

Chapter 6

Technology Paradox in the Tourism Industry: Technostress Perspective

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ABSTRACT

The aim of this chapter is to reveal technology paradox, and technostress concepts' effects in tourism industry. In the research the impact of the technology on the tourism industry employees was determined through qualitative research steps. Descriptive results were obtained using phenomenological research design. 20 participants were interviewed face-to-face and videoconferenced, and the audio and video files obtained were deciphered. Three main themes and seven sub-themes were identified, and the data were classified by content analysis. Analyses performed with percentage values, total and frequency graphs, and descriptive results. It is emphasized that the negative effects of technology on employees are greater. It is a fact that technology creates stress. No matter how competent one is in the use of technology, the unhindered development of technology has a negative impact on employees in the tourism industry, as it is thought to lead to a decrease in the labor force and unemployment.

INTRODUCTION

Our daily activities, experiences, and occupations are all surrounded by modern technology. Computer technology is extensively integrated into job processes, particularly in the office, and it has broken down the barriers between work and life. The demand for computer-based services is increasing quickly, placing a greater burden on employees to keep up with the rapidly changing technology (Shu, Tu, & Wang, 2011).

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Technology Paradox in the Tourism Industry

The human resource components of hotel innovation have received a lot of attention in studies about technological development. A new operating philosophy for managing hotels known as smart hotel design has resulted from the use of big data and developing artificial intelligence (AI) technologies. AI, cloud computing, and the internet of things support smart hotels' ability to compete and appeal to travelers by offering a sophisticated digital environment. Hotels can choose from a variety of options thanks to smart technology, which helps the establishment run more smoothly while also wowing visitors (Wu & Cheng, 2018). But, after COVID-19 pandemic process, digital wellbeing concept has appeared, and its framework is extending from articulations that assert that it could be a state that's accomplished through the mindful utilize of innovation to those that state that it is security of the wellbeing of individuals who work with innovation (Debasa, 2022). The research findings show that technological stress has a negative impact on both employee performance and wellbeing (including engagement and general wellbeing). The relationship between technological stress and performance is mediated by employee wellbeing. Employee performance and wellbeing are moderated and offset by organizational learning. Particularly, organizational learning dramatically worsens the connection between technological stress and engagement while significantly reducing the connection between technological stress and performance. A higher guest experience is promised through increased efficiency and convenience. A smart hotel attempts to satisfy visitors' needs by offering high-tech amenities including scene control, rapid feedback, efficient check-in processing, and guest identification as a result, a rising number of hotels are modernizing. Technology installed in hotel rooms can make stays more enjoyable for visitors. Smart hotels can better accommodate especially young visitors who grew up with the rapid development of technology with a comfortable and entertaining atmosphere (Choi, Mehraliyev & Kim, 2020).

In the digital world it is accepted that more technology means more satisfaction. On the other hand employees' commitment to their organizations and productivity would both be impacted by technostress (Tarafdar, Pullins, & Ragu-Nathan, 2015). But what is overlooked is how tourism employees feel when providing services? In fact, quality service is related with internal customer satisfaction. How reasonable is it to ignore employees when providing and implementing technological advances? According to literature technostress has impact on employees wellbeing. However, in tourism industry maintain the quality of businesses thanks to labor force. So, how is digitalization and technological development planned in tourism industry? Should labor force ignore? How can digitalization be managed in tourism industry? What do employees think about technological development in their departments? The research questions is designed to find an answer technology paradox.

There are some limitations in the research. The most important limitation is assumed to be the social world of the research and the fact that the population of the research includes only employees. It is thought that a qualitative study on tourists may provide different and striking results. In addition, the data collection process was carried out in a short period of time and some of the interviews were conducted via videoconferencing. It is recommended to prefer face-to-face interviews especially in qualitative research.

Technology, Technology Paradox, and Tourism Industry

The post-COVID-19 transformation necessitated technology and steps to improve the fragile structure of tourism started to change thanks to technology. This process brought tourism and leisure services and global travel to a halt and led to a complete decline in tourism revenues. The tourism industry, which is vulnerable to political, environmental and socio-economic risks, is trying to compensate for the negative processes through tourism flows. All sectors of the tourism industry have taken a series of measures to

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