemplary embodiment of the present invention.

DETAILED DESCRIPTION OF THE EMBODIMENTS

[0023] Hereinafter, exemplary embodiments of the present invention will be described in detail with reference to the accompanying drawings so that the

present invention may be easily carried out by those of ordinary skill in the art. However, the present invention may be embodied in many different forms and is not limited to the exemplary embodiments of the present invention described herein. Also, in order to clearly describe the present invention, parts having no
5 relation to the description are omitted, and like reference numerals are assigned to like elements throughout the specification.

[0024] It will be understood that when a region is referred to as being "connected to" or "coupled to" another region, it may be directly connected or coupled to the other region or intervening regions may be present. It will be
10 understood that the terms "comprise," "include," or "have" as used herein specify the presence of stated elements, but do not preclude the presence or addition of one or more other elements.

[0025] A "user terminal" mentioned below may be implemented as a computer or portable terminal capable of accessing a server or other terminal
15 via a network. Examples of the computer may include a notebook, a desktop, a laptop, and a VR HMD (for example, HTC VIVE, Oculus Rift, GearVR, DayDream, PSVR, etc.), which are equipped with a web browser. The VR HMD includes a PC model (for example, HTC VIVE, Oculus Rift, FOVE, Deepon, etc.), a mobile model (for example, GearVR, DayDream, Stormscape,
20 Google Cardboard, etc.), and a stand alone model implemented independently of console (PSVR) (for example, Deepon, PICO, etc.). The portable terminal is, for example, a wireless communication device that ensures portability and mobility, and may include a smart phone, a tablet PC, a wearable device, and various devices mounted with a communication module such as Bluetooth (BLE,

Bluetooth Low Energy), NFC, RFID, ultrasound, infrared, Wi-Fi, and LiFi. In addition, the "network" refers to a connection structure that enables information exchange between nodes such as terminals and servers, and includes a local area network (LAN), a wide area network (WAN), the Internet (WWW: World Wide Web), a wired/wireless data communication network, a telephone network, and a wired/wireless television communication network. Examples of the wireless data communication network include 3G, 4G, 5G, 3rd Generation Partnership Project (3GPP), Long Term Evolution (LTE), World Interoperability for Microwave Access (WIMAX), Wi-Fi, Bluetooth communication, infrared communication, ultrasonic communication, Visible Light Communication (VLC), and LiFi, but the present invention is not limited thereto.

[0026] In the present specification, some operations or functions described as being performed by the terminal or the device may be performed instead by the server connected to the terminal or the device. Likewise, some operations or functions described as being performed by the server may also be performed by the terminal or the device connected to the server.

[0027] Hereinafter, exemplary embodiments of the present invention will be described in detail with reference to the accompanying drawings.

[0028] FIG. 1 is a configuration diagram of a device for providing an accommodation service management system according to an exemplary embodiment of the present invention.

[0029] Referring to FIG. 1, a system according to an exemplary embodiment of the present invention includes a server 100 that performs an overall process for providing an accommodation service management system,

and an accommodation company terminal 101 that is an operating subject of the accommodation service management system. In addition, according to an exemplary embodiment, the system may include a customer terminal 102 that receives an accommodation service, and an influencer terminal 103.

5 **[0030]** FIG. 2 is a flowchart of a method for providing an accommodation service management system according to an exemplary embodiment of the present invention.

[0031] First, in step S210, the server 100 may provide the accommodation company terminal 101 with a web or an application service in which a user
10 interface 300 related to accommodation service management is configured. That is, the accommodation company may comprehensively manage the accommodation service using the user interface 300.

[0032] In addition, the server 100 may provide the accommodation company terminal 101 with an Internet page that allows the accommodation
15 company to configure and operate certain content related to the accommodation service. The Internet page may include a plurality of subpages according to the configured content. That is, a homepage capable of configuring the contents of the accommodation service, introduction of the accommodation company, product information, accommodation information,
20 reservation platform, and the like may be provided to the accommodation company, and the customers may request product reservations through the homepage.

[0033] On the other hand, when a certain additional payment is made according to a type of a management system product provided to the

accommodation company terminal 101, the server 100 may provide an Internet page in a state in which content capable of sufficiently performing the accommodation service is preconfigured. That is, the homepage completed corresponding to the accommodation company may be provided. Since the
5 Internet page is managed by the server 100, it is possible to provide the basis for operation to small- and medium-sized accommodation companies that have difficulty in building a separate server for operating a homepage.

[0034] According to a further exemplary embodiment, based on a certain contract with a specific surrounding facility, the server 100 may configure a link
10 or a banner for the surrounding facility on the provided Internet page. For example, a customer who uses an accommodation facility for travel purposes may need other information such as observation facilities, leisure sports facilities, and restaurants, which are located around the accommodation facility. In this case, necessary information is provided to the customer, and additional
15 marketing effects may be given to the accommodation company by interworking with the surrounding facilities.

[0035] In step S220, when a click of a menu configured in the user interface 300 is received from the accommodation company terminal 101, the server 100 may provide the accommodation company terminal 101 with a preset input
20 interface through which accommodation information and reservation information may be input. Details will be described later.

[0036] In step S230, the server 100 may provide an accommodation service guide text message to the customer terminal 102 at a preset time based on input reservation information for each customer. For example, the

customer may easily check, through the provided text message, whether the reservation has been made well for the time and accommodation product selected by the customer, or whether the reservation has been successfully canceled. In addition, the customer may be guided by receiving information
5 about accommodation reference information necessary for accommodation rental at an appropriate time. On the other hand, the accommodation company terminal 101 may generate a certain text message form using a text message interface provided by the server 100, which will be described later.

[0037] In step S240, the server 100 may analyze a main marketing target
10 and provide the analysis result to the accommodation company terminal 101. Specifically, the server 100 may collect customer information of the customer using the accommodation service, store the collected customer information in a cloud or the like, and perform numerical analysis according to a preset criterion. The customer information may include information about at least one of inflow
15 rate, inflow route, access time, payment amount, and business type by residence, gender, and age group, but is not limited thereto. Thereafter, based on the analyzed data, a marketing target for each preset category may be selected, and a more specific target may be formed as the scope is limited according to the situation. For example, statistical data of the inflow rate of
20 customers by residence, gender, and age group is visualized and provided, and the marketing range is limited by extracting the highest section for each criterion. Thereafter, the limited marketing range may be subdivided according to preset periods such as normal, holidays, seasonal vacation period, festival period, and vacation, and the main target corresponding to each classified marketing range

may be set and provided to the accommodation company terminal 101. Based on the main marketing target provided for each period, an accommodation company operator may maximize the marketing effect by launching related promotional materials on the accommodation company's homepage or posting
5 the accommodation company's advertisement on a route that is easily accessible to the main target.

[0038] Hereinafter, details of the user interface 300 according to an exemplary embodiment of the present invention will be described with reference to FIGS. 3 to 5.

10 **[0039]** FIG. 3 is an exemplary diagram illustrating the input of reservation information in the user interface according to an exemplary embodiment of the present invention.

[0040] Referring to the upper part of FIG. 3, an example of the menu configured in the user interface 300 is illustrated. For example, the first page
15 of the web or the application service provided by the server 100 may be configured as a home screen. The home screen may be configured with general company information and reservation and sales information of the accommodation company, and may include a real-time chatting interface and a search interface for searching the subscriber's name and contact information.

20 **[0041]** When a click of a setting menu of the accommodation company terminal 101 is received, the server 100 may provide an interface capable of inputting accommodation information to the accommodation company terminal 101. For example, the accommodation information may include basic information such as the name, type, and address of the accommodation, the

room type and the number of rooms of the accommodation, pictures of the rooms, the number of people to be accommodated, convenience facilities, and nearby attractions. In addition, the accommodation company operator may input, through the accommodation company terminal 101, price information
5 such as basic price by room type, season price, or daily price, deposit information such as an account holder, an account number, a bank name, or payment method, and the like.

[0042] According to a further exemplary embodiment, while inputting the room type among the pieces of accommodation information, the
10 accommodation company terminal 101 may separately set a gender of a customer targeted for the corresponding room type, or may set whether to prevent mixed-stays for the corresponding room type.

[0043] In addition, referring to FIG. 3, when the accommodation company terminal 101 clicks an assignment calendar menu, the accommodation
15 company terminal 101 may be provided with a reservation interface capable of inputting reservation information. The reservation interface may include a reservation creation menu configured in a calendar form. For example, a table in which a vertical axis is each room according to the type of room held and a horizontal axis is a date may be configured in the reservation interface. The
20 accommodation company terminal 101 may create a reservation by clicking a certain zone of the table based on the information about the previously concluded reservation. When the reservation has been made from a specific time on a corresponding date to a specific time on another date, the reservation may be easily created through drag input, and multiple reservations may be

simultaneously created through an operation of a certain input device. A reserved zone 301 may display a corresponding customer name with a different color.

[0044] On the other hand, when the accommodation company terminal 101
5 inputs a request for a reservation prevention function in the reservation creation menu, it is possible to perform setting so that the user cannot make a reservation for the accommodation product and date corresponding to the input. For example, the short-term or long-term schedule of the accommodation company may be planned in advance. For example, remodeling may be
10 scheduled at a specific time, or there are regular events for a specific accommodation product. The accommodation company operator uses the reservation prevention function to make a place blocking mark 302 in a zone corresponding to the schedule, thereby prevent the inconvenience of having to check one by one and having to unintentionally notify the customer of
15 reservation cancellation.

[0045] In addition, referring to Figure 3, the server 100 may provide an additional interface for inputting or changing more specific reservation information according to an input for reservation in the reservation interface of the accommodation company terminal 101 or a certain click in the reserved
20 zone 301. The specific reservation information may include subscriber information, payment information, reservation status, reservation date, assignment information, reservation inflow route, check-in/check-out status, special details, breakfast selection, and the like, but is not limited thereto.

[0046] According to a further exemplary embodiment, the accommodation

company terminal 101 may check an entire reservation history in time series on a screen provided by clicking a reservation list menu in the user interface 300, and may cancel or change reservations by selecting single or multiple reservations. Of course, the changed reservation status may be applied to the reservation creation menu configured in a calendar form. In addition, the server 100 may generate an entire reservation history or a reservation history classified under certain conditions as a certain document file according to the input of the accommodation company terminal 101 in the reservation list menu, and may provide the certain document file to the accommodation company terminal 101.

[0047] As such, the accommodation company may conveniently and accurately manage the reservation through the interface related to the accommodation reservation provided by the server 100.

[0048] FIG. 4 is an exemplary diagram of a text message interface according to an exemplary embodiment of the present invention.

[0049] Referring to FIG. 4, the server 100 may provide a text message interface capable of generating a text message form to the accommodation company terminal 101 according to an input of an SMS service menu in the user interface 300 of the accommodation company terminal 101. The text message form may be classified and created according to various criteria desired by the accommodation company, for example, by customer, by room type, by reservation status, by specific event, by period, and the like. Of course, the text message includes short message service (SMS), long message service (LMS), multimedia message service (MMS), PUSH, and the like, and is

not restricted by a format.

[0050] Thereafter, the accommodation company terminal 101 may configure the content of the text message to be transmitted to the customer terminal 102 using the text message interface. That is, accommodation
5 reference information that the customer should refer to upon accommodation rental may be input to the server 100. Referring to FIG. 4, the text message interface may include, for example, a form title input item, a basic phrase and an accommodation reference information input item 402 for a corresponding form, a reservation information phrase generation item 401, an automatic
10 transmission time setting item 403, a calling target setting item, and an automatic call activation/deactivation setting item, and the like. First, when there is a click of the reservation information phrase generation item 401 of the accommodation company terminal 101 after the content is input to the message input item 402, a customer-specific reservation information phrase
15 corresponding thereto may be automatically generated and may be additionally configured in the message input item 402. The reservation information phrase may include uniform resource locator (URL) information of a platform capable of providing accommodation guide information to be described later. In addition, the accommodation company terminal 101 may set the time when the text
20 message including the accommodation reference information is to be transmitted, through the automatic transmission time setting item 403.

[0051] The server 100 may generate a text message form by receiving and storing information input to the text message interface by the accommodation company terminal 101. Thereafter, the server 100 may automatically transmit

the corresponding text message to the customer terminal 102 at a preset time according to the stored automatic transmission time information. In addition, the server 100 may receive a text message form selection input from the accommodation company terminal 101 according to the activation or
5 deactivation of the automatic transmission set through the text message interface, and may manually transmit the text message form selection input to the customer terminal 102 at that time.

[0052] FIG. 5 is an exemplary diagram of an accommodation guide providing interface according to an exemplary embodiment of the present
10 invention.

[0053] The accommodation company may perform an efficient untact accommodation service by providing a customer with an unmanned platform 502 according to an exemplary embodiment of the present invention according to the time when the untact service is activated.

[0054] Specifically, the server 100 may provide the accommodation company terminal 101 with an accommodation guide providing interface 501 capable of setting elements of the platform 502 capable of providing a certain accommodation guide within the accommodation service of the accommodation company terminal. The accommodation company terminal 101 may configure
15 the platform 502 by inputting a field value requested in the accommodation guide providing interface 501.
20

[0055] For example, the accommodation company operator may set a basic language and a platform support language through the accommodation company terminal 101. In this manner, the customer may use the platform 502

in at least one or more languages among the set supported languages. In addition, the accommodation company terminal 101 may set accommodation product information to be displayed on the platform 502 and a certain customer interface that the customer may use in the accommodation service. FIG. 5 illustrates tabs for setting field values of accommodation product information, such as accommodation locations, nearby attractions, convenience facilities, and accommodation rules, and tabs for setting a customer interface, such as check-in, check-out, and Wi-Fi setting.

[0056] Thereafter, the server 100 may generate the platform 502 including the contents input by the accommodation company terminal 101, based on the accommodation information input by the accommodation company terminal 101. The generated platform 502 may be in the form of an Internet page to which a unique URL is assigned to each customer. For example, the URL may include an identifier corresponding to the customer. That is, after the customer accesses the server 100 by inputting the corresponding URL through the customer terminal 102, the user may receive an independent Internet page from the server 100. Of course, the Internet page may include a plurality of subpages according to the elements of the platform 502.

[0057] Referring to FIG. 5, the elements constituting the platform 502 may include a platform name, a representative image, a platform support language, accommodation product information, a check-in/check-out interface and accommodation telephone, a map, and a message-related interface according to the input of the accommodation company terminal 101 to the accommodation guide providing interface 501, but is not limited thereto. For example, the

customer may easily request a check-out through a check-out interface in the platform 502 provided upon check-out, and the server 100 may perform a check-out by receiving and providing the request to the accommodation company terminal 101.

5 **[0058]** According to a further exemplary embodiment, in the case of an accommodation facility where various additional services such as room service are provided, the accommodation company terminal 101 may input a field value corresponding to each additional service, and the customer may receive the additional service at any time through an additional service interface in the
10 platform 502. In addition, when additional payment is requested for a service performed through a customer interface in the platform 502, the server 100 may configure a payment interface corresponding thereto in the platform 502 and provide the payment interface to the customer terminal 102.

15 **[0059]** According to a further exemplary embodiment, the server 100 may configure a link or a banner related to nearby attractions or convenience facilities in the platform 502 and provide the link or the banner. The link or the banner may be included in accommodation information input by the accommodation company terminal 101, and may be provided by the server 100 itself based on a certain contract with surrounding facilities. For example, a
20 customer who has considered using leisure sports facilities around the accommodation may conveniently obtain information or make a reservation through the provided platform 502.

[0060] Hereinafter, a method for providing marketing through an influencer according to an exemplary embodiment of the present invention will be

described.

[0061] FIG. 6 is a flowchart of a method for providing influencer marketing according to an exemplary embodiment of the present invention.

[0062] Referring to FIG. 6, in step S601, the server 100 may collect,
5 analyze, and store influencer information about an influencer of a preset criterion. The influencer refers to a user who has an independent SNS channel and more than a preset number of followers (= subscribers) with respect to the channel and has a certain influence on society, especially online.

[0063] For example, the server 100 may set a threshold number of
10 followers for determining big influencers having a very large influence on the public. When the influencer to be collected has more than the threshold number of followers, relevant influencer information may be collected regardless of the location or time. In addition, in relation to recent issues, trends, or the like, when the number of exposures to a preset online medium for a certain
15 period is grasped and the number is greater than or equal to a threshold value, relevant influencer information may be collected. In addition, after a certain keyword is extracted based on the accommodation information received from the accommodation company terminal 101, a search may be performed according to the keyword to collect influencer information corresponding to the
20 keyword. Furthermore, an influencer may be searched based on the marketing target analyzed in step S240, and when there is a missing part in the previously collected influencer information, influencer information corresponding to the missing part may be additionally collected.

[0064] On the other hand, the influencer information may include at least

one of a content type, the number of content, a subscriber residence, a subscriber gender ratio, a subscriber age group, the number of subscribers, and the number of times the content is used, but is not limited thereto. The server 100 may analyze and store a preset category according to the information.

5 **[0065]** In step S602, the server 100 may select an influencer associated with the marketing target and match the selected influencer with the accommodation company, based on customer information of the accommodation company and the analyzed characteristics of the marketing target.

10 **[0066]** For example, when the influencer information is compared with the accommodation information and the customer information of the accommodation company and the matched information is within a preset range, the server 100 may perform an operation of assigning a certain weight to the relevant influencer.

15 **[0067]** Specifically, for example, the server 100 may analyze the customer information to identify a main age group of customers who use the accommodation service, identify and compare a main age group of each influencer subscriber, and assign weights to influencers whose corresponding age group is within a preset range. In addition, the server 100 may identify an
20 accommodation location and a main residence of the customers, identify and compare the influencer's residence, main activity and content production place, and the like, and assign weights to influencers whose corresponding places are within a preset range. As such, when similar types of information are compared and a criterion is satisfied, the operation of assigning weights is

performed, thereby selecting an influencer having a highest score or a certain threshold score or more.

[0068] In addition, each marketing target analyzed in step S240 may be considered. Marketing target information may be used in the step of assigning weights. After the weight calculation is finished and the certain influencer is selected, the selected influencer may be classified by performing an additional comparison with information of each marketing target. As described above, since the marketing target may have various categories or ranges, influencers corresponding thereto may also be selected and matched in various ways.

[0069] On the other hand, as the method for matching the accommodation company and the influencer, the exemplary embodiment of the method for calculating weights by comparing the corresponding information has been introduced, but the present invention is not limited thereto, and various formats may be adopted.

[0070] In step S603, the server 100 may recommend the influencer and the accommodation company to the accommodation company terminal 101 and the influencer terminal 103, respectively, according to the matched result. The recommending method is not limited. For example, the server 100 may generate a certain influencer marketing platform that connects the accommodation company and the influencer, and may provides the certain influencer marketing platform to each terminal.

[0071] According to a further exemplary embodiment, information about a plurality of accommodation companies and influencers, which is held by the server 100, may be introduced on the influencer marketing platform. The

accommodation companies may browse information about various influencers through the influencer marketing platform. Apart from the server 100 recommending the influencer, it is possible to attempt to contact a desired influencer through a certain connection interface configured in the platform. Of course, the influencer may also search information about various accommodation companies and select a desired accommodation company separately from the matching of the server 100.

[0072] Matched influencers may promote the accommodation company itself. However, according to an exemplary embodiment of the present invention, in step S604, the accommodation company terminal 101 may set and input a certain influencer marketing range among accommodation products, and the server 100 may receive and provide the certain influencer marketing range to the influencer terminal 103. That is, the accommodation company may assign a price range and a room type to be marketed to an influencer. In this manner, the accommodation company may appeal a key product to customers, and may obtain an effect of minimizing the commission burden of influencer marketing.

[0073] In step S605, the server 100 may extract reservation information of the customer introduced through the influencer marketing. That is, the server 100 may perform certain user tracking to identify a customer who has accessed the accommodation company or make a reservation through the influencer marketing.

[0074] For example, the influencer may configure a link or a banner of an accommodation company on his/her SNS channel, and a corresponding URL

may include a corresponding influencer identifier. When the customer clicks the URL through the customer terminal 102 and visits an accommodation company site, the server 100 may check the influencer identifier to identify the inflow path of the customer. Furthermore, the accommodation company site

5 may include a product introduction page, a reservation page, a reservation completion page, a payment page, and the like. Each sub-URL corresponding thereto may be configured, and each sub-URL may also include an influencer identifier. That is, the server 100 may track a webpage traffic of the customer terminal 102 connected to the server 100. Therefore, the server 100 may

10 check whether the customer has completed the reservation through the influencer marketing. In addition, it is possible to check whether the reservation has been made for the room type assigned to the influencer or the reservation has been for other products. In this manner, the server 100 may track the activities of customers that have been introduced through the

15 influencer marketing, and may information such as accommodation products that customers are interested in, accommodation products for which reservations have been completed, and whether the accommodation product is in the range assigned to influencers. The collected information may be used to determine commissions to be paid to the influencers in the future.

20 **[0075]** As another example, the influencers may promote accommodation companies on SNS channels or produced content and disclose preset recommendation codes, and the customer may input the recommendation code through the customer terminal 102 when making a reservation. Thereafter, the server 100 may identify the input recommendation code. In this manner, it is

possible to determine whether the corresponding reservation has been made by the influencer marketing and to collect reservation information.

[0076] In step S606, the server 100 may provide the accommodation company terminal 101 and the influencer terminal 103 with a real-time
5 settlement interface of a preset commission based on the reservation information through the influencer marketing. For example, the settlement interface may be configured in the influencer marketing platform. The accommodation company and the influencer may use the settlement interface to set the commission to be automatically paid when the reservation is
10 established by marketing, and set the commission to be settled and paid at every preset cycle.

[0077] According to an exemplary embodiment of the present invention, in step S607, the server 100 may statistically analyze customer information and generated reservation information introduced through the influencer marketing,
15 and provide the statistical information to the accommodation company terminal 101. Specifically, as described above, the server 100 may extract customers introduced through the influencer marketing, and analyze, process, and quantify information corresponding to the extracted customers. For example, when room type A is marketed to X influencer, the average of the reservation value of
20 room type A after influencer X marketing and the reservation value of room type A before marketing may be compared and the difference may be calculated. In addition, the difference may be visualized for each preset period and provided to the accommodation company terminal 101. In this manner, by quantifying and providing the influencer marketing effect and influence, the

accommodation company may objectively determine the marketing efficiency. Therefore, when it is determined that the marketing efficiency is insignificant or the effect trend by period decreases, the accommodation company may select other influencers or devise other marketing methods.

5 **[0078]** According to a further exemplary embodiment, the server 100 may track the tracking of the customer terminal 102 accessed through the influencer, and determine the access time for each accommodation product. For example, pages that introduce accommodation products A to E are configured on the accommodation company site, and the customer terminal 102 may access the
10 page of the accommodation product A for 10 minutes and may access the page of the accommodation product B for 5 minutes. In this case, the server 100 may collect customer access time for each accommodation product, and may cumulatively calculate the total access time of customers introduced through the influencer. Thereafter, the server 100 may statisticalize the cumulatively
15 calculated access time information and provide the cumulatively calculated access time to the accommodation company terminal 101. In addition, based on the statisticalized information, the server 100 may recommend a product optimized for the influencer marketing to the accommodation company terminal 101, and the accommodation company may reassign the marketing range to
20 influencers based on the recommended product. In addition, the server 100 may rematch an appropriate influencer based on the statisticalized information and recommend a product to the accommodation company terminal 101 again.

[0079] According to a further exemplary embodiment, the server 100 may update the information about the matched influencer according to a preset

period and provide the updated information to the accommodation company terminal 101. For example, the server 100 may collect the number of changed subscribers, the number of content produced during the period, the total number of times the content is used during the period, and the like, and provide the
5 collected information to the accommodation company terminal 101. In general, since the influence of influencers may change greatly depending on popular popularity, information about this may be provided to the accommodation company, whether to maintain the influencer marketing may be determined. When it is determined based on the above-described influence that the activity
10 of the influencer is low or the influence of the influencer is falling sharply, the accommodation company may request the server 100 for rematching through the accommodation company terminal 101, and the server 100 may select other influencers and recommend the selected influencers to the accommodation company terminal 101.

15 **[0080]** In the method for providing the accommodation service management system according to the exemplary embodiment of the present invention, the integrated user interface for the accommodation service may be provided, and thus, the accommodation company operators may conveniently manage reservations for each accommodation product and customer.

20 **[0081]** In addition, according to the exemplary embodiment of the present invention, the text message capable of being automatically transmitted may be set so that desired accommodation information may be configured, and the Internet platform for providing information about the accommodation guide, to which specific URL is assigned for each customer, may be established.

Therefore, accommodation companies may efficiently provide unmanned services, and the reliability for untact services may be improved from the customer's point of view.

[0082] In the method for providing the accommodation service management system according to the exemplary embodiment of the present invention, a variety of customer information such as nationality, gender, inflow rate by age group, and inflow route of customers using the accommodation service may be collected and converted into data, and the main customer base may be analyzed, and the direction for future marketing may be presented to the accommodation companies.

[0083] On the other hand, according to the exemplary embodiment of the present invention, the accommodation company may efficiently maximize the marketing effect through the influencer matched based on the analyzed main marketing target. In addition, in this manner, it is possible to improve the influencer marketing method in the future by receiving analysis data of the introduced customers and reservations.

[0084] That is, the method for providing the accommodation service management system according to the exemplary embodiment of the present invention may be easily adopted by not only large-sized accommodation companies, but also small- and medium-sized accommodation companies, thereby contributing to sales improvement and growth of the accommodation markets.

[0085] An exemplary embodiment of the present invention may be implemented in the form of a recording medium including computer-executable

instructions, such as a computer-executable program module. A computer-readable medium may be any available medium that is accessible by a computer and may include any volatile and non-volatile media and any removable and non-removable media. In addition, the computer-readable
5 recording medium may include any computer storage medium. The computer storage medium may include any volatile and non-volatile media and any removable and non-removable media implemented by any method or technology for storing information such as computer-readable instructions, data structures, program modules, or other data.

10 **[0086]** Although the methods and systems of the present invention have been described in connection with specific exemplary embodiments, all or some of their elements or operations may be implemented using a computer system having a general-purpose hardware architecture.

[0087] The foregoing description of the present invention is for illustration
15 and those of ordinary skill in the art will appreciate that modifications may be easily made to other specific forms without changing the technical spirit or essential features of the present invention. Therefore, it will be understood that the exemplary embodiments of the present invention described above are illustrative in all aspects and not restrictive. For example, each element
20 described as a single type may be implemented in a distributed manner. Similarly, elements described as distributed may be implemented in a combined form.

[0088] The scope of the present invention is indicated by the claims rather than the above detailed description, and it should be construed that all changes

or modifications derived from the meaning and scope of the claims and equivalent concepts thereof fall within the scope of the present invention.

<Description of symbols>

100: server

5 101: accommodation company terminal

102: customer terminal

103: influencer terminal

300: user interface

WHAT IS CLAIMED IS:

1. A method for providing an accommodation service management system, which is performed by a server, the method comprising:

5 (a) providing an accommodation company terminal with a user interface related to accommodation service management;

(b) providing the accommodation company terminal with a preset interface capable of accommodation information and reservation information according to a certain input from the accommodation company terminal to the
10 user interface;

(c) providing a customer terminal with a text message for guiding the accommodation service at a preset time based on the input reservation information; and

(d) collecting customer information of customers using the
15 accommodation service, analyzing a main marketing target of the accommodation company based on the customer information, and providing an analysis result to the accommodation company terminal,

wherein the customer information includes information about at least one of inflow rate, inflow route, access time, payment amount, and business
20 type by residence, gender, and age group.

2. The method of claim 1, wherein the step (a) comprises providing the accommodation company terminal with an Internet page that allows the accommodation company to configure and operate certain content related to

the accommodation service through the accommodation company terminal, and
the Internet page includes a plurality of subpages according to the
content, and when a certain additional payment is made, the Internet page is
provided to the accommodation company terminal in a state in which the
5 content is preconfigured.

3. The method of claim 1, wherein, in the step (b), a reservation
interface for inputting the reservation information includes a reservation creation
menu configured in a calendar form, and

10 when the accommodation company terminal inputs a request for a
reservation prevention function in the reservation creation menu, it is set so that
a reservation is not impossible for an accommodation product and date
corresponding to the input of the reservation prevention function when the
customer terminal makes a reservation.

15 4. The method of claim 1, wherein the step (c) comprises:
providing the accommodation company terminal with a text message
interface for setting a text message form; and

receiving, from the accommodation company terminal, automatic text
20 message transmission time information and accommodation reference
information to be referenced upon accommodation rental, according to the text
message format set by the accommodation company terminal, and

the accommodation reference information is automatically transmitted to
the customer terminal at a preset time stored in the automatic text message

transmission time information.

5. The method of claim 1, further comprising:

providing the accommodation company terminal with an accommodation
5 guide providing interface capable of setting elements of a platform capable of
providing certain accommodation guide information in the accommodation
service; and

generating a platform including contents input by the accommodation
company terminal as an input of a field value required in the accommodation
10 guide providing interface of the accommodation company terminal is completed.

6. The method of claim 5, wherein the elements of the platform
include a platform name, a representative image, a platform support language,
accommodation product information, a check-in/check-out interface and
15 accommodation telephone, a map, a message-related interface, and

the platform refers to an Internet page to which a unique uniform
resource locator (URL) is assigned for each customer.

7. The method of claim 1, wherein the step (d) comprises:

20 (d-1) selecting an influencer associated with the marketing target based
on the customer information and characteristics of the analyzed marketing
target, and matching the accommodation company;

(d-2) respectively recommending the influencer and the accommodation
company to the accommodation company terminal and the influencer terminal

according to the matching result;

(d-3) extracting reservation information of a customer introduced through influencer marketing performed based on the recommendation; and

(d-4) providing the accommodation company terminal and the influencer terminal with a real-time settlement interface of a preset commission based on the reservation information, and

the influencer is a user who has an independent SNS channel and more than a preset number of followers with respect to the SNS channel.

8. The method of claim 7, further comprising, before the step (d-1), collecting and analyzing influencer information of a preset criterion,

wherein the influencer information includes at least one of a content type, the number of content, a subscriber residence, a subscriber gender ratio, a subscriber age group, the number of subscribers, and the number of times the content is used.

9. The method of claim 7, wherein the step (d-1) comprises performing an operation of assigning a certain weight to the influencer when the influencer information is compared with the accommodation information and the customer information and the matched information is within a preset range.

10. The method of claim 7, further comprising:
when the accommodation company terminal sets and inputs a certain marketing range among accommodation products of the accommodation

company, receiving the input and providing the input to the influencer terminal;
and

analyzing and statisticalizing customer information and reservation
information introduced through the influencer marketing, and providing the
5 statistical information to the accommodation company terminal,

wherein the marketing range includes a range of a price and a room
type held by the accommodation company, and

the customer information introduced through the influencer marketing is
collected based on a recommendation code corresponding to the influencer
10 input by the customer terminal at the time of reservation or URL information
including an identifier of the influencer.

11. A device for providing an accommodation service management
system, the device comprising:

15 a memory storing a program for performing a method for providing the
accommodation service management system; and

a processor for executing the program,

wherein the program is executed to cause the processor to:

provide an accommodation company terminal with a user interface
20 related to accommodation service management;

provide the accommodation company terminal with a preset interface
capable of inputting accommodation information and reservation information
according to a certain input from the accommodation company terminal to the
user interface;

provide a customer terminal with a text message for guiding the accommodation service at a preset time based on the input reservation information; and

5 collect customer information of customers using the accommodation service, analyze a main marketing target of the accommodation company based on the customer information, and provide an analysis result to the accommodation company terminal,

wherein the customer information includes information about at least one of inflow rate, inflow route, access time, payment amount, and business
10 type by residence, gender, and age group.