

# The Use of Artificial Intelligence in Digital Marketing

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

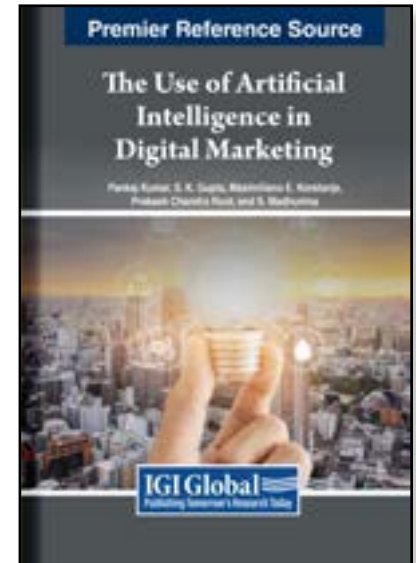
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## Description:

In the sector of global tourism, a critical challenge has taken center stage — the imperative for sustainable transformation. The World Tourism Organization has declared the theme for World Tourism Day 2025 as “Tourism and Sustainable Transformation,” shedding light on the urgency to address multifaceted challenges that transcend conventional paradigms. The discourse has evolved beyond the traditional bounds of environmental sustainability, extending its reach to encompass social equality, cultural preservation, and economic viability. The tourism sector’s pivotal role in achieving the United Nations’ Sustainable Development Goals (SDGs) 2030 underscores the intricate interplay between tourism and pressing global issues such as poverty, gender inequality, and environmental degradation. Against this backdrop of urgency and complexity, the book titled **The Use of Artificial Intelligence in Digital Marketing** offers a comprehensive exploration into viable practices necessary for inclusive, equitable, and responsible tourism.

This book serves as a vital contribution to the ongoing dialogue surrounding sustainable tourism. With a focus on inclusivity, equity, and responsibility, it delves into the intricate relationship between tourism and sustainable transformation. It goes beyond mere rhetoric, providing a nuanced understanding of the challenges and opportunities that lie at the intersection of tourism and global sustainability goals. As the global community grapples with disparities, this book becomes a timely and indispensable resource. Policymakers, academicians, researchers, and industry practitioners are invited to contribute to this collective effort, laying the groundwork for a more sustainable and responsible future within the realms of tourism and hospitality.

With a diverse array of recommended topics spanning community-based tourism, ecotourism, inclusive development, sustainable employment, and aviation, this book positions itself as an essential guide for those committed to addressing the challenges of our time. By presenting case studies, policy research, and insights into responsible tourism practices, it equips readers with the knowledge needed to navigate the complexities of sustainable transformation. As the global community strives for a more equitable future, this book offers a roadmap for shaping responsible and inclusive growth within the tourism and hospitality sectors.



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**Hardcover +  
E-Book:** \$345.00

## Topics Covered:

- Accessible Tourism
- Challenges with Achieving SDGs Through Tourism
- Community-Based Tourism and Sustainable Transformation
- Ecotourism and Sustainable Transformation
- Equality Through Tourism
- Hospitality and Sustainable Transformation
- MICE Tourism and Sustainability
- Policy Research in Sustainable and Responsible Tourism Practices
- Responsible and Sustainable Tourism Certification
- Sustainability Issues and Approaches in Aviation and Allied Sectors
- Sustainability of Business Enterprises
- Sustainability of Tourism SMEs
- Sustainable Tourism Infrastructure and Sustainable Transformation
- Tourism and Decent Work
- Tourism and Inclusive Development

**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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