



"Digitalisation in tourism SMEs: advantages and opportunities".

Digitalization has become a crucial tool for small and medium-sized tourism businesses today, for several reasons: Access to a global market: Digitalization allows tourism SMEs to reach a much wider audience, thanks to their presence on the internet, which enables them to reach customers from all over the world. It also increases visibility. Increased efficiency: Digital tools enable process optimization and increased efficiency in the management of reservations for time savings, payments, and other administrative areas. Access to new market niches: It is important to analyze Big Data and megadata for the opening of new sales channels. According to the tremendous change in the mentality of the "second generations", it is relevant to modernize companies with obsolete practices: Importance of processes that are twice as accelerated, which will mean that companies will have to go even faster to adapt to the development of AI. To have a more prepared staff and management in decision-making. Faced with a considerable amount of data, digitalization facilitates decision-making, through access to adaptive tools and facilitates continuous training. Helping to obtain the data we need. Improved customer experience: It allows tourism SMEs to provide a better customer experience through pre and post-service online surveys, analysis of consumption habits, etc. Reduction of environmental impact: Digitalization can also help tourism SMEs to reduce their environmental impact by allowing more sustainable practices, such as reducing the use of paper and more efficient resource management.