

## **Seminário à Hora do Almoço 06.05.2025, 13h00**

**“The impact of digital transformation on the quality of tourism:  
reconfiguring processes and services in the hospitality industry”**

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**Resumo:** In recent years, digital transformation has emerged as a critical driver of change within the tourism and hospitality sectors, reshaping service delivery through the integration of advanced technologies such as artificial intelligence, big data analytics, virtual and augmented reality, and blockchain. This doctoral research project explores the impact of digitalization on service quality in tourism and examines the reconfiguration of operational processes in the hospitality industry. Employing a mixed-method approach, the study combines quantitative surveys targeting tourists with qualitative interviews conducted with managers and employees from tourism enterprises that have adopted digital tools. Comparative case studies will further illustrate the performance and customer satisfaction differences between digitally advanced companies and those using traditional models. The research aims to provide evidence-based recommendations for enhancing digital service quality, improving operational efficiency, and addressing the strategic and organizational challenges associated with digital transformation in tourism.

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**Nota curricular:** I am currently a Ph.D. student at the Doctoral School of Business Administration, Ovidius University of Constanța. My academic background includes a bachelor's degree in Law, a master's degree in Management of Public and Private Organizations, and I am currently completing a second bachelor's degree in Management. My research interests focus on the impact of digital transformation in the tourism industry, ESG practices, and team performance dynamics. I have published several BDI-indexed articles and actively participated in both national and international conferences. Professionally, I have held several managerial positions, including regional sales manager and account manager, where I was responsible for coordinating teams, maintaining client relationships, and supporting strategic development efforts. These experiences helped me develop strong leadership, communication, and analytical skills. I am passionate about continuous learning and academic engagement, and I am always open to collaboration and knowledge exchange within the research community.