



Towards Sustainable Development Goals: Integrating Technology into Business and Tourism Education

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Message from the Guest Editors

Dear Colleagues,

In light of the fact that the future of the planet rests in the hands of the next generation, it is imperative that technology be incorporated into business and tourism education in an effort to attain the Sustainable Development Goals. The implementation of technology has the potential to assist business and tourism industries in promoting social responsibility. Virtual reality (VR) technology, for instance, contributes to the creation of immersive, real-world experiences, enabling people in the business industry to interact with natural environments, thereby encouraging them to engage in energy conservation and recycling. Another example is the implementation of data analytics, such as the use of big data to identify the positive and negative impacts of both industries, thereby producing economically and environmentally sustainable business and tourism destinations.

Topics of interest include, but are not limited to, the following:

- The adoption of AI in sustainable business and tourism education;
- Virtual reality (VR) technology for sustainable business and/or tourism education;
- Promoting pro-environmental behavior through technology-based education.





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