Detailed Table of Contents

Chapter 1
    Aysu Altaş, Aksaray University, Turkey

The COVID-19 pandemic process, which has affected the whole world, has accelerated technological developments by laying the groundwork for digital transformation in many fields. In this context, various technological innovations have been introduced, such as a social distance tracking system that warns when the appropriate social distance rules are violated between employees, robot dogs on patrol, the use of drones for delivery, and robots that can do many jobs that humans can do. The restaurant industry has also tried to integrate these rapid technological developments as much as possible. In this study, which is about how the recent advances in technology have or can be affected restaurants, examples from the world are given for each technological development mentioned in order to better understand the subject. It is considered that the study will contribute to the literature, future studies, sector representatives who want to apply technological developments in their restaurants, and investors who want to open a new restaurant with technological infrastructure.

Chapter 2
    Anusha Thakur, University of Petroleum and Energy Studies, India

In today's scenario, there has been a dramatic transformation in the way services are being provided and taken by the consumers. With the changing preferences of consumers, and businesses, vendors across the regions are emphasizing towards the introduction of touchless solutions, which are likely to change the way people interact and use the services. Incorporation of smart technologies enables the operators to create a positive and seamless experience for the users. Convergence of technologies with the current market trends is expected to bring the concept of "internet of things" nearer to reality. Embracing IoT solutions transform the overall hospitality business

scenario and pose several opportunities for the smart hotel solutions. In this chapter, various IoT solutions used in the hospitality and leisure sector have been discussed. This chapter further emphasizes how efficiently the touchless technology products with minimal contact enhance the operations in hospitality sector and how the hotel industry is focusing towards nurturing the dreams of travellers.

Chapter 3

Yigit Yurder, Istanbul University, Turkey
Mehmet Altug Sahin, Istanbul University, Turkey

Smart technologies are becoming rapidly used in various industries successfully. The tourism industry stands as one of the evolving industries, benefiting from these smart technological developments such as virtual and augmented reality, robotics, and internet of things. Anticipatory, experiential, and reflective are the three main phases of the consumer behavior process in tourism, which are regarded as pre-travel, during travel, and post-travel phases in tourism. Smart tourism technologies are being implemented to enhance the tourist experience in these phases of their journey. This chapter aims to highlight the smart tourism technology applications in every phase of consumer experience by presenting examples from the tourism industry.

Chapter 4

Anusha Thakur, University of Petroleum and Energy Studies, India

The hospitality and tourism industry is one of the most diversified and biggest industries in the world. Increasing trends of technology and innovation are expected to favorably influence the future scenario of the hospitality and tourism industry. Growing adoption of new technologies in these industries over the past few years has significantly reformed the services provided by the same. One of the major goals of the upgradation of services by the hotels or leisure segments is digitalization of services and personalization of customer experiences. In this chapter, state-of-the-art technologies currently being used in the hospitality and tourism sector have been discussed. This chapter further emphasizes how information technology is proving significant in keeping pace with the competitiveness in terms of services in the hospitality and leisure segments. In addition to all of the above, the chapter also focuses on the trends, impacts, and opportunities of information technology applications in the industry.

Chapter 5

Ali Yuce, Cappadocia University, Turkey

Tourism has been one of the engines powering the thriving economies, leveraging the quality of lives and transforming the people's sociocultural status worldwide. There is no doubt that innovative technologies are critical and significantly efficient for the economies during a hard time and in blossoming times. Moreover, it is also vital to understand and present some essential issues that harm tourism development. Thus, this chapter strives to offer innovative technology-oriented alternative strategies and practical implications to benefit all the stakeholders at the destination and the consumers by focusing on the long-term benefits. This chapter also aims to understand how technology can take a role to stimulate visitors' motivation and behaviour towards a touristic product or a destination.

Chapter 6

Khouloud Mouihbi, IHEC of Carthage, Tunisia
Nedra Bahri-Ammari, IHEC of Carthage, Tunisia
Daouda Coulibaly, ISTEC Paris, France

This study explores the role of mobile augmented reality (MAR) technology in enhancing user experience (UX) in the context of cultural heritage. Data were collected via individual semi-structured interviews, according to a theoretical model of UX. The findings show that MAR can enhance UX in cultural heritage museums when the product's features and characteristics match users' needs. A contemporary challenge in the cultural heritage industry is to find creative ways to attract new visitors and enhance their museum experience. Therefore, this study was conducted to improve museum curators' understanding about the UX of MAR apps to satisfy their visitors' expectations.

Chapter 7

Anusha Thakur, University of Petroleum and Energy Studies, India

Travel and technology tend to possess seamless amalgamation. Advancements in technologies are significantly changing the way people travel, with exciting and promising experiences. Incorporation of smart devices and solutions in businesses enables easier ways to analyze, collect, as well as share the real-time data with vendors. One such concept includes blockchain technology, inclusion of which brings about an extreme change in the way the data are being accessed and stored. This technology enables the businesses to fortify operations, transactions, as well as processes, thereby bolstering productivity and growth and discovering newer profit models. This chapter discusses the different competitive advantages offered by the tourism businesses on inclusion of blockchain technology in their strategic-decisions

and emphasizes how the blockchain concepts help in simplifying the tourism and hospitality businesses, amidst different challenges being faced by these industries.

Chapter 8

Zafer Türkmendağ, Atatürk Üniversitesi, Turkey

Tourists are more attached to mobile phones which oblige tourism businesses to give importance to the automated services in mobile phones for better services. This chapter discussed the artificial intelligence-integrated mobile technologies in tourism in terms of technological, marketing, and managerial perspectives. The integration of artificial intelligence-based open access application programming interfaces such as language translation, recommendation making, mapping, etc. to the mobile technologies created great changes in tourist behavior and business processes in tourism. Moreover, businesses can provide automated and contactless services by using mobile big data and analyze better the needs of the tourists, especially in the post-pandemic era. Finally, a framework has been proposed for artificial intelligence integration to mobile tourism services, and theoretical-managerial implications were developed.

Chapter 9

Phoebe Yueng Hee Sia, Graduate School of Business, Universiti Sains
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Mobile travel apps are essential tools in trip planning; they provide local insights and recommendation on destinations. Smart tourism features the extensive use of information and communication technology (ICT) which is a new evolution of old-style tourism and e-tourism, emphasised on two approaches: augmented reality (AR) and big data (BD). Several tourism studies have discussed the positive and negative impacts of adopting smart mobile travel apps in the tourism industry. Different factors may affect the app's adoption and acceptance of new technology. However, the level of adoption of smart mobile travel apps depends on the traveller's characteristics as each generation has different characteristics in the adaptability of smart technology. Therefore, this research model is based on the integration of the DeLone and McLean IS success (IS) model and consumer acceptance and use of information technology (UTAUT2) model to determine the factors influencing behavioural intention to use mobile travel apps for smart tourism among Generations X, Y, and Z.

Chapter 9
A Conceptual Model of Emerging Mobile Travel Apps for Smart Tourism Among Gen X, Gen Y, and Gen Z

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ABSTRACT

Mobile travel apps are essential tools in trip planning; they provide local insights and recommendation on destinations. Smart tourism features the extensive use of information and communication technology (ICT) which is a new evolution of old-style tourism and e-tourism, emphasised on two approaches: augmented reality (AR) and big data (BD). Several tourism studies have discussed the positive and negative impacts of adopting smart mobile travel apps in the tourism industry. Different factors may affect the app's adoption and acceptance of new technology. However, the level of adoption of smart mobile travel apps depends on the traveller's characteristics as each generation has different characteristics in the adaptability of smart technology. Therefore, this research model is based on the integration of the DeLone and McLean IS success (IS) model and consumer acceptance and use of information technology (UTAUT2) model to determine the factors influencing behavioural intention to use mobile travel apps for smart tourism among Generations X, Y, and Z.

INTRODUCTION

Travelling has a great impact on the evolution of our society and species. Less than a century old, tourism has become a worldwide phenomenon. After 60 years, the travel industry has become one of the biggest industries worldwide (Shoutem, 2016). Mobile travel apps are essential tools in trip planning and gaining local insights and recommendation on destinations. It ensures a smoother trip and spares travellers extensive long-term planning itineraries from booking flights to navigating a new destination. It provides a one-stop solution for users to perform travelling-related activities such as booking tickets, booking hotels, car rentals, insurance, restaurants and interesting places to visit; all at a single place without the need to go through different portals.

The advancement of the internet and technology has evolved the smart tourism industry. Recently, the smart tourism industry put a lot of efforts in two areas: Augmented Reality (AR) and Big Data (BD) (Pradhan, Oh, & Lee, 2018). AR augments the surroundings of the real world with digital objects or information, thereby helping the traveller acquire information throughout the experience. BD is a data-driven approach which is important in tourism applications for improving operations, provide better services, create personalized marketing campaigns based on specific user preferences and, ultimately increase better decision making and creates value for stakeholders (Mariani, Baggio, Fuhs, & Hoepken, 2018). BD analytic is accustomed to auto-provide appropriate suggestions for supporting the decisions of travellers.

Smart tourism has the potential to suggest more appropriate information in BD with more privacy of information disclosed by the traveller, however, it increases the risk of privacy and personal information (Pradhan, Oh, & Lee, 2018) accessed irresponsibly for inappropriate purposes. The level adoption of smart apps may depend on traveller's characteristics. As each generation has different characteristics on the adaptability of smart technology, the factors affect the adoption and acceptance of new technology may differ. Therefore, the main objective of this research is to determine the factors that influence the behavioural intention to use mobile travel apps for smart tourism among Generation X, Y and Z.

BACKGROUND

The emergence of mobile apps for smart tourism has raised the trends of personalization and privacy paradox (Litsa, 2018). In terms of convenience, digital media usage favours mobility and it leads to the rapid development of mobile apps. From app download statistics *(Figure 1)*, 197 billion in 2017 and 149 billion in 2016 have been

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Technology; Journal of Research in Marketing and Entrepreneurship; Management Research Review; Journal of Marketing & Case studies; International Journal of Customer Relationship Marketing and Management. She has published a book on CRM and loyalty strategy, also participated in the writing of books on tourism and social CRM, Competitive Social Media & marketing Strategies IGI Global; Encyclopedia of Information Science and Technologies, 4th Edition of the IGI Global Scholarly reference book. She has published in international and national academic conferences proceedings (EUROMED, AFM, World Research Summit for Hospitality and Tourism, Academy of Marketing Science). And she serves as an editorial board member and reviewer for some of international journals.

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Phoebe Yueng Hee Sia is a solution manager responsible for software compliance solutions at SAP R/3 and ERP/ECC 6.0 include modules: Financials and Controlling (FICO), Human Resources (HR), Materials Management (MM), Sales & Distribution (SD), Production Planning (PP) and Plant Maintenance (PM), covering the typical functions in place in an organization listed on the Main Board of Bursa Malaysia Securities Berhad. Has over 20 years of experience working in different roles in

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Anusha Thakur has done B.Tech in "Electronics and Instrumentation Technology" from Tumkur, Karnataka, and Master's in Business Administration (MBA) in "International Business" from University of Petroleum & Energy Studies, (UPES) Dehradun. In addition to this, Anusha has also completed a Post-Graduation certification in "Market Research and Data Analytics" from MICA, Ahmedabad. Anusha has also been writing few papers and chapters for the journals/books in India and abroad. One of her published works includes chapter on "Market for Plant-Based Meat Alternatives" for the book "Environmental, Health, and Business Opportunities in the New Meat Alternatives Market" which has won accolades across the world. The book was considered #1 in the WORLD in the category of Vegetarian Writing. Further, the book was also announced as the national winner for Australia in the Vegetarian Writing Category. Further, she has a work experience of approximately 4 years in the Market Research industry. Her work primarily focuses, on the secondary research, market analysis, market sizing, interpretation, forecasting and report writing.

Zafer Türkmendağ is a Ph.D. at the Faculty of Tourism, Atatürk University, Turkey. He holds his Ph.D. in tourism management in 2019 from the Gazi University, Turkey. His research interests include tourism technology, tourism marketing and management, accessible tourism, and tourism guidance. He has certificates in information technology (Middle East Technical University) and hotel management systems (Oracle Opera 5.0). His researches have been published in the Journal of Organizational Change Management.

Ali Yuce is born and grew up in Turkey. After working independently for his business, he changed his life dramatically and radically to pursue his passion for academia. After receiving his Bachelor's degree from DePaul University, he obtained his Master's and Doctoral Degrees from Eastern Mediterranean University. Prior to graduation from the Ph.D. program, he is the author of several articles and book chapters in international journals along with numerous congress papers about the

impact of technology on the landscape of tourism, education, and marketing. On the other side, he is a lifelong learner who loves conveying every bit of knowledge that he learns for others. He enjoys swimming, cooking, jogging, reading about history, technology, tourism; he also loves animals and nature.

Yiğit Yurder graduated from Istanbul University, Faculty of Business Administration in 2009. He completed his doctoral dissertation in the field of business administration in 2017, titled "Factors Affecting the Consumer Factor in the Adoption of Technology". Since 2019, he has been working as an Assistant Professor at Istanbul University, Faculty of Economics, Department of Marketing. Yurder's field of work includes marketing, brand management and digital marketing.