



Tourism Innovation And The Role Of Technology In Enhancing Visitor Experiences

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ABSTRACT

Tourism innovation has emerged as a critical factor in reshaping the visitor experience landscape, with technology playing a pivotal role in driving this transformation. This review research paper explores the intricate relationship between tourism innovation and technology, focusing on their combined impact on enhancing visitor experiences. Through a comprehensive analysis of existing literature, this paper examines various dimensions of innovation in the tourism sector and elucidates the multifaceted role of technology in shaping these innovations. The paper begins by defining the concept of tourism innovation and highlighting its significance in the contemporary tourism industry. It then delves into the diverse forms of innovation observed in the sector, ranging from product and service innovations to marketing and organizational innovations. By synthesizing empirical findings and theoretical frameworks, the paper elucidates how these innovations contribute to enriching visitor experiences and fostering destination competitiveness. Central to this discussion is the exploration of the role of technology as an enabler and catalyst of tourism innovation. From augmented reality and virtual reality applications to mobile technologies and big data analytics, the integration of technology has revolutionized various facets of the visitor experience, offering personalized, immersive, and interactive encounters. The paper examines specific examples of technological interventions in tourism, highlighting their impacts on visitor satisfaction, engagement, and loyalty. Furthermore, the paper investigates the challenges and opportunities associated with the adoption of technology in tourism innovation, including issues related to privacy, sustainability, and digital divide. It also underscores the importance of collaboration and co-creation between stakeholders in driving technological advancements that align with visitor needs and preferences. This paper underscores the pivotal role of technology in fostering tourism innovation and enhancing visitor experiences. It offers insights for policymakers, industry practitioners, and researchers to leverage technology effectively in crafting innovative strategies that cater to the evolving demands of modern travelers while ensuring sustainable tourism development.

Keywords: Tourism innovation, Technology, Visitor experiences, Destination competitiveness, Augmented reality, Virtual reality, Mobile technologies, Big data analytics, Personalization, Immersion, Stakeholder collaboration, Sustainability, Digital divide, Tourism development.

Introduction

Tourism is an ever-evolving industry, continually shaped by innovation and technological advancements. In recent years, the role of technology in enhancing visitor experiences has become increasingly prominent, revolutionizing the way tourists engage with destinations and attractions. This review research paper explores the intersection of tourism innovation and technology, aiming to elucidate the multifaceted ways in which technological interventions contribute to enriching visitor experiences.

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As the global tourism landscape evolves, travelers seek more personalized and immersive experiences that go beyond mere sightseeing. In response to this demand, tourism stakeholders are leveraging technology to offer innovative solutions that cater to the diverse needs and preferences of modern travelers. From augmented reality (AR) and virtual reality (VR) applications to location-based services and smart destination management systems, technology has become integral to enhancing the overall visitor journey.

This paper delves into the various dimensions of tourism innovation facilitated by technology, encompassing aspects such as destination marketing, visitor information dissemination, accommodation booking, transportation management, and cultural heritage preservation. By examining case studies, industry trends, and theoretical frameworks, we aim to provide a comprehensive understanding of how technological advancements are reshaping the tourism landscape and redefining visitor experiences.

Furthermore, this research paper explores the implications of technology-driven tourism innovation for destination competitiveness, sustainability, and stakeholder collaboration. By critically analyzing the benefits, challenges, and ethical considerations associated with the integration of technology in tourism, we seek to offer insights that can inform strategic decision-making and policy formulation in the tourism sector.

Overall, this review research paper endeavors to shed light on the dynamic relationship between tourism innovation and technology, emphasizing the transformative potential of technological interventions in enhancing visitor experiences. By elucidating emerging trends and best practices, we aim to inspire dialogue and collaboration among tourism stakeholders, academia, and policymakers to foster a more innovative, inclusive, and sustainable tourism ecosystem.

Background of the study

Tourism is a dynamic and rapidly evolving industry that plays a significant role in economic development, cultural exchange, and environmental conservation worldwide. In recent years, the landscape of tourism has been transformed by advancements in technology, leading to innovative approaches in how destinations attract, engage, and retain visitors. The integration of technology into various facets of the tourism experience has become increasingly prevalent, offering new opportunities and challenges for stakeholders in the industry. As the global tourism sector continues to grow and diversify, there is a growing recognition of the importance of enhancing visitor experiences to remain competitive in a crowded marketplace. With the rise of digital platforms, mobile applications, augmented reality, and other technological tools, destinations and tourism businesses are exploring innovative ways to create immersive and personalized experiences for travelers.

The role of technology in shaping visitor experiences encompasses a wide range of dimensions, including information dissemination, destination marketing, transportation, accommodation, attractions, activities, and visitor services. From pre-trip planning to on-site navigation and post-travel engagement, technology has the potential to influence every stage of the tourism journey, shaping perceptions, behaviors, and overall satisfaction levels of travelers.

Despite the growing interest and investment in tourism innovation and technology, there remains a need for comprehensive research to understand the various factors influencing the adoption, implementation, and impact of technological solutions in enhancing visitor experiences. This review research paper aims to address this gap by critically examining existing literature, case studies, and best practices related to tourism innovation and the role of technology in enriching visitor experiences.

By synthesizing and analyzing the findings from a diverse range of sources, this paper seeks to provide valuable insights into the current state of knowledge, identify key trends and patterns, highlight challenges and opportunities, and offer practical recommendations for policymakers, destination managers, tourism businesses, and other stakeholders.

Through a systematic and comprehensive review of relevant literature, this study aims to contribute to a deeper understanding of the complex interplay between tourism, innovation, and technology, and their implications for enhancing visitor experiences in an increasingly digital and interconnected world. Ultimately, the findings of this research paper are expected to inform strategic decision-making and foster the development of sustainable and inclusive tourism practices that benefit both visitors and host communities.

Justification

The burgeoning intersection of tourism, innovation, and technology has garnered significant attention in recent years due to its profound implications for the tourism industry's evolution. This review research paper aims to provide a comprehensive analysis of this dynamic landscape, exploring the role of technology in augmenting visitor experiences within the tourism sector. The justification for undertaking this review paper lies in the following factors:

1. Evolving Landscape of Tourism:

The tourism industry is undergoing rapid transformation, propelled by technological advancements and shifting consumer preferences. Traditional tourism experiences are being redefined by innovative applications of technology, including virtual reality, augmented reality, mobile apps, and data analytics. Understanding the impact of these innovations on visitor experiences is critical for stakeholders to remain competitive in a constantly evolving market.

2. Significance of Visitor Experiences:

Visitor experiences are central to the success of tourism destinations, influencing tourists' satisfaction, loyalty, and likelihood of return visits. Technology has the potential to enhance visitor experiences by personalizing offerings, providing immersive attractions, and facilitating seamless travel experiences. Exploring the nexus between tourism innovation, technology, and visitor experiences is essential for destination managers, policymakers, and businesses seeking to optimize tourism outcomes.

3. Emerging Trends and Best Practices:

A review of existing literature on tourism innovation and technology will shed light on emerging trends, best practices, and case studies from around the globe. By synthesizing insights from academic research, industry reports, and practical applications, this review paper can identify patterns, challenges, and success factors relevant to enhancing visitor experiences through technology adoption. Such knowledge can inform strategic decision-making and inspire innovative initiatives within the tourism ecosystem.

4. Implications for Sustainable Tourism Development:

Incorporating technology into tourism experiences not only enhances visitor satisfaction but also offers opportunities for promoting sustainability. Sustainable tourism practices, such as digitalization of information, smart transportation systems, and eco-friendly accommodations, can be facilitated through technological innovations. This review paper will explore how technology can contribute to sustainable tourism development while simultaneously enriching visitor experiences.

The research paper on "Tourism Innovation and the Role of Technology in Enhancing Visitor Experiences" addresses a timely and significant topic within the tourism industry. By examining the interplay between innovation, technology, and visitor experiences, this paper aims to provide actionable insights for stakeholders to navigate the evolving landscape of tourism successfully.

Objectives of the Study

1. To critically review and analyze existing literature on tourism innovation, with a specific focus on the integration of technology to enhance visitor experiences.
2. To examine the role of various technological advancements, including but not limited to augmented reality, virtual reality, mobile applications, and data analytics, in transforming the tourism sector.
3. To identify and discuss key factors driving innovation in tourism, such as changing consumer preferences, technological advancements, and evolving market trends.
4. To explore the impact of technology-enabled visitor experiences on destination competitiveness, visitor satisfaction, and destination management.
5. To investigate challenges and barriers hindering the effective implementation of technology in tourism, including issues related to infrastructure, resource constraints, and digital literacy.

Literature Review

In the contemporary landscape of global tourism, the integration of innovation and technology has emerged as a transformative force, reshaping visitor experiences and industry dynamics. This literature review aims to provide a comprehensive overview of existing research on the intersection of tourism, innovation, and technology, with a specific focus on how technological advancements contribute to enhancing visitor experiences.

Technological Innovation in Tourism:

Technological innovation plays a pivotal role in driving the evolution of the tourism industry. As highlighted by Buhalis and Law (2008), advancements in information and communication technologies (ICTs) have facilitated the emergence of e-tourism, characterized by online booking platforms, destination marketing through social media, and personalized travel recommendations. Additionally, the proliferation of mobile devices has enabled real-time communication between tourists and service providers, leading to greater convenience and accessibility (Sigala, 2015).

Virtual Reality (VR) and Augmented Reality (AR) technologies have also gained prominence in tourism, offering immersive experiences that transcend physical boundaries (Guttentag, 2010). VR allows visitors to

explore destinations virtually before making travel decisions, while AR enhances on-site experiences by overlaying digital information onto the physical environment (Jung et al., 2017).

Impact on Visitor Experiences:

The integration of technology in tourism has significantly enhanced visitor experiences across various touchpoints of the travel journey. Personalization emerges as a key theme, with technological solutions enabling tailored recommendations based on individual preferences and behaviors (Xiang et al., 2015). For instance, the use of Big Data analytics allows destination marketers to segment tourists effectively and deliver targeted promotional content (Alonso-Almeida et al., 2015).

Moreover, technology-driven innovations such as mobile applications and wearable devices have empowered tourists to navigate destinations independently while accessing real-time information about attractions, events, and amenities (Gretzel et al., 2015). This enhances the sense of autonomy and control among visitors, leading to heightened satisfaction and engagement (Xiang et al., 2015).

Challenges and Opportunities:

Despite the myriad benefits, the integration of technology in tourism presents certain challenges, including issues related to privacy, data security, and digital divide (Gretzel et al., 2015). Furthermore, the rapid pace of technological advancements necessitates continuous adaptation and investment, posing challenges for smaller businesses and destination management organizations (Neuhofer et al., 2014).

However, these challenges are accompanied by significant opportunities for innovation and growth. By embracing emerging technologies such as Artificial Intelligence (AI) and Internet of Things (IoT), tourism stakeholders can create seamless, interconnected experiences that anticipate and fulfill visitor needs (Neuhofer et al., 2014). Additionally, collaboration between the public and private sectors is essential to foster innovation ecosystems and drive sustainable development in tourism destinations (Buhalis & Amaranggana, 2015).

The integration of technology in tourism has transformative implications for visitor experiences, industry competitiveness, and destination management. By leveraging technological innovations effectively, tourism stakeholders can create immersive, personalized experiences that resonate with modern travelers. However, addressing associated challenges and seizing emerging opportunities require a concerted effort and strategic vision from all stakeholders involved.

Material and Methodology

Research Design:

This review research paper adopts a systematic approach to synthesizing existing literature on tourism innovation and the role of technology in enhancing visitor experiences. The research design involves a comprehensive literature review, which includes scholarly articles, research reports, case studies, and relevant publications from reputable databases and academic journals.

Data Collection Methods:

The data collection process involves the systematic search and retrieval of relevant literature using electronic databases such as PubMed, Google Scholar, Scopus, and Web of Science. Keywords and search terms related to tourism innovation, technology, visitor experiences, and relevant concepts are used to identify relevant articles and publications. Additionally, manual searches of academic journals, conference proceedings, and industry reports are conducted to ensure comprehensive coverage of the topic.

Inclusion and Exclusion Criteria:

Inclusion Criteria:

- Scholarly articles, research reports, and publications focusing on tourism innovation and technology in the context of enhancing visitor experiences.
- Publications published in peer-reviewed journals, conference proceedings, and reputable sources.
- Studies conducted in diverse tourism settings, including but not limited to urban destinations, cultural heritage sites, natural attractions, and hospitality establishments.
- Publications available in English language to ensure accessibility and comprehensibility.

Exclusion Criteria:

- Publications not directly related to the intersection of tourism innovation, technology, and visitor experiences.
- Non-peer-reviewed sources, such as blogs, opinion pieces, and promotional materials.
- Studies lacking empirical evidence or rigorous methodology.
- Publications in languages other than English, due to limitations in translation resources.

Ethical Considerations:

This review research paper adheres to ethical guidelines and principles of academic integrity throughout the research process. Proper citation and referencing practices are followed to give credit to the original authors and sources of information. Additionally, efforts are made to ensure the accuracy and reliability of the information presented in the paper. Confidentiality and anonymity are maintained when discussing specific case studies or research findings to protect the privacy of individuals and organizations involved.

Overall, the material and methodology outlined above provide a rigorous and systematic framework for conducting a comprehensive review of literature on tourism innovation and the role of technology in enhancing visitor experiences.

Results and Discussion

The paper on "Tourism Innovation and the Role of Technology in Enhancing Visitor Experiences" yielded several key findings and discussions, shedding light on the intersection of tourism, innovation, and technology. The results and discussions are summarized as follows:

1. Emerging Trends in Tourism Innovation:

- The review identified a significant shift towards innovation-driven strategies in the tourism industry, driven by changing consumer preferences and technological advancements.
- Innovative tourism products and services, such as virtual reality (VR) tours, augmented reality (AR) experiences, and interactive mobile applications, are gaining traction among travelers seeking immersive and personalized experiences.
- Destination management organizations (DMOs) and tourism businesses are increasingly investing in innovation labs, incubators, and accelerators to foster creativity and develop cutting-edge solutions to meet evolving visitor demands.

2. Role of Technology in Enhancing Visitor Experiences:

- Technology plays a pivotal role in enhancing visitor experiences across various touchpoints of the tourism journey, including pre-trip planning, on-site activities, and post-trip engagement.
- Advanced data analytics, artificial intelligence (AI), and machine learning (ML) algorithms enable personalized recommendations, itinerary planning, and targeted marketing campaigns tailored to individual preferences and interests.
- Mobile applications, wearable devices, and location-based services empower tourists with real-time information, navigation assistance, and interactive guides, enhancing their overall satisfaction and engagement during their visit.

3. Challenges and Opportunities:

- Despite the potential benefits, the integration of technology in tourism presents several challenges, including digital divide, data privacy concerns, and cybersecurity risks.
- Limited infrastructure, technological literacy, and financial resources pose barriers to adopting innovative solutions, particularly in emerging tourism destinations.
- However, technological innovations also offer opportunities for destination differentiation, sustainable tourism development, and community empowerment through inclusive growth and cultural preservation.

4. Best Practices and Case Studies:

- The review highlighted several best practices and successful case studies showcasing the effective implementation of technology in tourism destinations worldwide.
- Examples include smart destination initiatives, smart hotel concepts, and smart transportation systems leveraging IoT sensors, big data analytics, and cloud computing to optimize resource management, enhance service quality, and improve the overall visitor experience.

5. Recommendations for Stakeholders:

- Based on the findings, the paper offers actionable recommendations for stakeholders, including policymakers, DMOs, tourism businesses, and researchers, to leverage technology effectively in enhancing visitor experiences and sustaining competitiveness in the tourism industry.
- Recommendations include investing in digital infrastructure, fostering innovation ecosystems, promoting digital literacy, and prioritizing data privacy and cybersecurity measures to build trust and confidence among travelers.

Overall, the results and discussions underscore the transformative potential of tourism innovation and technology in shaping the future of travel and hospitality, emphasizing the importance of collaboration, innovation, and responsible technology adoption to create memorable and sustainable visitor experiences.

Limitations of the study

1. **Scope Limitation:** Due to the vast and dynamic nature of the tourism industry and technological advancements, it may not be possible to comprehensively cover all aspects of tourism innovation and technology's role in enhancing visitor experiences within the confines of a single review paper. Therefore, the study will focus on synthesizing literature within a specific timeframe and may not capture recent developments or emerging trends.
2. **Language Bias:** The review paper will primarily rely on English-language literature, which may result in the exclusion of valuable insights from non-English sources. This language bias could potentially limit the diversity of perspectives and case studies included in the analysis.
3. **Access to Literature:** Despite efforts to access a wide range of academic journals, books, and conference proceedings, certain relevant studies may be inaccessible due to paywalls, copyright restrictions, or limited availability through institutional subscriptions. This could lead to gaps in the literature review and potentially overlook important contributions to the field.
4. **Bias in Selection Criteria:** The process of selecting relevant literature for inclusion in the review may be influenced by the researcher's subjective judgment and biases, despite efforts to maintain objectivity. As a result, there is a possibility of overlooking relevant studies or favoring certain perspectives over others, which could affect the comprehensiveness and balance of the review.
5. **Generalizability of Findings:** The findings and conclusions drawn from the review paper may not be universally applicable to all tourism destinations or contexts. Variations in socio-cultural factors, economic conditions, infrastructural development, and visitor preferences could impact the effectiveness and applicability of technological innovations in different settings. Therefore, caution should be exercised in generalizing the findings beyond the scope of the reviewed literature.
6. **Lack of Primary Data Analysis:** As a review paper, this study relies on synthesizing existing literature rather than conducting primary data collection or empirical analysis. While secondary sources provide valuable insights and theoretical frameworks, they may not capture the full spectrum of on-the-ground realities or provide empirical evidence of technology's impact on visitor experiences in specific contexts.

Addressing these limitations will be crucial for ensuring the validity, reliability, and relevance of the review research paper on "Tourism Innovation and the Role of Technology in Enhancing Visitor Experiences."

Future Scope

1. **Emerging Technologies:** As technology continues to advance rapidly, future research could explore the potential impact of emerging technologies such as augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and blockchain on enhancing visitor experiences in tourism. Investigating how these technologies can be integrated into tourism offerings to create immersive and interactive experiences for travelers would be valuable.
2. **Sustainable Tourism Development:** Future studies could delve into the role of technology in promoting sustainable tourism practices and minimizing the environmental footprint of tourism activities. Research could focus on innovative solutions for reducing resource consumption, managing tourist flows, and preserving cultural heritage sites using technology-driven approaches.
3. **Personalization and Customization:** With the growing demand for personalized travel experiences, there is a need to explore how technology can facilitate the customization of tourism products and services based on individual preferences and interests. Future research could investigate the effectiveness of personalized recommendations, tailored itineraries, and curated experiences in enhancing visitor satisfaction and loyalty.
4. **Destination Management and Marketing:** Technology offers new opportunities for destination marketing organizations and tourism businesses to engage with travelers throughout their journey. Future studies could examine the role of technology in destination branding, digital marketing strategies, and online reputation management to attract and retain visitors effectively.
5. **Accessibility and Inclusivity:** Accessibility is an important aspect of enhancing visitor experiences, especially for travelers with disabilities or special needs. Future research could explore how technology can

be leveraged to improve accessibility in tourism destinations, including the development of assistive technologies, accessible infrastructure, and inclusive digital platforms.

- 6. Cross-Sector Collaboration:** Collaboration between the tourism industry and other sectors such as healthcare, education, and entertainment presents new avenues for innovation in visitor experiences. Future studies could explore interdisciplinary approaches to tourism innovation, examining how partnerships with other industries can enhance the overall tourism experience and create value for travelers.
- 7. Policy and Regulation:** As technology reshapes the tourism landscape, policymakers and regulatory bodies need to adapt to ensure responsible and ethical use of technology in tourism. Future research could focus on the development of regulatory frameworks, standards, and guidelines to govern the use of technology in tourism operations, data privacy, and cybersecurity.
- 8. Long-Term Impacts and Sustainability:** Finally, future studies could assess the long-term impacts of technology-driven tourism innovation on destination communities, socio-cultural dynamics, and economic resilience. Research could investigate the sustainability of technology interventions in tourism and their implications for local livelihoods, cultural authenticity, and social equity.

By exploring these future research directions, scholars can continue to advance our understanding of how technology can be effectively utilized to enhance visitor experiences in tourism while addressing key challenges and opportunities facing the industry.

Conclusion

This research paper has highlighted the significance of tourism innovation and the pivotal role of technology in enhancing visitor experiences. Through a comprehensive analysis of existing literature, key insights have been gained into the trends, challenges, and opportunities associated with the integration of technology in the tourism sector.

The findings of this paper underscore the transformative impact of technology on tourism, enabling destination managers and tourism businesses to create immersive and personalized experiences for visitors. From mobile applications and virtual reality to artificial intelligence and big data analytics, technological innovations offer immense potential for enhancing visitor satisfaction, promoting sustainable tourism practices, and driving economic growth.

However, while technology presents unprecedented opportunities, it also poses challenges such as digital divides, privacy concerns, and the risk of over-commercialization. Therefore, it is imperative for stakeholders to adopt a balanced approach, leveraging technology strategically while preserving the authenticity and cultural integrity of destinations.

Moving forward, this paper advocates for continued research, collaboration, and knowledge-sharing among academia, industry practitioners, and policymakers to harness the full potential of technology in tourism. By embracing innovation and embracing technology-driven solutions, the tourism industry can adapt to evolving consumer preferences, foster inclusive growth, and create memorable experiences that enrich the lives of visitors worldwide.

In essence, this review research paper serves as a valuable resource for stakeholders seeking to navigate the complex landscape of tourism innovation and technology, ultimately contributing to the advancement of the tourism industry and the enhancement of visitor experiences on a global scale.

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