



Acercamiento a la transformación digital en un grupo de hoteles Mipymes del caribe colombiano [

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text (article)

Analítica

The objective of the research is to describe the capabilities for digital transformation of a group of MSME hotels in the Colombian Caribbean. The methodology corresponds to the mixed approach. An instrument was designed for the two variables and was applied to a sample of forty (40) hotels in the cities of Barranquilla and Santa Marta; this questionnaire had forty-four (44) items for the digital transformation variable and thirty-four (34) for the digital consumer behavior variable. It was found that there is an absence of advanced digital knowledge, there is no access of employees to training plans in digitization and absence of cybersecurity measures, data analytics is done manually and there is an absence of customer loyalty programs such as CRM and finally there is a lack of knowledge of hotel managers in relation to digital technologies such as email marketing, LinkedIn, Google Ads, YouTube, Vimeo and others. It is concluded that the commercial management of hotels requires training processes and training of employees for the efficient management of digital technologies in order to contribute to the strategic relationship with the customer

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