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DIGITAL TRANSFORMATION IN AVIATION, TOURISM AND HOSPITALITY IN SOUTHEAST ASIA

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Introduction

Across industries, technology is evolving at incredible speeds. The ability of a country to be well governed is strongly influenced by the rapid growth of technology (Khairul Nizam, 2006). As a result, industrial companies must be adventurous in their application of technology to promote products to global consumers (Jawing, 2020). Tourism, hospitality, and aviation are among the industries transforming their usage of technological applications (Alrashid, 2012). With the spread of digital technologies, the tourism and aviation industries are likewise growing at a faster pace. The tourism and hospitality industry's future has been shaped by current developments in Internet of things (IoT) technology (Kansakar et al., 2018). Handset Profile (HSP) has to be on the cutting edge of IoT technology to maintain a competitive edge in the business. Sensors, actuators, identification tags, mobile devices, and other similar devices that may communicate directly or indirectly with one another via local communication networks or the Internet are the linking of ordinary physical items (Munir et al., 2017).

Digital Transformations in the Aviation Industry

In response to the expansion of digital innovation, AirAsia has used face recognition-based security inspection equipment in the departures area of Avalon International Airport. The first cross-border route to offer biometric facial recognition services was the Fast Airport Clearance Experience System (FACES), which is owned and operated by a low-cost carrier (Derus, 2019). In Southeast Asia, FACES is the first self-check-in system to employ face recognition software. After checking in, passengers may board the aircraft without presenting any travel documents. FACES adoption also enhances the effectiveness and speed of operations at Avalon International Airport.

Thailand has one of the most competitive aviation markets in the world. Because of this, customer satisfaction with the level of airport service and the effective management of its facilities is a critical element that establishes market distinctiveness and, consequently, influences the long-term survival of the business.