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**IMPACT OF ISO 9001:2026 ON HOSPITALITY: DIGITAL TRANSFORMATION AND SUSTAINABILITY**

**AUTHORS & AFFILIATION**

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**ABSTRACT**

The ISO 9001:2026 revision transforms Quality Management Systems (QMS) into strategic instruments adapted to a digital and sustainable economy. This paper analyzes the impact of the new edition on the hospitality sector, emphasizing the integration of climate risks, data governance, and artificial intelligence to enhance organizational resilience and customer satisfaction.

**INTRODUCTION**

- Standardization functions as an institutional infrastructure that fosters trust and predictability in the global economy.
- In tourism, ISO 9001 is critical for standardizing service processes and improving international competitiveness.
- The standard is evolving from a control tool into a strategic driver for ESG performance.

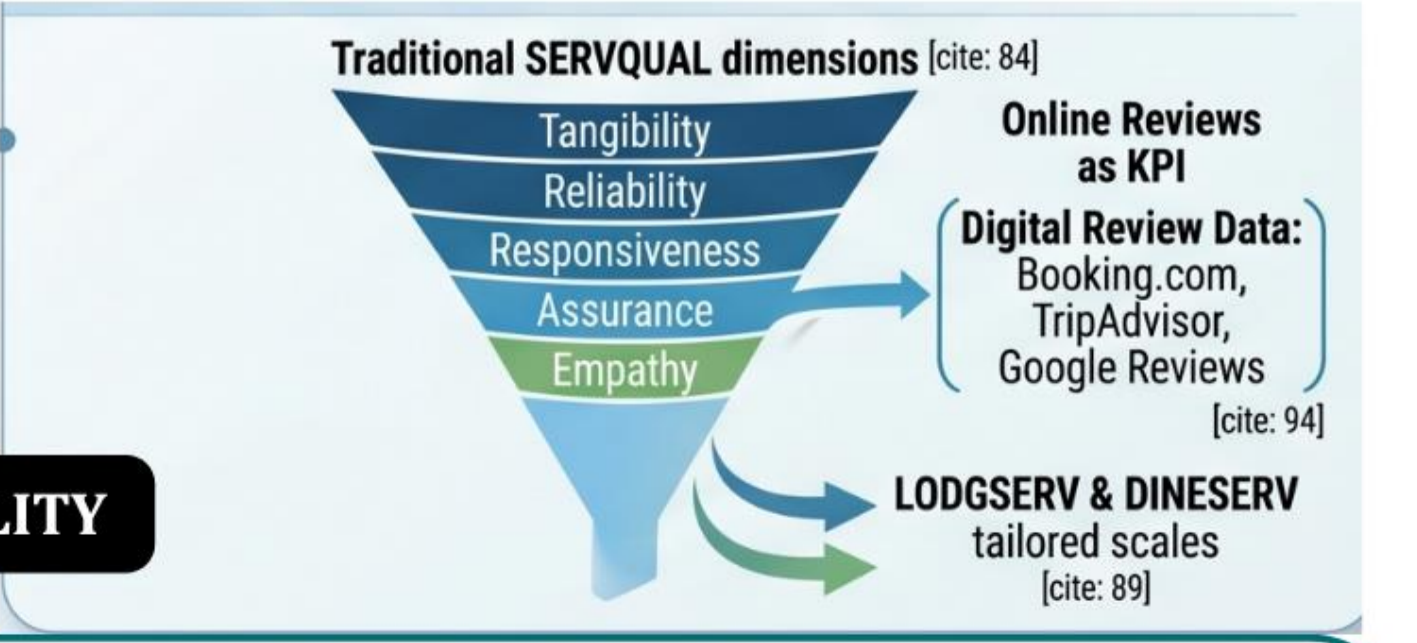
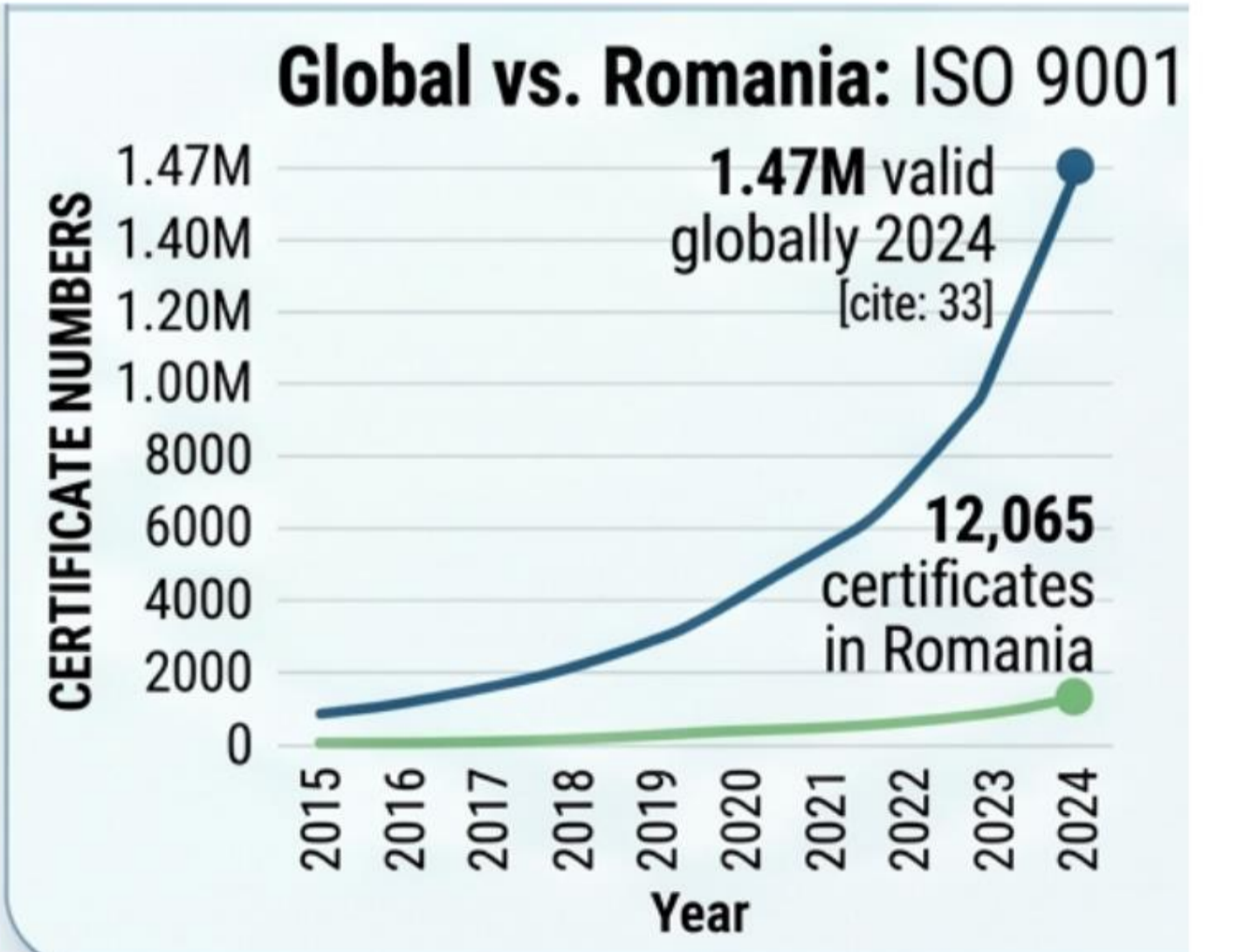
**MATERIAL AND METHOD**

- **Literature review** of relevant international reports on standardization and quality
- **Data:** ISO Survey for the period 2015–2024
- **Integration** of specific service quality assessment models

**DISCUSSION**

The hospitality QMS is undergoing a profound transformation, merging classical rigor with digital dynamism. ISO 9001:2026 represents a strategic opportunity to align customer satisfaction with sustainability and resilience. In an industry vulnerable to external shocks, quality management now transcends operational execution, integrating climate risks and ESG objectives into core organizational policy.

**RESULT**



**SPECIFIC IMPACT ON HOSPITALITY**

**CONCLUSION**

ISO 9001:2026 represents: A shift from compliance → strategy; Integration of: Sustainability; Digitalization; Resilience.  
 In hospitality, success depends on: People + Processes + Sustainability