

## Special Issue

# New Technologies' Application in Hospitality Industry Marketing: The Impact on Consumer Attitude and Behavior

### Message from the Guest Editors

The aim of this Special Issue is to provide a comprehensive and nuanced understanding of how emerging technologies are reshaping marketing practices within the hospitality industry, especially influencing consumer perceptions, attitudes, and behaviors. We seek original research, case studies, and review articles.

This Special Issue welcomes submissions that focus on, but are not limited to, the following topics:

- The role of AI and machine learning in personalizing guest experiences.
- Virtual and augmented reality applications in marketing and tourism firms.
- Blockchain technology's impact on loyalty programs and secure transactions.
- The utilization of IoT for enhanced customer service.
- The effects of digital marketing strategies on consumer decision-making processes.
- Social media's evolving role in hospitality marketing and consumer engagement.
- Consumer responses and behavior towards technology-driven hospitality services.
- Ethical considerations and challenges in adopting new technologies in hospitality marketing.
- Consumers' attitude and behavioral intentions regarding the adoption of technology.
- Consumers' perceptions and satisfaction with smart hotels.

### Guest Editors

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### Message from the Editor-in-Chief

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#### Editor-in-Chief

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