



B.Com Honours

Semester III

Calicut University

DIGITAL TRANSFORMATION IN TOURISM

Course Code: COM3VN202 • Module 1 Notes

Module I: Introduction to Digital Transformation in Tourism

Digital transformation integrates disruptive technologies across tourism and hospitality operations, fundamentally altering how travel products are created, distributed, and consumed.

Unit 1: Digital Transformation Concepts & Scope in Tourism

Refers to the strategic integration of digital technologies into all business functions, creating hyper-personalized guest experiences, improving operational agility, and developing new business models.

Unit 2: Three Stages of Digital Maturity

- 1. Digitization:** Converting analog paper documents (guest folios, paper tickets) into digital binary formats.
- 2. Digitalization:** Leveraging digital technology to automate processes (online check-in, automated email booking confirmations).
- 3. Digital Transformation:** Comprehensive organizational culture change and business model shift driven by data analytics and cloud ecosystem integration.

Unit 3: Key Digital Trends in Hospitality & Service Technologies

AI & Generative Chatbots (ChatGPT): 24/7 guest customer support, automated trip itinerary planning.

Internet of Things (IoT): Smart hotel rooms equipped with automated climate control, voice assistants, and keyless mobile door locks.

Virtual (VR) & Augmented Reality (AR): Immersive 360-degree virtual hotel tours and AR interactive city navigation overlays.

Robotics & Voice Search: Robotic room service concierges and voice-driven hotel booking optimization.

Practical Case Framework (Disruptive Digital Hospitality Trends Matrix): Evaluate key digital technologies deployed in modern smart hotel operations.

Smart Hospitality Disruptive Technologies Matrix:

Digital Trend / Tech	Core Technical Application	Guest Experience Advantage	Hotel Operational Impact
Artificial Intelligence (AI)	Generative AI chatbots & dynamic pricing algorithms	Instant 24/7 automated booking assistance & trip planning	Maximizes RevPAR (Revenue Per Available Room) yields
Internet of Things (IoT)	Connected room sensors & smart thermostats	Customized room temperature & lighting control via phone	Reduces hotel energy utility costs by up to 25%
Augmented Reality (AR)	Smartphone camera interactive map overlays	Self-guided navigation of historical heritage monuments	Replaces costly physical brochures with interactive AR
Service Robotics	Autonomous mobile delivery robots	Contactless in-room luggage & dining delivery	Relieves front desk staff from routine errand delivery

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