

Regional Science Dialogues for Peace  
and Sustainable Development  
Terceira Island, Azores, Portugal & Virtual Event  
26-30 August 2024



## Special Session Proposal

### **Opportunities, risks and challenges of the digital transformation in tourism**

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#### **Abstract**

Tourism, earlier and more intensely than other sectors, is experiencing the pervasiveness of the digital transformation of the contemporary economy and society. There is no aspect of the tourist experience that has not been affected by the consequences of the digital revolution (travel conception, collection of information, reservations, payments, use of the trip, feedback of the experience and "socialization / sharing" of the same).

In particular, the spread of the sharing-economy in the hospitality sector (where it is also called sharing-hospitality) is radically changing the structure and management of many destinations by offering accommodation options ranging from single beds in shared rooms to luxurious villas with significant consequences on the hospitality industry and on the management of destinations. On the other hand, digitization is affecting many other aspects of tourism from the search for experiences, the experience itself to the sharing of it. On this frame the behavioral changes in behavior due to CoVid-19 are also taking place. Last but certainly not least, digitization is making possible to manage structures and destinations in a way that is increasingly attentive to the environmental footprint.

The main objective of this special session is to deepen and broaden the understanding of digitization on all these aspects related to tourism with particular attention to the economic aspects, territorial planning and management of destinations also in relation to economic, social, cultural and environmental tourism with all their implication for regional development and enterprises.