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Sommario/riassunto

The book features the first volume of the proceedings of the 10th International Conference of the International Association of Cultural and Digital Tourism (IACuDiT), with the theme “Recent Advancements in Tourism Business, Technology, and Social Sciences,” which was held from August 29 to 31, 2023, in Crete, Greece. It showcases the latest research on Tourism Business, Technology, and Social Sciences and presents a critical academic discourse on smart and sustainable practices in the tourism industry, stimulating future debates and advancing readers’ knowledge and understanding of this critical area of tourism business in the post-COVID-19 era. COVID-19 produced dramatic effects on the global economy, business activities, and people, with tourism being particularly affected. The book discusses the resulting digital transformation process in a range of areas, including its effect on the social sciences combined with special forms of tourism. This accelerated digitalization encourages the emergence of new digital products and services based on the principle of flexibility. The book focuses on the knowledge economy and smart destinations, as well as new modes of tourism management and development, and includes chapters on emerging technologies such as the Internet of Things, artificial intelligence, big data, and robotics in connection with various tourism practices.