

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: INNOVATIVE APPLICATIONS IN THE VALUATION OF CULTURAL HERITAGE THROUGH TOURISM IN THE CONTEXT OF USING GENERATIVE ARTIFICIAL INTELLIGENCE

Contents / Main aspects to be considered –

1. Generative artificial intelligence and its impact on the valorization of cultural heritage;
2. The relationship between tourism and cultural heritage in the context of digitization;
3. Digital transformation in tourism
4. Research: Capitalizing on cultural heritage through slow touring and through digital tourist routes;
5. Research: Dynamics of co-creation, service innovation and competitive advantage in smart tourism destinations by adopting information and communication technologies and leveraging the moderating effects of trust.
6. Research: How social media and GenAI technologies help travel companies target customers with personalized marketing messages.

Recommended bibliography:

1. Al-Nafjan, Abeer, Masha'el Aldayel, and Amira Kharrat. 2023. Systematic Review and Future Direction of Neuro-Tourism Research. *Brain Sciences* 13: 682.
2. Aly, Heidi. 2020. Digital transformation, development and productivity in developing countries: Is artificial intelligence a curse or a blessing? *Review of Economics and Political Science* 7: 238–56.
3. Cain, Lisa Nicole, John H. Thomas, and Miguel Alonso Jr. 2019. From Sci-Fi to Sci-Fact: The State of Robotics and AI in the Hospitality Industry. *Journal of Hospitality and Tourism Technology* 10: 624–50.
4. Dobarjeh, Zohreh, Nigel Hemmington, Maryam Dobarjeh, and Nikola Kasabov. 2022. Artificial Intelligence: A Systematic Review of Methods and Applications in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management* 34: 1154–76.
5. Essien, Aniekan, and Godwin Chukwukelu. 2022. Deep Learning in Hospitality and Tourism: A Research Framework Agenda for Future Research. *International Journal of Contemporary Hospitality Management* 34: 4480–515
6. Epuran, Gheorghe, Tescașiu, Bianca, Todor, Raluca Dania, Sasu, Karin-Andreea, Cristache, Nicoleta. 2017. Responsible consumption – source of competitive advantages and solution for the protection of tourists. *AMFITEATRU ECONOMIC* volumul: Volum: 19, nr. 45 pag. 290-306, ISSN:1582-9146,
7. Gheorghe Epuran, Lavinia Dovleac, Ioana-Simona Ivasciuc, Bianca Tescașiu., 2015. Sustainability and Organic Growth Marketing: an Exploratory Approach on Valorisation of Durable Development Principles in Tourism, *Amfiteatru Economic*, 17(40), pp. 927-937,
8. Essien, Aniekan, and Godwin Chukwukelu. 2022. Deep Learning in Hospitality and Tourism: A Research Framework Agenda for Future Research. *International Journal of Contemporary Hospitality Management* 34: 4480–515
9. Giotis, Georgios, and Evangelia Papadionysiou. 2022. The Role of Managerial and Technological Innovations in the Tourism Industry: A Review of the Empirical Literature. *Sustainability* 14: 5182.

10. Ivanov, Stanislav, Ulrike Gretzel, Katerina Berezina, Marianna Sigala, and Craig Webster. 2019. Progress on Robotics in Hospitality and Tourism: A Review of the Literature. *Journal of Hospitality and Tourism Technology* 10: 489–521
11. Jiao, Eden Xiaoying, and Jason Li Chen. 2019. Tourism Forecasting: A Review of Methodological Developments over the Last Decade. *Tourism Economics* 25: 469–92
12. Kirtil, Ismail Gökay, and Volkan Askun. 2021. Artificial intelligence in tourism: A review and bibliometrics research. *Advances in Hospitality and Tourism Research-AHTR* 9: 205–33.

Prerequisites / Remarks: No

Scientific Doctorate (full-time only)

Professional Doctorate – in the fields of Music and Science of sport and physical education (full-time or part-time)

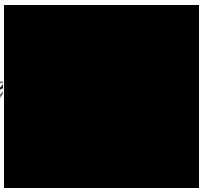
without tuition fee (state budget funded)

with tuition fee or with funding from other sources than the state budget

Doctoral supervisor,

Prof. Dr. Gheorghe EPURAN

Signature



Coordinator of the field of doctoral studies,

Prof. Dr. Gheorghe EPURAN

Signature