

NEXT-GENERATION **TOURISM**

Smart Technologies, Smart Destinations,
and Human-Centric Travel



Ms. Geetanjali

Dr. Ankit Raj Singh

Next-Generation Tourism: Smart Technologies, Smart Destinations, and Human-Centric Travel



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Next-Generation Tourism: Smart Technologies, Smart Destinations, and Human-Centric Travel

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First Impression: February 2026

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ISBN: 978-93-49554-44-3

DOI: <https://doi.org/10.5281/zenodo.19273557>

Rs. 799/- (\$80)

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Published by:



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Global
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Preface

The global tourism industry stands at a transformative juncture. Rapid advancements in artificial intelligence, big data analytics, Internet of Things (IoT), cloud computing, immersive technologies, and digitally interconnected ecosystems have redefined the architecture of contemporary tourism systems. What was once characterized primarily by digitization and online service delivery has now evolved into a more sophisticated paradigm—commonly referred to as ***Next Generation Tourism***. This emerging paradigm reflects a structural shift from technology-enabled tourism to intelligence-driven, adaptive, and human-centric travel ecosystems.

Next Generation Tourism: Smart Technologies, Smart Destinations, and Human-Centric Travel seeks to explore this transition in a systematic and scholarly manner. The volume examines how smart technologies are reshaping tourism planning, destination governance, service delivery, marketing communication, visitor engagement, and sustainability management. It highlights the growing integration of smart infrastructure, data-driven decision-making systems, sensor-based networks, and immersive digital platforms in building destinations that are resilient, competitive, and responsive to evolving traveler expectations.

However, this transformation is not merely technological. At its core lies the principle of human-centricity. While smart systems enhance operational efficiency and predictive capabilities, their true value lies in their capacity to enrich visitor experiences, empower local communities, preserve cultural authenticity, and promote sustainable development. The future of tourism cannot be defined solely by automation or algorithmic intelligence; rather, it must harmonize technological sophistication with social responsibility and experiential depth.

The chapters in this volume present a balanced integration of conceptual frameworks, contemporary empirical research, policy perspectives, and real-world case illustrations. The discussion extends across smart destination ecosystems, digital governance models, sustainable tourism strategies, intelligent mobility systems,

personalized travel interfaces, and experience co-creation. Particular attention is devoted to examining how tourism stakeholders—including governments, destination management organizations, entrepreneurs, and community actors—can strategically leverage smart technologies to generate long-term socio-economic value while safeguarding environmental and cultural resources.

This book is intended to serve as a comprehensive academic reference for scholars, researchers, postgraduate students, policymakers, and industry practitioners in the fields of tourism, hospitality, and destination management. It aspires to contribute to the evolving discourse on innovation-led tourism development by positioning technology not as an end in itself, but as a means to create meaningful, inclusive, and sustainable travel ecosystems.

In an era defined by digital acceleration and global interconnectedness, the future of tourism will depend upon our ability to integrate smart systems with human values. It is our hope that this volume will stimulate thoughtful inquiry, informed debate, and responsible innovation in shaping the next generation of tourism.

Geetanjali

Dr. Ankit Raj Singh

Acknowledgement

The editors express their profound gratitude to all individuals and institutions whose guidance, cooperation, and encouragement have contributed to the successful completion of this scholarly volume. The development of *Next Generation Tourism: Smart Technologies, Smart Destinations, and Human-Centric Travel* has been a collaborative academic endeavour, strengthened by intellectual exchange, institutional support, and collective commitment to advancing knowledge in the evolving domain of smart and human-centric tourism.

At the outset, we offer our sincere reverence and gratitude to Lord Krishna for His divine blessings, wisdom, and strength that sustained us throughout this academic journey. His grace has been a constant source of clarity, perseverance, and inspiration in accomplishing this work.

We express our deepest appreciation to our parents for their unconditional love, sacrifices, and unwavering faith in our abilities. Their moral support and encouragement have laid the foundation for our academic pursuits and professional growth. Their blessings continue to guide us in every scholarly endeavour.

The editors gratefully acknowledge the institutional support and academic environment provided by ***Panipat Institute of Engineering and Technology (PIET)***. The institute's research-oriented culture, professional mentorship, and encouragement toward scholarly excellence have played a significant role in enabling the completion of this volume. We are thankful for the intellectual ecosystem that fosters inquiry, innovation, and interdisciplinary engagement.

We extend our heartfelt appreciation to all contributing authors whose rigorous research, analytical depth, and insightful perspectives have enriched the academic quality and contemporary relevance of this book. Their contributions have enabled this volume to address critical dimensions of smart technologies, destination intelligence, sustainability, and human-centric travel systems in a comprehensive and interdisciplinary manner.

We are equally indebted to the reviewers and subject experts whose constructive feedback, critical insights, and scholarly suggestions helped refine the chapters and uphold the academic integrity and quality standards of this publication.

Finally, we acknowledge with gratitude the support of our colleagues, members of the research community, families, and well-wishers whose patience, motivation, and encouragement have been invaluable throughout this academic undertaking.

With sincere appreciation to all who have contributed to this intellectual journey.

Geetanjali

Dr. Ankit Raj Singh

About the Editors



Geetanjali Dutta is an accomplished academician and emerging researcher in the field of Management Studies, recognized for her strong academic credentials and sustained commitment to scholarly excellence. She is currently serving as Assistant Professor in the Department of Business Studies at the Panipat Institute of Engineering and Technology (PIET), Panipat, where she actively contributes to teaching, research, and institutional development initiatives.

She completed her Master of Business Administration (MBA) with specialization in Human Resource Management from Kurukshetra University, earning the distinction of University Gold Medallist and Academic Scholar in recognition of her outstanding academic performance. Earlier, she secured the position of District Topper in higher secondary education, reflecting a consistent record of academic distinction throughout her educational journey. She continues to engage actively in academic research and scholarly advancement.

Her research interests encompass Artificial Intelligence in Education, Consumer Protection in Tourism, Digital Transformation, Human Resource Management, and Sustainable Tourism. She has contributed scholarly book chapters in edited volumes addressing contemporary themes such as the integration of Artificial Intelligence in personalized education models and consumer protection challenges in aviation within the broader framework of Tourism 4.0 and smart tourism ecosystems.

At PIET, she plays an active role in academic planning, curriculum engagement, and student

mentoring. She is a Member of the Training and Placement Committee, where she facilitates industry-academia interaction and supports student placement initiatives. She has also been associated with academic evaluation and institutional quality enhancement processes.

She has presented her research at the 1st International Conference (2025) and has received several recognitions for her academic and professional contributions, including a Certificate of Merit and a Certificate of Appreciation awarded by the Deputy Commissioner.

Through her dedication to teaching, research, and academic innovation, Geetanjali continues to contribute meaningfully to the evolving domains of management education, digital transformation, and next-generation tourism studies.



Dr. Ankit Raj Singh is an esteemed academician, researcher, and innovator with over a decade of experience across academia, industry, and research. He currently serves as Assistant Professor of Management at the Panipat Institute of Engineering and Technology (PIET), Samalkha (Panipat), where he teaches courses in Marketing, Brand Management, Corporate Social Responsibility, and International Trade.

He earned his Doctorate in Management from Sharda University, with a research focus on wellness tourism and consumer behaviour. Dr. Singh has published extensively in Scopus-indexed, ABDC-listed, and UGC Care journals, and has presented his work at numerous national and international academic conferences. He has also served as editor of several academic volumes in business and management studies.

With over six years of industry experience in the travel sector, Dr. Singh has contributed to corporate training programs for organizations like Hindustan Coca-Cola Pvt. Ltd. and Tata Power Solar India Ltd. An avid traveler, he has explored all 24 Indian states and 7 Union Territories, which informs his deep understanding of customer behaviour and service dynamics.

A staunch advocate for innovation and Intellectual Property Rights (IPR), Dr. Singh holds multiple design patents and copyrights granted by the Government of India. His research and teaching focus on wellness tourism, consumer behaviour, digital marketing, organizational change, and AI in management. He is actively guiding PhD scholars and postgraduate students in research and innovation projects.

Dr. Singh also holds several key leadership roles at PIET, serving as Chairman of the Placement & Summer Training Committee, and as a member of

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both the Research & Development Committee and the Internal Quality Assurance Cell (IQAC). He is also deeply engaged in community development through Rotary International's CSR initiatives, including education, health, and environmental programs. His exceptional contributions have earned him recognition in social service activities, along with commendable service in Delhi Civil Defence.

Through his academic leadership, research innovation, and social commitment, Dr. Singh continues to shape the future of business management education across India and beyond.

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About the Book

Next-Generation Tourism: Smart Technologies, Smart Destinations, and Human-Centric Travel explores the evolving landscape of tourism in the era of digital transformation and technological innovation. The book examines how emerging technologies such as artificial intelligence, big data, the Internet of Things (IoT), mobile applications, and smart infrastructure are reshaping the way destinations are managed and experienced by travelers.

The authors highlight the concept of smart tourism destinations, where technology, sustainability, and efficient management converge to enhance visitor experiences while supporting local communities and preserving cultural and natural resources. Through theoretical insights and practical perspectives, the book discusses how digital platforms, smart mobility, data-driven decision-making, and innovative service models are transforming the tourism ecosystem.

At the same time, the work emphasizes the importance of maintaining a human-centric approach in tourism development. While technology plays a critical role in improving convenience, personalization, and connectivity, the book stresses the need to ensure that tourism remains inclusive, ethical, and culturally sensitive.

Designed for researchers, students, policymakers, and tourism professionals, this book provides valuable insights into the future of tourism and offers a comprehensive understanding of how smart technologies can create more sustainable, intelligent, and traveler-focused tourism systems.

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ISBN 978-93-49554-44-3



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