

Special Issue

Data-Driven Insights in Tourism and Hospitality: Smart Technologies and Data Science

Message from the Guest Editors

This Special Issue focuses on the transformative role of smart technologies and data science in shaping the future of the tourism and hospitality industries. As these sectors increasingly adopt digital innovations, data-driven insights are becoming crucial for enhancing customer experiences, optimizing operations, and driving sustainable growth. This issue invites contributions that explore the application of big data analytics, artificial intelligence, machine learning, and IoT in tourism and hospitality. Topics of interest may include, but are not limited to, predictive modeling for demand forecasting, the personalization of services, smart destination management, and the impact of real-time data on decision-making processes. We encourage submissions that offer theoretical advancements, empirical research, and case studies that demonstrate the value of integrating smart technologies and data science in improving service quality, operational efficiency, and customer satisfaction.

Guest Editors

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Deadline for manuscript submissions

31 December 2025



Tourism and Hospitality

an Open Access Journal
by MDPI

CiteScore 3.7



mdpi.com/si/215811

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Editor-in-Chief

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