Special Issue

Technology and AI in Hospitality and Tourism

Message from the Guest Editor

The hospitality and tourism industry is transforming through technology and AI. Integrating generative AI, big data, blockchain, robotics, VR, and IoT is reshaping business models and enhancing customer experiences. Focus on automation, personalization, and sustainability is crucial. These technologies enable real-time data analytics and automated decision-making, allowing quick adaptation to market changes. AI-driven automation and robotics redefine services, while blockchain improves data security. VR and AR create immersive experiences and innovative marketing. This Special Issue on "Technology and AI in Hospitality and Tourism" invites research on innovations in this area, including:

- AI-driven personalization;
- Smart destination management;
- Big data analytics;
- Robotics in service;
- Blockchain for secure travel;
- Immersive technologies;
- Ethical AI and sustainability;
- Workforce transformation;
- Disruptive innovations.

Guest Editor

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About the Journal

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

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