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*International Journal of Recent Trends in Management,
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**Volume: 6 / Issue: 22 / 187 Pages
April - June 2019**



**Special Print Issue of Proceedings
of 5th International Conference Held
at Sri Krishna Degree college,
Bangalore – 560085, Karnataka, India**

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

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Abstract:

Tourism 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 development of digital tourism, becoming the digital aid for the 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 growing demand for special tailor-made offers beyond mass tourism. 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 try 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 tourism and hospitality industry and what is still going to change in order to find potential benefits of digitization in the tourism and hospitality industry The paper explores how digitalization 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 stakeholders in the industry ecosystem can be realized. "We are in a digital era and tourism & Hospitality is not an exception. Changing preferences of travellers and digital disruption have given rise to a new hospitality landscape in constant evolution

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

INTRODUCTION

Traditionally hotels were largely dependent on cards and paperwork at the front desk help to keep in touch with old and current customers. During the past few decades nothing has enhanced the professionalism nor increased the productivity of hospitality 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 within 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

international benchmark of hospital 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.

TITLE 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 an enterprise through managed information, managed processes, and managed Information Technology (IT).
- current applications of computer technology in the tourism and hospitality industries can be grouped into three main areas, operational, guest services and management information. The overall functionality of these applications is similar across a range of different hospitality organizations though the technology used to 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 interactive videotext.
- Technology has the greatest impact on the marketing and distribution of travel but leaves relatively untouched the human-intensive areas of guest-host relations and supplier-consumer relationships.
- Information technologies applied to the tourism system will increase the efficiency and quality of services provided and leads to new combinations of tourism services. All this cannot be achieved without changing the massive human high touch content of travel.

Technologies used in Tourism and Hospitality Management

• Internet

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

• Computer Systems

Because many tourism businesses are large and dispersed, they use computer systems to stay connected. Computer systems allow communication between branches and locations which makes it easier to streamline reservations and cross-company policies. They are also used internally to keep all of the staff on the same page and make it easier to access information that can improve the guest experience: guest preferences, housekeeping information and reservation 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 phone. 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 the communication might happen through emails, text messaging or GPS tagging.

Impact of technologies in Tourism and Hospitality Management

Positive	Negative
Accuracy in past and present data.	Hidden costs .
Employees details can be maintained.	unfavorable economic effects.
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 tourism and hospitality management, Digital disruption in Tourism and Hospitality Management and finally how to overcome that digital disruptions.

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