


Chapter 17

Tourism in Transition in Sustainable World: Embracing Technology and Sustainability in the Post–Pandemic Era

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ABSTRACT

The COVID-19 pandemic has fundamentally reshaped global tourism, revealing vulnerabilities and opening pathways for transformative change. As the sector transitions into a post-pandemic era, embracing technological innovation and sustainable practices becomes imperative for resilience and responsiveness. Advanced technologies like artificial intelligence (AI), the internet of things (IoT), and robotics promise to revolutionize tourism by enhancing operational efficiency, traveler experience, and resource optimization. Simultaneously, heightened awareness of tourism's environmental and societal impacts underscores the need for sustainability. Integrating eco-friendly practices, reducing carbon emissions, promoting eco-tourism, and supporting local communities are crucial steps.

INTRODUCTION

The COVID-19 pandemic has profoundly transformed the global tourism industry, unveiling its vulnerabilities and challenges, while simultaneously presenting novel avenues for transformative change. As the world gradually emerges from the

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pandemic's grasp, the tourism sector must adopt a new paradigm that prioritizes technological innovation and sustainable practices to maintain resilience and responsiveness to the evolving needs of travellers' rapid development and widespread adoption of advanced technologies, such as artificial intelligence, the Internet of Things, and robotics, possess the potential to revolutionize the tourism industry. These technological advancements can streamline operations, enhance the traveler experience, and promote greater efficiency and flexibility within the sector (Sharma et al., 2021) (Tasnim et al., 2022). Technologically-advanced tourism solutions can facilitate touchless service delivery, enable real-time monitoring and tracking of travelers, and optimize the utilization of resources - all of which will be vital in the post-COVID-19 period

(Eizamly et al., 2021). The COVID-19 pandemic has amplified global consciousness regarding the environmental and societal implications of tourism, thereby accentuating the imperative for the industry to integrate sustainability as a fundamental principle of its operations (Tasnim et al., 2022). The integration of sustainable practices, including measures to diminish carbon emissions, the promotion of eco-tourism, and the support of local communities, can not only mitigate the adverse ramifications of tourism but also position the industry as a trailblazer in responsible and ethical business operations (Kasim, 2006). As the world recovers from the pandemic, consumers are expected to exhibit a heightened demand for sustainable tourism offerings, further underscoring the necessity for the industry to embrace sustainability as a core strategic objective. As the tourism industry navigates the post-pandemic landscape, it must strike a careful equilibrium between technological advancements and sustainable practices to ensure that the sector's recovery and growth align with the needs of both travelers and local communities. Collaborative efforts by governments, industry players, and local stakeholders are crucial to imbuing the industry with resilience and cultivating an environment that fosters the adoption of sustainable and technologically-advanced tourism solutions (Sharma et al., 2021) (Jones & Comfort, 2020)

Relevance of the Study

The COVID-19 pandemic has had a significant impact on the tourism industry, requiring a substantial change in its approach to ensure viability and resilience in the post-pandemic period. As the industry navigates this transition, the adoption of technology and sustainability practices will be essential for its long-term success. The pandemic has revealed the vulnerabilities inherent in the tourism industry's conventional business models, underscoring the need for a more adaptable and sustainable framework. The COVID-19 crisis has not only presented complex operational challenges for tourism businesses but has also exposed novel insights into the

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