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Nota di contenuto

Preface -- Editorial Advisory Board and Reviewers -- Chapter 1 Trends in the Hospitality Industry: A Global Perspective -- Chapter 2 Innovative Technology Applications in Hotel Business -- Chapter 3 Does Virtual Hotel Shifting Realities or Just Daydreaming? A Wake-up Call -- Chapter 4 Selecting Robots to Take Over Tasks in Hospitality Settings: Joining Two Research Fields -- Chapter 5 Mapping Research Trends on Smart Tourism: A Bibliometric Analysis -- Chapter 6 Big Data in Hotel Companies: A Systematic Literature Review -- Chapter 7 Communication Factors to Increase Awareness and Sales in the Hotel Industry Versus Search Platforms -- Chapter 8 Social Media Research in the Hotel Industry: A Bibliometric Analysis -- Chapter 9 Digital Transformation in Hospitality: Identifying Customer Satisfaction Based on Online Guest's Ratings -- Chapter 10 Influence of social Networks on the Choice and Promotion of a Tourist Destination -- Chapter 11 Digital Transformation in the Hotel Industry: Shaping the Challenges and Opportunities by the Case of Five-Star Hotels in Bulgaria -- Chapter 12 Changing the Rules of the Hotel Business – The Case of CitizenM's Digital Business Model Disruption -- Chapter 13 Leading Digital Transformation in Tourism and Hospitality.

Sommario/riassunto

The hotel industry has gone through important transformations, not only in terms of management and operation but also in terms of interaction with consumers. Technological development and adaptation to the digital era have been one of the greatest challenges for hotels. This book aims to fill the gap in the literature in this specific area of the tourism sector and contribute to a better understanding of trends and challenges in the hotel industry on a global scale.
