

REVITALIZATION OF TOURISM AND HOSPITALITY INDUSTRY THROUGH TECHNOLOGICAL INNOVATIONS IN RESPONSE TO COVID-19

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Abstract: The outbreak of COVID-19 pandemic has caused a massive impact on various industries, including the tourism and hospitality sector. To cope up with the challenges posed by the pandemic, the industry had to adopt measures to ensure the safety and well-being of guests while maintaining quality service. This article explores the technological innovations that the industry adopted to revive and sustain its operations, including touchless check-ins, mobile room keys, contactless payment systems, and app-based ordering. Moreover, the use of artificial intelligence and robotic technology has significantly improved hotel staff's efficiency in delivering contactless services and improving the check-in and check-out experience of guests. The application of AI, 5G, and live streaming technology has also enabled real-time data analysis and personalized services. Additionally, the rise of contactless options and the use of robots to ensure social distancing and minimize physical contacts are expected to continue in the post-pandemic era. The article emphasizes digital marketing, branding, and the adaptation of AI-based software, apps, and technologies as crucial steps in the industry's revitalization. As the focus remains on ensuring the highest level of protection and hygiene to guests, digital integration and hassle-free ambiance will provide an edge in the post-pandemic tourism and hospitality world.

Keywords: technology, tourism, hospitality industry, COVID-19, artificial intelligence, robotic technology, contactless options, digital marketing, hygiene.

Introduction

Technology is nothing. What's important is that you have the believing faith in people, that they're basically good and smart, and if you give them tools, they will do wonderful things with them." – Steve Jobs

Thus, the business-prodigy Steve Jobs perceived the broader picture of association in the process of living lives with technology. Covid-19 had shaken the entire earth and changed the system so radically that its each and every inch's hologram affected gigantically of our entire living perspectives since last 2 years. The spectacle of these rapid changes can be seen in our Tourism and Hospitality sector also prominently. COVID-19 has indelibly marked an acceleration in the infusion of new technologies and applications into the Tourism world. Various Technological innovation have formerly been envisioned for outlining as uniqueness or extra services are rapidly appearing to be prime requirements in this post pandemic era where the majorities of the citizen must be situated at their home. In these circumstances it is immense crucial for travel sector to assure the fullest safety for its visitor amid this deadening contagious virus. This paper is going to focus on the newly adopted technologies by tourism and travelling industry due to Pandemic.

‘Neo-Normality’ Scenario in Hospitality Sector: In the arena of hospitality sector, postpandemic scenario created a such impact which led to materialize the replacing of formal restaurant billings and paper in-room

standing chart with scannable QR codes to touch-free check-in facilities, mobile room keys, contactless payment system, and app-based ordering, conference and appointments. Post Corona gave us the situation which is now termed as 'New Normal' where the whole span of hospitality can be executed through guests' own mobile devices, provided that hotels have adopted the right software. The innovation of Customer-facing upgraded technological tools are being functional with latest digitalized technologies to service far-off admittance to the concerned front-desk functioning concierge and customer service operations through the online-chatbots with on-assets control, giving a direct facilitation to the hands of the guests without having face-to face requirement with the hotel's employees. Introduction of new smartphone apps deliver the tourism sectors a free dedicated inventory management system to facilitate instantaneous visitors with reserved seats availability. Technologies are being helmed to purify the air which is necessary followups medical perspectives amidst this post pandemic time.

Artificial Intelligence and Robotic Technology Enhancement in Tourist Sector: The advancement of AI has shown to be progressively helpful to hotel staffs. For instance, the simplicity and proficiency of check-in and check-out experience are being improved by giving hotel visitors admittance to their rooms or lounge by utilizing facial recognition programming. The mix usage of 5G, AI, and live streaming likewise presents impressive potential for improvement of continuous, customized administration by organizing framework for guests being dependent on realtime and constant data.

Due to COVID-19 pandemic, facial recognition hardware companies have developed an answer for non-contact internal body level temperature measurement along with facial recognition to fulfil the quick need to control the virus. This technological innovation can diminish the danger of cross contamination which further develop traffic proficiency, which saves time and reduces the clogging of hotel workers and visitors.

The Corona Virus situation is leveraging several industries and enterprises to be opting for 'contactless' choices. Various shopping malls, Marketing complexes, supermarkets huge or little, are relied upon to utilize robots to build 'social distancing' and reducing the quantity of staff that must need to come to work physically. From getting ready for F&B services in room dining arrangement, doubling as waiters in restaurants and cafe, to the delivery of housekeeping things, giving away of face-masks and hand sanitizers, robots are utilized on the forefront to secure hotel visitors' and workers to fight against the rapid spread of COVID-19. The robots not only just assist with securing and protecting visitor's health and prevent virus-spread, but also additionally improve administrating service quality and customer's satisfaction.

Discussion and Concluding Remarks: Even though if the pandemic gets over, the situation of hotel-industry and tourism sector cannot be able to move to the pre-pandemic situation of 'Old-Normal'. The visitors from now on would always expect a highest level of protection and hygiene environment in every sphere of hospitality. The paramount focus is going to rise on digital marketing and digital branding along with all systemized AI-based software, apps and technologies. Going-digital strategy and physical hassle-free ambience will offer the hotel owners and tourism persons an advancing edge to succeed the longer race in this post-pandemic world. Various self-servicing smart-phone based apps and AI based technologies are going to be adapted hugely by the tourist companies and hotel owners. This global pandemic serves as the catalysing accelerators what thrust the hotel industry to be more tech-forward. When this gigantic nuisance of storm on human civilization due to covid passes, it is certainly going to be effective platform for experts and researchers to continue their studies in this spectrum from the various perspectives.

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