Thematic Session: Personalization in Hospitality

The hospitality industry has undergone a digital transformation since 2020, with shifts in demographics and technology, as well as one will have to adapt to a new post-pandemic normal, where new trends appear, and it is necessary to take conscience to include them in decision making in the hotel business. To maintain competitiveness, forward-thinking hospitality businesses are transitioning beyond the traditional model to a broader focus on the overall guest experience.

This track aims to cover aspects related to Personalization in Hospitality. Topics within this track are related, but not limited, to:

- Artificial intelligence;
- Automation;
- Business intelligence and analytics;
- Customer behaviour;
- Customer relationship management;
- Customer value models;
- Digital communication;
- Guest experience;
- Human-computer interaction;
- Internet of things;
- Personalization;
- Privacy;
- Re-imagining hotel spaces with ICT;
- Smart hotel;
- Social media;
- User-generated content;
- Web analytics.

Track Directors:

Célia M. Q. Ramos graduated in Computer Engineering from the University of Coimbra, obtained her Master in Electrical and Computers Engineering from the Higher Technical Institute, Lisbon University, and the PhD in Econometrics from the University of the Algarve (UALG), Faculty of Economics, Portugal. She is Professor at School for Management, Hospitality and Tourism, also in the UALG, where she lectures mainly on Information Systems. Current research interests include tourism information systems, electronic tourism, business intelligence, digital marketing, and panel data models. Researcher at the Centre for Tourism, Sustainability and Well-being (CinTurs). https://orcid.org/0000-0002-3413-4897

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