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CONTEMPORARY THEMES IN THE HOTEL AND HOSPITALITY SECTOR

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INTRODUCTION

Digital
transformation on
better note making
sustainability proper

Application of digital
element in hotels

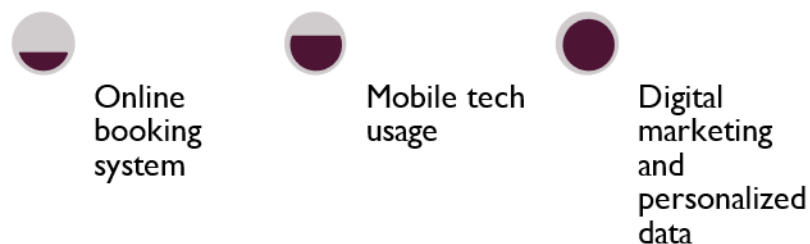
Making the dynamic
element to be
appropriate.

Dealing with the contemporary issues require a dynamic kind of structure and also the feature which is going to make all of the things good and that is like the knowledge element which is

done through a lot of research and analysis further. The better all the elements are being taken cared of the far more better things become. Here in this task the contemporary issue the digital transformation element is going to be emphasised upon so the overall kind of the impact can be easily gained. Analysis with the better elements with better emphasise the hotel and hospitality industry can change with transformation.

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BACKGROUND DETAILS OF DIGITAL TRANSFORMATION IN HOTELS AND HOSPITALITY SECTOR



Digital element came with a blessing within the hotel industry and to make all the things to be working on some of the better basis (Alsaifi et al., 2020). The better the transformation is being made and hence on many of the elements gone better in the hospitality sector. The use of digital transformation was a better element on some of the better things. But the usage of the digital elements did get started from a very long time and now it is getting evolved to a lot of extent and those things are being discussed hence:

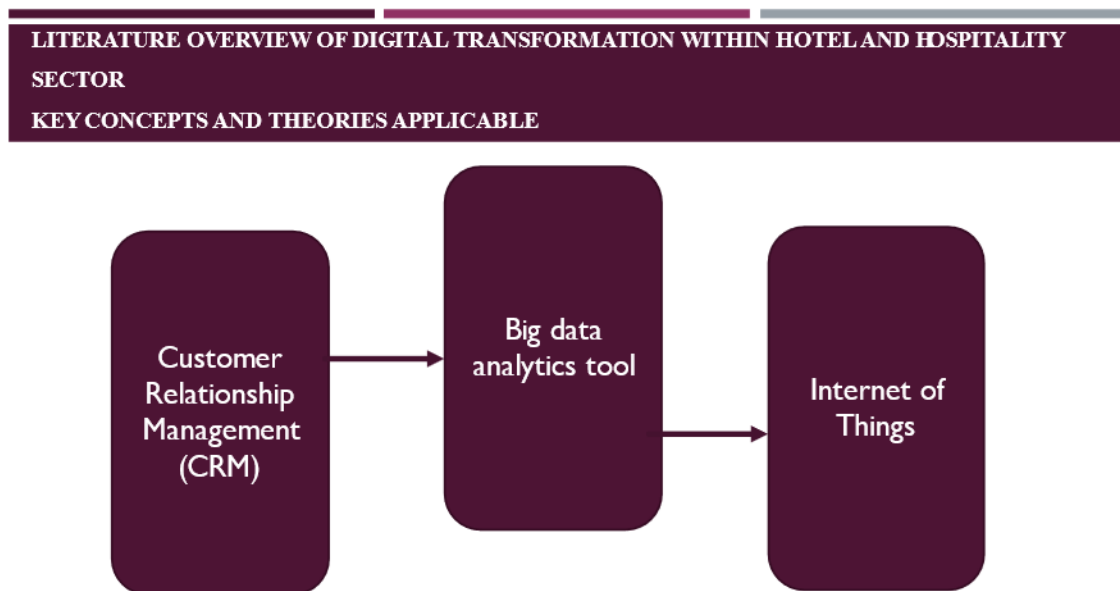
Online booking system: Using the online mediums the better booking things can be done with ease and hence on some of the better tactics can be measured also.

Usage of mobile technology: Using the apps and websites and some of the other personalised kinds of services the better adoption of the tactics can be made with ease where the better elements can determine the future on better note too.

Personalised use of data: Here the data which is going to be used is going to make all sort of the information on the better related features so on technological dimensions can formulate the personal information for better use.

Digital marketing: Using the social media marketing tactics here the hotel industry properly undertakes all of the related elements so the better type of understanding on better basis.

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Key concepts and theories applicable

A lot of the theories and hence on key concepts can be made which is going to make all of the elements to be working on some of the better basis (Baker, 2022). A lot of the digital transformation concepts are getting available at this sector and those are being mentioned below:

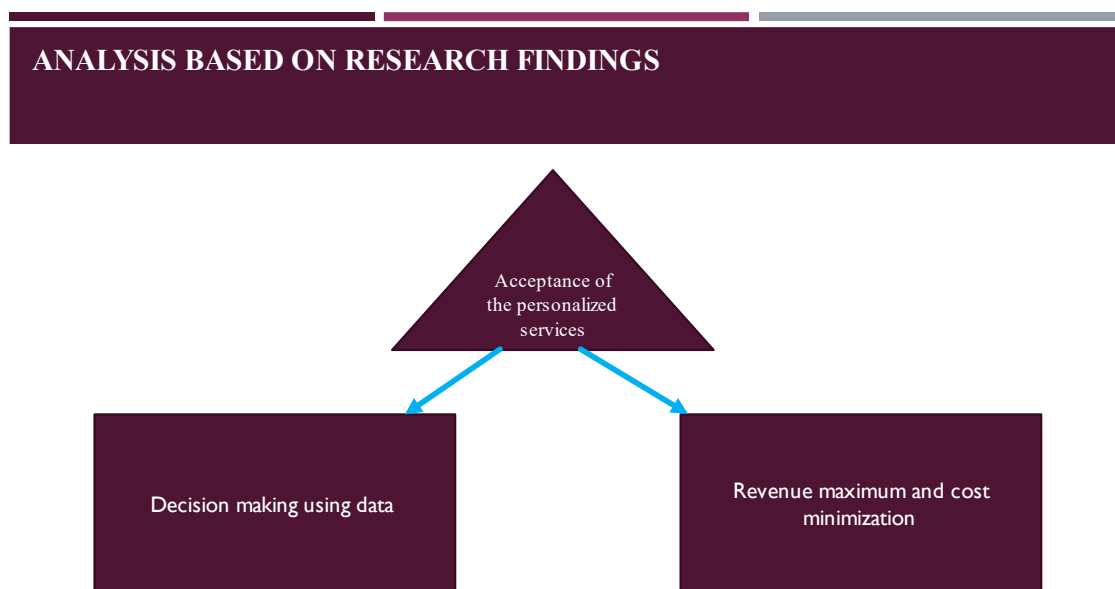
Customer Relationship Management (CRM): Managing all of the customer variable from the core so the better type of managerial elements can be made with better care so the customers can be given some better services on better basis. All the data of the customers are being properly stored and based on those the current and future services are being given on better basis.

Big data analysis tool: This tool mostly deals with the vast amount of data. Here it collects data from a lot of the points and accumulates them properly (Baron and Shane, 2007). based on all

of those vast data the analysis for the future is being made and then all of the personalised kind of services are being made thereby.

Internet of Things (IoT): Like the above discussion in the big data the data points which are being mentioned down there are being collected with the help of the internet of things data. The better the data is being get with the use of the software the far better all of the related things get (Cullinane et al., 2019). This with the digital smart features connects with one another and provides personalised services to the customers with a seamless manner.

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Analysis based on research findings

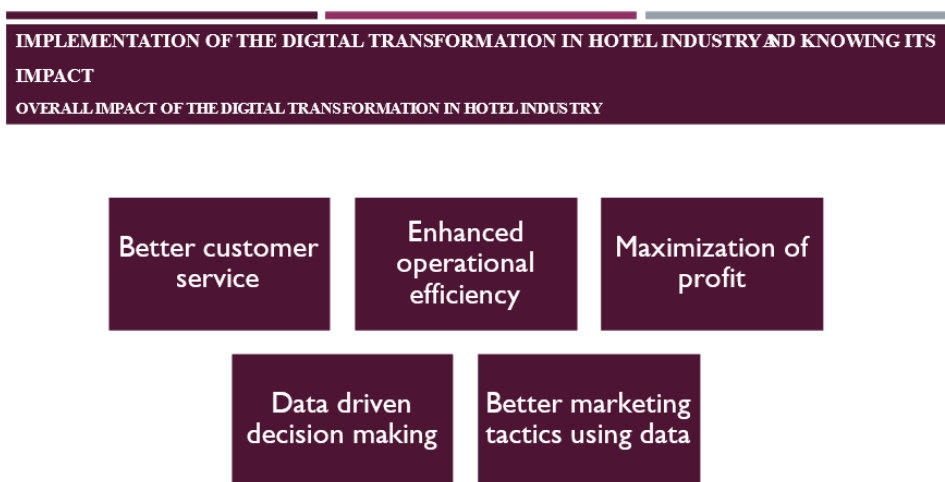
These all of the elements depicted within the research just clearly says that the data of all kinds are being used so the better customer services can be given by taking care of the company's profit maximization and cost minimization motto (Barringer and Ireland, 2010). Here the elaborate kind of analysis of all of findings got are being done below:

Acceptance of the personalised services: Here using the data all the personalised kind of services are being given so the better tactics can be ensured with better elements thereby. here the data are being by the permission of the people and then on the better things are being mentioned hence (Fisher et al., 2019). People are ready to get better services if the data are used for better sake.

Decision making using data: Leaders and the managers using the data most of the time so the decisions can be made accurately, and all the related things can be done with ease hence. From the research the decisions which are being backed with digital data can make a significant impact and make the decisions on the right path thereby.

Revenue maximization along with cost minimization: When all the revenues are being perfectly found out and then on every of the materials are being well planned from that time on some of the better things can happen (Dickerson, 2022). When with data better things are found out then on cost and loss associated can be reduced with ease.

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Overall impact of the digital transformation in hotel industry

A lot of the impact can be seen due to the digital transformation within the hotel industry as a whole. The better the service is going to be given hence on the better elements can be get with ease. Here the impact which is being given below:

Superior customer service: Here when the internet of things is going to be used from that time on a lot of the information can be get easily by the various software tools hence (Dove, 2008). Here all of the personal data and the convenience with the help of it when is being given from that time on some of the better elements are being maintained with ease.

Enhanced operational efficiency: Digitalization has taken some better steps like automating the processes for better efficiency and then on the better undertakings which made all of the related things to become the best thereby. Here the revenue optimization with the help of the management of the streamline of the product making creating some better scope. Waste

management with the help of the tech products is making the paths far easier (Eckhardt and Shane, 2003).

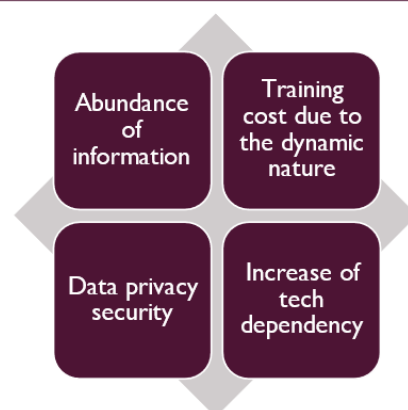
Profit maximization: A lot of the products can be managed along with a lot of the services with the help of the digital tracking elements. Here the real time data can be managed with ease which is going to make all of the relevant things thousands time better in every scope possible (Fumasoli et al., 2020). If the digital revolution was not being made then on the management of the multiple things would not be possible hence.

Accurate decisions due to data driven element; The ERP (Enterprise Resource Planning) is being used so all of the data can be seen of all of the departments from every of the point possible. The better the management is being made hence on some of the better tactics can be measured thereby. Real time data viewing elements can make things better. this is helping the industry to grow and make things better.

Better marketing and branding tactics: social media which is the most used platform by any of the people now and hence on that is needed the most so things can be better. Here when the big data element is going to be integrated with the websites then on some of the better tactics can be maintained by giving the better services thereby. Using the influencer integrated marketing tactic within every of the scope some of the better kinds and hence on tactics can make the things to become accurate.

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LIMITATIONS WITHIN THE APPLICATION OF DIGITAL TRANSFORMATION



Limitations within the application of digital transformation

Lack of human touch: If the digital means are being used then on the human interaction here gets reduced to a maximum extent and that is the reason people are getting a lack of human to be seen at their near when the digital element is being used the most. The better the undertaking when is being made from that time on some of the better understanding can be made also.

Abundance of information: Here a lot of the information can be gotten. But getting information is easy and good for customers but nothing too much is acceptable for the customers. A lot of the variations and recommendations make the customers baffled to make the decisions related (Fuertes et al., 2020). The far better all the related things are available for decision makers also. A lot of the information to be processed and to decide from it makes things far worse.

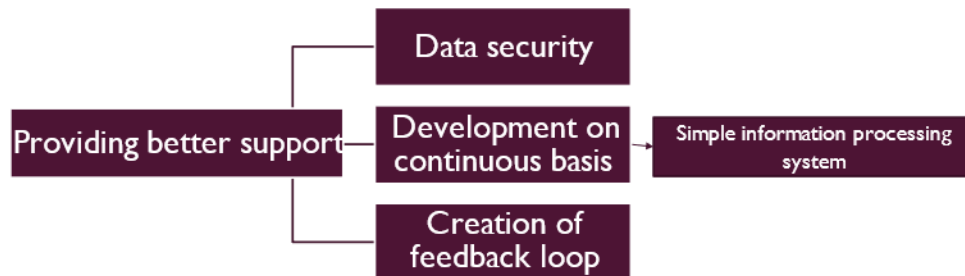
Training cost due to the dynamic nature seen: In the digital field the changes are coming on a fast nature and that is the reason the training related to this is needed to be given to the employees all the time. So, for every new training a large amount of cost is being needed which is making things a far more worse. If this is not being undertaken, then on things gets worse.

Security related to data and privacy: All the information here are being stored online and on the cloud systems so that is reason a lot of the problems arouse in a fast manner if the hacking activity gets started. Here the data hacking is the biggest hurdle of all (Frese et al., 2014). All the related type of things gets disrupted when on the things get to be seen thereby.

Tech dependency increase: For every element the tech dependency getting increased and that is killing human jobs and creativity scope of the humans also. the better the adoption of the elements can be seen hence a lot of the jobs can be faded easily. Better management of the tech variable is making the more acceptance of the tech solutions on every of the level possible.

Division within the digital means: People to spend a leisure and better time with their family arrive at the hotels to get the best kind of service with better means in every of the levels possible. Some of the better type and kinds of elements which is being got is made with the touch of the nature, so that is the reason people try to get the less digital interaction while dealing with hotels and all (Gartner, 1990).

MANAGERIAL RESPONSE TO THE LIMITATIONS OF THE CONTEMPORARY ISSUE



Managerial response to the limitations of the contemporary issue

Management tries to deal in numerous ways so the better understanding can be made hence within the hotel industry and making things better to manage the limitations. Below the possible kinds of responses by the leaders are being considered:

Providing better support: Here the guests can be given proper assistance in every of the places so the better understanding and compatibility can be maintained so the better cooperation can be made with ease (Giannini, 2011). Those who have limited literacy within the digital means can be given a proper support so things can get better in every level possible.

Data security undertaking: Undertaking a lot of the security measurements like better storage and management system so the better elements can be measured with ease. Here using a lot of the tracking elements, the better things can be maintained so things can get on the better places. Some of the better tools here are going to be used so the better security can be ensured (Kaiser and Hennink, 2022).

Continuous development planning: Using the continuous development tactics so the better elements can be made for the betterment of the development of the staff and then on they can manage the related elements on a far better note thereby. When the managerial tactics can be ensured from that time on some of the more enhanced elements can be developed.

Getting a balance of human and technology: Making a proper balance down here so the guests can see a balanced element here and make the journey in a proper manner thereby (Henry et

al., 2016). Here the better the balance is going to be made then from that time on some of the better kinds and types of elements can be made thereby.

Creation of a feedback loop: Using peoples' opinions make the path far better in every of the level possible so the better kinds and types of elements can be made thereby. the feedback loop when takes the feedbacks and then makes the decisions from that time on the better improvement can be made.

Simple information processing system: Using the simple mechanism is going to make the things far better so the information can build a better judgment on the better basis. Some of the better kinds of judgments can make the related things on the far more better things so information can be processed with ease. Simple version of the information processing can make the digital elements to be properly ongoing on the better basis and that is going to make every of the elements on the far more basis.

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EVALUATION OF THE FUTURE POLICIES AND THE MANAGERIAL OPTIONS WITHIN THE DIGITAL TRANSFORMATION IN HOTEL INDUSTRY

- Data governance policy
- Agile managerial tactic

Evaluation of the future policies and the managerial options within the digital transformation in hotel industry

A lot of the policy changes can be seen within this industry so the better execution and other related elements can be made with ease. The finest kind of elements are going to be making

the things to get better. The future policies and the managerial options available within here are being discussed:

Data governance and privacy related policy: Govt. can propose some of the regulations within here so the better take care can be ensured with the protection of data like here the storing and collection of the related data (Hossain and Shams, 2020).

Agile management tactic: Taking up a dynamic portion so on the better dynamic element can be made with ease. Here when on the better agile nature is going to be undertaken from that time on some of better elements can be inserted.

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RECOMMENDATIONS

Usage of the customer centric approach

Making better usage of the data

Recommendations

Emphasising upon the security element: Using the better security elements are going to make every of the elements on a proper basis so on things can get better and people can rely on some of the better things.

Using a customer centric approach: Making the better use of the customers so on the better elements can be made sure so things on a better basis can do the related adjustments.

Making use of better data elements: Data based decision making makes the things more appropriate than anything else (Irfan et al., 2019). Using data from the very core elements the related things get better.

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CONCLUSION

- Hotel and hospitality industry is booming on some of the better basis from that time on some of the better elements are being taken cared here. Using the better tactics down here is making the digital transformation element to be working on some of the better basis. When on the better tactics here are being employed then on things are going to be good. Here the tactics and within the recommendations when these will be taken cared of then on more elements will be better.

Conclusion

Hotel and hospitality industry is booming on some of the better basis from that time on some of the better elements are being taken cared here. Using the better tactics down here is making the digital transformation element to be working on some of the better basis. When on the better tactics here are being employed then on things are going to be good. Here the tactics and within the recommendations when these will be taken cared of then on more elements will be better.

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