**Mapping the nexus between sustainability and digitalization in tourism and hospitality**

*Organized by*

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**SCOPE**

The interplay between sustainability and digitalisation has emerged as a critical area of inquiry in tourism and hospitality research, particularly in the context of achieving the Sustainable Development Goals (SDGs) and fostering resilient tourism systems (Wang & Zhang, 2025; El Archi et al., 2023; Vila et al., 2024; El Archi et al., 2024). The proposed session seeks to explore how technological innovation—ranging from artificial intelligence and smart systems to immersive technologies and data analytics— can support and accelerate sustainable practices across the tourism value chain. This session thus aims to advance theoretical, empirical, and practical insights into how digital tools and platforms are shaping sustainable consumption, destination management, and stakeholder engagement. It will also provide a space for critical discussion on the risks and trade-offs associated with digitalisation, including issues of data ethics, inclusivity, energy consumption, and social equity.

**TOPICS OF INTERESTS**

The session welcomes submissions that may address, although they are not limited to, the following areas:

• Role of digital innovation in supporting environmental, social, and economic sustainability in tourism;

• Smart tourism ecosystems and destination management approaches that integrate sustainability goals;

• Behavioural change through digital nudging, gamification, or immersive experience design;

• Novel methodological approaches (e.g., big data, digital ethnography, simulation, neuroscience techniques) to sustainability challenges;

• Policy implications and governance frameworks linking digital transformation to sustainable tourism agendas.

**SUBMISSIONS OF ABSTRACTS**

Abstracts of no more than 300 words should be submitted electronically by 12/05/2025 to Dr. Youssef El Archi ([elarchi.youssef@etu.uae.ac.ma](mailto:elarchi.youssef@etu.uae.ac.ma)) or Dr. Lucília Cardoso ([lucilia.a.cardoso@ipleiria.pt](mailto:lucilia.a.cardoso@ipleiria.pt)). For further enquiries regarding the conference, please visit the conference’s website: <https://iatour.org/icot2025/>