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**< Guest Editorial >****Smart Tourism: Traveler, Business, and Organizational Perspectives****Chulmo Koo**

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As a genre of social sciences, tourism research has been a core of interdisciplinary studies, merging with diverse study areas, such as geography, anthropology, economics, and sociology [1]. Smart tourism research (STR) seeks to identify better design and systems, effective methodologies and approaches, and efficient resource management in synthesizing new value propositions for tourists as well as tourism and hospitality business industries. Based on smart tourism phenomena, diverse technologies (e.g., application technologies, sensors, data analytics, optimization, and visualization) have taken a critical role to produce multiple levels of social materiality and economic impact [2].

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