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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