

Exploring The Disruptive Digital Technologies in The Metro Manila Hotel Industry Towards an Expanded Business Market Plan

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ABSTRACT

This study integrates disruptive digital technologies into your existing marketing plan, propelling your campaigns to exploring the innovative digital technologies in the Metro Manila Hotel Industry towards an expanded business market plan. Digital technologies encompass a vast array of tools and techniques that leverage advancements in artificial intelligence (AI), machine learning (ML), and data analytics. The organizations reconnect and redesign digital technologies; acquire new skills to innovate, learn, and reshape to progress digital technologies, while digital technologies change the classification of knowledge for productive and innovative projects. The objective of this study is to know the marketing demographics profile such as age, geographic location, educational level, occupation and income that will utilize information that's easily accessible in innovative digital technology; to explore the innovative digital technologies of e-commerce that being used or implemented in the Metro Manila hotel industry, such as: Artificial intelligence (AI), Virtual reality (VR), Blockchain, Internet of Things (IoT) and Hybrid or electric vehicles to use as shuttle or service vehicles; to study the impact on the innovative technologies in the hotel operations; to create market plan can be proposed in the hotel industry using innovative digital technologie; the difference of innovative digital technologies in today's global industry; and the correlation of exploring innovative digital technologies in the Metro Manila hotel industry towards an expanded business market plan. To be specific, innovative digital technologies have the potential to transform the hotel industry.

Keywords: Disruptive, Innovative, Digital Technologies, Blockchain, IoT, Digital transformation and Organizational Transformation