

CLAIMS

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 user interface;

10 (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
15 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 age group,

20 wherein the step (d) comprises:

(d-1) selecting an influencer, which is a user who has an independent social networking service channel and more than a preset number of followers with respect to the social networking service channel, associated with the marketing target based on the customer information and characteristics of the analyzed marketing target, and
25 matching the accommodation company,

wherein when the accommodation company terminal inputs an input value for a marketing range among accommodation products of the accommodation company, the influencer terminal receives the input value, and

the marketing range includes a range of a price and a room type held by the
5 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
10 influencer marketing performed based on the recommendation;

(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;

(d-5) analyzing and statisticalizing customer information and reservation
15 information introduced through the influencer marketing, and providing statistical information in which the influencer marketing effect and influence are quantified to the accommodation company terminal, wherein the customer information introduced through the influencer marketing is collected based on a recommendation code corresponding to the influencer input by the customer terminal at the time of
20 reservation or uniform resource locator information including an identifier of the influencer; and

(d-6) tracking the customer terminal accessed through the influencer and collecting access time of the customer terminal for each accommodation product of the accommodation company and calculating total cumulative access time of
25 customers introduced through the influencer and recommending a product optimized

for the influencer marketing or a rematch with another influencer to the accommodation company terminal based on the calculated total cumulative access time.

5 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,
10 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.

 3. The method of claim 1, wherein, in the step (b), a reservation interface for inputting the reservation information includes a reservation creation menu
15 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 is set so that a reservation is not possible for an accommodation product and date corresponding to the input of the reservation prevention function when the customer terminal makes a reservation.

20 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
25 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
5 time information.

5. The method of claim 1, further comprising:

providing the accommodation company terminal with an accommodation guide providing interface capable of setting elements of a platform capable of providing
10 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.

15 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 accommodation telephone, a map, a message-related interface, and

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

7. The method of claim 1, 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
25 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.

8. The method of claim 1, 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.

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

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 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

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,

the process of collecting customer information, analyzing the main marketing
5 target and providing the analysis result to the accommodation company terminal, cause the processor to;

select an influencer, which is a user who has an independent social networking service channel and more than a preset number of followers with respect to the social networking service channel, associated with the marketing target based on the
10 customer information and characteristics of the analyzed marketing target, and match the accommodation company,

wherein when the accommodation company terminal inputs an input value for a marketing range among accommodation products of the accommodation company, the influencer terminal receives the input value, and

15 the marketing range includes a range of a price and a room type held by the accommodation company;

respectively recommend the influencer and the accommodation company to the accommodation company terminal and the influencer terminal according to the matching result;

20 extract reservation information of a customer introduced through influencer marketing performed based on the recommendation;

provide the accommodation company terminal and the influencer terminal with a real-time settlement interface of a preset commission based on the reservation information;

analyze and statisticalize customer information and reservation information introduced through the influencer marketing, and provide statistical information in which the influencer marketing effect and influence are quantified to the accommodation company terminal, wherein the customer information introduced through the influencer marketing is collected based on a recommendation code corresponding to the influencer input by the customer terminal at the time of reservation or uniform resource locator information including an identifier of the influencer; and

track the customer terminal accessed through the influencer and collect access time of the customer terminal for each accommodation product of the accommodation company and calculate total cumulative access time of customers introduced through the influencer and recommend a product optimized for the influencer marketing or a rematch with another influencer to the accommodation company terminal based on the calculated total cumulative access time.