



Eastern Journal of European Studies

CALL FOR SPECIAL ISSUE 2023

Tourism of the future: Opportunities and challenges of smart technologies and digitalisation

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BRIEF DESCRIPTION OF THE TOPIC:

The past decade witnessed a “smart revolution” in tourism sector with several changes that marked both the organisation and the promotion of travel. This revolution signalled the beginning of a new era, an era characterised by visitor engagement, increased digitalisation, and diversification of experience products, among others. At its core, the smart tourism is understood as the capacity of a destination to facilitate access to tourism and hospitality products, services, and experiences through ICT-based tools. Nevertheless, despite the exaggerate focus on the technological dimension, smart tourism is not only a set of advanced tools, but a network system of people, infrastructure, economy, and institutions. Hence, the necessity arises for a better understanding of the issue, especially in the light of new societal and environmental challenges that looms on the horizon.

This special issue aims to collect a set of studies on (but not limited to):

- Smart initiatives and smart tourism;
- The use of social media and digital platforms in tourism;
- Opportunities for tourism marketing in the digital economy;
- AI, robotics, and their impact on tourism industry;
- Regional differences in EU regarding smart tourism implementation;
- The Digital Age of tourism and the challenges for destinations;
- Internet of Things and the enhancement of visitor’s experience;

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SUBMISSION GUIDELINES:

- The proposals for this special issue (abstracts of max. 400 words) should be submitted by e-mail to: ejes@uaic.ro and sbourdin@em-normandie.fr in CC (with the mention: *Special Issue: Tourism of the future*), by **March 1st 2023**.
- The authors will be notified about the acceptance of their proposal by **March 10th, 2023**.
- The deadline for paper submission is **May 31st, 2023**; however, early submissions are welcome.
- The contributors are required to follow the authors' guidelines, available at: http://ejes.uaic.ro/author_guidelines.htm

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