

PROPOSAL

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**To assess the impact of global pandemic over
accelerating digital transformation in the
workplace in the hospitality industry: A study
on Hilton**

Name of the university:

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Topic: To assess the impact of global pandemic over accelerating digital transformation in the workplace in the hospitality industry: A study on Hilton.

INTRODUCTION

The research proposal will comprehensively present a range of different tools and approaches which will be used in conducting the detailed research. Digitalization of the hospitality industry fostered due to global pandemic as business could not operate effectively with the threat of covid-19 spread. This research proposal will explore the sources of data showing the impact of the pandemic in UK and it will analyse the same in literature review. The timeline of the research will be elaborated in detail.

Background of the study

In 2020 when pandemic hit UK, it wreaked havoc upon the hospitality industry as the operations of the industry were frizzed and organizations within the industry were not well equipped to work in a remote business environment to avoid the spread of virus. Hilton is a large scale organization which undertook the digital transformation to carry on the business operations amid the pandemic (Busulwa, Pickering and Mao, 2022). This research proposal will shed light on the research tools and techniques which can be used to analyse the issue.

Aim

The aim is to analyse the impact of global pandemic on fostering the digital transformation at workplace in Hilton.

Objectives

- To understand the concept of digital transformation.
- To evaluate the impact of global pandemic on digital transformation in hospitality sector.
- To assess the factors impacting the digital transformation during the pandemic.
- To recommend strategies pertaining to effective digital transformation in hospitality industry.

Research questions

Q.1 What is digital transformation?

Q.2 What is the impact of global pandemic on digital transformation?

Q.3 What are different factors that impact the digital transformation during the time of pandemic?

Rationale of the study

The primary reason for conducting the research is to evaluate the influence of global pandemic on digitalization of the hospitality industry. This in turn recognized as the issue of the research as pandemic led to transformation of the businesses in the hospitality industry (António and Rita, 2021). The thematic test perception technique could shed light on the influence of the pandemic in detail. Also, the research will analyse the different strategies which can be incorporated for betterment of the digital transformation.

LITERATURE REVIEW

Theme 1: the concept of digital transformation

As per Büyüközkan, Feyzioğlu and Havle (2019), in the current times, markets are flooded with the technological advancements which are allowing the business to transform and operate in digitalized mode. Across the industries businesses are adapting the digital technology which offers artificial intelligence, augmented reality, virtual reality, social media, cloud computing, ICT, software, data analytics etc. this is changing the way business used to operate as with the help of digital technologies business are able to operate in remote locations, online mode effectively. Technology is the greatest boon for the organizations which is uplifting the efficiency of the business by allowing it to be operational 24×7. Digital transformation is where organizations convert their traditional working environment and inculcate the technology in multiple business functions such as marketing, HR, operation, finance, sales, customer service etc.

Theme 2: the impact of pandemic on digital information in hospitality industry.

According to Alt (2021), in 2020 hospitality industry in UK observed a slow down of the business as government imposed many restrictions on the movement of goods, individuals and suppliers along with closed down of operations during the lock down. It made business suffer huge losses as they could not work in the physical facilities due to the spread of virus. Digital transformation in the business offered the hospitality industry to function in effective way by conducting the business in an online setting. Customers were able to book their stay online and this created efficiency in business even in absence of the major staff. These aspects made the pandemic have positive impact on the business as it facilitated the digital transformation which will offer benefit even in long term.

Theme 3: the factors impacting the digital transformation

Pertaining to the views of Yang, Henthorne and George (2020), organizations like Hilton often faces many difficulties while implementing the digital transformation in the organization. Employee's resistance to change is one such factor which impacts the successful implementation of the digital transformation. Further, the trainings and development needs of the employees booms due to their lack of tech friendliness. There are several reasons which tend to impact the digital transformation. May times employees at Hilton lack the right leadership which is needed for trh impactful change management at the organization.

RESEARCH METHODOLOGY

Research type

There are two types of research such as qualitative which is associated with the theoretical data and quantitative which is associated with the numerical data. For the current research, qualitative type of research will be used as the data will be effectively gathered in theoretical form for the digital transformation at the Hilton.

Research approach

There are two types of approaches such as inductive and deductive research approach. For the current research the inductive research approach will be used as it will explore the qualitative study in a detail way. The impact of pandemic under the context of digital transformation in the hospitality industry will be concretely analysed with the inductive approach of the study (Snyder, 2019).

Research philosophy

There are two types of philosophies such as interpretivism and positivism for conducting the research. For the present investigation, interpretivism philosophy will be used pertaining to explore the different themes including both new and existing theories. This will be a comprehensive way to conduct the study.

Data collection

There are two types of data collection such as primary and secondary data collection. Under the primary data collection method data is gathered by sources as first hand and secondary research undertakes the existing sources of the data. For the current research both primary and secondary data collection will be used to dynamically undertake the data. The past studies and

data will be gathered from resources like internet and library. For the primary research questioner will be given to the sample.

Sampling

Sample is the selection of a group for gathering the data from the entire population. This sample represents the characteristics of the population which helps in gathering the information precisely. For the current research 30 employees from Hilton will be taken as the sample for the research. The sampling technique will be very general and inclusive where random sampling will be done (Patel and Patel, 2019).

Data analysis

The responses collected from the questioners will be analysed using the thematic perception test technique. This will be a precise way to analyse the qualitative data precisely. Different themes will be prepared which will be stating the details about each source of information and its impact. Data analysis will be critically able to analyse each response collected effectively.

Reliability and validity

For ensuring the validity of the data, articles and journals published post 2019 will be taken so that the data is reliable and recent to the topic. Along with this the articles and data selected will be considered for its validity duly. The copyright of each set of articles and post will be checked. Each form of theoretical data should be checked for its legitimacy.

Research limitations

There are 3 major aspects which are recognized as the limitation of the research such as time, money and unavailability of the sources. The limitation of the time will be dealt by using the keywords and relevant information in the research rather than brain storming and selecting the data. Further, the limitation of money will be dealt with by using the unpaid and free sources which will uplift the research. Also, SPSS will be not used as it is expensive. This way all the limitations of the research will be overcome.

Ethical consideration

In order to ensure that research is abiding all the ethical norms, consent forms will be given to all the 30 participants in the questioners and their free will to participate will be ensured. Also, their identities will be kept private to avoid any forced responses. All the work in the

research will not have anything copied from anywhere. And those sources which are used will be mentioned the citations for the same. This way the research will be ethically strengthened.

TIMELINE

Timeline

Activities	Wee k 1	Wee k 2	Wee k 3	Wee k 4	Wee k 5	Wee k 6	Wee k 7	Week 8	Wee k 9	Week 10	Week 11	Week 12
Selection of research topic												
Setting the research objectives & questions according to the title												
Drafting a precise research proposal												
Analysing the secondary sources for developin g a brief												

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