

## **Proposal for a Preparatory Action**

### **The Impact of Digital Technology in Tourism Business DIGITEX**

Call for proposals COST  
Open Call **oc-2013-2**  
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#### **Abstract:**

Tourism is an important driver of Internet use in the economy – from Web 2.0 and mobile phones applications to virtual reality or co-creation process of tourist experiences. Nowadays, the technological progress and tourism are inter-connected, increasingly mediating experiences. We observe now how the traditional way of experiencing tourism turns to electronic and mobile, thus combining the virtual and the real worlds and providing a unique, memorable experience to visitors: they can be connected with a destination and its heritage, history, traditions, attractions, local people etc.

The competition and fast development of information and communication technologies (ICT) have the capacity to modify the traditional time-space interaction and form different modern organizational structures of business systems.

The Action aims to bring together Romanian and international experts in the tourism, hospitality and ICTs arena, as well as in the marketing and business areas. The activities of the Action will serve as a way to connect the European tourism and ICT research and education community in order to promote an exchange of information and to create a place for open debates on recent advances regarding the impact of social media and digital technology in tourism business, and the role of consumers in co-creation the tourism experiences. In that respect, the COST Framework is the most appropriate tool to stimulate exchange and cooperation between scholars, experts, researchers and young scientists.