

Exploring Future Opportunities of Brain-Inspired Artificial Intelligence

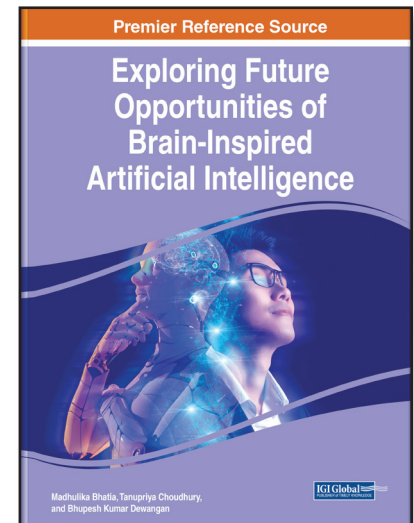
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Description:

To improve the hospitality and tourism services provided to customers, it is necessary for managers to acquire knowledge about their customers' and prospects' journeys in order to give back to customers in the form of new offerings such as adequate products, services, and user design experiences according to the characteristics of potential consumers. Only in this way will it be possible to innovate consumer experience in the hospitality sector.

Exploring Future Opportunities of Brain-Inspired Artificial Intelligence studies online consumer behavior along with other complementary marketing, hospitality, and tourism disciplines, thus gaining a holistic view of the current consumption during the COVID-19 context, which led to structural changes during the digital customer journey touchpoints. Covering topics such as e-commerce websites, price-setting strategies, and intellectual capital, this premier reference source is ideal for entrepreneurs, executives, managers, business leaders, government officials, marketers, students and educators of higher education, librarians, researchers, and academicians.



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Influencers

Intellectual Capital

Mobile Devices

Price-Setting Strategies

Service Quality

Social Networks

Subject: Business and Management

Classification: Edited Reference

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