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Digital Transformation Creation of Dissemination in Hospitality

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Description

Restaurants, lodging facilities, casinos, amusement parks, special events, cruises, entertainment, and other travel related activities are all included in the hospitality sector. As a result, this sector is crucial for economies, customers, and employees in addition to enterprises. A job in hospitality management is frequently found in the hotels, resorts, and lodging sector. Many facets of the visitor experience are designed and managed by experts in this sector. They frequently lead teams that comprise sales, housekeeping, and front desk personnel. There are many ways that digital transformation in the hospitality sector may be used to enhance the guest experience, operational effectiveness, and financial performance. For instance, hotels can leverage online reservations, guest self-service portals, and digital check in and check out procedures. Boost website visitors and digital revenue decreasing operational.

Improve the calibre of your offerings. Reduce operating expenses: Numerous approaches exist for automation to reduce costs. Automated systems may not only personalise the experience but also expedite operations, from self-service capabilities that reduce front desk personnel to adding text messaging so visitors can engage with staff more effectively. The way users or consumers engage with businesses and make purchases and payments can be transformed by technology. Another way that digital transformation is enhancing the client experience in the hospitality sector is the introduction of motion sensors. This technology makes it easier to distinguish between occupied and vacant rooms. As a result, it not only lessens hostility between guests but also guarantees prompt room maintenance.

Unlike in the past, when hotels would court travel agents and exercise strict control over their interactions with guests and other stakeholders, a new breed of Online Travel Agents (OTAs) and digital influencers have a growing impact on consumer decisions, as well as the opinions of peers and other travellers who share their extensive travel experiences. One of the most popular technology innovations in the hospitality sector is contactless payments, which provides a number of benefits for hotels, resorts, restaurants, bars, and cafes. Contactless technology not only expedites payments and boosts consumer happiness, but it also integrates well with reward programmes. The fourth industrial revolution, which is currently underway, is characterised by the emergence of new technologies including artificial intelligence, robotics, virtual reality, and wireless technology.

Our hospitality business has seen a considerable transformation throughout this time, and this trend will continue. The recent COVID-19 pandemic has hastened this digital change, leading to an expanded client experience mediated by technology.

Service robots work with front line workers to perform services in a series of customer interactions. For instance, the robot concierges help staff with welcoming new customers, moving luggage, giving directions to visitors, and delivering room service. Service robots with pre-programmed AI and machine learning systems are capable of responding and interacting with customers in a variety of languages. The market expansion for the tourist and hospitality industries has been further accelerated by innovative technologies. Organizations must now embrace digital transformation if they want to meet the increased demands of the modern digital environment. There has been prior research on the opportunities offered by digital transformation, but there is still a lack when it comes to the obstacles. The primary difficulties restaurants encountered while they underwent digital transformation are discussed in this thesis. Investigating the obstacles of digital transformation in the restaurant has been done using a qualitative research method and semi-structured interviews.