

## **Abstract**

Digital transformations have had a continuous impact on various sectors, as the world becomes more accustomed to the benefits of automation, artificial intelligence, augmented reality, and other enabling technologies. Moreover, the SARS-CoV-2 pandemic has acted as an immense digital catalyst, as many sectors were forced to move operations online. Existing literature suggests that digitally transforming traditional business models is crucial to remain competitive in a post-pandemic environment. Moreover, observing the volatility and advancing consumer demands within the hospitality sector indicates the importance of digital transformations in a post-pandemic setting.

The aim of this research is to identify the significance of digital transformation processes in the hospitality industry, which will be measured based on; organizational structures, competitive advantage, and the impact of the SARS-CoV-2 pandemic. A qualitative thematic approach will be conducted to obtain primary information from various digital transformation experts.

The analysis yielded compelling evidence that digital transformations will significantly impact the post-pandemic success of establishments in the hospitality sector. However, a core organizational shift is required to create an appropriate environment for digital transformation projects to thrive and provide optimal benefit. Furthermore, it may be argued that the novelty of digital transformations in the sector combined with a lacking definition could provide complications in the future. Thus, it is advised that post-pandemic digital transformations are measured to provide a further understanding of the topic.