**Revisitingda Actorar Netwqwork Theorysss: Digiqwetally Transfoqrming Hosepitality anxd Touvrism iln deveqeloping couqntries**

# Introduction

TheA resort is a largest condotel project located in a world top beautiful beach located in a central provinces of Vietnam. The resort is built on a 29-hectare area, consisting of 4 hotel towers and 126 shopvillas. The resort are designed to standard, 90% of the apartments are facing the sea. The resort is a combination of entertainment and leisure "All in one" to become an effective investment destination with sustainable profits from diverse and abundant customers throughout the year, bringing the best quality vacation experiences.

# Findings and discussions

As argued earlier, we conceptualize the digital transformation process in a self-running business group at the multi-owners resort as a translation process. We now use theoretical lens to analyze our data. Fixasd thing like always..s

Parallel problematization

* TACom: provide equal standard to guests
* Owner group: monopoly to service provision is bad for business

Time-series translations

* Self-provisioned services
* Use OTAs services

A silent obligatory passing point

* OTAs

Instant messengers and Spreadsheet

* Taken for granted
* Hidden infrastructure
* Roles of these tools in digital transformation

# conclusion

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