



Special Session Proposal

The impact of digitalisation upon tourism development

Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iasi, Romania)
Bogdan-Constantin IBANESCU (Alexandru Ioan Cuza University of Iasi, Romania)
(email: ibanescu.bogdan@uaic.ro)

Abstract

Starting with the 2000s, digital technologies have induced a series of major transformations to the tourism industry, revolutionising products, destinations and tourist experiences. Moreover, the recent shocks shattering the international tourism (the economic crisis starting 2008 and the recent health pandemic) forced the main actors, both institutional and private, to (re)consider their relation with the digitalisation process. While initially the digitalisation was seen rather as a set of tools for marketing and management tasks, during the last two years the focus of stakeholders shifted towards new approaches (tourist tracking, environmental impacts, sanitary regulations, etc.). Given the complexity and the uniqueness of tourism digitalisation, new analysis techniques are required in order to properly tackle the issue, and thus enabling a better connection between academic views and policy-making.

This special session aims to bring together new theoretical approaches and empirical research results, focusing on the relevance of the digitalisation for tourism and the connection between the territorial dimension of digitalisation and the economic, social, or environmental issues that tourism currently encounters. We welcome contributions on, but not limited to:

- smart platforms in tourism;
- the relation between digitalisation and new service development;
- smart tourism;
- the role of digitalisation in tourism recovery;
- innovative marketing approaches;

- tourist behaviour;
- new approaches to reduce the environmental impact of tourism activities;
- empirical studies on regional / local policies and measures for boosting the digital-based innovation in tourism;
- AI, robotics, and the tourism of tomorrow;

Accepted papers for this session could be submitted for publication in a special issue of Eastern Journal of European Studies (<http://ejes.uaic.ro/>), journal indexed in Clarivate Analytics, Scopus, Index Copernicus, ProQuest, DOAJ databases.