

## DIGITAL TOURISM AND TOURISM 4.0 AS A CONCEPT OF THE FUTURE

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### ABSTRACT

Tourism 4.0 encompasses the integration of the most advanced digital technologies, including artificial intelligence (AI), the Internet of Things (IoT), virtual reality (VR), augmented reality (AR), blockchain technology, and advanced data analytics. These innovations facilitate a comprehensive transformation within the tourism industry, aimed at improving the user experience, optimizing operational efficiency, and promoting sustainable practices. Through a systematic literature review, meta-analysis, and thematic analysis, this study identifies key themes concerning service personalization, economic contributions to local communities, and challenges associated with digitalization. The research questions deal with the main advantages and obstacles presented by digital technologies, their role in sustainable development, their impact on service quality, and their contributions to local communities. The results indicate the transformative potential of digital technologies for the future of tourism, while also highlighting the challenges related to data security and privacy. This document provides a framework and practical recommendations for the advancement of Tourism 4.0 as an emerging field of study.

**Keywords:** tourism 4.0, AI, IoT, VR, AR, future tourist experience, impact on local communities.