Special Issue

Digital Transformation in Hospitality and Tourism

Message from the Guest Editor

The ongoing digital transformation in the hospitality and tourism sector signals a shift toward smarter, more personalized, and more connected customer service experiences. Emerging technologies such as artificial intelligence (AI), big data analytics, the Internet of Things (IoT), virtual and augmented reality, and blockchain are increasing operational efficiency while enabling more personalized, secure, and immersive guest experiences. At the same time, the rise of sharing economy platforms, virtual events, and synthetic media technologies can challenge the hospitality and tourism industry. Evolving customer expectations, increasing competitive pressures, and the imperative for sustainability, inclusion, and digital resilience are driving fundamental shifts in the hospitality and tourism industries. They also raise important questions about data privacy, cybersecurity (such as zero trust architectures), algorithmic transparency, and the future of human work in service contexts.

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