

Digitalization of Tourism: Technologies and Future Research Directions: A Review

HWM Himaya^{1#}, N Wedasinghe¹, and D Gunasekara¹

¹Faculty of Computing, General Sir John Kotelawala Defence University, Ratmalana,
Sri Lanka

[#]38-bis-0033@kdu.ac.lk

Abstract

In the contemporary digital era, travelers are being deceived by unreliable travel companies, which has significantly affected the tourism sector's reputation. Innovative technologies play a crucial role in enabling travelers to choose reliable agencies that suit their preferences. This considers the potential to transform how passengers engage with agencies, promoting transparency and trust. This paper reviews the growth of the tourism industry by utilizing digital technologies, highlighting how technological innovations and ecological practices may coexist and laying the conditions for a more resilient and dynamic tourism environment. Digital technologies personalize travel experiences, impacting traveler behavior and raising contentment levels. The ecological impact of digitalization offers a hand to reduce the ecological footprint. Limitations are acknowledged and prospective directions for future research are delineated, with a particular emphasis on increased energy consumption, implementing electronic waste management systems, encouraging green certifications for hotels, and adopting smart destination strategies. These measures underscore the industry's commitment to sustainability and resilience in the era of digital tourism.

Keywords: *Digital technologies, Technological innovations, Sustainable development, Ecological footprint*