

Special Issue

Application of Big Data and Artificial Intelligence in Tourism

Message from the Guest Editors

With the growth of big data, artificial intelligence (AI) and Information Technologies, many cities and stakeholders around the world are using artificial intelligence and big data technologies to help them better understand tourists and their needs in order to effectively pinpoint marketing campaigns and manage tourism. The availability of big data resources and technologies allows them to obtain new insight, incorporate new measures, which are achievable only using big data analysis, and also assess traditional indicators, such as a tourism destination's image, with new measures. Big data and artificial intelligence may be used to measure and create more sustainable tourism, which is in the interest of tourists and service providers. The focus of this Special Issue is on the innovative application of artificial intelligence and big data analysis in tourism, in general, and sustainable tourism, in particular. For further reading, please visit the [Special Issue website](#).

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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.

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