

Editorial

Presentación Editorial

The set of articles presented in this issue offers a broad and articulated perspective on the transformation processes currently affecting tourism, higher education, and organizations within a context defined by digitalization, technological innovation, and increasing demands for sustainability. Drawing on diverse methodological approaches—including case studies, documentary analyses, empirical research, and comparative studies—the contributions converge on the idea that contemporary competitiveness can no longer be understood in isolation, but rather as the result of integrating technological capabilities, strategic management models, and the development of specialized human capital.

Within this framework, the article *Strategic Innovation and Responsible Tourism: A Competitive Improvement Model for Regional Spas in Mexico* provides concrete evidence on the need to strengthen the competitiveness of tourism enterprises through the articulation of innovation, regulatory compliance, and sustainability. The diagnosis presented reveals that, beyond formal standards, structural challenges persist in areas such as organizational integration, digitalization, and specialized training. This highlights the importance of strategic proposals that operate systemically. This perspective is directly linked to the discussion in *Tourism education and data analytics: creating synergy for competitive human capital*, which emphasizes the role of higher education in shaping professionals capable of interpreting data, making informed decisions, and responding effectively to the dynamics of an increasingly competitive and digitalized tourism sector.

Complementarily, the articles *The Use of AI in the Design of Personalized UIs* Main and *Artificial Intelligence in Tourism: Challenges and Opportunities for Global Competitiveness, a Research Approach from the Literature*. explore the role of artificial intelligence as a transversal axis in the transformation of experiences, services, and market strategies. Both studies recognize the functional value of personalization and automation; however, they also highlight significant tensions related to privacy, data usage, and the need to establish clear ethical frameworks. This balance between technological efficiency and responsibility emerges as one of the central challenges for the future development of the sector.

In parallel, the article *Characterization of social entrepreneurship among university students, a comparative study* introduces a crucial social dimension by highlighting the potential of university students as agents of change. The findings indicate a significant inclination toward entrepreneurship, opening the possibility of directing these efforts toward socially oriented models. This reinforces the idea that professional education should not be limited to employability but should also foster the generation of social and territorial value.

Similarly, *Neurotourism 4.0: Artificial Intelligence, Extended Reality and Emotional Biometrics in Mexican Tourism Destination Marketing* presents an innovative vision of tourism marketing based on immersive experiences and the analysis of emotional responses. This approach demonstrates how emerging technologies can influence visit intentions and shape meaningful experiences. However, it also reveals limitations associated with technological gaps and ethical dilemmas in the management of biometric data, particularly in contexts characterized by unequal access to technology.

Finally, the article *Facebook digital marketing analysis in Pachuca, Hidalgo restaurants in historic downtown, Mexico* brings these discussions into a local context, showing how the strategic use of digital tools can directly impact consumer engagement and business competitiveness. Through a quantitative approach, the study

demonstrates the usefulness of measurement instruments to improve digital marketing management and support decision-making in specific settings.

Taking together, the contributions in this issue reveal a clear convergence: the need to move toward integrated models that effectively combine technology, innovation, professional training, and social responsibility. Beyond their individual contributions, these studies invite a rethinking of how educational, business, and territorial strategies are designed, emphasizing the importance of systemic approaches that respond to current demands while maintaining ethical and sustainability principles.

Thus, this issue not only provides relevant evidence on the challenges facing the sector but also opens avenues for reflection and action toward the construction of more adaptive, inclusive, and value-oriented tourism and educational systems across multiple scales.