

Special Session in ICDAMT 2020  
**Digital Transformation in Tourism and Business**

**Organizer:**

Dr. Chitlada Pinthong

Email: chitlada@go.buu.ac.th

**Session chairs:**

Dr. Karoon Suksonghong

Email: karoon@buu.ac.th

Dr. Vimolboon Cherapanukorn

Email: vimolboon.v@cmu.ac.th

**Session abstract:**

Tourism is one of the fastest growing business sectors of the world economy. Its enormous growth with inflow of volumes of foreign currency, infrastructural development, the generation of income and employment. Technology and innovation have become to play an important role in business not only in the current situation but also in the future. These have created wonderful multi-functional devices such as smartphones, tablets, and voice assistant devices, providing numerous sources of information, exchange information, help to make faster decisions between buyers and sellers and online financial transactions. Moreover, information technology fosters innovation in business, which results in smarter apps, improved data storage, faster processing, and wider information distribution. Also, it helps businesses run more efficiently, including increases value, enhances quality, and boosts productivity. Technological advances have changed the way people travel and experience their trip. Tourism business has hosted different sites that they use this opportunity to share ideas, advertise their products and services to the entire world. They are able to tailor the needs of the customers accordingly, including has helped reduce costs, enhance operational efficiency, and improve services and customer experience.

However, with advancements in technology ever increasing at an unprecedented pace in tourism industry, private-hire car drivers disrupt the taxi industry; robots replace hotel staffs; and even Airbnb which allows ordinary people to rent out their residences as tourist accommodation. Airbnb platform disrupts the existing accommodation market by offering alternative benefits to customers. This means disruptive technology, innovation that creates new markets and products, displace established companies and markets. They interfere, revolutionize and disrupt traditional industries. Therefore, this section is determined with emphasis on research that relevant to digital transformation in business and tourism industry. We welcome research on tourism products, niche market, sustainable tourism innovation, tourism experience and entrepreneurship in tourism and business.

**Topics for the session:**

1. Tourism Experience
2. Entrepreneurship in Tourism and Business
3. Sustainable tourism innovation
4. Innovative tourism products
5. Nich market