

Advancing Smart Tourism Through Analytics

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

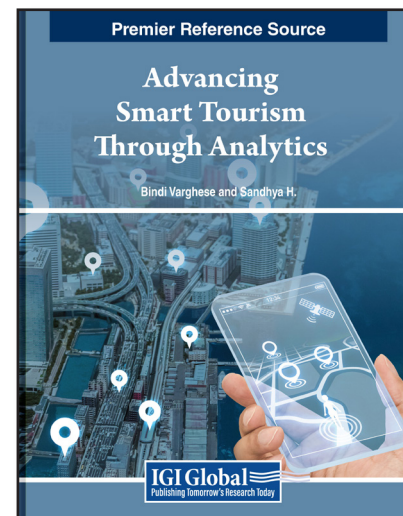
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Description:

The tourism industry is rapidly evolving, driven by technological advancements and the increasing demand for personalized, immersive experiences. However, many businesses need help to effectively harness the power of data analytics and artificial intelligence (AI) to meet these evolving demands. The need for more understanding and expertise in utilizing AI-driven data analytics poses a significant challenge for professionals in the tourism sector, hindering their ability to drive operational efficiency and enhance decision-making.

Advancing Smart Tourism Through Analytics provides a revolutionary solution to this pressing challenge. By offering a comprehensive guide that bridges the gap between data analytics, smart tourism, and AI, this book empowers scholars, practitioners, and researchers to unlock the full potential of AI in the tourism industry. With a focus on theoretical foundations and practical implementations, this book equips readers with the skills and knowledge to effectively integrate AI-driven data analytics into their business strategies.

This book, targeting practitioners, scholars, and academicians in the field of tourism and hospitality, as well as students in related graduate programs, is an essential resource for those looking to stay ahead in the rapidly changing landscape of smart tourism. Advancing Smart Tourism Through Analytics offers a roadmap for revolutionizing the tourism industry and driving success in the digital age by providing insights into topics such as AI in tourism, intelligent destination management, and sustainable tourism.



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Topics Covered:

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- AI in Tourism
- Data Analytics in Tourism
- Destination Governance
- Inclusive Smart Settings
- Smart Cities Engagement
- Smart Destination Management
- Smart Ecosystem Management
- Smart Inclusive Tourism
- Smart Tourism Framework

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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