

New Technologies in the Tourism and Hospitality Service Sector

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ABSTRACT

Technological innovations and creative thinking are revolutionizing the Indian services industry. In the services industry, digital transformation is essential. In India, smart technology has significantly contributed to the development of several sectors. It has created new opportunities for the services industry in India to expand and become more efficient. This article aims to highlight significant technical breakthroughs that destinations may achieve by implementing smart technologies and strategies. These developments allow destinations to manage their resources, improve infrastructure and services, and provide tourists with individualized experiences. Innovations fueled by technology are revolutionizing the travel sectorsolutions, smart hotels, AR/VR experiences, and AI-powered customization. Today's globe is seeing a tremendous evolution in technology, which is changing every industry. The study combines new technical advancements in the tourist services industry with established ideas of co-creation, service ecosystems, networks, and technology disruption. This study's approach was developed through a review and analysis of pertinent literature. We employed the integrated literature review technique to do this. The study looks at previous and current studies on the digitalization of economic sectors. In addition to fresh research on the topic and project data, lectures, conference proceedings, Internet publications, journals, and books devoted to this field's study were examined. Analytical, synthesis, critical thinking, and generalization techniques were employed. An overview of technological trends in tourism is given in this article. In order for apps to respond to all material, enable personalisation, and offer conveniences while keeping up with technology, the tourist industry should set up effective customer processes on its applications. Technological disruptions led to an upsurge in local criminality, including drug sales, prostitution, and illicit gambling. Travelers now have more options for exploring and learning about new places thanks to technology. The results emphasize the essential for more study on modernizing services in the travel and hospitality industry. The travel, hotel, restaurant, events, and entertainment sectors are all part of the booming tourism and hospitality businesses. Digitalization is the process of using digital technology to run and expand a business. This involves selling products and services online as well as collecting and analysing large amounts of data that may be used to create new initiatives or modify current ones. Integrating digitization will make tourist enterprises more adaptable and durable after COVID-19. Several distinct segments make up the tourist business. From the manufacture and distribution of goods for recreational activities, such paper or digital tour guides and interpreters, to transportation services like those provided by airlines, railroads, and vehicle rental firms. To put it simply, the infrastructure, services, and goods

that enable leisure travel from beginning to end constitute the tourist sector. The study provides examples of how technology is upending the travel and hospitality sector.

Keywords: Tourism, Innovation, Service, Hospitality

1. INTRODUCTION

Jiang et al (2022) assert that the current era is witnessing a significant impact of technological advancements on society. This digital revolution is reshaping various industries by virtue of the widespread adoption of cutting-edge technologies like artificial intelligence, big data, cloud computing, virtual reality, augmented reality, and more, as highlighted by Maki (2022).

Digital technology plays a crucial role in numerous businesses globally, serving as a vital component that enhances major economic sectors and markets, thereby bolstering their capabilities (Zheng et al., 2022; Yeung and Galindo, 2019). It can be argued that digitization acts as a favorable intermediary for fostering company growth and driving innovation in market performance, as evidenced by Suder's research (2022). Among various industries, tourism emerges as a significant economic activity characterized by rapid expansion (Hateftabar, 2022). Moreover, it serves as a catalyst for employment generation, contributing to regional development and economic progress in contemporary society (Rajamanicam et al., 2018).



The tourism industry has been momentarily impacted by digital transformation. In the past, people would go to a travel agency to plan their vacations, whether they were going near or far. But now, in today's digital age, the process has become much easier. With just a few clicks on your mobile phone, tablet, or computer, you can easily discover, book, and pay for your entire journey. This includes buying train tickets, booking flights, and reserving hotels, all within minutes. And once you reach your destination, you can effortlessly find the best-rated restaurants nearby using review platforms, websites, and applications. Technology has truly changed the way people plan and enjoy their vacations.

Booking a single ticket used to be a laborious procedure that required going through mountains of paperwork and filling out many forms. Long lines also have to be endured at hotels, vehicle rental desks, airports, and other check-in locations. Given that the majority of the work had to be done by hand, this project took a long time. Your name and personal information had to be painstakingly combed through years' worth of paper records, which were prone to inaccuracies and loss. However, these processes have been expedited and streamlined with the introduction of digital transformation technologies like data analytics and process automation. Your information is now obtained from a database and shown on a screen, greatly speeding up and streamlining the booking procedure. This is but a tiny portion of the travel and tourist sector's digitalization.

2. THEORETICAL BACKGROUND

Aldebert et al (2011) Tourism is a significant trade fair in Europe that brings together various key players in the tourism industry, including start-up companies, small and medium-sized enterprises, multinational corporations, and academics. The event provides valuable insights into innovation in tourism through a competition that recognizes the best projects involving new technologies or the application examines the database of technologically innovative projects collected during the competitions. The analysis focuses on three main aspects: knowledge bases, actors, and demand, revealing the high level of innovation in the tourism industry.

Firoiu & Croitoru (2013) the contribution of tourism to the level of global employment and the Gross World Product makes and dynamic sectors of the world economy. Technology advancements have had a significant impact on this industry's growth over time, fundamentally altering how people see travel. The advancement of technology has continuously brought new perspectives to the tourism industry, beginning with the development of air travel and continuing with the architectural styles of hotels and restaurants, as well as the inventive electronic devices they employ to enhance the experience of their patrons and streamline their business operations. The fastest-growing sector in the world today is characterized by a shift from an offline to an online setting, which increases its competitiveness and enables it to provide exceptional products

Gölpek (2015) this paper examines some of the changes in the service industry brought about by technological advancements using a theoretical framework. The conclusion section states that technical advancements have enhanced and developed the long-neglected service sector, which has caused in the arrangement of postproduction services.

Cázares-Garrido (2016) examines the tourism sector in the state of Queretaro, México, with a focus on travel agencies. The study adopts a modern and flexible perspective, utilizing Information and Communications Technologies (ICT) to analyze the expansion of these agencies and the impact on their processes. Through a qualitative study, it develops apparent that owners and managers lack awareness of the influence of technology on their businesses. While they recognize the advantages of providing firsthand information and ensuring client safety, they are unaware of the technologies like social networking and the high consumer acceptance of technology. Consequently, it is crucial to provide training that facilitates change, as online agencies pose significant competition.

Wee (2017) has identified six noteworthy trends that are currently emerging in the tourism industry. These trends include the growing number of Chinese tourists, the heightened occurrence of terrorist attacks, the increasing popularity of cruise holidays, the advancements in information technology, the investments made in tourist sites, and transportation improvements. The opportunities, challenges, and implications that these trends present for the tourism industry.

Liberato & associates (2018) in this article reviews the research on the impact of Generation Y on travel and how the availability of highly customized goods is related to it. It aims to analyze how tourism has changed in the age of digitization. Sometimes referred to as Generation Me, is digitally native, multicultural, adaptable, descended from globalization, the selfie generation, and they desire customized goods and services. Their qualities are more sensible to use. The advancement of technology and the Internet has been beneficial to the tourist sector. Individuals communicate with their clients, and it has made it possible to use creativity. The use of ICTs has changed how businesses communicate with individual or institutional customers. It has also made it possible to implement creative business plans and electronic sales channels for travel-related goods. Information about tourists' demand, travel destinations, amenities, pricing, availability, weather, geographic data, supply and transportation, information about businesses, intermediaries, and rivals, trends in the travel industry, pricing, products, and travel packages, marketing organizations for travel destinations, industry trends, the size and nature of tourism, policies, and development plans are all vital. In today's age of instant information, the importance has grown indispensable, particularly in Generation Y alternatives.

Ivancsó-Horváth & Happ (2018) every aspect of life has seen an acceleration in development with the spread of information technology. Twenty to thirty years ago, only mathematicians and informaticians understood the meaning of the word "digital." It is now for the travel industry. A digital tourism strategy has already been established in many nations and usage of digital techniques has changed, and the tourism industry needs to keep up with this change as well. Tourism won't be competitive with other countries or service providers without digitization. To satisfy the constantly rising expectations of customers, tourism organizations must go digital. We aim to establish a new model in our research that encapsulates the areas of digitalization in the travel industry. We employ a marketing strategy in the model outline that addresses every facet of tourism marketing, including target audiences, marketing research, the seven principles, organizational concerns, and educational domains.

Liberato, Liberato, Abreu, Alén-González & Rocha (2018) aim to explore the transformations occurring in the tourism sector due to the digital age with both individual and institutional clients, allowing for the implementation of groundbreaking business models and electronic platforms for selling tourism products. It is of utmost importance to have access to various types of information. This includes details about the demand for tourists, popular tourist destinations, available amenities, pricing, geographic information, weather conditions, supply and transportation options, and information about companies, intermediaries, and competitors. Additionally, including prices, products, and tourist packages. Understanding the marketing organization of tourist destinations and being aware of industry trends, as well as the size and nature of tourism, is also essential. Decision-making becomes indispensable as it provides quick access to valuable information.

Hossainand Khan (2018) this essay examines how ICT is being used strategically and operationally, how tourism has emerged as a field within tourism and hospitality, and how ICT application has affected London's tourist and hospitality industries. This study examines and evaluates the importance of ICT and how these activities benefit the tourism and hospitality industries using a variety of literary sources, including novels, essays, and research papers. It is truly impressive industries have embraced the use of ICT and modern technologies like social networks to connect with their customers. The implementation of these technologies has been done with great efficiency and at a minimal cost, requiring very little technical expertise from staff members. While the study is limited to London and based on past research, it is clear that the use of ICT has had a positive impact on these industries. It is important to note that this study only focuses on ICT as an independent variable, and there may be other features that also influence the success of tourism and hospitality businesses in London. Tourism is a multifaceted economic sector that involves the creation and provision of tourism products and services. It is a constantly evolving industry, with tourism products and stakeholders being influenced by various external factors, as well as other sectors associated with it. The integration of modern technology in tourism has expanded the range of products and services available to tourists worldwide and has become a crucial factor in determining competitiveness in this sector.

Tarakanova, Evseev, Evveevskaya, Pogodina, and Nesterova (2018) the primary goals of the use of IT in tourism are to improve tourism services, draw in more tourists, boost revenue, and make travel agencies and their goods more competitive. Tourist websites, travel-related smartphone applications, online reservations, electronic travel goods catalogues, and social media advertising are a few instances of e-tourism. The city has distinctive historical and cultural assets that should be presented to visitors in a contemporary manner. These days, IT technologies like computer apps, QR codes, customized audio guides, and 3D tours are utilized to plan trips across the city, new kinds of excursions, such as quests, games, and theatrical excursions, may be organized. In this case, integrating network, a smartphone app, and a cutting-edge method of quest exploration into a single, competitive offering. Products and display formats for tourist excursions need to be upgraded in St. Petersburg's excursion sector. The mobility, giddiness, and need for customization of contemporary visitors should be considered by developers of trip packages. The authors think it's essential to develop a distinctive travel and excursion package that combines cutting-edge technology with the informational layer of trips.

This paper aims to investigate important technological developments through the lens of value co-creation, offering insights into service innovations that affect ecosystems. Buhalis et al (2019) services related to tourism and hospitality are prevalent despite differing organizational, infrastructural, and cultural limitations. This document does not go into specific destination kinds and settings; instead, it offers an overview of possible interruptions and developments. Future research that conceptualizes and investigates potential stakeholder adaptations in particular circumstances will be necessary for this.

Kelly, Lawlor & Mulvey (2019) in the ever-evolving travel, tourism, and hospitality sectors, service automation plays a crucial role in benefiting both customers and service companies in the contemporary tourism and hospitality sectors and present a conceptual framework for customer SST adoption focusing on the roles of customers in co-creation through SSTaim to enhance the understanding of customer SST adoption through a comprehensive conceptual framework.

Artal-Tur (2019) one important aspect of the present development path that characterizes the tourist business is the allowance of new technologies. From a production perspective, visitors can travel more frequently and farther because of the rise of low-cost airlines and the overall decline in transportation costs.

Gössling (2019) to the fundamental changes in the global tourism system related to the emergence of information technologies (IT), and, specifically, a discussion of the implications of these changes for the sustainability of the global tourism system. Significance while most changes would currently appear to be ambivalent – and some outright negative – there is considerable potential for IT to support more sustainable tourism.

Lepeshkin, Blinova, Kulgachev, Nikolskaya & Ilkevich (2019) the article discusses the methods being developed to advance digital technology in the travel and tourist industry. It has been discovered that the advancement. These forms include the digitalization of self-designed tours through the establishment of online schools for inexperienced travelers and the online purchase of pre-made tours created by tour operators. It has been demonstrated that the digitization of tourism would be followed by a subsequent process of traditional businesses with physical locations being driven out of the tourism sector and the creation of tours tailored to the unique needs of each customer. As a result, travel agencies that can offer the highest level of personalization to customers offering travel services will have a competitive edge.

This study aims to comprehend the latest advancements that have impacted the contemporary tourism and hospitality sector. The idea of technology in the travel and hospitality sectors is also covered in the paper. We recognize that the new technological concepts of Ramachandran & Ruthramathi (2020) have caused a shift in the approaches largely on technology. The possible advantages of technology for the travel and tourism sector are also covered. This research concludes by discussing the challenges and new concerns that the tourist industry will encounter.

Irene (2020) to battle unemployment and poverty, boost domestic consumption, and generate enormous foreign exchange revenues, tourism services are increasingly being recognized as important tools for fostering economic growth on a worldwide scale. Theoretical debate points to a cumulative effect on economic expansion. This work was built on a comprehensive review of the literature to further understanding of this field. This study alerts tourism practitioners to the significant in modern society, the socializing influence of consumers, and the impact that tourism customers' service experiences have. Additionally, this study uses the service gaps to clarify why it is important for tourist service providers to embrace customer involvement to guarantee that their service offerings meet, if not beyond, the expectations of their clientele. This study also highlights the importance of further understanding.

Two information technologies that will spur development, argues Afsahhosseini (2020) are the first in the tourism industry, followed by tourism, smart tourism, and ambient intelligence tourism, which is the next development in artificial intelligence and machine learning. Machine intelligence is referred to as artificial intelligence. Artificial intelligence is used in the tourist sector in several capacities, including projecting short-term travel demand and supporting marketing decisions. The recommender system is one example of an application that makes use of machine learning methods for improving tourism in

general and under particular circumstances, such as a pandemic. It uses a content analysis approach to examine previous research findings.

This article's goal is to analyze the potential problems facing the tourism supply chain within the larger context of the travel and tourism sector Sivakumar and Ruthramathi (2020). The promotion of social culture and economic growth is the aim of tourism. It might entail people traveling to other nations or locations apart from their everyday surroundings for either work-related or personal purposes in several other industries making the tourism sector significant. In addition to supporting other economic endeavors, tourism also creates new services, and income, and is crucial to the extension of the travel industry.

Khurramov (2020) the contribution of tourism to the services economy's digital transformation is discussed in this article. According to international trends, Uzbekistan's advancements in science, technology, information technology, and telecommunications are fostering the development of the service sector, with tourism emerging as a key player in the service economy's digitization.

Leung (2020) the paradigm for services is shifting due to information technology. The present growth of technology-enabled tourist facilities and the influence of technology is given in this study. Lee et al (2021) clarify the idea of service innovation brought about by new technologies and recommend directions for further research in the hospitality and tourism fields. This study offers the foundation for using service innovation to improve customer service by carefully examining prior research. This study's primary contribution is the way it presents a strategy for service providers and academic researchers to leverage technology to enhance customers' perceived value, experience, and engagement.

According to Loureiro & Nascimento (2021), tourism is currently the industry with the highest growth rate worldwide, yet it remains one of the least advanced in terms of environmentally sustainable practices. Despite this, there are only a few resources that discuss the potential impact of new technologies on promoting a more sustainable path for tourism. This study's primary goal is to provide a thorough analysis of the literature's findings on the condition of sustainable tourism and technology improvements. We have found differing views about the benefits and drawbacks of implementing technology in this industry as a result of our research. Among the notable themes that have arisen are artificial intelligence, the Internet of Things, big data, the circular economy, and augmented and virtual reality. Five major areas of concentration have been recognized and explained, offering a more comprehensive picture of how technology might influence sustainable tourism in the future. The theoretical and administrative ramifications finally, we suggest a research agenda to direct future investigations into how digital disruption affects sustainable tourism.

In 2021, Nimatulaev et al. the focus of the paper is on how digital technology might boost service sales in the travel and tourist sectors marketplaces for information and services ought to cater to the demands of every type of consumer seeking a service. The growth of traditional service providers that value direct connection throughout the service purchase should be encouraged research indicates that digital technologies are crucial for travel agencies' marketing operations because they make complex activities easier to do in an ever-changing and dynamic business environment. It has been demonstrated that

digital technology may assist with marketing by offering new avenues for the supply of travel services and the information needed to make marketing decisions.

Shin & Perdue (2022) conducted a study using a life cycle innovation process model to examine the development of service innovation research. They analyzed the knowledge development over the past decade and aimed to integrate existing research while providing recommendations for future studies. To bridge these two bodies of literature, the researchers proposed a conceptual model and identified opportunities for future research in hospitality service innovation.

Momani, Hanaysha, and Alsakhnini (2022) emphasize the significant impact of technology on the operations of businesses, including the travel and tourism sectors influence of technology on the quality of products offered to tourists. It explores the various information systems employed in the tourism industry and examines how emerging technologies can benefit this sector. Effects of technology adoption on travel agencies. The research findings highlight that the utilization of new technology enhances marketing strategies, productivity, profitability, efficiency, and overall effectiveness.

In their ground-breaking research, Ozdemir et al (2023) delve into the world of hospitality and tourism, exploring the ever-evolving technological advancements and digitalization efforts within the industry. By critically reviewing these developments, the study profound implication digitalization has on key stakeholders such as consumers, employees, companies, and operators, all about value creation. This comprehensive study serves as a valuable resource for both industry professionals and scholarly researchers, offering a reflection of past and present digitalization efforts in the HT industry. Furthermore, it provides invaluable insights and guidance for the future of digitalization in the industry, highlighting the potential for significant value propositions for all stakeholders involved. What sets this study apart is its unique position as a critical reflection paper, going beyond the surface to uncover practical insights on how digitalization can truly create value for industry stakeholders across various application areas.

Swamidoss & associates (2023) this research evaluated Coimbatore hotels' service quality from the viewpoint of its patrons using the SERVQUAL technique. Convenience sampling designs were used by us. Following the components of the SERVQUAL model's verification in pilot research, the chosen customers were asked structured questions. Descriptive statistics were computed for the means and standard deviations of each SERVQUAL statement on service perceptions and expectations as the first step in the study of the respondents. For hotels in Coimbatore, specific recommendations have been provided to solve identified gaps in service quality.

Domyshche-Medyanyk, Prav, Shchokin, Pryhara, and Borko (2023) for tourist-related businesses, the topic of promoting tourism services using interactive technology is crucial. This is because global issues and the development of the coronavirus epidemic have caused the market to change. Analyzing the infrastructure and tools required for implementation in the operations of a corporate institution in new business is the challenge associated with analyzing the quality of interactive technologies. The tourist industry benefits greatly from the usage of interactive technology. It bolsters the brand's online presence and first opens up new markets for the company internationally. Moreover, interactive technologies may

produce any media file or video content needed for an advertising campaign with the use of digital infrastructure. The drive of this broadside is to examine the applicability, structural elements, and efficient methods for integrating interactive technology into tourism-related activities. The piece also highlights major developments in the use of collaborating technology and well-liked methods for putting them into practice. The go-ahead nature of the digital landscape is taken into consideration, and strategies for executing a travel marketing campaign that combines theory and practice are examined. The potential for further advancement of digital technologies and their progressive incorporation into the operations of tourist firms is a significant concern. Tourism businesses that want to engage in business activities centered around the usage of interactive technology may find value in the study's findings.

3. SAMPLING FARMWORK

TABLE 1: SAMPLING FARMWORK

Sl. No.	Places	Number of Respondents
1.	Madurai	25
2.	Thanjavur	25
3.	Kanyakumari	25
4.	Kodaikanal	25
5.	Rameshwaram	25
Total Sample Size		125

ANALYSIS

TABLE 2: PERCENTAGE ANALYSIS

Category	Classification	Frequency	Percent
Gender	Male	68	54.4
	Female	57	45.6
Age	18 years to 24 years	32	25.6
	25 years to 35 years	22	17.6
	36 years to 45 years	42	33.6
	Above 46 years	29	23.2
Education	School level	22	17.6
	Bachelor Degree	28	22.4
	Master Degree	44	35.2
	Others	31	24.8
Occupational Status	Own Business	48	38.4
	Government Employee	33	26.4
	Private Employee	44	35.2
Marital status	Single	77	61.6
	Married	48	38.4
Location of Visit	Madurai	30	24.0
	Thanjavur	33	26.4
	Kanyakumari	58	46.4
	Kodaikanal	4	3.2

Travel Mode	Independent	49	39.2
	Package Tour	51	40.8
	Family members and friends	25	20.0
Accommodation	Non-star Hotel	32	25.6
	Cottages	39	31.2
	Guesthouse	15	12.0
	Rooms/Lodges	39	31.2
Types of Tourism	Adventure tourism	54	43.2
	Beach Tourism	19	15.2
	Cultural tourism	2	1.6
	Eco-tourism	18	14.4
	Medical tourism	18	14.4
	Wildlife tourism	14	11.2

Gender of the respondents are male is high 54.4%, Age of the respondents have 36 years to 45 years is 33.6%. Education qualification of the master degree 35%. Own Business people are highly responded. Marital status of the defendant's single has 61.6%. people visit the Location highly on Kanyakumari. Travel Mode of the people package tour. Accommodation usage of the people use the Cottages and the Rooms/Lodges. Types of Tourism is Adventure tourism 43.2%.

TABLE 3: CROSS TABULATION

Cross Tabulation	Sig.	H0
Gender and Travel Mode	.015	Accepted
Key Technology Trends in Tourism and Types of Tourism	.000	Accepted
Benefits of Digital Adoption in Tourism and Age	.007	Accepted
Smart technologies have been used in tourism	.000	Accepted

Chi-square denotes the Gender and Travel Mode is .015, Key Technology Trends in Tourism and Types of Tourism .000, Benefits of Digital Adoption in Tourism and Age .007, Smart technologies have been used in tourism .000. All the sig value are less than the p value 0.05.

TABLE 4: FACTOR

Factors	Factors loading
Essential skills for success in tourism and hospitality tourism	.720
Smart technologies have been used in tourism	.759
Key Technology Trends in Tourism	.847

Factors loading - Essential skills for success in tourism and hospitality tourism .720, Smart technologies have been used in tourism .759, Key Technology Trends in Tourism .847.

SUGGESTIONS AND CONCLUSIONS

There is a need for integrated promotion and communication with customers to understand the experiences derived from digital technology and fully benefit from the added value digital technologies give to customers. Tourist sites should invest in digital technologies that can be accessed at the tourist sites in person not only those found online or on their website to allow all customers to experience digital tools by overcoming the challenge of poor internet connectivity. To minimize these biases, the researcher reviewed the results from interviewees and maintained a neutral stance. In knowing the interviewees' experience using digital technology, a relative study of traditional tourism experience could be compared to a digital technology tourism experience. The sector that is expanding the quickest globally and is continuously growing is the tourism business. The tourist industry has demonstrated its great degree of adaptation to changes in the economic environment by being the only one to return to its pre-crisis values despite the influences of the present global economic crisis. At the moment, technological advancements tend to automate a significant portion of the tourism business in addition to increasing the degree of comfort experienced by travelers and streamlining the work of tourism personnel. It appears that this leads to robotics, the plethora of rapidly developing technological gadgets that can already replace a significant number of workers, particularly in the hospitality industry. Technology has had a big impact on the hotel industry, which has improved operations and customer service in many ways. Hotels are now able to provide visitors with individualized experiences while simultaneously reducing expenses and increasing efficiency thanks in large part to automation and artificial intelligence. Additionally, the use of technology such as a hospitality cloud has made it possible for hotels to maximize their resources and encourage sustainability. Finally, social media and other digital platforms have made it possible for hotels to interact with companies efficiently thanks to technology. Consequently, these developments have played a major role in the hotel sector's capacity to prosper in a fiercely competitive market.

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