



Chapter 27

Role of Digitalization into Hospitality Businesses: Innovations and Trends

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ABSTRACT

Digital adoption refers to the integration and utilization of digital technologies and tools to enhance the overall guest experience, operational efficiency, and business processes. Digital adoption in hospitality encompasses the implementation and utilization of various digital solutions, such as mobile applications, self-service kiosks, online booking systems, digital menus, contactless payments, and guest management platforms. This chapter, titled “Digitalization and the Hospitality Business” will explore the profound impact of digital technologies on the hospitality industry. It will provide a comprehensive examination of how digitalization reshapes business models, enhances customer experiences, and drives operational efficiencies in hospitality. The chapter will cover key digital trends, case studies of successful digital transformations, and the challenges and opportunities that digitalization presents for hospitality businesses.

1. INTRODUCTION TO DIGITALIZATION IN HOSPITALITY

1.1 Scope of digitalization

Digitalization has become a significant driving force in today's economy and society, recognized as a key element of the Fourth Industrial Revolution (Matt et al., 2023). Digitalization boosts productivity by automating processes, improving efficiency, enabling better resource management, and driving innovation, allowing companies to develop new products, services, and business models that were previously impossible (Alcácer, 2016). However, digital transformation is not only about improving operational efficiency but also about driving sustainability. By leveraging digital technologies, industries can achieve a balance between growth and environmental administration, paving the way for a more sustainable industrial future (Matt et al., 2023; Singh et al., 2024a; Singh et al., 2024b; Singh & Bathla, 2023; Sharma & Singh, 2024a; Singh & Singh, 2024; Singh & Hassan, 2024a; Singh, 2024a; Singh,

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2024b; Singh & Kumar, 2022; Singh & Hassan, 2024b, Singh & Kumar, 2021; Sharma & Singh, 2024b; Ansari & Singh, 2023; Ansari et al., 2023; Ambardar & Singh, 2017; Ambardar et al., 2022; Francis et al., 2024; Ansari & Singh, 2024; Singh & Ansari, 2024; Singh & Kumar, 2024; Singh & Supina, 2024; Sharma & Singh, 2024c; Supina & Singh, 2024). Initially, its application was limited to creating electronic versions of documents or sounds, but modern digital technologies now have a much broader range of applications and a significant socio-economic impact (Matt et al., 2023). They create new sources of value and transform how we produce, work, communicate, and collaborate to influence organizational structures, processes, and dynamics (Matt et al., 2023). The disruptive changes brought about by digital technologies extend beyond specific industries, affecting the entire economy and society, and are intensified by the rapid pace at which these technologies evolve and generate innovations (Matt et al., 2023). Researchers have increasingly focused on this rapidly changing environment. Over the past decade, digitalization has garnered significant attention from both practitioners and academics (McQuivey, 2013; as cited in Matt et al., 2023).

1.2 Evolution of digital technologies in hospitality

The hospitality industry has undergone a remarkable transformation in recent years, with the rapid advancement of digital technologies revolutionizing the way businesses operate and interact with their customers. The digital revolution has paved the way for new opportunities, empowering hospitality companies to enhance their operational efficiency, improve customer experiences, and expand their reach in the market (Troisi et al., 2023; Singh et al., 2024a; Singh et al., 2024b; Singh & Bathla, 2023; Sharma & Singh, 2024a; Singh & Singh, 2024; Singh & Hassan, 2024a; Singh, 2024a; Singh, 2024b; Singh & Kumar, 2022; Singh & Hassan, 2024b, Singh & Kumar, 2021; Sharma & Singh, 2024b; Ansari & Singh, 2023; Ansari et al., 2023; Ambardar & Singh, 2017; Ambardar et al., 2022; Francis et al., 2024; Ansari & Singh, 2024; Singh & Ansari, 2024; Singh & Kumar, 2024; Singh & Supina, 2024; Sharma & Singh, 2024c; Supina & Singh, 2024). Digitalization has become a driving force in the tourism sector, as evidenced by the incorporation of various technologies that support the consumer experience (Cheng et al., 2023). The global hospitality industry has embraced digital transformation, making customer experience a profitable business and presenting a variety of opportunities. The digital revolution has led to the incorporation of innovative booking systems, e-commerce and distribution platforms, marketing tools, mobile applications, and social media, all of which have significantly impacted the competitiveness of both tourism market entities and destinations (Cheng et al., 2023; Boiko et al., 2022). The digitalization of the hospitality industry has been fueled by the synergy of digital and service economies, creating new opportunities for tourism development with novel markets, management approaches, and business methods. The digital transformation has enabled hospitality businesses to streamline their operations, enhance their customer-centric focus, and adapt to the evolving needs of their clientele (Cheng et al., 2023; Singh et al., 2024a; Singh et al., 2024b; Singh & Bathla, 2023; Sharma & Singh, 2024a; Singh & Singh, 2024; Singh & Hassan, 2024a; Singh, 2024a; Singh, 2024b; Singh & Kumar, 2022; Singh & Hassan, 2024b, Singh & Kumar, 2021; Sharma & Singh, 2024b; Ansari & Singh, 2023; Ansari et al., 2023; Ambardar & Singh, 2017; Ambardar et al., 2022; Francis et al., 2024; Ansari & Singh, 2024; Singh & Ansari, 2024; Singh & Kumar, 2024; Singh & Supina, 2024; Sharma & Singh, 2024c; Supina & Singh, 2024).

2. DIGITAL TECHNOLOGIES TRANSFORMING HOSPITALITY

2.1 Overview of significant technologies

The hospitality sector is going through an evolution driven by the rapid progress of digital technologies within hotels, restaurants, and other hospitality-focused enterprises. At the forefront of this digital transformation are several key technologies that have emerged as crucial enablers, empowering hospitality providers to enhance

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