

Advanced Technology: Shaping the Future of the Hospitality Industry

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Abstract: *The tourism and hospitality industry has a great history and it is observed that it has grown as per the revolutionary changes happening globally. Acquiring new things is one of the characteristics of the Hospitality industry. This acquaintance has shown that the industry will stand still and will face challenges effectively. (Prasanna Kansarkar, 2019) Digital Transformation plays a very important role in the hospitality industry there are many challenges that the hospitality industry is facing after the pandemic. The advantage of using advanced technology is that the hospitality industry is using Chatbots, mobile ordering, robots, etc. (administration, 2023). The IoT has given shape to the industry. For sustainable growth of the industry, there is a need for major improvements and adaptation. We can see the changing consumption and changing travel behaviours of the evolving customer.*

Keywords: Digitisation, Hospitality industry, IoT, Changing Travel Behaviour.

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