

Special Issue

The Impact of AI on Sustainable Development of Smart Tourism and Destination Marketing

Message from the Guest Editors

There are new prospects for smart tourism and smart destination marketing owing to the rise of AI-powered language models like ChatGPT. In addition to helping tourists plan their trips, offering personalized recommendations, content creation, and customer services, and also reviewing behavior, these technologies can also be used to gather and analyze information on travelers' point of interests and travel habits for use in decision-making. Travelers can benefit from ChatGPT in a number of ways, including personalized travel itinerary suggestions, information about nearby sights and activities, and real-time language translations. These features can improve tourists' overall tourism experiences and make their trips more usefulness and ease of use and enjoyment.

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