SCIENTIFIC DIALOGUE III

The need for digitizing the Tourism and Hospitality industry in Sri Lanka

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Currently, Sri Lanka faces modern economic and social crisis and tires to find ways to recover economically stable *by increasing the foreign exchange reserves. It is important to revitalization of the tourism industry that accounts for almost 12 percent of the country's GDP - the third-largest source of foreign exchange reserves. Digitization is the process of converting information into a digital format that can help the tourism and hospitality industry to prepare for the tourism season starting by the end of 2022.

As the digital world developed, consumer behavior started to change, which had a large impact on the hotel and travel sectors. People anticipate a customer-focused experience, from choosing their product and services with a few clicks to getting comprehensive information from the digital devices. Therefore, digitization of tourism and hospitality industry is essential to promote the business as well as destination tourism to connect tourist and facilitate service providers.

This speech introduces the digitalization of tourism and hospitality industry to help the Interconnectivity and interoperability of hospitality ecosystem for active tourism and cultural engagement. This speech will also highlight the contribution of the digitalization of tourism and hospitality industry to promote the sharing economy where resources or assets are shared, reused, and rotated among many people and business. With this, more and more people explore for more economical ways to locate, fund, and buy product or services.

In this talk the use of 'Gamification' that uses gaming techniques to promote destination tourism and engage customers online to inspire them to meet particular goals or objectives will also discuss. The aim of this is to vastly improve the whole experience by enhancing the fun, interaction, and enjoyment of the entire visit to a particular site. The Gamification technique can also use to train and educate the hotel employees, to get the five-star ratings from the customers.

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