

Digital Transformation in the Hospitality Industry

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Introduction

- **Economic Impact**
- **Technological Advancement**
- **Digital Innovation**
- **Industry Transformation**

(Cheng et al., 2023)





Definition of Digital Transformation

(Gutierriz et al., 2023)



Literature Review Overview

Role of Technology

Affected Areas of Management

Opportunities

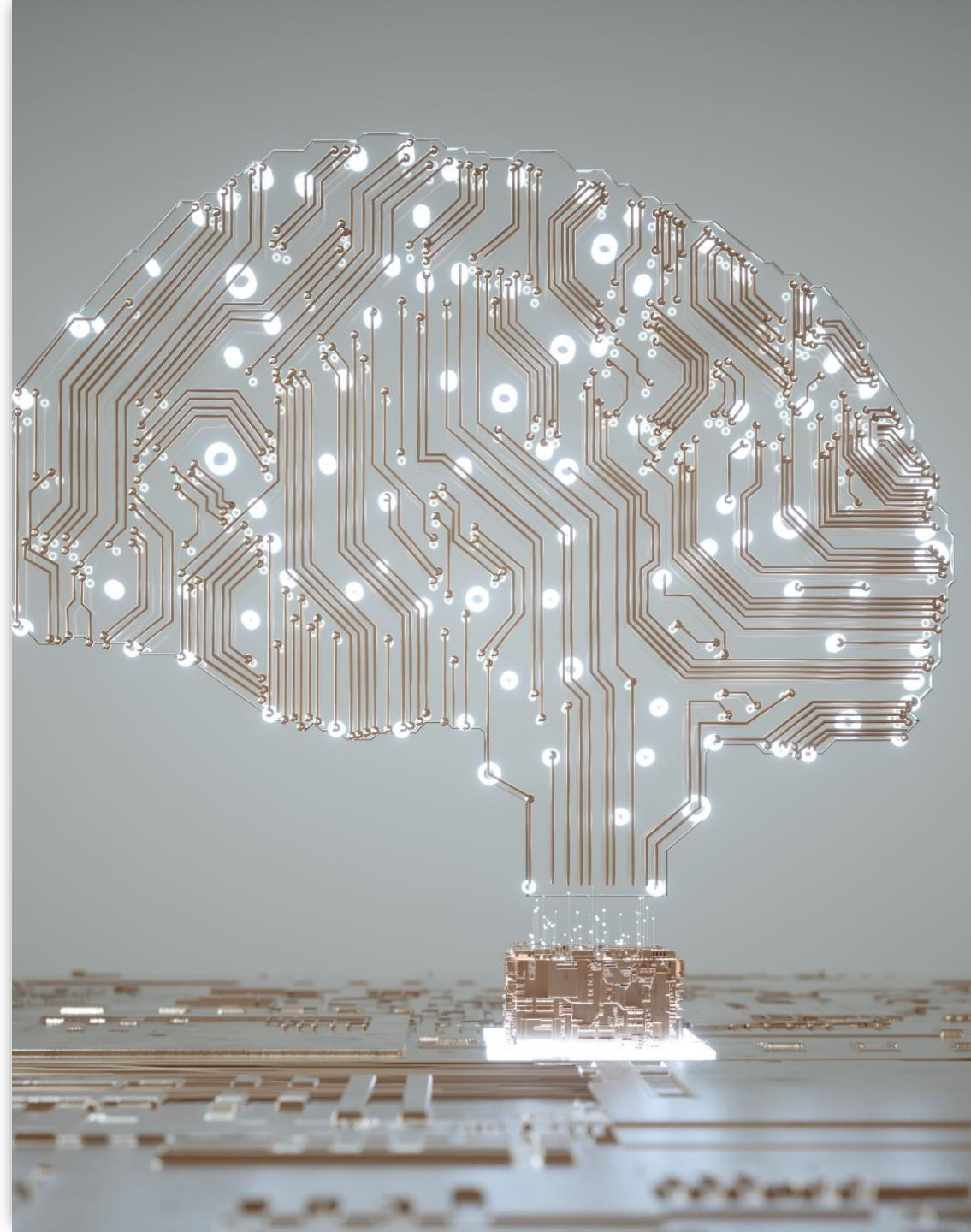
Challenges

(Ratna et al., 2023)

Technological Innovations

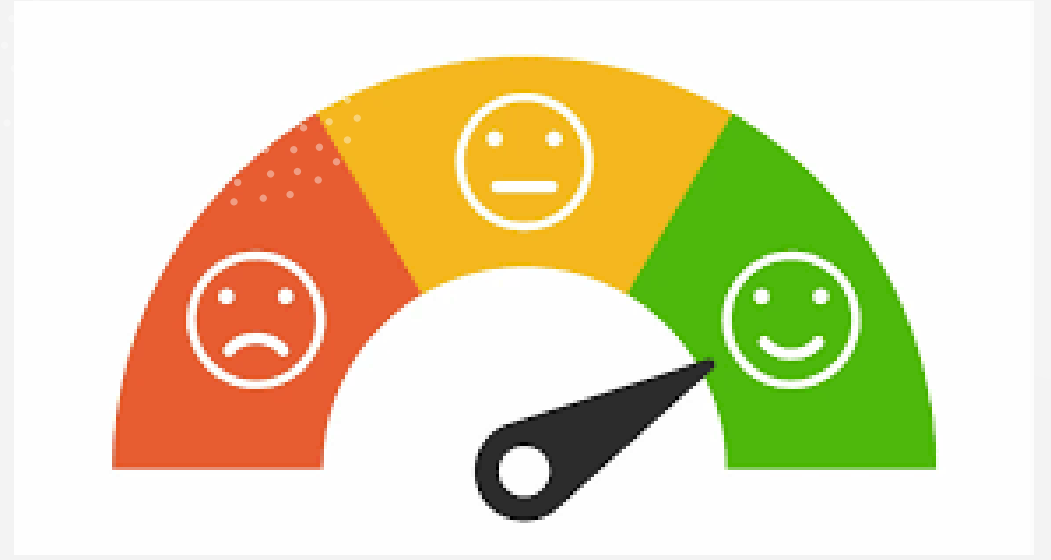
- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Mobile Technologies

(Pencarelli, 2019)



Impact Analysis

- Enhancing Guest Satisfaction
- Boosting Operational Efficiency
- Improving Business Performance



(Ozdemir et al., 2023)

Challenges and Opportunities



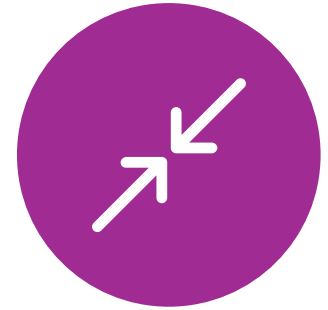
COST



COMPLEXITY



**SECURITY
RISKS**



**RESISTANCE TO
CHANGE**

PESTEL Analysis Introduction

P	Political	How government actions and policies influence the market and your organisation. I.e. Election results, legislation changes, trade agreements.
E	Economic	Broader economy's health and its impact on your organisation. This includes inflation rates, economic growth, exchange rates.
S	Social	Cultural and demographic aspects of the external environment. This looks at population growth, age distribution, cultural trends, and lifestyle changes.
T	Technological	Incorporates innovation and technological changes that could affect your market position or operations. I.e. Advancements in digital technology.
L	Legal	Involves the regulatory environment in which you operate. Compliance with laws and regulations at local, national, and international levels.
E	Environmental	Ecological and environmental aspects that could impact your operations or market. This includes climate change and sustainable practices.

Detailed PESTEL Factors



(Nikolskaya et al., 2021)



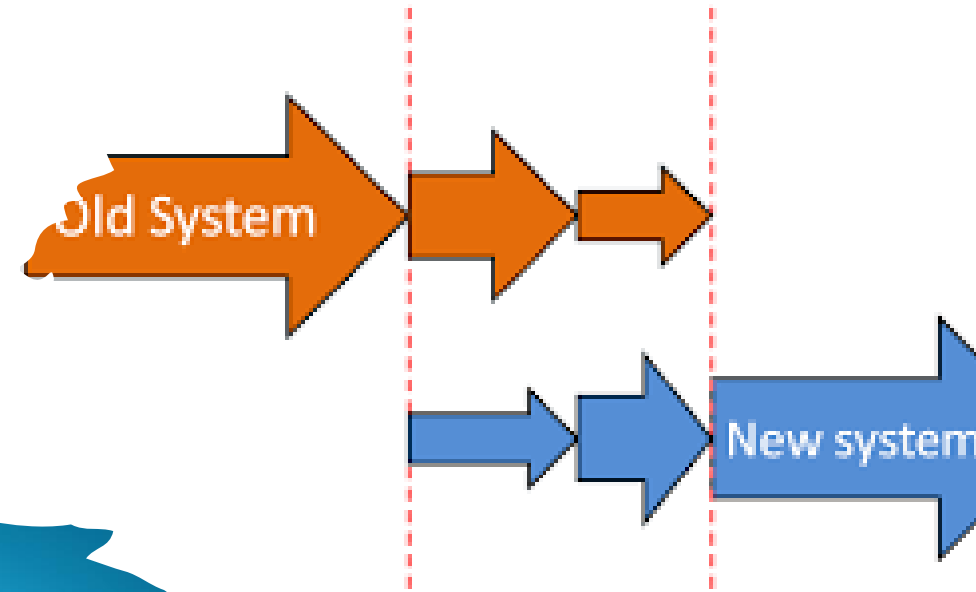
Future Recommendations

- Strategic Importance
- Long-term Sustainability

Adoption Strategies

- **Phased Technology Integration**
- **Staff Training and Support**
- **Guest-Centric Technology Deployment**

(NatarajaT. & Mahesh, 2018)





Risk Management

- **Implementing Robust Cybersecurity Measures**
- **Developing Strict Data Privacy Policies**
- **Regular Updates and Maintenance of Technologies**

Innovation Encouragement

- Collaborations with Tech Startups
- Establishing Innovation Labs
- Leadership Roles in Digital Transformation





Conclusion

- **Benefits and Challenges**
- **Long-term Implications**
- **Final Thought on Continual Adaptation and Innovation**

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