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THE ROLE OF DIGITAL TECHNOLOGIES IN THE TOURISM SECTOR

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Abstract

This article analyzes the significance of digital technologies in the tourism sector, their role in improving service quality, their adaptability to customer needs, the importance of CRM systems (Fidelio and Amadeus) in hotel management, and the insights of international experts in the field.

Keywords: digital technologies; tourism; service quality; customer needs; CRM; Fidelio; Amadeus; marketing

Introduction

Nowadays, it is hard to imagine our daily lives without automated digital technologies. These conveniences save people time and energy while allowing them to access necessary information at the right time without difficulties. Digital technologies have become an integral part of the modern tourism sector, enabling services to be delivered quickly, conveniently, and in a personalized manner. Information technologies give people access to their desired information instantly and efficiently, while also increasing the quality of services through automated systems. With the widespread use of smartphones and computer technologies, working with clients has become more accessible and central to operations. In marketing, this trend has created opportunities for consumers to access desired products and services regardless of time and location.

The Importance of Digital Information

Today, digital information has become an essential part of our daily lives. Not only in tourism but also in many other sectors, the effective use of the internet and information technologies is of great significance. Digital technologies occupy a strong position as a cultural medium and simplify service delivery across various platforms.



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The Impact of Digital Technologies on Tourism

Digital technologies play a vital role in automating tourism services, online booking systems, virtual travel, and developing interactive communication with customers. Automation reduces human error, increases the speed of services, and allows tourism businesses to serve more clients efficiently.

UNWTO (United Nations World Tourism Organization): “A digitalized tourism sector must foster innovation and ensure the sector’s competitiveness, growth, and sustainable development.”

Zurab Pololikashvili, UNWTO Secretary-General: “Innovation is the most important driving force for the future of tourism. It provides a unique opportunity to contribute creative ideas to sustainable and inclusive growth.”

Natalia Bayona, UNWTO Executive Director: “Artificial intelligence is expected to add \$15.7–19.9 trillion to the global economy by 2030, with generative AI contributing \$2.6–4.4 trillion annually. This is a decisive shift for tourism!”

Adapting to Customer Needs

Technologies help identify individual customer needs and offer tailored services, which increases customer satisfaction and loyalty.

Service Quality and Competitiveness

Digital technologies are crucial in improving service quality and ensuring competitiveness in the tourism sector. In the global market, innovative approaches and fast information flow are decisive factors for business success.

CRM Technologies in the Hotel Industry: Fidelio and Amadeus

CRM (Customer Relationship Management) systems play a key role in modern hotel management. They improve customer relationships and allow for personalized service delivery.

Fidelio: An automated management system for hotels that supports all processes from booking to payment management.

Amadeus: Initially known for flight reservations, it now includes hotel bookings, revenue management, and multi-channel distribution services.

Conclusion and Recommendations

Digital technologies are a primary driver of tourism sector development. Their effective use improves service quality, supports adaptation to customer needs, and



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strengthens competitiveness. Implementing CRM systems helps optimize hotel operations and increase customer loyalty.

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