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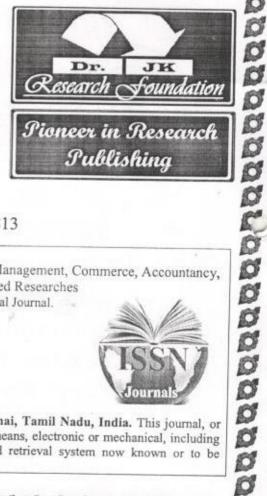
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A STUDY ON DIGITAL DISRUPTIONS AND ITS IMPACT IN THE FIELD TOURISM AND HOSPITALITY MANAGEMENT

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Whitract:

and hospitality are the service oriented industry. Tourism and hospitality are the fastest growing sector which is a rich and varied socio-economic activity that operates in our global society. The development of the Internet has led to the sevelopment of digital tourism, becoming the digital aid for tourist experience. Travel and tourism continues to be a high-growth industry. But the progress of digitization is increasing the level of competition, putting pressure on revenues and profits. To take advantage of market growth, businesses need to understand the direction of change and the most promising strategies for success. There is a dynamically prowing demand for special tailor-made offers beyond mass wurism. This helps reduce labor costs, but also helps avoid customer service issues. The tourism and hospitality fields have undergone a revolution in recent years. In this paper we by to explain Digital disruptions and its impact in the field Tourism and hospitality management The aim of this study is to find out how far the digitization has already changed the sourism and hospitality industry and what is still going to change in order to find potential benefits of digitization in the warism and hospitality industry The paper explores how Exitalization will help better define the future of the industry and how the new trend will impact the evolution of the tourism and hospitality sector in the country. It also takes a keen look at how the overall technology inclusion among the sakeholders in the industry ecosystem can be realized. "We ere in a digital era and tourism & Hospitality is not an exception. Changing preferences of travellers and digital assuption have given rise to a new hospitality landscape in constant evolution

Key Words: - Digitalization, Tourisms, Stake Holders, Bospitality, Disruption.

INTRODUCTION

Traditionally hotels were largely dependent on cards and paperwork at the front desk help to keep in such with old and current customers. During the past few decades nothing has enhanced the professionalism nor increased the productivity of hespitality industry more than technology. IT has

changed the procedures and structure for issues such as marketing, booking and reservations. The use of information technology in the hospitality industry has grown tremendously over the past 20 years. With the introduction of information technology the world has witnessed many changes. The world travel, tourism, and hospitality industry was revolutionized due to advancements in innovation and information technology. Many problems with-in the hospitality industry were solved as a result of the IT revolution.

REVIEW OF LITERATURE

Marc Prensky (2012)

Part one of this paper highlights how students today think and process information fundamentally differently from their predecessors, as a result of being surrounded by new technology. The author compares these "digital natives" with the older generation who are learning and adopting new technology naming them "digital immigrants".

Patricia AH Williams, Brendan Lovelock, Tony Cabarrus, Marlon Harvey (2019)

This new Infrastructure Maturity
Assessment framework will allow digital
hospitals to assess the maturity of their
infrastructure in terms of their digital
transformation—aligning to business
outcomes and supporting the desired level
of clinical and operational competency. It
provides the ability to establish an

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international benchmark hospital of infrastructure performance, while identifying weaknesses in current infrastructure capability. Further, it provides a business case justification through increased functionality and a roadmap for subsequent digital transformation while moving from one maturity level to the next. As such, this framework will encourage and guide information-driven, digital transformation in health care.

OBJECTIVES OF THE STUDY

- To evaluate the digital disruptions in the field of tourism and hospitality management.
- To analyze impact of digital disruptions in the field of tourism and hospitality management.
- To analyze how to overcome from digital disruptions.

TITTLE OF THE STUDY

"A Study on Digital Disruptions and Its Impact In The Field Tourism And Hospitality Management"

STATEMENT OF THE PROBLEM

This report tries to find out what are the digital disruptions in the field of tourism and hospitality management.

RESEARCH GAP

All Researchers have concentrated on benefit of the digitalization but no researchers have concentrated on what is disruptions related digitalization in the field of Tourism And Hospitality Management. Here in this study researcher trying to figure out the digital disruption and how to resolve it.

RESEARCH METHODOLOGY

The research is purely based on secondary data data collected from various scholarly books, articles websites and others.

Importance of Tourism and Hospitality Management

- Market wisdom today suggests that hospitality companies must embrace technology to compete against traditional competitors, as well as entrants that build their businesses with the latest technology.
- A strategic information management function should facilitate the business mission of inenterprise through managed information managed processes, and managed Information Technology (IT).
- current applications of computer technology in
 the tourism and hospitality industries can
 grouped into three main areas, operational, guesservices and management information. The
 overall functionality of these applications
 similar across a range of different hospitality
 organizations though the technology used a
 support them may vary.
- The diffusion of the system of information technologies in tourism and hospitality will increase the efficiency, quality and flexibility with which travel services are supplied. It has already led to the generation of new services such as online brochures and interactivideotext.
- Technology has the greatest impact on marketing and distribution of travel but leave relatively untouched the human-intensive area of guest-host relations and supplier-consumerelationships.
- Information technologies applied to the tourse system will increase the efficiency and quality of services provided and leads to combinations of tourism services. All this combination of tourism services and the manifest touch touch content of travel.

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Technologies used in Tourism and Hospitality Management

Internet

The Internet has a powerful impact on espitality and tourism. For many businesses and locations, the experience starts long before a eler arrives-it begins with the first visit to website, when a person sees photos of the location and gets a sense of what to expect. In hospitality and tourism business, effective se of Internet technologies can improve wenue. Websites, blogs, online advertising, social media, online ordering and information expositories all help convince customers to moose a location or business. Reservations Systems

Computer Systems

Because many tourism businesses are large and Espersed, they use computer systems to stay connected. Computer systems emmunication between branches and locations which makes it easier to streamline reservations end cross-company policies. They are also used internally to keep all of the staff on the same sage and make it easier to access information but can improve the guest experience: guest preferences, housekeeping information and servation details can all be kept on a single system.

Mobile Communication

Many travelers take some form of mobile communication device with them on the road, whether it is a tablet computer or a mobile mone. To keep customers advised of changes many tourism and hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business e communication might happen through emails, text messaging or GPS tagging.

Impact of technologies in Tourism Hospitality Management

Positive	Negative		
Accuracy in past and present data.	Hidden costs .		
Employees details can be maintained.	unfavorable economic		
Inventory can be managed properly	Leakage of personal data.		

Digital disruption in Tourism and Hospitality Management

- Very expensive to maintain.
- · Difficult software development which is very slow and costly.
- Only few experienced programmers hence there is demand for human resource.
- · Few practical products have reached the market yet.

How to overcome the digital disruptions.

Plan good network connectivity with less price.

Encourage home country products.

Have an experienced human resource.

CONCLUSION

The report has been discussed the Importance of Tourism and Hospitality Management, positive and negative aspects of tourisms and hospitality management, Digital disruption in Tourism and Hospitality Management and finally how to overcome that digital disruptions.

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