

DIGITAL TRANSFORMATION IN HOSPITALITY AND TOURISM



Student I.D: 2111630

Student name: Patricia Menendez
Hernandez

Module Code: BMIH6001

Module Lead: Ernest Balutie Wavei

DIGITALIZATION IS THE KEY



- Going digital to move forward, without forgetting the human touch.
- CRM.
- IA.

CRM



Actively tracks and **manages customer information.**



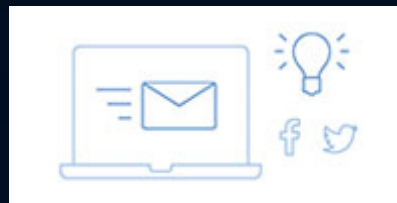
Connect to all equipment on any device.



Capture customer **e-mails** in a smart way.



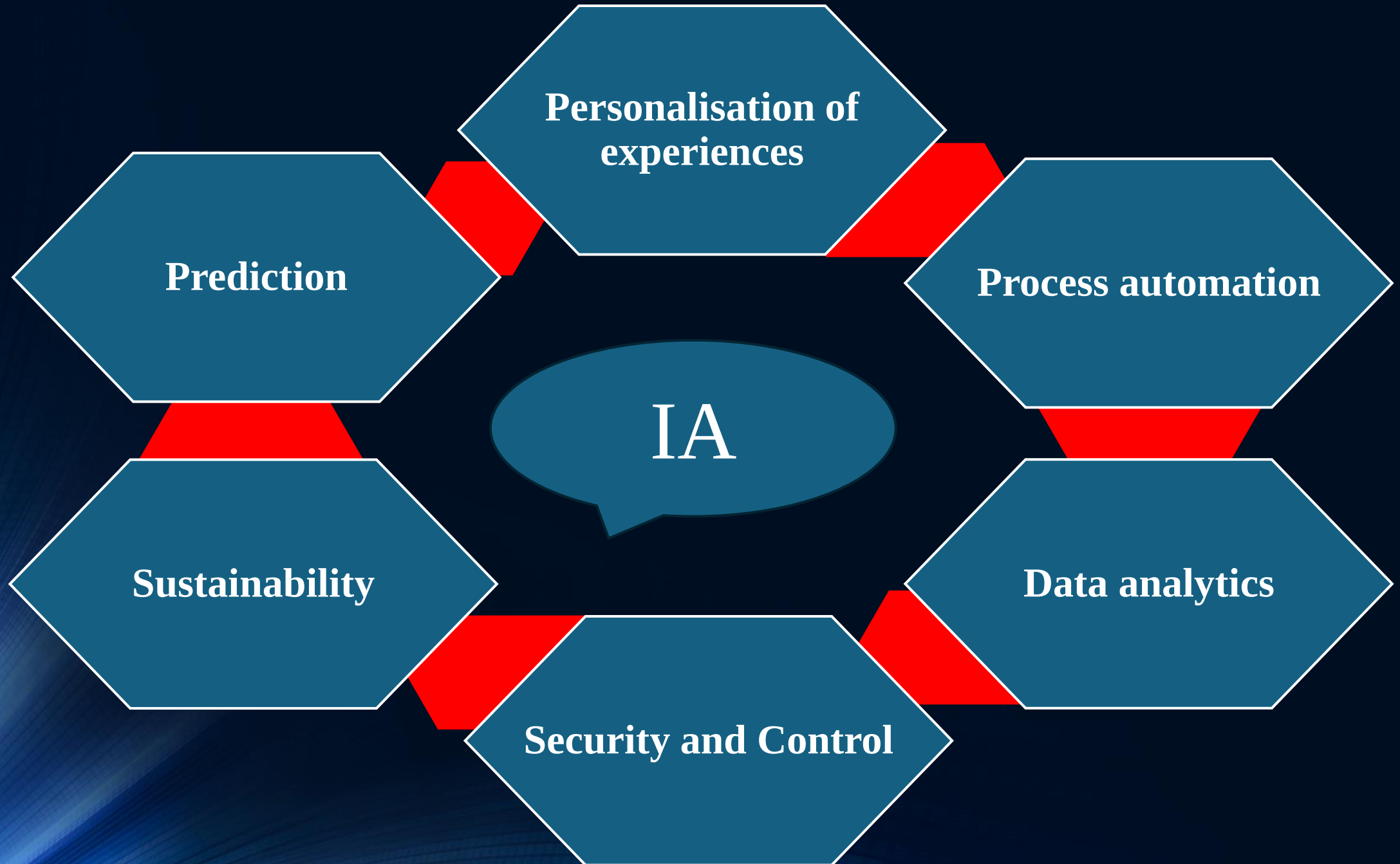
Simplify repetitive tasks so you can **follow up leads** more effectively.



It provides instant **recommendations and insights.**



Expand and customise as your business grows.



P	E	S	T	E	L
POLITICAL	ECONOMICAL	SOCIAL	TECHNOLOGICAL	ENVIRONMENTAL	LEGAL
- Rules and regulations. - Funds for technological innovation. - Data protection regulations.	- Economic strategies. - Investments in innovation. - Economic crises and inflation.	- Customer expectations. - Demographic changes. - - Balance between automation and personalised services.	- Fast progress. - Data analytics. - Apps and virtual assistants. - Cybersecurity.	- Sustainability. - Recycling. - Energy and resource management system. - Carbon footprint.	- Right regulations. - Data privacy rules.

FUTURE

- Accurate inventory tracking.
- Automated ordering from suppliers.
- Detailed analysis of consumer trends.
- Effective price strategy management.
- Expansion of delivery radius.
- Optimisation of delivery routes.
- Standardised processes for franchising.
- Ease of managing multiple locations.
- Ongoing staff training.
- Encouraging a continuous improvement mindset.

REFERENCE LIST

- Chen, Y., Hu, Y., Zhou, S., & Yang, S. (2023). Investigating the determinants of performance of artificial intelligence adoption in hospitality industry during COVID-19. *International Journal of Contemporary Hospitality Management*, 35(8), pp.2868-2889
- Chan, L., Hogaboam, L., & Cao, R. (2022). Artificial intelligence in tourism and hospitality. In *Applied artificial intelligence in business: Concepts and cases* (pp. 213-229). Cham: Springer International Publishing
- Floričić, T. (2020). Sustainable solutions in the hospitality industry and competitiveness context of “green hotels”. *Civil Engineering Journal*, 6(6), pp.1104-1113
- EUROPEIA, U. (2023). General Data Protection Regulation (GDPR). Regulation (EU) 2016/679 of the European Parliament and of the Council, 27
- kuligoswi.,K (no date), 11 Benefits of CRM systema, Available at <https://www.businessnewsdaily.com/15963-benefits-of-crm.html>, Accessed 28-Oct-2024.
- La Calle, Eva (2023). Trends in the digitalization of the hotel industry in 2023, Available at <https://www.mews.com/es/blog/digitalizacion-sector-hotelero>. Accessed 25-Oct-2024.
- Lv, X., Yang, Y., Qin, D., Cao, X., & Xu, H. (2022). Artificial intelligence service recovery: The role of empathic response in hospitality customers’ continuous usage intention. *Computers in Human Behaviour*, 126, 106993
- Limna, P. (2023). Artificial Intelligence (AI) in the hospitality industry: A review article. *International Journal of Computing Sciences Research*, 7, pp.1306-1317
- Manzoor, S. R., Ullah, R., Khattak, A., Ullah, M., & Han, H. (2024). Exploring tourist perceptions of artificial intelligence devices in the hotel industry: impact of industry 4.0. *Journal of Travel & Tourism Marketing*, 41(2), pp.272-291
- Marutschke, D. (2023). Customer Experience Management—a Guided Framework for Qualitative Research. *Journal of Serviceology*, 8(2), pp.1-6