



CALL FOR PAPERS

Tourism and digital transformation of business

The next issue of the *Journal of Tourism Challenges and Trends* proposes the analysis of the impact that new technologies and digital evolution have on tourism. The guest editors for this special issue are Dr. Said Ladki (Lebanese American University) and Dr. Guy Assaker (University of South Australia).

The research could concentrate on a wide range of topics, such as:

- the evolution of tourism in the digital economy
- the sharing economy and tourism
- the digitization of travel agents
- destination branding online
- innovation in tourism
- new business models in tourism
- tourist behavior in a digital world

Nevertheless, the discussions remain open and are not limited by the previous suggestions.

Journal of Tourism Challenges and Trends is a double-blind peer reviewed academic publication, launched in 2008. It is currently indexed in international relevant databases, such as Cabell's, CEEOL, Ebsco – Hospitality & Tourism Complete, IBZ, Index Copernicus, ProQuest, Questia, or Ulrich's.

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