

Emerging Trends in hospitality and tourism with the advent of Digitization

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Abstract

We have been hearing about the term digital transformation over the past few years in a multiple fields like entertainment, retailing, healthcare and media. Now a day, we look upon various industries which have undergone a major change in its operations and strategies due to extreme digital transformation. Among them digital tourism and hospitality are the notable fields which has undergone the process of digitization to a major level making vast differences in their operations. World Economic Forum (WEF) whitepaper has stated that “Digitalization is the cause of large-scale and sweeping transformations across multiple aspects of business, providing unparalleled opportunities for value creation and capture while also representing a major source of risk.” Hence there is a need for the thoughts that are creative which might set a platform to the revolution in tourism and hospitality management.

Introduction

Digital transformation basically involves solving the customers query very soon and providing them a comfortable environment to travel for their desired destinations. As tourism is concerned with subjective of communicating with diverse set of people there will be overheads to deal with the people of different mindset and cop up with their requirement accordingly Customer satisfaction is the best indicator of repeat business and also the foundation for most restaurants success. Furthermore marketing strategy and management of entire workbench is inevitable to maintain the

consistency in the competitive market. Many advance platforms like artificial intelligence and data analytics acts as primary insights for the development of hospitality and tourism sector. The trends that are mostly affecting the industry include the amplified distress of diversity in the workforce composition. The importance of outstanding services will lead to additional opportunities for increased revenue. The new technologies which contribute to improved guest services and enhance competitiveness will definitely pave a way to serve the qualitative environment for the customers and this will directly impact the business area of tourism and hospital management sector and encourage them to create even more sophisticated environment to the customers which further may lead to boost the country's economy.

Trends involved in hospitality and tourism

Mobile Integration : The digital transformation is at most noted in the drastic up gradation of cell phones and this has turned as a boon to the people who like to travel. The numerous variations in the development in the world of mobile technologies has extended largely in the routine works of human beings like eating, entertainment, health etc. customers can do practically anything on their phone right from checking in to ordering room service to unlocking the room door itself. On a whole one can plan the entire trip starting from booking to travel and home again without ever talking to a live human. The key feature that has to be noted here is the accuracy factor and even we will be getting the genuine feedback and information of already visited customers to hotels or the places. The optimization of hotel websites should be focused on accessibility followed by customer engagement and regular updates of the content for better performance.

Integration of the IoT: The IoT technology that is having the facility of in-room tablets will enable guests to personalize as per their requirements like adjusting room temperature, controlling Television functionality, turning light on and off, schedule wake up calls, and much more . This will offer convenience to guests alike their home, making them to revisit the hotel. Hotels can even automatically send electronic key cards on guests' smart phones which will allow them to check-in without anyone's assistance. Smart locks having NFC readers will assure security by allowing guests restricted access to facilities on demand. IoT applications will also help the travellers to connect with various devices they take along with them. If there is a situation of changing the flights or have connecting flights real-time notifications can be made available on the flights status. Customer will also get directions to your gate at the airport instructions on how to board a flight and information about what security checks are completed. IoT automates the business functions of hotel businesses and travel. Hotels can track supply chains more efficiently through sensors in shipments which enables them to get ready for any future contingency and avoiding disruptions of service to guests. Hotels and airlines can collaborate and even implement security mechanisms in offices and structures easily with the centralized administration of these IoT-enabled cameras and sensors from smartphones.

Artificial intelligence adding more intellect features : Travel demands frequent inspection of travel documents by different sets of people. There are complex embarkation and disembarkation processes. Facial recognition technology assures to bring an end to these tedious paper-bound processes. With facial recognition travelers can effortlessly move through airports, immigration, customs and board aircrafts without having travel documents scrutinized at each step. With the introduction of blockchain technology it became easier for customers to visit restaurants and access entertainment with a simple facial scan. The blockchain technology ensures reliable and trustworthy traveler data is made available to complete the transactions. Airlines are starting to take off mega retail outlets and selling everything from seats to blankets and hotel rooms. Machine Learning is the fast rising as the concealed persuader to assist these type of sales. With the collaboration of big data and machine learning airlines are capable to build recommendation engines which helps to personalize offers around products from their inventory and partner catalogues.

Virtual Reality becoming more real: The most common uses of virtual reality in the hospitality industry is the creation of virtual travel experiences using 360-degree video technology. All the way through users can experience a virtual recreation of different aspects of travel right from the start to end of the scheduled trip. Virtual reality functionality of showing how the basic process works and showing people wearing VR headsets and experiencing a virtual tour. Further is 360 degree videos which can be seen with VR glasses or a Google Cardboard for a more remarkable experience.

Another use of virtual reality technology within the hotel industry is for virtual hotel tours. These tours can be made available on hotel websites which allows guests to take a look at their hotel room and other parts of the hotel before their booking or arrival. One latest interesting use of VR technology in recent times has been the creation of virtual reality booking processes. This has been recently put into action by companies like Amadeus which allows customers to look for travel means like buses, trains and flights, comparing hotel prices and book rooms through a virtual reality headset. The latent for this has not yet been fully explored but it will be convenient to see how this VR booking process can allow customers to explore virtual hotel rooms, experience local sights and book a room seamlessly.

Big data: Hotel and restaurant chains use Big Data tools to create personalized and relevant packages and offer add-on services and discount coupons based on travel patterns. The tourism boards are also turning towards Big Data applications to comprehend tourism flows and determine more venture opportunities in their country. The Cuban government is currently using Big Data to collect reviews of the customers and examine travel accommodation performance in the country. Big data is not just about quick decisions and data analysis, but also about ensuring enhanced internal or customer focused decisions and improving the business. Hotel operators are targeting millennials with customized offers and additional facilities as they are expected to become the largest consumer group. The international hotel chain, Starwood Hotels and Resorts is the best example which integrated Big Data analytics for dynamic pricing to increase revenues. The operational flow is as follows: the hotel combines information such as economic factors and local events to offer accommodation at more competitive prices. Technology implementation and constant modernization are essential for operators in the travel and tourism and hospitality industry to sustain in the business. To add on predictive analytics which uses statistical algorithms and machine-learning techniques allows analyzing reports in the newspapers and social media feeds so that operators can always track the latest developments in the industry and its environment. This technique is inexpensive compared to the traditional data storage systems.

Challenges due to Digitalization: Digitalization ensures numerous benefits and also provides a high level flexibility to the customers and also for the enterprise group. Implementing these technologies with 100% turns to be a big challenge as each and every area has its own complexities and mutual association between those will arise for the big picture problem. Implementing of Artificial intelligence techniques is a bit costlier and this will be somewhere hard to bear for the medium range restaurants. There are some countries which are rich in tourism places but they lack to showcase them to the world due to non implementation of the digital standards that exist in the real world. Unstructured data processing is not so easy to implement until and unless it is handled by the experts of data analytics stream. Hence challenges can be mapped further and proper solutions can be attained accordingly. Meanwhile these trends need some time to sustain and to have a consistent growth in the market.

Conclusion

As digital technologies pervade the industry the need to stake an individual claim of adapting to new methodologies becomes central to growth and success. Diagonal lines of competition are now the ones to watch because of end to end development. The prospects for rapid growth and financial gain have never been higher as present. The key step to implement the above methodologies in the field of tourism and hospitality is to spread the awareness regarding the importance and the sort of flexibility that it gives to society. In this regard digitization turns out to be an unavoidable criterion for the rapid operational environment for both tourism and hospitality.

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