

EDITORIAL

Opportunities and challenges: On Volume 4, Issue 2 of *Smart Tourism*

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The COVID-19 pandemic has undeniably exerted a profound impact on the global travel and tourism industry, prompting stakeholders within this sector to ardently pursue rejuvenation strategies and explore viable business models conducive to accommodating the evolving preferences of travelers in a post-pandemic landscape. This issue presents a compelling invitation for scholarly inquiry, particularly in leveraging technological innovations to foster the advancement of the tourism sector, emphasizing comprehending the pandemic's consequences on industry dynamics. Additionally, this issue explores a critical examination of tourists' experiences, offering a rich vein of academic exploration.

Even though the COVID-19 epidemic has a detrimental effect on the travel and tourism sector, many insiders use technology to lessen these effects and enhance their businesses. Yamin et al.^[1] examine the intricate connections between social media, pandemic travel, and overtourism. This study demonstrates how digital platforms increase the visibility of Banyumas and highlights both the potential and problems associated with tourism^[1]. According to a survey by Mohanty^[2], there are implications and effects of COVID-19 on the way hotel clients receive services. The study also considers how technological advancements could lessen these effects and improve worker well-being. The research indicates that the appropriate application of technology is a key factor in revitalizing the tourism sector and fostering its growth^[2].

In the tourism industry, visitors' experiences hold significance as they may serve as a point of reference for insiders to formulate their business strategies. The tourism business has extensively used various technologies, giving visitors a more modern experience than in the past. Islam^[3] discusses the integration of digital technology in tourism, highlighting the importance of understanding tourists' experiences in this evolving landscape. This research contributes to the academic discourse on smart tourism, providing a systematic approach to examining the effects of technology on travel and proposing avenues for future research that could further advance the field^[3].

This issue also encompasses discussions on an inclusive business integration model, the dynamic interrelation between technology and destination marketing in the tourism industry, and smart tourism's potential to underpin sustainable destination development. We cordially invite researchers engaged in smart tourism management to peruse this issue and draw inspiration from its findings.

In closing, we extend our most profound appreciation to all contributing authors, reviewers, and editorial team members for their invaluable contributions to this publication. We are proud to announce the successful issuance of two editions in 2023 and look forward to an auspicious year in 2024, emboldened by the collective endeavors and insights that continue to shape the future of tourism research.

ARTICLE INFO

Received: 20 January 2024 | Available online: 26 January 2024

CITATION

Islam MS. Opportunities and challenges: On Volume 4, Issue 2 of *Smart Tourism*. *Smart Tourism* 2023; 4(2): 2658. doi: 10.54517/st.v4i2.2658

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Conflict of interest

The author declares no conflict of interest.

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