

## Special Issue

# Technology Impacting Food Consumer Behaviour in the Tourism Industry

### Message from the Guest Editors

The Special Issue titled “Technology impacting food consumer behaviour in the tourism industry” entails how emerging technologies give way to innovation in food tourism and impact food consumer behaviour. The central focus of the Special Issue is to comprehend and explore how consumers are both positively and negatively affected by the advancements in technology within the food tourism industry. Moreover, it is imperative to explore what technological tools and applications food tourism providers adopt to promote tourism initiatives that can impact the destination’s brand image. Technological transformation can enrich the visibility and awareness of places and regions and profoundly impact competitive dynamics and consumer behaviour. This Special Issue welcomes all methods and approaches that derive critical theoretical and managerial implications for tourism marketers by exploring the changing food consumer behaviour in the tourism industry due to the influx of technology. The Special Issue welcomes theoretical and empirical studies and anticipates action research, design-oriented research, and case studies.

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### Guest Editors

Prof. Dr. Gurmeet Singh

Dr. Loveleen Gaur

Dr. Shavneet Sharma

Dr. Neale Slack

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### Deadline for manuscript submissions

closed (31 July 2023)



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## Editor-in-Chief

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