POSITIVE ASPECTS OF DIGITAL TECHNOLOGY IN TOURISM AND HOSPITALITY

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Introduction

Technology has entered every aspect of our lives, such as work, study, research, and practice. Today, everyone uses AI and technology in almost every area of life. Life has become easier because of the convenience and availability of technology. Technology has moved everything forward to a better level, and its positive aspects outweigh its negative ones. Its positive sides are that it makes comprehension easier and the work process faster and more modern. This convenience is even more valuable in student life, for example, when doing homework, research, and practice. I think this is handy for many students and workers, especially when they are in a hurry. I believe that this process will continue in the near future and that our future will become more modern and technological.

The Concept of Digital Technology in Many Aspects of the World

Digital technology is something that people use every day. It is found in people's phones, computers, and many modern buildings. Devices such as smart desks that can be controlled with a fingertip are part of digital technology. For example, our university has many digital technologies and AI-based operating systems. These systems are designed to make the lesson process easy and comprehension straightforward. Year by year, these advancements develop and improve, and new ones appear. In the work sphere especially, technology is making everything better and more efficient. Manual labour requires people's energy and a lot of time, whereas technology saves individuals' time and energy. Advancements are changing the way people work and communicate, and people now use digital media as a way of life. Many hotels, restaurants, and cafés also use digital technology effectively. For instance, many restaurants use robots to serve customers and make the serving process easier. Technology is especially eye-catching in hotels, for example in smart rooms, where the heating system is controlled manually or through an ordering system. Technology is a central concept in my field. In addition, many commercial areas use digital technology to make their services straightforward and efficient. The education system also relies on advancements to make everything more accessible for students and learners. These developments make technology even more accessible and adaptable. Every corner of the city now uses technology more than before, and advancements are superior to those of the past in many aspects of the world.

Types of Digital Technology in Tourism and Hospitality

There are many types of technology in the tourism and hospitality industry, for example AR, VR, AI chatbots, the IoT, and others. These technologies make trips easier and more memorable. I think technology has made travel more comfortable; for example, people can now travel virtually without going to a specific

destination. This can give you the feeling of being in your dream place without spending a lot of money and time, although the atmosphere will be different, because a person can travel in a short time and for a short period. Many AI chatbots also make the process easier and more convenient. Digital technology has also improved customer service in the hospitality industry. Many hotels now use online check-in and check-out systems, digital payment methods, and mobile applications. These services help guests save time and make their hotel experience more comfortable. I believe that good customer service is one of the most important factors in tourism and hospitality. Digital technology can help businesses serve their customers more quickly and improve their overall experience through different types of technology. Restaurants also benefit from digital technology. Customers can look at menus online, order food through applications, and pay electronically. These services make the process easier for both customers and employees. In my opinion, these technologies are especially useful for people who are visiting a destination for the first time, because they can find the information they need quickly and feel more confident during their journey through tools such as navigation and digital maps.

Better Communication and Access to Information

Another important positive aspect of digital technology in tourism and hospitality is better communication and access to information. Nowadays, tourists can use the internet, social media, mobile applications, and online travel platforms to find information about destinations, hotels, restaurants, and transportation. This makes travelling easier because people can prepare for their trips without spending too much time searching for information. According to Buhalis and Law (2008), digital technology has significantly changed the tourism industry by making information more accessible and improving the way tourism businesses communicate with their customers. Today, tourists can use the internet to find information about destinations, hotels, transportation, and tourist attractions before making their travel decisions. In addition, Pawłowska-Legwand (2019) highlights the role of digital tools in helping tourists access travel information and services. For example, tourists can read online reviews, check hotel prices, use translation applications, and find directions through digital maps. In my opinion, digital technology is especially useful for international tourists because they may not know the local language or have enough information about the destination. With the help of smartphones and the internet, they can communicate more easily, discover interesting places, and solve common problems during their journeys. Therefore, digital technology improves communication and helps tourists feel more confident and comfortable when travelling. Kim, Chung, and Ahn (2019) highlight the importance of mobile tourism information services in helping travellers obtain information about destinations. Smartphones make it possible for tourists to access useful information while travelling, which helps them explore attractions and make informed decisions.

Improving Safety and Security for Tourists

Another benefit of digital technology in tourism and hospitality is improved safety for tourists. When people travel to different countries or unfamiliar places, they sometimes face problems such as getting lost, not knowing the local area, or

encountering unexpected situations. Digital technology can help tourists deal with these problems more easily. For example, people can use Google Maps to find places and choose the right direction. They can also use their smartphones to contact emergency services, share their location with family members, and get important information. Many hotels also use security cameras, electronic room keys, and other modern systems to protect their guests. I think safety is very important for every tourist because people want to enjoy their holidays without worrying about different problems. Technology helps them feel more comfortable and confident when visiting new places, and I think this is one of the positive ways in which digital technology has improved the tourism and hospitality industry. Moreover, digital technology is also useful for hotels and other tourism businesses because it helps them protect their customers and their personal information. For example, online payment systems can make transactions easier, while modern security systems help hotel staff monitor their buildings and keep guests safe. Some travel applications also provide weather updates and warnings about dangerous situations. Another example is that tourists can use online reviews to learn about the safety and quality of hotels, restaurants, and tourist attractions before visiting them. This helps people choose places where they feel comfortable and secure. As a result, digital technology makes travelling more organized and safer. It gives tourists different ways to protect themselves and enjoy their trips with fewer worries. According to Sustacha, Baños-Pino, and Del Valle (2023), digital technology plays an important role in improving the tourism experience. Smart technologies can make travelling more convenient, but security and privacy are also important for tourists to feel comfortable when using digital services.

Environmental Sustainability and Protection

Another positive aspect of digital technology in tourism and hospitality is the protection of the environment. Nowadays, many hotels, restaurants, and tourism companies use modern technologies to reduce pollution and save natural resources. Digital systems help businesses use less electricity and water and reduce unnecessary waste. For example, some hotels use smart systems that automatically turn off lights and air conditioning when guests leave their rooms. This helps save energy and reduce electricity costs. Restaurants can also use digital systems to manage food orders and avoid wasting too much food. In addition, online tickets and electronic documents help reduce paper usage. In my opinion, protecting the environment is very important for the tourism industry because tourists want to visit clean and beautiful places. I think digital technology can help tourism businesses become more environmentally friendly and responsible. It is also a good way to save natural resources for future generations. Therefore, technology is useful not only for tourists and businesses but also for protecting our environment. Moreover, digital technology can help tourism destinations manage their natural resources more carefully. For example, smart systems can monitor water and electricity consumption in hotels and other tourism facilities. This allows managers to understand where resources are being wasted and find ways to reduce unnecessary use. Another example is online information about eco-friendly hotels and sustainable tourism activities. Tourists can easily find places that care about nature and choose

services that have less negative impact on the environment. This also encourages tourism businesses to pay more attention to environmental protection. I believe that small changes can make a big difference when many tourism businesses use modern technology. By saving energy, reducing waste, and using natural resources carefully, the tourism industry can become more sustainable and provide a better environment for future generations.

Conclusion

I believe that technological advancements are everywhere, bringing many advantages to every person and place. As I have mentioned, technologies are beneficial in many aspects of the world, including work, education, and travel. In my opinion, digital technology is very important in modern tourism because it makes everything easier and more convenient for people. Nowadays, many tourists use their phones and the internet when they travel, and businesses also need technology to improve their services. I think digital technology will become even more important in the future. Although technology has many benefits, good communication and personal service are also necessary. Overall, digital technology makes tourism and hospitality better for both tourists and businesses.

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SUSTAINABILITY IN TOURISM: BALANCING GROWTH, ENVIRONMENT AND COMMUNITY

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Abstract. Tourism is one of the world's biggest economic sectors and the sector's growth puts a strain on the natural resources, local communities and global climate. In this paper, the three pillars of sustainable tourism: environmental, economic, and socio-cultural, are discussed and the most prominent negative effects of mass tourism such as greenhouse gas emissions, resources depletion, and overtourism are analyzed. It then looks at practical solutions including carbon