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Sommario/riassunto

This book is the second volume of the proceedings of the 11th International Conference of the International Association of Cultural and Digital Tourism (IACuDiT). Focusing on “Innovation and Creativity in Tourism, Business and Social Sciences,” the conference was held from September 3 to 5, 2024, in Naxos, Greece. The book showcases the latest research on tourism business, technology, and the social sciences and presents a critical academic discourse on ICT adoption in the social sciences, regional development; sustainability and tourism experience; smart and sustainable practices; innovations in museum interpretation and collections management; emerging and disruptive technologies; gaming, gamification and augmented reality, and other topical aspects in business and the social sciences. The book discusses these digital transformation processes from various standpoints, including its effect on the social sciences combined with specific forms of tourism. The impact of digitalization encourages the emergence of new digital products and services based on the principle of flexibility. The book focuses on the knowledge economy and the “smart destinations” concepts and highlights new modes of tourism management and development, while further chapters address emerging technologies, such as the Internet of Things, AI, big data, and robotics in a range of tourism practices.
