International Journal of Research in Marketing Management and Sales

Pannacara
NO 21, 23 Street, 7 (Ward),
Latha Township, Yanagon,
Myanmar

The application of technology in reviving the tourism & hospitality industry in post Covid-19 scenario

Pannacara

Abstract
Corona Virus is such of a deadly virus that it shook the entire globe in sort of a certain way what never happened before. It made the whole world to push into indoor existence. This devastating pandemic affected in all aspects of our lives, livelihood and living. During the peak time of Covid-19 almost all countries went for full national lock-down. This fatal effect of lockdown had an immense impact on the vast sector of traveling industry. All sort of transportation and hospitality franchises got its severe most damage due to this unthinkable catastrophic scenario. In order to face up these adversarial challenges, hotel industries had to come up with some neo innovation in technological sphere. New normal condition of living in post-pandemic time has engulfed a rapid evolution in technological usage in its annexation with the vast application spectrum of artificial intelligence. This article is written to see the various domains of tourism and hospitality world in the event of newly adapted advancements in technology.

Keywords: technology, tourism, hospitality industry, Covid-19

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, post-pandemic 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 follow-ups medical perspectives amidst this post pandemic time.

Corresponding Author:
Pannacara
NO 21, 23 Street, 7 (Ward),
Latha Township, Yanagon,
Myanmar

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 real-time 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, super-markets 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.

Reference

1. Delone WH, McLean ER. The DeLone and McLean model of information systems success: a ten-year update. J Manag Inf Syst 2003;19(4):9-30.
2. Gross S. Coronavirus cluster emerges in Australia after wedding. Bloomberg 2020. https://www.bloomberg.com/news/articles/2020-03-20/coronavirus-cluster-emerges-in-australia-after-wedding Accessed on May 2021
3. Inada M. Karaoke customer who spread virus dies two weeks after final song. Wall Str J 2020. https://www.wsj.com/articles/karaoke-customer-who-spread-virus-dies-two-weeks-after-final-song-11584607335-fears/. Accessed 9 July 2021
4. Peltier E, Minder R. Hundreds confined to Tenerife hotel for 14 days over coronavirus fears. The New York Times 2020. https://www.nytimes.com/2020/02/26/world/europe/spain-coronavirus.html. Accessed on May 2021
5. Su X. Beloved communal hotpot falls victim to Hong Kong virus fears. Hong Kong Free Press 2020. https://hongkongfp.com/2020/02/12/beloved-communal-hotpot-falls-victim-hong-kong-virus. Accessed on June 2020
6. Tang JW, Nicolle AD, Klettner CA, Pantelic J, Wang L, Suhaimi AB *et al*. Airflow dynamics of human jets: sneezing and breathing-potential sources of infectious aerosols. PLoS ONE 2013;8(4):e59970.
7. UNWTO. International tourist numbers could fall 60–80% in 2020, UNWTO Reports. World Tourism Organization 2020. https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020. Accessed on September 2020
8. Van Doremalen N, Bushmaker T, Morris DH, Holbrook MG, Gamble A, Williamson BN *et al*. Aerosol and surface stability of SARS-CoV-2 as compared with SARS-CoV-1. N Engl J Med 2020;382(16):1564-1567.