

Study of Digitalization in Front Office in Hotel

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Abstract: *This study investigates the impact of digitalization on the front office operations of hotels. The front office serves as the primary point of contact between guests and the hotel, making it a critical area for implementing digital technologies to enhance guest experiences and streamline operational efficiency. The study aims to analyze the benefits, challenges, and emerging trends associated with digitalization in the front office of hotel..*

Keywords: Digitalization, Front office, Hotel, technology, modernization