

Editorial

Dear readers,

The main topics of this issue 1/2018 focus on the use of information and communication technology (ICT) in tourism. Increasingly important is the application of artificial intelligence approaches, as illustrated by the first paper “Use of the Multi-Agent Paradigm in Sustainable Tourism” with an overview of the typical multi-agent applications in tourism. The paper focuses on the application of this multi-agent approach to tourism sustainability. The future of e-tourism development and “clever ICT applications” in destinations describes the paper “Smart Tourism: Concepts and Insights from Central Europe”. An important part of this ICT issue is also the use of social media in tourism marketing (e.g., Facebook, Instagram, Twitter, LinkedIn, Sina Weibo, and Pinterest). Relatively conceptually used for the largest airlines is YouTube, as illustrated by the paper “YouTube as an Airlines Marketing Tool” in the broader context of airline marketing.

The theoretical study “Anthropology of Tourism: Researching Interactions between Hosts and Guests” in the context of the historical development of research, factors influencing the processes, and the most important theoretical concepts, brings knowledge about the relationship between the hosts and guests community. The last paper “Mining Heritage and Mining Tourism” is focused on the typical industrial heritage of mining in the Czech Republic, with an emphasis on its proper interpretation, the preservation of authenticity, and the appropriate way of including it in the tourism offer. The issue also provides information about the 130th anniversary of the Czech Tourist Club and the new book *Socially Responsible Tourism*.

Jiří Vystoupil, Kamil Pícha, Josef Zelenka
Co-founders of Czech Journal of Tourism