

Klinge Orlando Villalba-Condori
Editor

ITHGC 2023

**International Tourism, Hospitality &
Gastronomy Congress**

**Universidad San Ignacio del Loyola, Lima-Perú
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Proceedings**

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Preface

The School of Hospitality, Tourism, and Gastronomy of Universidad San Ignacio de Loyola present the IV International Tourism, Hospitality, and Gastronomy Congress (ITHGC-2023), on October 25 and 27, 2023. It is held with a prospective vision of digital transformation and sustainable development, assessing the possibilities of economic, social, and environmental development from the tourism and gastronomy sector.

ITHGC-2023 is a 100% virtual congress that offers a space for dialogue, reflection, and dissemination of knowledge and experiences related to innovation and technology, culture, sustainability, and smart cities. ITHGC-2023 brings together experts, researchers, academics, and professionals from the sector at the international, national, and regional levels.

This event serves as the epicenter where the brightest, most visionary minds, and experts in the fields of tourism and technology converge. Our focus is directed towards digitization, a pivotal path leading the tourism sector towards sustainability, efficiency, and the creation of innovative experiences.

Addressing the fundamental pillars of digitization in tourism, we delve into the intersection between entrepreneurship, Information and Communication Technologies (ICTs), innovation in tourism products, and the establishment of Smart Cities. This congress serves as a comprehensive platform fostering dialogue, reflection, and the dissemination of knowledge and experiences aimed at catalyzing the evolution of both national and international tourist destinations.

Digital transformation is redefining the very foundations of tourism, radically altering how travelers experience and engage with destinations. Through artificial intelligence, the Internet of Things (IoT), data analytics, and digital convergence, new opportunities are emerging for economic growth, environmental preservation, and the enrichment of local communities.

The aim of ITHGC-2023 is to serve as a platform for thoughtful analysis and the sharing of insights concerning the latest developments in innovation and technology, cultural advancements, sustainability initiatives, and governance strategies within the context of the designated themes for the year. This congress unites the efforts of specialists, scholars, educators, and industry professionals across global, national, and regional spheres, fostering collaboration and the exchange of expertise in the realms of Tourism Digitalization, Entrepreneurship and TICs, Tourism Product Innovation, and Smart Cities.

December 2023

The editor.

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