

Challenges and opportunities of the tourism industry's digital transformation



Introduction

Digital technologies have brought significant transformation to the tourism industry, revolutionising tourism enterprises, products and experiences, business ecosystems, and destinations. Digitalisation has also transformed the traditional roles of tourism producers and consumers, with new roles, relationships, business models, and competencies emerging. The rise of digital platforms has increased the variety and volume of tourism products, services, and experiences, with on-demand functionality accelerating the speed of economic transactions, market awareness and feedback. These shifts have created new opportunities, as well as challenges, for tourism SMEs as they strive to meet consumer demands and reach new markets. Finally, digitalization leads to:

- Leads to creativity and innovation in tourism.
- Facilitates increased customisation of visitor experiences.
- Enhances visitor satisfaction.
- Contributes to new destination configurations.
- Inspires new business models, new value chains, new business ecosystems.
- Opens-up new roles for consumers and producers (i.e., prosumers)
- Prompts new roles for DMOs to support SMEs.



Database

Useful links on digital transformation in tourism:

<https://www.unwto.org/digital-transformation>

<https://www.unwto.org/news/digital-tools-to-revitalize-tourism>

<https://www.e-unwto.org/doi/pdf/10.18111/unwtoecd.2018.1.g51w645001604520>

https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2022-03/220302-andorra-en.pdf?VersionId=xPm_AlhZPFaVueG7D.o.55IYST4.sk1

<https://www.oecd-ilibrary.org/docserver/9258d999-en.pdf?expires=1689688364&id=id&accname=guest&checksum=992C4A66E4975D447DD962B9F8661AF1>

https://single-market-economy.ec.europa.eu/sectors/tourism/eu-tourism-transition/digital-transition-tourism_en

https://commission.europa.eu/system/files/2023-01/cellar_12e835e2-81af-11eb-9ac9-01aa75ed71a1.0001.02_DOC_1.pdf

<https://www.intelligentcitieschallenge.eu/>

https://smart-tourism-capital.ec.europa.eu/index_en

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy_en

<https://tourism-dashboard.ec.europa.eu/?lng=en&ctx=tourism>

<https://www.hotelmize.com/blog/4-key-travel-industry-digital-transformation-trends-that-you-should-know/>

https://www.researchgate.net/publication/353464172_Tourism_Industry_Digital_Transformation

<https://magenest.com/en/digital-transformation-in-travel/>

https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1610619426.pdf



Co-funded by the
COSME programme
of the European Union

