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**ASSIGNMENT 12.1-SURVIVING DISRUPTION.**

The advancement of technologies have currently led to digital industrial business transformation which are having significant influences on many industries. The hotel and hospitality industry are under-going a new transformation whereby products and services are been reimagined from traditional business models to digital business models in order to facilitate in taking advantage to compete, to engage with existing customers as well as attracting new customers and to maximise profits. However, there are number of disruptors arise that are challenging the hotel and hospitality from limited-service and extended-stay hotels to Airbnb and home sharing. It must be noted that disruptor is not simply an alternative to an existing product but something that causes customers to think differently about the products they will continue to use. David L. Roger asserted that business disruption happens when an existing industry faces a challenger that offers far greater value to the customer in a way that existing firms cannot compete with directly. In the sense that disruptors have to either make their products and services much more affordable or more easily accessible and challengers are asymmetric competitors as doing business cannot be copied within existing business models of the current industry players.

**What is the likely customer trajectory?**

Customer trajectory is the path to increase business and customer co-involvement. In the hotel and hospitality industry, customers are always happy when they are offered better services but in this present time innovative companies are engaging with their customers to inspire and collaborate in order to improve upon customer needs. Technologies are disrupting the hotel and hospitality industry as new disruptor like **Luxward app** provides customers or users with the ability to find dinning and nightlife reservations while earning points for every dollar spent or unlocking cool promotions by simply using the app enough. Furthermore, Airbnb uses social media to find the right platforms to fit the needs of their audience by showcasing what they have to offer while getting feedbacks from customers. As digital technologies are disrupting the hotel and hospitality industry, many potential customers will choose disruptors companies that will offer them quality services than the ones who are unwilling to meet their needs.

**What is the likely scope of your customer loss?**

In this digital era, some of the hotel and hospitality industry companies are struggling to find ways to re-invent themselves to avoid higher customer loss as new disruptors are using digital technologies to engage with customers in order to offer better services of they need and want. However as customer segment is based on customer needs, new disruptors are using value or market segmentation to target and market to a variety of customer groups with different behaviour with an offer that matches their needs and budget level. Additionally, new disruptors such as Airbnb are using technologies to improve the quality of offerings, streamlining operations for customers and creating a more personalised customer experience. They in turn to use Big Data to make a smarter decisions, run extremely targeted promotions and better manage real-time inventories and pricing to be in line with market demands; the Internet of Things coupled with automation to deliver personalised customer environments and experiences such as room environments automatically being customised according to customer preferences. For example, when a customer enters personal environmental, recreational and food preferences while making a reservation online, the hotel or restaurant will use that data to shape that customer’s physical-world experience, from a customised greeting in the lobby to a snack delivered on time to an itemized itinerary for a local day-trip; and artificial intelligence and chatbots to manage call centre by powering online and telephone interactions and taking orders in drive-through restaurant or for room services. These opportunities that the new disruptors to hotel and hospitality industry offer show that the market is been gradually taking over by the disruptors.

**Are there any other incumbent industries who are affected by this same disrupter?**

They are many incumbent industries that have been disrupted by these same disruptors in terms of digital technologies. The disruptors are offering a better value creation chain that allow all stages of the industrial business processes to upstream and down-stream activities to form operative complement to networks by ensuring a co-operations arrangements by means of purely supply relationships but some of the incumbent industries are also becoming digital disruptors themselves as they have the ability to recognise and overcome the typical pattern of response that characterises the industries in the incumbent’s position, as they also have acuity foresight and willingness to respond boldly before it’s too late.

**Disruptive response planner**

There are some industries that are adopting a bold strong-minded strategies to succeed whenever disruption occur. These strategies are developing new customer segments rather than defending existing business lines via cost-cutting, automation or service improvements for existing customers; introducing new business models are innovative; redefining value chains to connect customers and hotel and hospitality industry in real time and service assurance that offers security identity that allow customers to interact intelligently. Refocusing on the defensible customers is what is available to the hotel and hospitality industry and recommending a disruptive response planner is **launching an independent disrupter** and applying the response will allows the hotel and hospitality industry to implement new business models as it is important to separate business units in order to facilitate innovation through experimentation.