

**Call for Papers for Special Issue on:**

## **Drivers, changes and outcomes of digital innovation in tourism**

***Folia Turistica*, Vol. 63-2024**

### **Guest Editor**

**Professor Magdalena Kachniewska** (SGH Warsaw School of Economics, Poland)

### **Editor-in-Chief**

**Professor Wiesław Alejziak** (University of Physical Education in Krakow, Poland)

Digital technology has fundamentally altered the basis for economic development of tourism destinations and organizations (Lama et al. 2020, Kumar & Kumar 2020, Egger et al. 2020; Xiang et al. 2021). Growing opportunities to use mobile ICT have gone along with significant changes in consumer behaviour (Lee et al. 2021; Stankov & Gretzel 2020; Ukpabi & Karjaluoto 2017) and big data processing (Ardito et al. 2019, Kachniewska 2019) that fundamentally altered business models in tourism (Reinhold et al. 2020). The integration of smart technologies has revolutionized the way tourists experience and interact with destinations (Kachniewska 2021), creating new opportunities and challenges for business and destinations competitiveness.

ICT have created innovative ways for providing value to travelers (Lau 2012; Kachniewska 2014b). The future competitive advantages will be built around effective mobile value services, but few tourism destinations have already started leveraging customer relationships and building loyalty ties through virtual communities and mobile applications. Although tourists have always been a central consideration in traditional marketing, nowadays the user's context has shifted to a dynamic, mobile setting involving a myriad of interactions with other people (Bradley & Dunlop 2004). In order to supply travelers with digital services that ensure value creation, mobile applications are to be designed as "self-learning", "user-centric" and "context-aware systems" (Lau, 2012). This requires advanced data analytics, implementation of real-time solutions and development of machine learning systems.

In recent years, the growing number of studies have been dedicated to smart tourism concept (Bastidas-Manzano et al. 2021), experience design and marketing (Leung et al. 2015; Kachniewska 2014a), social media (Liu et al. 2020, Lin & Rasoolimanesh 2022) and blockchain technology (Valeri & Baggio 2021). The digital context of sustainable development goals (UN2020) and inclusive growth (Gössling 2021) is exploited relatively rarely, while there is a growing number of studies dedicated to the negative aspects of digital transformation in tourism (Williams & Horodnic 2017; Aznar et al. 2017) as well as ethical challenges and the increasing digital exclusion of tourism SMEs (OECD 2020). The asymmetry is also visible in the field of tourism research: productivity-enhancing technologies (e.g. cloud computing, data analytics, revenue management software) have generally received low uptake in tourism, while innovative technologies (e.g. augmented reality, geotagging) are generating, customising and delivering in ever more novel ways, new visitor products, services and experiences (OECD 2018c).

Big data is enabling a new form of knowledge gain, while at the same time shaking the epistemological foundations and requiring new methods and analysis approach. As data-driven research has already led to a paradigm shift in knowledge discovery (Balazka & Rodighiero, 2020), the traditional research approaches need to be complemented by the interdisciplinary cooperation between computer sciences and social and economic sciences. The first step has already been done by an excellent textbook by Egger (2022), which contributes largely to the methodological repository beyond traditional methods.

Advances in big data, artificial intelligence and data-driven innovation bring enormous benefits for tourism destinations, local citizens and tourists. By contrast, their misuse can lead to data workflows bypassing the intent of privacy and data protection law, as well as of ethical mandates (Bormida 2021). Devices to capture, collect, store and process data are becoming ever-cheaper and faster, whilst the computational power to handle these data is continuously increasing. Digital platforms increasingly control purchases of goods, the flow of information, data processing, sociality online, trade, sales and logistics, entertainment streaming, or financial transactions, while plenty of tourism market entities remain atomized, defenseless, poorly equipped with digital competences. While digital technologies have made possible building harmony among the spatial, social, economic and environmental aspects of tourism, they also favor 'datafication' of society. Improperly implemented digital transformation deepens inequalities and fosters exclusion.

Thus, *Folia Turistica* invites researchers to contribute to a special issue focusing on "Drivers, changes and outcomes of digital innovation in tourism". This special issue aims to explore the impact of digital innovations in tourism, examine their drivers, changes and outcomes, and shed light on the opportunities and implications of this emerging field. Topics of interest include, but are not limited to:

- **Convergence of information technologies and tourism experiences** (predictive intelligence and experience personalization, wearable computing, mobile technologies impact on travel experiences, gamification, robotics and AI, crowdsourcing and crowdsensing models, collaborative consumption, value co-creation, voice search and voice control, augmented (AR), virtual (VR) and mixed Realities (XR))
- **Smart tourism technologies and applications** (unlocking innovation and performance through open data, smart tourism business models, smart grids, IoT and real time services, blockchain models in tourism, smart tourism platforms and marketplaces, integration of tourism SMEs into global value chains and digital business ecosystems)
- **Data-based marketing, branding, raising awareness and reputation management in tourism** (social media and user-generated content, predictive marketing, context m., mobile m., digitally enhanced content marketing, personalization in advertising, marketing automation, multichannel and interactive m.)
- **Digitally enhanced destination resilience, planning and development** (implications of smart tourism for sustainable development, data-based cultural heritage preservation, smart transportation systems and mobility solutions, smart tourism for elderly people, inclusive tourism development, technology enhanced wellbeing of employees, local communities and tourists, big data from the DMO and public sector perspective)
- **Negative aspects of digital transformation in tourism** (privacy and security issues in smart tourism, balancing big data exploitation and data protection, biometrics for hospitality and tourism, social media and overtourism, social cooling, digital exclusion, bias and algorithmic discrimination in tourism, big data divide in tourism)
- **Innovative research methods and methodologies** (data science in tourism, AI and big data analytics in tourism research, cloud computing and open data analytics, IoT as data source, web scraping, feature engineering, interpretability of machine learning models, natural language processing)

We invite researchers and practitioners to submit original papers that include empirical, analytical, design-oriented or conceptual approaches that are relevant for this important topic and provide new insights for theory and practice. Both qualitative and quantitative approaches are welcome.

### **Key dates:**

- 500-word abstracts of original papers relating the theme of “Enhancing Tourism Destination Quality” to be submitted – by **30 November 2023**.
- Notification of acceptance of abstracts and invitation to submit a paper – by **15 December 2023**.
- Submission of manuscripts – by **31 March 2024**.
- Double blind peer review and Publication: **2024**.

**Submission guidelines:** The works submitted should: (a) be written in English, (b) comply with the editorial standards of the journal available on the site, <http://www.folia-turistica.pl/index.php/en/for-authors>

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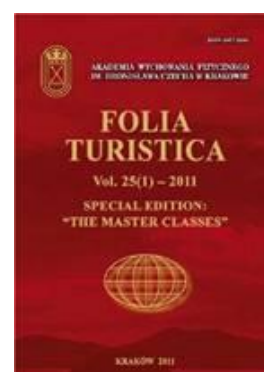
## Aims and Scope

Folia Turistica is a **free open access** academic journal (ISSN 0867-3888, e-ISSN 2353-5962) which has been published by the University of Physical Education in Krakow since 1990. Thus, it is one of the best-established journals in Poland that deal with research on tourism and its accompanying socioeconomic phenomena. Our journal is **published in a semiannual cycle**.

Folia Turistica is international in scope and attracts scholars from all reaches of the world to facilitate the exchange of ideas. As such, the journal enhances understanding of scientific knowledge, empirical results, and practitioners' needs.

Folia Turistica publishes **articles** from the fields of **humanities and social sciences**, including cultural anthropology, philosophy, psychology and sociology, history, geography, as well as law and economics, management, and marketing. The Journal is also open to interdisciplinary papers, the theses of which address tourism by combining multiple fields and academic disciplines, enumerated above. Folia Turistica publishes first and foremost papers that report on the results of empirical research. However, it also presents especially valuable original review papers. Furthermore, the Journal publishes reviews of academic and didactic papers that address tourism from the viewpoint of academic fields and disciplines enumerated above. Such papers include monographs and academic articles, handbooks, reports on research, as well as doctoral and habilitation theses.

It is worth mentioning that from among all papers published in a given year, **the Journal's International Scientific Board selects an Article of the Year**.



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## Key Addressees

The Journal's profile makes representatives of academia its main addressees. On the one hand, Folia Turistica allows these persons, as authors, to submit the results of their research and thus open them to the Readers' evaluation; and on the other hand, the same persons, as readers, are able to broaden their knowledge on various aspects of tourism and develop their research tools (by familiarizing themselves with different viewpoints and methods of research). The Journal's key addressees also include practitioners who may assume the role of both authors and readers. University students constitute an important group of readers as well, especially students of MA or PhD studies.

## Publication Ethics

The rules of Publication Ethics are based on [Core Practices recommendations of COPE](#) (Committee on Publication Ethics)



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