

# **Digital Disruption in Hospitality, Sustainable Hospitality**

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# **Digital Disruption in Hospitality, Sustainable Hospitality: A Global Perspective on People, Planet, and Profit**

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INVESTOR IN PEOPLE

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# Preface

The hospitality industry, a cornerstone of human connection and cultural exchange, is undergoing significant transformation. *Digital Disruption in Hospitality, Sustainable Hospitality: A Global Perspective on People, Planet, and Profit* addresses this dynamic shift by exploring how emerging technologies and sustainability imperatives are reshaping the sector. In today's digital era, the industry faces the dual imperative of embracing technological disruption and addressing pressing global sustainability challenges. From data-driven personalization to blockchain-facilitated transparency, the scope of digital innovation is reshaping customer experiences and operational efficiencies. Simultaneously, the sector must align with global sustainability goals, recognizing the environmental and socio-economic impacts of its practices.

Against this backdrop, this book examines the interplay between digital disruption and sustainability in hospitality, presenting a multidimensional narrative that integrates forward-thinking technologies with responsible business strategies. It highlights how the industry can adapt to evolving demands while remaining committed to creating positive social and environmental outcomes.

## Purpose and Scope

This book aims to provide a comprehensive perspective on how the hospitality industry can embrace digital disruption while advancing sustainability. It examines how technology-driven innovation intersects with the triple bottom line of people, planet, and profit, creating pathways for responsible and profitable growth. By offering both theoretical and practical insights, the book serves as a resource for academics, practitioners, and policymakers. It focuses on integrating technological advancements into hospitality operations, enhancing customer satisfaction, and ensuring environmental stewardship, all while addressing the economic and social dimensions of sustainability.

## Structure of the Book

Digital Innovation and Customer Experience in Hospitality represents a transformative approach to understanding the intersection of technology and hospitality services. The themes within this domain explore critical areas such as social media's impact on tourist decision-making, the potential of metaverse technologies in luxury

hospitality, and the revolutionary role of digital disruptions like blockchain and fintech in personalizing customer experiences. These research directions highlight a profound shift toward data-driven customization, where technologies like big data and digital platforms are being leveraged to enhance guest experiences, create more personalized interactions, and ultimately drive customer loyalty in an increasingly digital landscape.

Sustainable Development and Responsible Tourism and Economic Growth and Regional Perspectives in Hospitality emerge as complementary themes that underscore the hospitality industry's broader social and economic responsibilities. The research topics reveal a nuanced approach to responsible tourism, focusing on innovative digital advancements that support sustainable practices, entrepreneurship in rural areas, and collaborative partnerships that address social challenges. The themes span from exploring eco-resort management using big data to examining the intersections of social health, domestic workers, and telemedicine and from analyzing culinary tourism development to understanding regional hospitality dynamics. These research directions demonstrate a holistic view of hospitality that goes beyond traditional service models, emphasizing economic development, social responsibility, and technological innovation as interconnected pathways to creating more meaningful and sustainable tourism experiences.

The chapters employ diverse methodologies, including quantitative analyses, case studies, and theoretical models, ensuring a well-rounded exploration of the themes. Advanced techniques such as sentiment analysis, econometric modeling, and digital twin frameworks are applied to deliver robust insights. The book's contribution lies in its ability to bridge academic theory and practical application, offering actionable strategies that stakeholders can implement in real-world scenarios.

## **Vision for the Future**

As the hospitality industry embraces digital disruption, it faces the dual responsibility of leveraging technology for growth while prioritizing sustainability. This book envisions a future where innovation and responsibility go hand in hand, enabling the sector to thrive economically while supporting environmental and social well-being. By addressing the intersection of people, planet, and profit, the book aims to inspire meaningful conversations and actions that shape a resilient and sustainable hospitality landscape.

We extend our gratitude to the contributors for their expertise and commitment to this project. It is our hope that this book serves as a guide and inspiration for navigating the evolving challenges and opportunities in the hospitality industry.