

Gastronomy: The preferred Digital Business Models and Impacts in Business Economics within Hospitality, Tourism, and Catering Sectors through Online Commerce

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Abstract : Background: There seem to be preferred digital business models with varying impacts within hospitality, tourism and catering sub-sectors explored through online commerce, as all are ingrained in the business economics domain. Aim: A study aims to establish if such phenomena (Digital Business Models) exist and to what extent if any, within the hospitality, tourism and catering industries, respectively. Setting: This is a qualitative study conducted by exploring several (Four) institutions globally through Case Studies. Method: This research explored explanatory case studies to answer questions about 'how' or 'why' with little control by a researcher over the occurrence of events. It is qualitative research, deductive, and inductive methods. Hence, a comprehensive approach to analyzing qualitative data was attainable through immersion by reading to understand the information. Findings: The results corroborated the notion that digital business models are applicable, by and large, in business economics. Thus, three sectors wherein enterprises operate in the business economics sphere have been narrowed down i.e. hospitality, tourism and catering, are also referred to as triangular polygons due to the atypical nature of being 'stand-alone', yet 'sub-sectors', but there are confounding factors to consider. Conclusion: The significance of digital business models and digital transformation shows an inevitable merger between business and technology within Hospitality, Tourism, and Catering. Contribution: Such symbiotic relationship of business and technology, persistent evolution of clients' interface with end-products, forever changing market, current adaptation as well as adjustment to 'new world order' by enterprises must be embraced constantly without fail by Business Practitioners, Academics, Business Students, Organizations and Governments.

Keywords : digital business models, hospitality, tourism, catering, business economics

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