



The Impact of Digital Transformation in the Tourism Industry on Tourism Products

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Abstract

In order to explore the impact of digital transformation on tourism products, theoretical analysis methods were used to analyze the positive significance of digital transformation on tourism products, as well as its impact on product innovation, personalized services, and user experience. Through research, it has been found that digital transformation has enhanced the competitiveness of the tourism industry, met personalized consumer needs, and promoted sustainable development of the industry. In terms of product innovation, digital technology has promoted the diversification and personalized customization of tourism products, such as utilizing big data analysis and virtual reality technology. In terms of personalized services, data-driven personalized recommendations and intelligent customer service systems have been continuously improved. The user experience has been improved, especially with the application of mobile experience and virtual reality technology. These changes make tourism products more attractive and competitive, driving the entire tourism industry towards a more intelligent and personalized direction.

Keywords

Tourism industry; Digital transformation; Tourism products; Product innovation; Personalized services

1. Introduction

With the rapid development of digital technology, the tourism industry is undergoing profound changes. Digital transformation has become one of the key driving forces for the development of the tourism industry, having a revolutionary impact on tourism products and service models. In the traditional tourism industry model, consumer demand is becoming increasingly diverse, and the demand for personalized customization is constantly increasing. Digital transformation provides new possibilities to meet these needs. Through digital means, tourism products and services can better integrate personalized customization and innovative experiences, thereby enhancing industry competitiveness, meeting consumer needs, and promoting sustainable development. Therefore, exploring the impact of digital transformation on tourism products has important theoretical significance.

2. The positive significance of digital transformation on tourism products

2.1 Enhancing industry competitiveness

Enhancing industry competitiveness is an important aspect of the positive significance of digital transformation for tourism products. Firstly, digital transformation enables tourism enterprises to better utilize technologies such as big data analysis and artificial intelligence to gain a deeper understanding of market demand and consumer behavior patterns. By analyzing massive amounts of data, enterprises can more accurately grasp market trends and accurately

launch attractive tourism products. Secondly, digital transformation has brought about more efficient operational management and resource allocation, reduced enterprise costs, and improved production efficiency. This enables enterprises to have stronger price competitiveness in the market, thereby better-seizing market share (Shi Jianzhong & He Mengru, 2024). In addition, digital transformation has also promoted innovation and quality improvement of tourism products. Through digital technology, enterprises can launch more personalized and diversified tourism products to meet the needs of different consumer groups. For example, personalized customized travel routes based on big data analysis and the use of virtual reality technology to create immersive travel experiences have injected new impetus into the improvement of industry competitiveness.

2.2 Meeting consumer needs

One of the impacts of digital transformation on tourism products is to better meet consumer needs. Firstly, digital technology enables tourism companies to gain a deeper understanding of consumer preferences and needs. Through the analysis of big data, enterprises can more accurately grasp consumer interests, travel habits, expected experiences, and other information, thereby designing and promoting tourism products in a targeted manner. This personalized customized tourism product can better meet the needs of different consumer groups, and improve the attractiveness and competitiveness of the product. Secondly, digital transformation has brought diverse and convenient consumer experiences. Through mobile applications, virtual reality technology, and other means, consumers can more conveniently obtain travel information, make product choices, and make reservations, greatly improving their experience. At the same time, digital technology also provides consumers with more diverse choices, such as customized travel routes, unique experiences, etc., meeting their pursuit of personalized and unique tourism products.

2.3 Promoting sustainable development of the tourism industry

The digital transformation has a positive promoting effect on the sustainable development of the tourism industry. Firstly, digital technology can help tourism enterprises better manage resources, reduce energy consumption and emissions, and promote green travel. Through intelligent resource scheduling and management systems, enterprises can achieve precise monitoring and effective utilization of energy, water resources, etc., reducing waste and environmental impact. At the same time, digital transformation can also promote the application of the sharing economy in the tourism field, such as shared accommodation, shared transportation, etc., reducing the redundant construction and use of resources, improving resource utilization efficiency, and promoting sustainable development of the industry. Secondly, digital technology can also promote the intelligence and refinement of tourism products and services, thereby improving resource utilization efficiency and operational efficiency. For example, intelligent booking systems, online guides, and other services can reduce the use of paper materials, reduce waste generated during tourism activities, and help reduce environmental burdens. At the same time, digital transformation can also promote the intelligent construction of tourism destinations, such as intelligent transportation management and intelligent environmental monitoring, enhancing the sustainable development capacity of tourism destinations (Li Li & Guan Yuanyuan, 2024).

3. The impact of digital transformation on tourism products

3.1 Product innovation

3.1.1 The role of digital technology in promoting innovation in tourism products

The driving effect of digital technology on tourism product innovation is reflected in multiple aspects. Firstly, through big data analysis and artificial intelligence technology, tourism enterprises can better understand consumer needs, behavioral habits, and preferences, thereby accurately mining market demand and proposing more innovative tourism product concepts. Enterprises can design tourism products that meet market trends and consumer tastes based on the actual needs and feedback of consumers, improving the attractiveness and competitiveness of the products. Secondly, digital technology provides rich media and means for the innovation of tourism products. For example, technologies such as virtual reality and augmented reality provide new possibilities for experiential marketing of tourism products, allowing consumers to feel the unique charm of the product before actually experiencing it, thereby stimulating their desire to consume. At the same time, mobile Internet technology also provides a convenient way to spread and promote tourism product innovation, greatly expanding the exposure and influence of the product (Liu Fen & Wang Wei, 2024). In addition, digital technology has also promoted the diversification and personalization of tourism product

forms. For example, by combining artificial intelligence technology, tourism products can be customized according to the personalized needs of consumers, providing personalized and inclusive product choices for different consumer groups. This personalized customized product can better meet the diverse needs of consumers, improve the market adaptability and user experience of the product.

3.1.2 The rise of personalized customized products

With the continuous development of digital technology, personalized customized products have emerged and received widespread attention in the tourism industry. The rise of personalized customized products is inseparable from the support of digital technology. Through big data analysis and artificial intelligence technology, tourism enterprises can gain a deeper understanding of consumer interests, travel habits, and needs, thereby tailoring tourism products that meet their personalized needs. This customized product design can better meet the unique needs of consumers and enhance the personalized and differentiated competitive advantage of the product. The rise of personalized customized products also benefits from the development of mobile Internet technology. Consumers can express personalized needs and choose products through mobile applications, achieving seamless connection between online and offline. At the same time, digital technology also provides convenient means for the production and delivery of personalized customized products, greatly reducing the cost and cycle of product customization, and creating conditions for the promotion and popularization of personalized customized products. In addition, the rise of personalized customized products has also promoted the diversification and differentiation of tourism product forms. Consumers can choose products that meet personalized needs and preferences based on their own needs, obtaining a more personalized and unique travel experience, and enhancing the attractiveness and competitive advantage of tourism products.

3.2 Personalized services

3.2.1 Data-driven personalized recommendation

Data-driven personalized recommendation is based on big data analysis and artificial intelligence technology, which deeply mines user behavior, preferences, and historical data to achieve accurate understanding of user personalized needs and provide recommended products or services that meet personalized needs. In the tourism industry, data-driven personalized recommendations can help tourism companies better understand consumer preferences and behavioral habits, thereby tailoring tourism products that meet their personalized needs (Chai Shousheng & Zheng Nan, 2023). Through big data analysis, tourism companies can collect and organize user behavior data such as search, booking, and purchase, and combine user preference tags and historical behavior patterns to establish user profiles and behavior models. With the help of artificial intelligence technology, enterprises can conduct deep learning and analysis on these user data, identify personalized needs and potential consumption trends of users, and provide personalized tourism product recommendations for users. For example, based on user preferences and historical behavior, the system can recommend tourism projects such as destinations, attractions, hotels, restaurants, etc. that meet their taste and interests, improving the user's travel experience and satisfaction. Data-driven personalized recommendation not only meets the personalized needs of users and improves user satisfaction, but also helps tourism enterprises to more accurately grasp market demand, and improve product sales conversion rate and profitability.

3.2.2 Application of intelligent customer service system

The application of an intelligent customer service system refers to providing intelligent and personalized customer service to tourism enterprises through artificial intelligence technology and natural language processing technology. In the tourism industry, intelligent customer service systems can provide users with 24-hour uninterrupted online consultation and service support through intelligent voice assistants, chatbots, and other forms, helping users solve problems and questions encountered during travel, and improving their travel experience and satisfaction. Through an intelligent customer service system, tourism enterprises can achieve all-weather coverage of customer service, solving the problems of limited human resources and limited service time in traditional customer service, and improving the efficiency and convenience of customer service. Users can provide personalized and real-time service support through the intelligent customer service system for online consultation and service requests anytime and anywhere, enhancing their trust and dependence on the enterprise. In addition, intelligent customer service systems can provide personalized service recommendations and customized itinerary planning by analyzing user behavior and needs, helping users better choose and arrange travel plans. By combining with other digital technologies such as virtual reality and augmented reality, intelligent customer service systems can also provide users with more vivid and intuitive travel information and experiences, enhancing their sense of participation and experience.

3.3 User experience

3.3.1 Improvement of mobile experience

Mobile devices have become an indispensable part of people's daily lives. For the tourism industry, improving the mobile experience is crucial for attracting users and improving user satisfaction. Firstly, by optimizing the interface design and interaction process of the app, users can more conveniently and quickly complete booking, querying, and other operations during use. Good interface design and user experience (UI/UX) can significantly improve user satisfaction. The interface design should not only be beautiful, but also have clear logic and simple operation, so that users can quickly find the required functions during use. For example, when booking a hotel or flight, concise and clear navigation bars, easily recognizable icons and buttons, and smooth page loading speed are all important factors that affect the user experience. Meanwhile, optimizing the interaction process is also crucial. A smooth and intuitive interaction process can reduce the number of steps users take during use, improve operational efficiency, and thus enhance the user experience. For example, providing functions such as one click booking and intelligent form filling can greatly facilitate user operations, enabling users to complete reservations in the shortest possible time, improving user satisfaction and platform stickiness.

Secondly, by combining big data technology, personalized tourism products can be recommended to users based on their historical behavior and preferences, improving user stickiness and conversion rates. Big data technology can help tourism enterprises collect and analyze user behavior data on mobile devices, such as search records, reservation records, browsing preferences, etc. Through this data, enterprises can gain a deeper understanding of user needs and preferences, and provide personalized product recommendations. For example, when a user searches for tourism information on a certain destination multiple times, the system can automatically recommend relevant tourism products of that destination, such as hotels, scenic spot tickets, local cuisine, etc., enhancing the user's desire to purchase and experience. Personalized recommendations can not only meet the personalized needs of users but also improve product conversion rates and sales. At the same time, big data technology can also help enterprises analyze user behavior patterns, identify potential user needs, provide data support for product development and market promotion, and thus improve the market competitiveness of enterprises.

3.3.2 Application of virtual reality technology in tourism products

Virtual reality technology has brought a new way of experience to the tourism industry. Through virtual reality technology, users can experience richer and more vivid tourism content outside of the real world. Firstly, virtual reality technology can provide users with a more immersive destination preview experience, allowing them to experience the local customs and traditions of the destination before departure, enhancing their expectations and interest in traveling. Secondly, virtual reality technology can also provide users with more vivid and intuitive introductions to scenic spots and travel experiences. Through virtual reality glasses or devices, users can feel as if they are in a scenic spot and interact with the surrounding environment, greatly enhancing their sense of participation and immersion. This new way of experience can not only attract more users, but also bring more profound travel memories to users. In addition, virtual reality technology can also provide users with a more diverse travel experience, such as simulating specific activities such as diving, skiing, etc., allowing users to enjoy a variety of travel pleasures in a safe environment. At the same time, virtual reality technology also provides opportunities to visit and experience places or events that cannot be visited in person, expanding the range of travel choices for users.

4. Conclusion

In summary, the impact of digital transformation on tourism products is multifaceted. Firstly, it promotes innovation in tourism products and the application of digital technology in product design and development, making tourism products more diverse and attractive. Secondly, personalized services have become possible. Through the application of data-driven personalized recommendations and intelligent customer service systems, tourism enterprises can better meet the personalized needs of consumers, and improve user experience and satisfaction. In addition, the improvement of mobile experience and the application of virtual reality technology bring users a richer and deeper experience, enhancing the attractiveness of tourism products.

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