

Special Issue

Marketing and Artificial Intelligence in Tourism Management

Message from the Guest Editors

Considering the role and impact of marketing and artificial intelligence within the context of tourism management, it is mandatory to continue to advance scientific knowledge related to this. Currently, and guaranteed in the future, the application of the outcomes derived from scientific research is the key and the trigger for the tourism and hospitality management/planning industry, addressing marketing and artificial intelligence to maintain a competitive advantage and integrating a value chain in strategic, tactical, and operational terms. The main aim of the Special Issue is to bring innovative boundaries, trends, challenges, opportunities, benchmarks, recommendations, and future agendas for professionals and academics into marketing and artificial intelligence in tourism management. Moreover, the subject entirely relates to the journal scope, due to the fact the themes completely cover the major topics and concepts addressed in the journal *Sustainability*.

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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.

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