Investigating the role of cloud computing on tourism and hospitality SMEs sustainability

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Abstract

The ecosystems of businesses are always evolving. Small-medium businesses (SMEs) in the tourism and hospitality industries are progressively integrating cutting-edge digital technology into their operations in this fiercely competitive period. The impact of cloud computing on the sustainability of SMEs in the tourism and hospitality industry has been established by this study. Nonetheless, cloud computing adoption can support the long-term sustainability of SMEs in the tourism and hospitality industries. The goal of this study is to find out how cloud computing supports the sustainability of SMEs in the tourism and hospitality industries. Enhancing the sustainability of tourism and hospitality is the aim of cloud computing influence. The method used in this study will be document analysis, or qualitative research, to locate relevant documents on the subject. Using a keyword search across the Web of Science, Google Scholar, and Scopus databases, 19 empirical materials will be used to arrive at the study's goal. Since there is not much research on cloud computing and its sustainability for SMEs in the tourist and hospitality industries, the current study will offer fresh perspectives, frameworks and possibilities for future research. The study will also help Managers in their attempts to justify spending funds on building their organizations' technological infrastructure.

Keywords: tourism and hospitality smes, sustainability, cloud computing