ATHENA

CONFERENCE PROCEEDINGS

THE INC 2024

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Technology Enabled Competitiveness and Experiences in Tourism, Hospitaliy and Events

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ATHENA – THE INC

The international research association of ATHENA formed in 2022. The acronym ATHENA stands for the *Association of Tourism, Hospitality and Events Networks in Academia*. The association was formed in 2022, and officially launched during THE INC 2022 which was held in Limassol, Cyprus. ATHENA is an association focusing on the wider research area of tourism. Its members are tourism-related research centres/institutes throughout the globe.

The association *aims* to internationally promote and develop tourism research collaboration between its members and beyond. Currently ATHENA consists of 27 research centres/institutes located in 16 different countries. The *mission* of ATHENA is to share knowledge, experience and expertise, and to support scientific excellence in tourism amongst research centres/institutes internationally. Its *vision* is to create a hub of research active communities by supporting and promoting knowledge sharing and international collaboration.

The acronym THE INC stands for the ***T**ourism, **H**ospitality and **E**vents **IN**ternational **C**onference*. It is a biennial international conference divited in three distinct pillars (Tourism; Hospitality; Events). Its aim is to promote tourism-related research through the inclusion of high quality conference papers and their subsequent presentations, the generation of numerous article publications in internationaly highly esteemed scientific journals (through its special issues and supporting journals), the support of international research publishers, and the development of research networking and collaborations. The first conference was held in 2018 in Buxton (UK), the second one in 2020 in Leeuwarden (Netherlands), and the third in 2022 in Limassol (Cyprus). For once more the conference in organised in the Netherlands (THE INC 2024), this time in Amsterdam. The THE INC became the official conference of ATHENA in 2022, further strengthening its outputs, international reach, and research calibre.

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Chair of the organising committee

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Yasemin Oruc, Hotelschool the Hague, Netherlands

Ludmila Snapkovskaya, Hotelschool the Hague, Netherlands

Prof Karoline Wiegerink, Hotelschool the Hague, Netherlands

Anna de Visser Amundson, Hotelschool the Hague, Netherlands

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Chairs of the Scientific Committee

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Prof Nikolaos Pappas, University of Sunderland, UK

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Prof Ian Yeoman, University of Wellington, New Zealand

Dr Anita Zatori, Radford University, USA

Prof Anastasios Zopiatis, Cyprus University of Technology, Cyprus

The Organisers

Hotelschool the Hague / HTHRC

Hotelschool The Hague was founded and funded in 1929 by the hospitality industry to create a hub where industry partners could gain and share new insights, skills and knowledge. Since then, it has become a professional operation with a solid international reputation in hospitality management. Though Hotelschool The Hague has expanded considerably over the years, it has always remained true to its original mandate with a clear commitment to hospitality and a strong connection with the industry.

The 'core business' of the hotel school has also stayed the same: a hub where students can develop, conduct research and share their hospitality knowledge and skills in a realistic setting and hone their leadership talent for a successful career in the industry. Hotelschool The Hague has several programmes on offer, including a four-year bachelor of arts in hospitality management, a fast-track bachelor programme and a 13-month master of business administration in international hospitality management. Also, we recently launched a new master degree in Leading Hotel Transformation.

The Hospitality Research Centre (HTHRC) is a founding member of ATHENA, and is the research unit of Hotelschool The Hague. It aims to provide relevant and timely insights to hospitality professionals and students.

The Research Centre has published studies about topics such as hospitable behavior, revenue management, Airbnb and 'sharing', overtourism, sustainable consumer behavior and circularity in hotels, the design of hospitality education and the application of hospitality principles in other sectors. Its researchers do independent academic research, applied projects for businesses and they frequently speak at international academic and professional conferences.

University of Derby / CBI

The University of Derby is a public university in the city of Derby, England. The university traces its history back to the establishment of the *Derby Diocesan Institution for the Training of Schoolmistresses* in 1851.

The university was awarded Gold status in the TEF ratings, which acknowledged its teaching excellence. University of Derby Research is distinctive and it is proud of its researchers. Its research is often applied to support the sectors that drive national economic growth, to improve the lives of people locally, nationally and internationally and to support effective policy making and governance. The University of Derby often works with collaborators from partner institutions and with industry. It publishes its research so that everyone can share its knowledge. Its researchers support the creation of further knowledge through their work with its postgraduate research student community.

The Centre for Business Improvement is a founding member of ATHENA. It is within the College of Business, Law and Social Sciences, and supports organisations in their goal to improve and maintain strong business performance through applied multi-disciplinary research.

Its work has been widely published and the exchange of knowledge between the Centre and regional, national and international organisations has led to real improvements and impact within the business community.

University of Sunderland / CERTE

The University of Sunderland is a global institution. It offers life-changing opportunities to thousands of students across the world, in its partner colleges and in its four main sites at Sunderland, London and Hong Kong.

It is research active, with ten areas of 'world leading' research (Pharmacy, Engineering, Business, Education, Social Work, Sports and Exercise Sciences, Leisure and Tourism, English, History, Art and Design, and Media). The research activity of the University of provides a research informed curriculum, enhancing the academic standing of the institution as a seat of higher learning and scholarship, undertaking research which both enhances the learning experience of its students, and delivers impact. Its research is stitched into the fabric of the institution. For decades researchers at the University have challenged themselves to improve society across all its facets – from the early days of pharmacy to support for heavy industry at its height to today's new sciences and advanced technologies.

The research centre (CERTE) was established in the beginning of 2017, and has already engaged in numerous activities and projects. The name CERTE stands for Centre for Research in Tourism Excellence.

CERTE is at the heart of the Department for Hospitality, Events, Aviation and Tourism (H.E.A.T.) at the University of Sunderland, and operates as the beacon for knowledge generation through research implementation. It is dedicated to employ both, applied and academic research in tourism, hospitality, and events. It aims to impact on the generation of knowledge as well as its application in the industry. Moreover, it operates as a platform for research led teaching and provision of better education and knowledge dissemination.

Keynote Speakers

Professor Dimitrios Buhalis

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is the Editor in Chief of the most established Journal in Tourism: Tourism Review, and the Editor in Chief of the Encyclopedia of Tourism Management and Marketing. His research pioneers smart and ambient intelligence tourism with a particular focus on innovation, entrepreneurship and destination ecosystems management. Professor Buhalis has written and co-edited more than 25 books and 300 scientific articles.

Dr Michael Duignan

Dr. Mike Duignan is a tenured Associate Professor at the Rosen College of Hospitality Management, University of Central Florida, and is the Editor-in-Chief of the leading journal for the study and analysis of events and festivals: Event Management. Over the past decade Mike has travelled the world examining the economics and social impacts of hosting major events, including the London 2012, Rio 2016, Tokyo 2020 and now the Paris 2024 and LA 2028 Games, alongside various other events like the Commonwealth Games and regional sports and cultural events. This work has been published in leading journals and funded by large and small scale grants from the International Olympic Committee to the European Union.

Professor Nancy G. McGehee

Dr. Nancy Gard McGehee is the R.B. Pamplin Professor in Hospitality and Tourism Management for the Howard Feiertag Department of Hospitality and Tourism Management in the Pamplin College of Business at Virginia Tech. Her research focus is innovation in tourism development at both the domestic and international levels. Nancy has received the Virginia Tech Alumni Award for Excellence in International Research, is a Fulbright Specialist Program Awardee, and was cited as an Outstanding Woman in Travel Research by Women in Travel and Tourism International (WITTI). In 2021 Professor McGehee became co-editor of the Journal of Travel Research alongside Professor Jim Petrick of Texas A&M.

Professor Peter O'Connor

Dr. Peter O'Connor is Professor of Strategic Management at University of South Australia Business School. His primary research, teaching and consulting interests focus on the use of technology in online retailing and marketing. Prior to joining the UniSA, Peter founded the Chair in Digital Disruption, sponsored by BNP Paribas, at Essec Business School in Paris France. He taught, and held a number of senior administrative positions, at Essec for over 25 years, serving as both Director of MBA Programs and Dean of Academic Programs at various stages. In addition, he has regularly taught executive education seminars at London Business School; held visiting positions at both the Johnson Graduate Business School and the School of Hotel Administration at Cornell University; as well as worked in a variety of positions in industry in both Europe and the USA. In 2015, he launched Essec's first MOOC (Massive Online Open Course) on hotel distribution with Coursera, which currently has over 15,000 active learners.

Professor Fevzi Okumus

Dr. Fevzi Okumus is the CFHLA Preeminent Chair Professor within the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management. He was the founding Chair of the Hospitality Services Department from 2007-2013. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM), which is one of the leading journals in the hospitality and tourism field. He is also the Editor of the Journal of Hospitality and Tourism Insights. He serves on the editorial boards of 26 international journals. He has over 250 academic publications (over 150 refereed journal articles, three books, 12 book chapters and 90 conference presentations and reports).

Professor Marianna Sigala

Dr. Marianna Sigala is a Professor at the University of Newcastle, Australia. Her academic credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and services, as well as wine tourism. She is a widely published and multi-awarded authority with great participation in international research projects. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.

ATHENA Panel

The ATHENA panel consists of ATHENA members' Directors expertised upon THE INC 2024 theme "Technology Enabled Competitiveness and Experiences in Tourism, Hospitality and Events". Apart from Professor Peter O'Connor (Director of C-EDGE [Centre for Enterprise Dynamics in Global Economies], University of South Australia, Australia) who also acted as our keynote, for the ATHENA panel THE INC 2024 had the confirmed participation of:

Professor Lorenzo Cantoni *(Chair holder of UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites, Università della Svizzera Italiana, Switzerland)*

Lorenzo Cantoni graduated in Philosophy and holds a PhD in Education and Linguistics. He is full professor at USI – Università della Svizzera italiana (Lugano, Switzerland), Faculty of Communication, Culture and Society, where he is director of the Institute of Digital Technologies for Communication. His research interests are where communication, education and new media overlap, ranging from computer mediated communication to usability, from eLearning to eTourism and digital Fashion, from ICT4D to eGovernment.

He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI in 2013, and board member of WHES – World Heritage Experience Switzerland. He is USI's Deputy Rector and Pro-rector for Education and Students' experience. He is director of the Master in Digital Fashion Communication, done in collaboration with the Université Paris 1 Panthéon-Sorbonne, and director of the Master in International Tourism. L. Cantoni has been Dean of the Faculty (2010-2014) and President of IFITT – International Federation for IT in Travel and Tourism (2014-January 2018).

Dr Corné Dijkmans *(Director of AfT [Academy for Tourism], Breda University of Applied Sciences, Netherlands)*

Digital transformation of tourism is the central thread in the research and project work of Corné. He holds a PhD in Communication Science (Vrije Universiteit Amsterdam), a MSc in Business Economics (Tilburg University) and a MSc in Marketing Management (TIAS School for Business and Society). Corné is participating in several national and international projects related to digital tourism, such as in the frame of the Erasmus and Interreg Programs.

Currently, as manager of Research & Business Innovation, he is also managing the academic and applied research program of the Academy for Tourism / CSTT (Centre for Sustainability, Tourism and Transport). Also, he is responsible for the valorization of this research program through (inter)national subsidized and commissioned research projects. In the past he was involved in a variety of EU projects focusing on the training of professionals to improve the attractiveness and quality of higher management education by the use of information & communication technology, e-learning and online media.

Professor Stanislav Ivanov *(Director of ZRI [Zangador Research Institute], Varna University of Management, Bulgaria)*

Stanislav Ivanov is currently Professor and Vice-Rector (Research) at Varna University of Management, Bulgaria. He holds a Ph.D. degree in tourism economics from the University of Economics – Varna. Dr. Ivanov is the Editor-in-chief of the *European Journal of Tourism Research*, and serves in the Editorial boards of 27 other journals. His research interests include revenue management, destination marketing, tourism, and economic growth, political issues in tourism, special interest tourism.

His publications have appeared in different academic journals – Annals of Tourism Research, Tourism Management, Tourism Management Perspectives, Tourism Economics, Journal of Heritage Tourism, Tourism Today, Tourism, Tourism and Hospitality Research, Tourism Planning and Development, International Journal of Hospitality and Tourism Administration, Journal of Economic Studies, Journal of Southern Europe and the Balkans, South-Eastern Europe Journal of Economics and other journals.

Professor Juho Pesonen *(Director of CTS [Centre for Tourism Studies], University of Eastern Finland, Finland)*

Juho Pesonen (PhD) is a professor of tourism business at the Centre for Tourism Studies in the University of Eastern Finland Business School. In his research, Juho focuses on how information and communication technologies are changing the tourism business, tourists, and their behaviour. He also has a keen interest in destination marketing in digital channels. Juho is the co-editor-in-chief for Finnish Journal of Tourism Research.

He is also vice-president of the International Federation for Information Technology in Travel & Tourism and an associate editor for the Journal of Information Technology and Tourism.

Professor Ian Yeoman *(Director of AIHR [Academy of International Hospitality Research], NHL Stenden University, Netherlands)*

Dr Ian Yeoman LPSNZ is a Professor of Disruption, Innovation and New Phenomena at NHL Stenden University of Applied Sciences, Netherlands. Ian is the champion of tourism futures based upon his initial work as the Scenario Planner at VisitScotland where he introduced scenario construction, economic modelling, and trends analysis within the organisation to understand and make sense of the external environment.

Ian is the co-editor of the Journal of Tourism Futures, editor of the Journal of Revenue and Pricing Management and book series editor of the Future of Tourism. Ian has a PhD in Operations Research from Edinburgh Napier University, author of over 70 research papers and 22 books.

Chairs

Organising Committee

Professor Jeroen Oskam

Jeroen is a Professor at the Hotelschool the Hague (Netherlands). He was born in Rotterdam, and obtained his PhD cum laude from the Universiteit van Amsterdam (1992). He has worked at different universities and hotel and tourism schools in the Netherlands and in Spain. Jeroen's current research focuses on the future of hospitality, with recent scenario studies on topics as OTAs and urban vacation rentals. His latest books are Innovation in Hospitality Education (Springer, 2018), The Future of Airbnb and the 'Sharing Economy'. The Collaborative Consumption of Our Cities (Channelview, 2019) and The Overtourism Debate: NIMBY, Nuisance, Commodification (Emerald, 2020).

Scientific Committee

Dr Elina (Eleni) Michopoulou

Eleni is an Associate Professor in Business Management at University of Derby, UK. She holds a PhD in Accessible Tourism Information Systems from University of Surrey, UK. Her research interests include technological applications and information systems in tourism, online consumer behaviour and technology acceptance. She is particularly interested in the fields of accessible, wellness and e-tourism, which she has actively been researching for over fifteen years. Eleni has been involved in various research projects on these topics and worked with funding bodies such as the Wellness Tourism Initiative, Tanzania Tourism Board, Africa Oracle and European Commission. She is the co-director of the International Research Association of Tourism, Hospitality and Events Networks in Academia (ATHENA).
Eleni has published over 100 academic journal articles, book chapters and conference papers and is the co-founder of THEINC International Conference. She often acts as guest editor for special issues in service sector journals and sits on the editorial board of over 10 high impact academic journals. Eleni is the Editor-in-Chief of the International Journal of Spa and Wellness published by Routledge/Taylor&Francis.

Professor Nikolaos Pappas

Nikolaos is a Professor of Tourism Development and Crisis Management, the Director of CERTE (Centre for Research in Tourism Excellence) at the University of Sunderland (UK), and the Co-director of ATHENA. He holds a doctorate (PhD) in Tourism Development and Planning, and a post-doctorate (PDoc) in Risk and Crisis Management, both from the University of Aegean, Greece. He started his career in the tourism and hospitality industry in 1990, and for 10 years (2001-2010) he was also engaged in enterprising consultancy. Since 2001, he has been an academic in higher education, gaining experience from several institutions in Greece (Technological Education Institute of Crete; Hellenic Open University; Higher School of Public Administration) and the UK (Derby; Northampton; Leeds Beckett; UWL).
Since 1998, he has been involved in several research projects, also generating numerous publications in highly esteemed journals. His academic interests concern risk and crisis management communications, tourism and hospitality planning and development, and destination marketing.

Exhibitors

CABI (Centre for Agriculture and Biosciences International) is an international not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Its approach involves putting information, skills and tools into people's hands.

Goodfellow Publishers is a highly flexible multichannel international academic and professional publisher for Business and related areas. It publishes book and online projects with a range of authors internationally in Hospitality, Leisure, Tourism, Events and more general management.

Routledge is the world's leading academic publisher in the Humanities and Social Sciences. It publishes thousands of books and journals each year, serving scholars, instructors, and professional communities worldwide. Routledge is a member of Taylor & Francis Group, an informa business.

Special Issues & Supporting Journals

Several publication opportunities for the research presented at THE INC2024 were provided. Apart from the Conference Proceedings (ISBN 9789090381466), high research quality papers can be published from the following journals:

Special Issues

Event Management

Event Management, an International Journal, intends to meet the research and analytic needs of a rapidly growing profession focused on events. This field has developed in size and impact globally to become a major business with numerous dedicated facilities, and a large-scale generator of tourism. The field encompasses meetings, conventions, festivals, expositions, sport and other special events. Event management is also of considerable importance to government agencies and not-for-profit organizations in a pursuit of a variety of goals, including fund-raising, the fostering of causes, and community development.

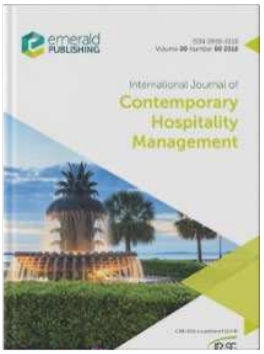
International Journal of Tourism Research

International Journal of Tourism Research (IJTR) is a travel research journal that promotes and enhances current research developments in the field of tourism and hospitality. We provide an international platform for debate and dissemination of research findings, simultaneously encouraging the discussion of new research areas and original contributions to theories and methodologies. The journal welcomes papers in any area of tourism and travel, including additional topics of interest such as economics, marketing, sociology and statistics.

Strategic Change

Strategic Change was established in 1992 and is an international journal dedicated to the study of the management and organization of strategic change. The journal is designed to support researchers, teachers, students, practitioners, management consultants, managers, policy-makers and entrepreneurs. Strategic Change publishes peer reviewed original papers, empirical, conceptual and review, with a spirit to be concise and providing scholarly contributions that advance theory on pressing issues and have a highly practical relevance.

Supporting Journals



International Journal of Contemporary Hospitality Management

The International Journal of Contemporary Hospitality Management (IJCHM) communicates the latest developments and thinking on the management of hospitality and tourism businesses worldwide. IJCHM publishes peer reviewed papers covering issues relevant to strategic management, operations, marketing, finance and HR management. IJCHM encourages an interchange between researchers and managers. Contributors are encouraged to identify clear theoretical and practical implications of their work for hospitality management from single unit concerns to large organizations.

Journal of Travel Research

The Journal of Travel Research (JTR) is the premier, peer-reviewed research journal focusing on the business of travel and tourism development, management, marketing, economics and behavior. JTR provides researchers, educators, and professionals with up-to-date, high quality research on behavioral trends and management theory for one of the most influential and dynamic industries. Founded in 1961, JTR is the oldest of the world's top-ranked scholarly journals focused exclusively on travel and tourism, reflecting the worldwide importance of tourism, both economically and socially.

Tourism Management

Tourism Management is the leading scholarly journal focuses on the management, including planning and policy, of travel and tourism. The journal takes an interdisciplinary approach in examining international, national and regional tourism as well as specific management issues. The journal's contents reflect its integrative approach - including primary research articles, progress in tourism research, case studies, research notes, discussion of current issues, and book reviews. As a scholarly journal, all papers published should contribute to theoretical and/or methodological advancement, in addition to having specific implications for tourism management/policy. Innovative topics and perspectives that challenge traditional paradigms are welcome to push the knowledge boundary of tourism management.

THE INC 2024: Programme

Wednesday 5th June 2024 - Industry Day & Welcome Drinks

13.30-14.00	Welcome with coffee	
	Moderator: Dr. Praneschen Govender - Immersive technologies practitioner with experience in the research, design and facilitation of VR/AR experiences	Auditorium
13.45-14.00	Introduction to the Industry day – How does technology enhance customer (guest) experience? The industry day provides a dynamic space for professionals and scholars to mingle and interact. It is linked to the Platform for Customer-Centric Business (PvKO), the Dutch community of over 120 professionals and businesses dedicated to putting the customer at the heart of their organisations. *There will be no 'supplier-commercial-talks'*	
14.00:14.45	Mark Scholten (Hogeschool Utrecht) – Interaction between man and machine *Mark Scholten, PhD, is a researcher at Hogeschool Utrecht, where he leads the #samendigitaal program that aims to enhance digital skills and competencies in education and society. He holds a PhD in psychology, health and technology from the University of Twente, where he studied the use of virtual humans as support providers in eHealth and e-learning environments, using dynamical systems and complexity theory as his theoretical framework*	
14.45-15.30	John Ottersbach (APG Financial) – Technology as an enabler of customer experiences and smooth operations *John Ottersbach, PhD. is a data native and experienced management consultant at APG Financial, where he leads the transformation of data and customer services, focusing on digital transformation and data value chain. He holds a Ph.D. in elementary particle physics from the University of Amsterdam.*	
15.30-16.00	**Short Break**	
16.00-16.45	Carlos Juiz (Universitat de les Illes Balears) – Turistec *Turistec is an international cluster of ICT companies and experts that apply their innovative solutions to the tourism sector, based in the Balearic Islands, a leading destination in Spain. Turistec collaborates with public and private entities, including industry leaders, SMEs, entrepreneurs, and universities, to share the best practices and knowledge accumulated over 50 years of tourism development*	
16.45-17.00	**Short Break** **Launch lectorenplatform**	
17:00-18.00	ATHENA Panel: *Prof Lorenzo Cantoni (Università della Svizzera Italiana)* *Prof Corné Dijkmans (Breda University)* *Prof Stanislav Ivanov (Varna University of Management)* *Prof Juho Pesonen (University of Eastern Finland* Moderator: Dr Elina (Eleni) Michopoulou	Auditorium
18:00-20:00	Official Welcome - Dr Rogier Busser - Dean Hotelschool the Hague Welcome drinks for industry day participants and THEINC 2024 attendees Poster Presentations	Lobby / Les Saveurs

Thursday 6th June 2024

8:30-9:00	Welcome to the Hotelschool the Hague: *Dr Jeroen Oskam, Director Research Centre at Hotelschool The Hague* Welcome to THE INC 2024 (Co-chairs of THE-INC Scientific Committee): *Dr Eleni Michopoulou and Prof Nikolaos Pappas*				Auditorium
9:00-10:20	**Keynote 1: *Prof. Marianna Sigala*** - *The Good, The Bad And The Ugly of Synthetic Experiences: Applications And Implications In Tourism, Hospitality, And Events* **Keynote 2: *Dr Mike Duignan*** - *Harnessing Technological Solutions To Educate Tourists About Human Trafficking Across Transit Zones And Major Event Cities*				Auditorium
10:20-10:50	Coffee break				
10:50-11:50	1st Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Elena Cavagnaro*	Session 2 (Room CR. 0.28) *Chair: Adam Viljoen*	Session 3 (Room CR. 0.30) *Chair: Katerina Volchek*	Session 4 (Room CR. 0.31) *Chair: Arjan van Rheede*	Session 5 (Auditorium) *Chair: Alexander Schmidt*
	1 Technology use in nature-based tourism: insights from New Zealand #15 *Stu Hayes, Julia Albrecht, Naji Gharibi* 2 The Impact of Information Quality on Social Media Regarding Japanese Tourists' Intention to Revisit Wellness Tourism Destinations: A Comparative Study of Middle-Aged and Elderly Tourists #73 *Jiao Li, Kaige Zhu, Han Zhou, Juhyeok Jang* 3 Sustainable Tourism: Evaluating Service Quality in Green Hotels #125 *Shirshendu Ganguli, Shikhar Jaitley*	1 VR-based business simulation games in event management education: Using virtual reality to communicate the impact of climate change on the event industry #44 *Kim Werner, Kai-Michael Griese & Laura Hoth* 2 Learning effectiveness of AR/VR prototypes in hospitality education #141 *Belen Bermejo, Mia Blanc, Ralf Burbach, David Cortes, Davin Dunlea, Praneschen Govender, Jennifer Hussey, Carlos Juiz, Daniel King, Elisa Laatikainen, Jouko Loijas, Teemu Moilanen, Jeroen Oskam, Alexander Schmidt, Pasi Tuominen & Colin oConnor* 3 Assessing the role of Twitter on critical event management in Yellowstone #100 *Jamie Chen*	1 Travelling with an AI. Perspectives of user-machine interaction. #111 *Ainhoa Carballido Risco* 2 Application of Artificial Intelligence in Tourism Business: A Study on Awareness and Adoption among Indian Tourism Entrepreneurs #74 *Y. Venkata Rao & Mohd Arshad Khan* 3 Artificial intelligence's impact on hospitality industry employment #162 *Lifei Duan*	1 Evaluating the social license for data-sharing in tourism and hospitality: An examination of consumers' perspectives #76 *Anca C. Yallop, Ovidiu-Ioan Moisescu, Oana-Adriana GICĂ* 2 Analyzing Citizen Engagement on Osoigo.com: A Comprehensive Examination of Content and Sentiment in Participatory Platform Posts #93 *Stefania Ntregka, Melinda Ratkai* 3 Connectionisation in Tourism: Innovating Destination Management through Open Data by Private Sector – The Fukui Model – #84 *Hirokazu Kobayashi*	1 Human vs. Robot: comparing service agents in hospitality settings – insights from a field study #130 *Alexander Schmidt, Dahlia El-Manstrly, Klaas Koerten, Aarni Tuomi, Karoline Wiegerink* 2 Service Automation and Practical Implementation in Hospitality Outlets: Insights from Observations and Interviews of Employees #134 *Craig Webster* 3 Robots as co-workers and employees in the hotel industry: insights from fellow employees and managers #32 *Lea Diedicke, Cho Tin Tun Kirkpatrick, Craig Webster*

11:50-12:00	Break				
12:00-13:00	2nd Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Craig Webster*	Session 2 (Room CR. 0.28) *Chair: Adam Viljoen*	Session 3 (Room CR. 0.30) *Chair: Alei Fan*	Session 4 (Room CR. 0.31) *Chair: Philip Xie*	Session 5 (Auditorium) *Chair: Célia Maria Quitério Ramos*
	1 Neuroscientific methods and technologies applied to tourism and hospitality research: evidence-based content analysis and future research agenda #146 *Lucília Cardoso, Youssef El Archi & Brahim Benbba* 2 Technological innovations in heritage tourism #142 *Katalin Csobán, Károly Pető & Anett Godáné Sőrés* 3 Digital Sustainability: Tourism recovery through the mobile applications #29 *Uraiporn Kattiyapornpong*	1 Immersive Events: A Systematic Literature Review and Future Research Directions #36 *Kanokwan Phoaroon, James Kennell & Jonathan Skinner* 2 Harmonising identity and community: The digital transformation of youth experiences at music festivals #19 *Martinette Kruger & Adam Viljoen* 3 The importance of data analysis: A case study about the benefits of volunteers for sport and festival events in the Western Cape, South Africa #12 *Simeon Davies*	1 A typology of anthropomorphism-based ai robots in hospitality industry #116 *Fachri Eka Saputra, Dimitrios Buhalis, Marcjanna Augustyn, Stefanos Marangos* 2 Lost in Translation No More? The Role of Machine Translation in Communication Accommodation in Hotels #22 *Inês Carvalho, Montserrat Iglesias, Paulo Marques, Gorete Dinis* 3 Guest preferences regarding future service delivery - SSTs verses human staff: insights from the Hodson Bay Hotel Group (HBHG), Ireland #90 *Mark Glennon*	1 Sentiment Analysis of #TravelTuesday Content on TikTok #23 *Julia Martí Ochoa, Eva Martín Fuentes & Berta Ferrer Rosell* 2 #Ilovehashtagsandemojis: The role of hashtags and emojis to potentiate the engagement between DMOs and their Instagram followers #52 *María del Pilar Pascual Fraile, Rebeca Suárez Álvarez, Pilar Talón Ballestero & Teresa Villacé Molinero* 3 Impact of Social Media on Millennial's intention to visit green hotels: A preliminary study using theory of planned behaviour #103 *Shikhar Jaitley, Sriram KV, Asish Oommen Mathew*	1 Exploring factors affecting virtual theme parks' customer experience: *A netnography approach #24* *Syadiyah Abdul Shukor & Uraiporn Kattiyapornpong* 2 Virtual Tourism Experiences: Emerging Themes from a Semi-Supervised Seeded LDA Model of Online Reviews #143 *Angana Baruah, Devlina Chatterjee, Soham Dey & Harsh Raj* 3 Sentiment Analysis of Tourist Reviews with ChatGPT #121 *Stanislav Ivanov, Katerina Volchek & Celso Brito*
13:00-14:15	Lunch				
14:15-15:15	3rd Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Patricia Pinto*	Session 2 (Room CR. 0.28) *Chair: Stanislav Ivanov*	Session 3 (Room CR. 0.30) *Chair: Melinda Ratkai*	Session 4 (Room CR. 0.31) *Chair: Uraiporn Kattiyapornpong*	Session 5 (Auditorium) *Chair: Simeon Davies*
	1 Airbnb Guests To Cape Town: A Tale Of Two Segments #86 *Adam Viljoen & Martinette Kruger*	1 A Systematic Review on Employees' Expectations of Service Robots in Hospitality #27 *Ahmet Vatan, Klaas Koerten*	1 The effect of mass customization on consumer behaviours under time pressure #40 *Chun-Hung Tang & Alei Fan*	1 Adapting brand communications of hotel chains in the digital era: a gen z perspective on websites (and beyond) #28 *Gemma Luengo*	1The Bounce-Back of Business Travel. An Exploration through the Lens

	2 Circularity Practices and Strategy Implementation in Hotels: Three Cases on the Integration of Circularity in the Overall Business Strategy #99 *Arjan van Rheede* 3 Resident Perspectives on Short-Term Rental Platforms through a Sustainability Lens #18 *Mona Masoumi Dinan, Christoph Lutz, Nikola Poli*	2 The Moderating Effect of Technology Acceptance on the Relationship Between Having a Robot Colleague and Job Satisfaction in the Hospitality Industry #88 Beyza Acar & Daphne Dekker 3 Who should be blamed? A study on how service robots influence service failure attribution and satisfaction #96 *Yan Xia & Daphne Dekker*	2 Investigating Crowdfunding Approaches for Corporate Social Responsibility Initiatives in Hotel Industry #46 *Vahid Ghasemi, Luís Mota & Tatiana Kraeva* 3 Leveraging Generative AI in the Evolution of Travel Planning: A Multifaceted Approach #137 *Vaishali Sethi, Aanchal Aggarwal, Nupur Arora & Parul Manchanda*	2 Measuring Technology Requirement Levels for Technology-Mediated Personalization and Customization: A Data-Driven Approach in the Context of Hungarian Hotel Services#77 *Kitti Hiezl & Petra Gyurácz-Németh* 3 Ascetic Hosts and Digital Native Guests: Contemporary Interpretations of Pre-Industrial Hospitality Enacted in Forest Monasteries of Sri Lanka #35 *Prabhath Sirisena*	of Complex Systems Theory. #138 *Jeroen Oskam* 2 Understanding the Vanlife Phenomenon: Conceptualising European Vanlife Travellers #37 *Christina Muhs, Dora Agapito, Luis Nobre Pereira* 3 Complexity Insights of Hotel IT Use and the Palestinian Conflict #122 *Serkan Uzunogullari, Christina Karadimitriou & Nikolaos Pappas*
15:15-15:30	Coffee Break				
15:30- 16:30	**Editors' Corner:** Auditorium *Prof Nancy McGehee (Journal of Travel Research)* *Prof Dimitrios Buhalis (Tourism Review)* *Dr Timothy Lee (International Journal of Tourism Research)* *Prof Marianna Sigala (Journal of Hospitality & Tourism Management)* *Prof Fevzi Okumus (International Journal of Contemporary Hospitality Management)* *Dr Mike Duignan (Event Management)* *Prof Andrea Caputo (Strategic Change)*				
16:30-17:30	4th Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Stu Hayes*	Session 2 (Room CR. 0.28) *Chair: Luiz Mendes-Filho*	Session 3 (Room CR. 0.30) *Chair: Yasemin Oruc*	Session 4 (Room CR. 0.31) *Chair: Elaine Scalabrini*	Session 5 (Auditorium) *Chair: Ged Ryan*
	1 Enhancing Hospitality Skills through Virtual Reality: A Learning Styles Approach #60 *Frederik Jan van der Meulen & Marit de Vries*	1 TO FORGIVE OR NOT? Consumer Identity and Reaction to Service Failure #50 *Xing Liu*	1 Examining the role of alcohol industry Corporate Social Responsibility activities and how these contribute to innovation and growth of the night-time economy	1 Trail accessibility and difficulty rating approach designed for individuals with mobility impairments #16 *Goda Lukoseviciute & Mark Andrew Nelson*	1 Exploring the potential for B2B value co-creation in place-making in Zimbabwe's rural tourism #68 *Tafadzwa Masiye*

	2 What staff competencies make a hotel restaurant improve socially, digitally and greenly? The examination of next-generation skills for tourism and hospitality #117 *János Debreceni, Zsófia Fekete-Frojimovics, Katalin Juhász-Dóra & Klára Karasné Morvay* 3 The Impact of technology on TransNational Education (TNE), engagement & cultural dimensions across collaborative partners in the UK and the Middle East #31 *Leonard Cseh*	2 What Drives Travel Influencers' Impact on Tourism Destination Choices? A Cross-Generational Investigation Among Generations Y and Z #79 *Ovidiu Moisescu, Oana-Adriana Gică & Izabella Török* 3 From Scraps to Savors: Consumer evaluations of restaurant menu dishes with byproduct ingredients #153 *Anna De Visser Amundson*	in London Borough: A case of Diageo PLC #81 *Nabulya Ninah Bakojja* 2 How food delivery riders' working conditions influence consumer experience: An experimental approach #135 *Alvaro Arrieta Valle, Oriol Anguera-Torrell, Montserrat Crespi-Vallbona* 3 What is campus-based tourism? A proposal for conceptualisation #120 *Inês Almeida & Luís Silveira*	2 Platform-enable tourism resilience: A case of tourist guides during COVID-19 #30 *Chatchasorn Chuntamara & Uraiporn Kattiyapornpong* 3 Promoting quality of life of older master artisans through creative tourism: Examining Loulé Criativo #26 *Hilal Akdemir, Maria Alexandra Patrocínio Rodrigues Gonçalves & José Manuel Sousa de São José*	2 Towards a better understanding of value co-destruction: tourism and hospitality context #164 *Erose Sthapit, Brian Garrod, Matthew J. Stone, Peter Björk, Hanqun Song* 3 The role of technology in cultural and heritage tourism experience value co-creation #114 *Kamila Bezova, Iride Azara & Elina Michopoulou*

Friday 7th June 2024

9:00-10:20	**Keynote 3:** ***Prof. Nancy McGehee*** *- JTR and Technology Research: Past, Present, Future* **Keynote 4:** ***Prof Dimitrios Buhalis*** *- Smart Tourism and Ambient Intelligence towards Artificial Intelligence and Metaverse*				Auditorium
10:20-10:50	Coffee break				
10:50-11:50	5th Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Karoline Wiegerink*	Session 2 (Room CR. 0.28) *Chair: Stefania Ntregka*	Session 3 (Room CR. 0.30) *Chair: Martinette Kruger*	Session 4 (Room CR. 0.31) *Chair: Elina Michopoulou*	Session 5 (Auditorium) *Chair: Anna de Visser-Amundson*
	1 SME tourism entrepreneurs: Not as egoistic as we think. Reflecting on values, technology and sustainability. #17 *Femke Vrenegoor & Elena Cavagnaro* 2 Examining Pro-environmental and Pro-social Attitudes of P2P Accommodations #42 *Fetine Bayraktar &Hamed Rezapouraghdam* 3 Self-healing in Nature: Research on Pro-environmental Behavior from the Perspective of Virtual Reality Technology #163 *Xinnan Lin, Jiayu Wu & Juan Tang*	1 Residents' perceptions of empowerment and trust in tourism institution within an all-inclusive tourism development model #63 *Edson Redy Moreira dos Santos, Bynum Boley, Luís Nobre Pereira, Patrícia Pinto & Manuel Alector Ribeiro* 2 Cross-border tourism and residents' perceptions: a segmentation of the border between Portugal and Spain #51 *Elaine Scalabrini, Márcia Vaz, João Paulo Teixeira & Paula Odete Fernandes* 3 The role of travel motivation and sociodemographic characteristics in influencing the importance of access to technology during leisure travel #109 *Nandipha David & Anneli Douglas*	1 Toddlers, tweens and in-between: Identifying family-friendly services, facilities and activities necessary at selected South African Arts festivals #14 *Walter Wessels* 2 We built it, but they couldn't come: The traumas, wellbeing, and other anxieties of UK festival organisers surviving Brexit and a pandemic lockdown #13 *Ged Ryan* 3 The impact of IoT on the planning and delivering of events: a structural equation modelling #38 *Nana Nyarko*	1 How to create a fun environment for hotel mobile app users #107 *Demos Parapanos* 2 Exploring Playfulness: Gamification and Participatory Experience At The Go!RN Event #159 *Sara Jane Almeida Sousa, Hillary de Oliveira Silva, Luiz Mendes-Filho & Sérgio Marques Júnior* 3 Unlocking the Power of Gamification in the Hospitality Industry: Conducting an empirical user-study to unveil pathways for customer and employee satisfaction #128 *Fereshta Yazdani, Klaus Vollmer, Yannik Bol, Michael Rah, Lauryn-Marie Schwarz & Finja Hauschild*	1 Perception of Welcoming Culture: A Study of Technology Use and Service Training to Enhance Solo Female Travelers Experience #157 *Annie Ko & Loretta Pang* 2 Exploring the Impact of Design Based Education on Higher-Order Thinking Skills in Hospitality Education #62 *Inga Mons, Hanneke Assen* 3 Cultural Heritage Tourism Route Planning Based on Q-Learning with Reinforcement Learning: A Case Study of Macau #131 *Song Junxin*
11:50-12:00	Break				

12:00-13:00	6th Presentation Session				
	Session 1 (Room CR. 0.26) *Chair: Iride Azara*	Session 2 (Room CR. 0.28) *Chair: Erose Sthapit*	Session 3 (Room CR. 0.30) *Chair: Demos Parapanos*	Session 4 (Room CR. 0.31) *Chair: Ian Yeoman*	Session 5 (Auditorium) *Chair: Juan Pedro Mellinas*
	1 Technology personalization and social media contribute to the satisfaction of wellness tourism customers #165 *Célia Maria Quitério Ramos & Rashed Ahsqar* 2 Could travel motivations influence the search for well-being? Examining the positive impact of mindfulness and memorable tourism experiences #64 *Vivien Iacob, Saúl Neves de Jesus, Soraia Garcês & Cláudia Carmo*	1 The economics and political economy of the metaverse: Real economic fundamentals in a semi-imaginary world #41 *Stanislav Ivanov, Faruk Seyitoglu & Craig Webster* 2 Sustainability Content, Tourist VA Engagement, and Adoption Intention: Moderating Effects of Cultural Orientation and Purpose of Use #119 *Tsunwai Wesley Yuen, Han-Ling Jiang, Yu-Lun Liu& Lin-Hua Lu* 3 ChatGPT and Tourist Decision-Making: An Accessibility-Diagnosticity Theory Perspective #133 *Athina Nella & Dimitrios Stergiou*	1 The Influence of Colour Psychology on Instagram: Exploring the Images of DMOs #123 *Hulisi Binbasioglu & Nazan Colmekcioglu* 2 A Sense of Place in Video Games: Interaction, Exploration and Immersion #144 *Serkan Uzunogullari, James Johnson & Nikolaos Pappas* 3 Expanding tourism experience and destination image: contrasting domestic and foreign travellers' perspectives #160 *Maria Manuela Martins Guerreiro, Patrícia Pinto, Fatemeh Bagheri & Nelson Matos*	1 Will the future of events be hybrid? Hybrid festival visitors experience using the event experience theory in the post Covid era #101 *Evangelia Marinakou & Ann Matthews* 2 Do you buy tourist services using cryptocurrency? What matters for tourists #158 *Gislainy Laíse Silva, Luiz Mendes-Filho, Sérgio Marques Júnior & Glauber Eduardo de Oliveira Santos* 3. Acceptance of Non-fungible Tokens loyalty programs by hotels and profiling the early adopters #80 *Yassine Mountije, Célia Ramos & Dora Agapito*	1 How bright side of gastronomic regret affects tourist's revisit willingness—Mediating role of perceived cultural distance #70 *Jingru Liu, Xuanyu Zhu & Juan Tang* 2 Oleotourism: Gastronomy's Journey in Borderland Tourism #92 *Paula Odete Fernandes, Jessica Ferreira & Elaine Scalabrini* 3 "Make it or fake it?" The Imposter Syndrome in Kitchen Professionals #21 *Charalampos Giousmpasoglou, Kris Hall, Evangelia Marinakou & Emmanouil Papavasileiou*
13:00-14:00	Lunch				
14:00-15:20	**Keynote 5: *Prof. Fevzi Okumus*** - *Harnessing Competitive Advantage in the Digital Age* **Keynote 6: *Prof. Peter O'Connor*** - *The democratisation of tourism distribution: Leveraging new technological developments to battle mega-brands and online intermediaries*				
15:20-15:50	Coffee Break				

	7th Presentation Session				
15:50-17:10	Session 1 (Room CR. 0.26) *Chair: Isabel Son*	Session 2 (Room CR. 0.28) *Chair: David Brannon*	Session 3 (Room CR. 0.30) *Chair: Ahmet Vatan*	Session 4 (Room CR. 0.31) *Chair: Eleni Michopoulou*	Session 5 (Auditorium) *Chair: Eva Martín Fuentes*
	1 What do corporate transparency and disclosure of ESG look like in a digital world? Case study of a hotel chain #95 *Melinda Ratkai* 2 Management of new procedures' implementations risks in the hotel industry : A case study from Crete, Greece #89 *Maria Zoi Spanaki* 3 A study about the impact of training on Job satisfaction amongst the Hotel Executives of Five star hotels in Karnataka, India. #65 *Rajshekhar P, Paritosh Dabral* 4 The influence of Social Media Platforms on Casual Dining Restaurants in the Thessaloniki Region: The Management Perspectives #166 *Sophia Pandi & Maria Zoi Spanaki*	1 Motivating elements and experiences of international students with educational tourism #43 *Fetine Bayraktar* 2 Emotional Quotient of Women Employees at Workplace in Indian Tourism Sector #83 *Y. Venkata Rao* 3 Civil aviation workforce: A systematic literature review of generational differences and future directions #145 *Emmanouil Papavasileiou, Andreas Papatheodorou, Alexandros Paraskevas & Dimitrios Stergiou* 4 Low-cost carriers and carry-on baggage; innovative but for whom? #124 Pavlos Arvanitis	1 The transformation of customer decision journey through ChatGPT: an analysis to the event sector #151 *Sofia Almeida & Ana Sofia Duque* 2 The future of hospitality publications in the era of ChatGPT: Insights from academics #61 *Nirmeen Elmohandes & Mostafa Marghany* 3 Incorporating ChatGPT to Tourism, Hospitality and Event Management Curriculum #115 *Philip Xie* 4 Nurturing the next generation within dark tourism: Perspectives from Slovakia's Death Valley #39 *Maria Hadjielia Drotarova*	1 Analysing the level of accessibility of hotels #118 *Chiara Di Nolfo, Eva Martin-Fuentes & Juan Pedro Mellinas* 2 Gamification and Virtual Events #129 *Sarah Jones & Eleni Michopoulou* 3 The impact of digitally curated heritage spaces on visitor behaviour and experience. #132 *Claire Roe, Eleni Michopoulou & Kathleen McIlvenna* 4 Understanding the multidimensionality of smartness in destinations: developing responsiveness to crises and disasters #149 *Elecia Bethune, Dimitrios Buhalis, Lee Miles*	1 The invasion of the robots in hospitality industry and the labour shortage. #126 *Fani Efthymiadou* 2 Service robots for taking over reception tasks in hospitality #56 *Klaas Koerten* *3* Strategic Human Resource Management and Organizational Resilience in the Context of Robotics Deployment in Service Organizations: A Conceptual Exploration #87 *Evelina Gillard* 4 Perceptions of New Technological Tools by Marketing Professionals: Experiences in Hotel Business #139 *Fetine Bayraktar, Liv Elle Fatoş Hribar*
17:10-17:15	Break				
17:15- 17:45	Closing				Auditorium

Gala Dinner / Conference Party

18:30-21:30	**Gala dinner** **Best Paper Award ceremony** **Presentation of THE INC 2026 host** The gala dinner will be held at the Hotelschool The Hague **<u>Dress code: Business Casual</u>**

Presentation of Abstracts

In order of THE INC 2024 Programme

Technology use in nature-based tourism: insights from New Zealand #15

Stu Hayes, Julia Albrecht, Naji Gharibi

Technology offers a multitude of ways in which tourism products and experiences can be delivered differently (Cranmer, Urquhart, tom Dieck, & Jung, 2021). These can range from fundamental changes that lead to completely different sets of products and experiences, such as with Virtual and Augmented Reality (Fang, Jiang, & Deng, 2022), to comparatively minor adaptations. Minor adaptations may include, for example, moving traditional products and experiences online (e.g., Zhu & Cheng, 2022), or adding a technical tool or component for use within traditional products and experiences (e.g., use of an iPad to show a video pertaining to a site or attraction) (Benckendorff, Xiang, & Sheldon, 2019).

It is not currently known how and to what extent tourism businesses in New Zealand make use of technological advances to improve or augment the products and experiences they offer. In a similar vein, we know little to nothing about their attitudes towards the relevant technologies that inform their related decision making (or the lack thereof).

Our exploratory research seeks to explore and assess current uses of technology in tourism products and experiences among tourism business representatives in New Zealand's Lower South Island. The Lower South Island encompasses a number of regions that contribute significantly to New Zealand's overall tourism offering. For example, in the 12-month prior to October 2023, visitor spend in the regions of the Lower South Island accounted for 15% of all visitor spending in New Zealand (Tourism New Zealand, 2023). More than that, though, the cultural and natural landscapes of the Lower South Island, in particular, have long played a central role in New Zealand's '100% PURE' image (e.g., Hayes & Lovelock, 2017).

Relatedly, research participants have been purposely selected to represent providers of nature-based as well as cultural tourism products and experiences. The selection of the two study streams is not informed by a wish to compare and contrast, but to elicit a comprehensive set of findings that reflects tourism products and experiences in the Lower South Island, New Zealand. Our research aims are to:

1) obtain an understanding of what technology is used in nature-based and cultural tourism products and experiences, and how,
2) understand assumptions and attitudes behind the choices informing 1).

Data was, and continues to be, collected via semi-structured interviews conducted with tourism business representatives. Data collection began in November 2023 and is ongoing. It is anticipated that our findings will provide a baseline assessment of current technology uses among tourism business in Southern New Zealand. At the same time, it is also anticipated that our findings will shed some much-needed light on current attitudes toward different technologies and their uses. More specifically, our findings will provide a better understanding of the perceived benefits and limitations of different technologies for product and/or experience development. In addition, our findings will also highlight any perceived and actual barriers faced by tourism businesses in relation to the use of technology for product and/or experience development. In so doing, we anticipate that our findings will make a valuable and much needed contribution to the literature on technology use in tourism.

The focus for our conference presentation will be on sharing our findings from the providers of nature-based tourism products and experiences. Specifically, we will discuss how nature-based providers in Southern New Zealand use technology in the development and delivery of experiences of products, along with any challenges faced.

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Research and Markets (2023) project that the global wellness tourism market is expected to grow at a compound annual growth rate of 11.67%, reaching $797.376 billion by 2028. This growth can be attributed to two main reasons: the ongoing expansion of the middle class, an aging population, and the persistent rise in chronic diseases; and the heightened focus on physical and mental health due to the COVID-19 pandemic (GWI, 2021). Wellness tourism aims to improve mental and physical health, achieve a healthy lifestyle, reduce stress, prevent disease and minimize bad habits through activities such as yoga, spa, and meditation (GWI, 2021). This aligns with the lifestyle pursued by middle-aged and elderly people and meets their practical needs (Huang, 2022). Therefore, as an important potential market, middle-aged and elderly tourists deserve the continued attention from both the academic community and the wellness tourism industry.

In order to attract the tourists, wellness tourism destinations need to employ various effective marketing strategies to ensure awareness and acceptance, one of which is social media marketing (Anannukul & Yoopetch, 2022). However, the quantity and quality of information on social media is vast and varied, and current empirical studies have rarely examined how the quality of travel information on social media affects tourists' decision-making process (Wang & Yan, 2022), especially the destination loyalty of repeat tourists.

In addition, young people have received more attention from researchers as the main user demographic of social media (Șchiopu et al., 2023; Werenowska & Rzepka, 2020). However, the age of social media users is increasing significantly, and middle-aged and elderly people are becoming an important group of social media users (Cao, et al., 2022). Despite this shift, there is a lack of research exploring their endorsement of travel information on social media.

On the other hand, while research in the field of wellness tourism has focused on the travel behavior of middle-aged and elderly tourists, attention to generational differences is limited (Kan et al., 2023; Patterson & Balderas-Cejudo, 2022). Differences in digital technology use, information acceptance, travel preferences, and health perceptions across generations may lead to different behavioral tendencies in their travel decision-making process (Dziadkiewicz, 2023; Uysal, 2022).

Therefore, this study combines Stimulus-Organism-Response Theory and Customer Satisfaction Index to construct a new conceptual model to examine the following research questions:
RQ1: How does the quality of wellness tourism information on social media influence middle-aged and elderly tourists' destination loyalty?
RQ2: Which dimensions of information quality are actually of interest to middle-aged and elderly tourists?
RQ3: Are there generational differences between Baby Boomers and Generation X tourists' perceptions of information quality and their decision-making process for wellness tourism?

Methodology
To measure the constructs of the study model, scale items will be developed based on existing literature and adapted to the wellness tourism research context. All items will be scored on a 7-point Likert scale, with response options ranging from "strongly disagree" (1) to "strongly agree" (7). The survey will be conducted in February 2024 by the Japanese survey company Freeasy. The survey targets individuals born between 1946 and 1980 who have previously searched or browsed for travel information related to a wellness tourism destination on social media and have visited that wellness tourism destination.

A partial least squares structural equation modeling (PLS-SEM) analysis will be conducted using SmartPLS 4 to test the proposed hypotheses and model fit. The PLS algorithm and bootstrapping (5000 subsamples) will be used to evaluate the measurement and structural models, respectively. Multi-group analysis will also be used to compare the effects of different generations on the results of the analysis (Hair et al., 2016).

Implications
This study is expected to make the following contributions: (1) to aid in the construction of a theoretical framework connecting social media information quality and destination loyalty; (2) to provide empirical support for the expansion of generational differences through a comparison of Baby Boomers and Generation X; (3) to assist destination operators in gaining a deeper understanding of the specific preferences of tourists from different

generations in the context of wellness tourism. This knowledge can help them provide information and services that align more closely with expectations, thereby enhancing their competitiveness in the wellness tourism market.

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Werenowska, A., & Rzepka, M. (2020) The role of social media in generation Y travel decision-making process (case study in Poland). Information, 11(8), 396.

With the development of sustainable tourism and green hotels, there is a need to understand service quality performance concerning the attributes of green hotels, which consumers evaluate to assess the service quality of a green hotel. Service quality is an extremely critical parameter to evaluate the performance of any service organization. This study proposes an appropriate scale to measure the green service quality performance of hotels. With a sample size of 190, we have done Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The result is a scale of green service quality performance with 4 dimensions, viz. green practices, functional design, cooperation, and price. The study serves as a guide for service managers to measure the green performance of hotels. Also, the findings of this study can be utilised by government and hoteliers to build and improve sustainable tourism and mitigate the gaps in service quality and performances.

VR-based business simulation games in event management education: Using virtual reality to communicate the impact of climate change on the event industry #44

Kim Werner, Kai-Michael Griese & Laura Hoth

VR-based business simulation games in event management education: Using virtual reality to communicate the impact of climate change on the events industry

Climate change and related extreme weather incidents have an increasing negative impact on events and the events industry (Mair, 2023; Werner, Griese & Hoth, 2023). However, communicating these global and local effects and possible climate adaptation measures realistically to students (and other stakeholders with an interest) is difficult due to the lack of realistic visualisations. To address this problem of communication, virtual reality (VR) technology was used to develop and implement a business simulation game related to climate change and adaptation in an events context.

Previous research (e.g., Chow et al., 2017; Sholihin et al., 2020) has demonstrated that VR, as interactive technology, has three important roles: (1) it is a tool that can present and helps to easily understand interesting visual and audio information; (2) it is a medium that enables the exploration of cause-effect-relationships of actions, provides motivating experiences, and facilitates behavioural training; (3) it is a social actor, that provides rewards to users through positive feedback and helps shape the attitudes and behaviour of target groups. As such, VR can be regarded as an effective tool, method and social actor to convey the complexity and interdisciplinarity of climate change-related phenomena as well as potential adaptation measures in the event industry. While there is still limited scientific research on climate change and adaptation in the events industry (Werner et al., 2023), there is scholarly agreement that more awareness and knowledge of climate-related risks is needed to encourage a paradigm shift in how event organisers understand and plan for the future of their industry (Mair, 2023).

The purpose of this study is to explore how event management students experienced a VR-based business simulation game as a means to communicate the impact of climate change on events. More specifically, this study aims to identify students' perceptions of VR-business simulation games pre- and post-course as compared to traditional teaching forms and examine students' changes in behaviour.

The study employs a mixed-methods approach. Students enrolled in undergraduate event management courses at a German University of Applied Sciences took part in both pre- and post-course surveys as well as short qualitative interviews. The findings demonstrate the usefulness and value of business simulation games to improve students' learning and understanding of complex concepts and phenomena in class-related contexts (Louw & Temme, 2020). Through the combination of VR and business simulation games, the students were able to more vividly, realistically and sustainably understand the impact of extreme weather incidents on specific events and were able to apply effective, hands-on measurements. The findings are in line with those of Montiel et al. (2020) who demonstrated that learning is more effective for the millennial and Gen Z generations when using interactive learning, demonstration, and social networking – in comparison to traditional teaching methods.

This research is of interest to event academics, lecturers and industry professionals focused on enhancing event education and training and those who seek to introduce innovative, student-centred and sustainable teaching methods in event-related curricula at universities and other institutions. It also aligns with the change in perceived skills needed to do the job of an event planner in the future (Criscione-Naylor, 2022; Werner, Junek & Wang; 2022). (518 words)

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Learning effectiveness of AR/VR prototypes in hospitality education #141

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Purpose

As an offshoot from the pandemic, as well as a tight labour market and poor industry working conditions, the hotel industry faces severe labour shortages. Due to industry recovery since the pandemic, many organization have resorted to the use of temporary workers (El Hajal & Rowson, 2021). This has resulted in a need for continuous training of new staff with little previous industry experience. Within the tourism industry there have been calls to study the impact of virtual reality (VR) on learning effectiveness in hospitality contexts (Wei, 2019) as well as educational settings (Beck et al, 2019). In higher education, there remains a lack of evidence-based research into the use of augmented reality (tom Dieck & Cranmer, 2023). Immersive learning technologies such as augmented reality (AR) and VR offer various benefits for hospitality education such as presence, engagement and interactivity (Lui, Not & Womg, 2023).

This study compared the learning effectiveness of three low-tech AR/VR prototypes developed through the Transformative Hospitality Education and Tech Abilities (THETA) Erasmus + project for enhancing hospitality education. The study assessed the degree to which the prototypes, which were shown through different mediums, met the initial learning outcomes and used the Cognitive Affective Model of Immersive Learning (CAMIL) to evaluate the prototypes across various factors such as presence, agency, intrinsic motivation, self-efficacy, extraneous cognitive load, interest and embodiment (Makranksy & Petersen, 2021).

Methods

A quasi-experimental research design was used to conduct the exploratory study, with only a treatment group being available. We tested the three AR/VR prototypes mentioned above with postgraduate students from a hospitality institution in the Netherlands across 3 different mediums. The immersive virtual tour was displayed through a HD 4K projector thrown onto the wall of a classroom, with the aim being to increase the size of the image (in comparison to desktop view) in order to create a more immersive experience. The AR experience dropped a 3D hotel room into the camera view of student's phones allowing them to compare 3 star, 4 star and 5 star rooms and view the bed from different angles. The Difficult Customer VR experience immersed students into a service encounter using the Pico Neo 4 Pro headsets where students had to make choices in dealing with a difficult customer in a restuarant. A convenience sample was used with 14 students completing questionnaires for the AR hotelroom, 13 completing the Room Assessment virtual tour and 7 completing the VR experience with the difficult customer (possible due to the need to put on VR headsets which was optional).

Findings

Findings suggest that the prototype for dealing with a difficult guest shown in a VR headset achieved the highest scores in terms of presence, intrinsic motivation, self-efficacy, interest and embodiment. The AR Hotelroom achieved the highest score on meeting learning outcomes. The room assessment prototype shown on a 4K HD projector performed best on cognitive load and agency, suggesting that the use of projectors for immersive learning could address cognitive load while sacrificing the immersive benefits of equipment such as VR headsets. Limitations include the small sample size as well as comparison across different prototype and mediums resulting findings not being conclusive. Further research should extend these findings by focusing on a specific prototype as well as testing within the hospitality industry to determine implications for training.

Assessing the role of Twitter on critical event management in Yellowstone #100

Jamie Chen

In a natural disaster, critical event management can be perceived very differently in terms of disseminating the crisis message via various media including news media, web media, and social media (Ruz et al., 2020). With the wide use of smart devices, social media such as Twitter has become an increasingly valuable platform for sharing real-time urgent news of critical events (Fukui & Ohe, 2020). In contrast to this significant phenomenon of high interactions between organizations and social media users, it has been suggested that scholars should explore more contemporary models and provide some theory-based insights (Speakman & Sharpley, 2012). Existing studies on critical event management mainly focused on communications with the audience via multiple types of media (Lalicic et al., 2020), which only reflects a certain aspect of the information distribution but rarely assesses the efficiency of the platform and network.

This study focused on a 500-year historic flooding in Yellowstone National Park in early June of 2022 due to heavy rains and melting mountain snow. This critical event caused more than 10,000 visitors to be driven out of the park and Yellowstone-related topics arose on Twitter. The present study aims to answer three research questions: First, when does the information flow generated by Twitter users evolve through the critical event management of Yellowstone Park? Second, what are the frequent keywords in the text data and user sentiments? Last, how to identify the most popular, connected, and influential Twitter handles by using social network analysis? To examine the perceptions of Twitter users regarding the flooding event at Yellowstone National Park, all tweets containing the keyword “Yellowstone” were collected from June 9 to June 26, 2022. The specific date range was chosen to include five phases: pre-crisis normality, crisis emergence, crisis occurrence, crisis aftermath, and post-crisis normality. During the study period, the official agent “YellowstoneNPS” posted 46 tweets, and a total of over 181,000 relevant tweets were collected. Based on the five-phase crisis management model, content analysis and sentiment analysis were applied to understand the texts, perceptions, and emotions described in the texts. The keywords identified at different stages during the critical event (e.g., nature, mountains, and old geysers) are more likely to be of people’s interest and could be utilized in digital marketing activities. The sentiment analysis shows that people’s negative emotions dominated the entire period of the critical event, and more efficient interactions between the official agent and influential handles may alleviate people’s anxiety. These findings help better understand the keywords, perceptions, and emotions generated from the texts of the tweets during the Yellowstone flooding. Social network analysis was further employed to examine how information in the tweets related to the Yellowstone flooding is disseminated on the Twitter platform. The results reveal the key influencers along the network and the influential Twitter handles based on their popularity, connectivity, and authority.

These findings thus contribute to the business practice of digital public relations such as cooperating with popular influencers to increase brand awareness. For example, their design of digital marketing needs to consider the strategy of using social media platforms, better engagement with online users, and higher digital impacts on their target audience. This study also provides practical implications for public agencies and organizations regarding the use of social media to reach a wider audience and stakeholders. The paper theoretically contributes to the five-phase crisis management model and helps better understand the distinctions between different phases and their potential influential factors. This study is one of the first attempts to examine the official agent’s efficiency in disseminating crisis information and improving digital public relations during a critical event. It utilized the concept of degree centrality to measure the degree of popularity of a given official agent in the social media network. It also applied betweenness centrality and eigenvector centrality to examine how Twitter handles bridge or interrupt the information flow during a critical event in the social media network, enriching the literature on social media influencers. Notably, these findings provide new evidence of some retweet effects, not only influencing information flow but also creating disinformation during a critical event. It thus extends the existing literature on critical event management and digital public relations.

Travelling with an AI. Perspectives of user-machine interaction. #111

Ainhoa Carballido Risco

From Alan Turing (1950) to Stephen Hawking (2016), the question is: Can machines emulate human intelligence? Understanding intelligence as the ability for reasoning, problem-solving, concept management, and effective learning, regardless of whether it resides in humans or machines (Morandín-Ahuerma, F. 2022), artificial intelligence (henceforth AI) harnesses the power of machine learning algorithms and technologies to emulate human cognitive capabilities and execute tasks independently or with limited human intervention.

The tourism industry is on the brink of a technological revolution, with cutting-edge innovations like AI and machine learning poised to transform the industry's structure and operational processes (Samala et al., 2020). In particular, AI can improve the quality of tourism services regarding knowledge, creativity, and speed, enhancing customer satisfaction (Dangwai et al., 2023). Even though it is already being applied to several layers in the tourism industry (Loureiro et al., 2021), AI is substantially changing the current panorama of this sector, not just in terms of business structure but also in terms of traveler behavior, something that will impact into the destinations governments, especially driving the policies related to privacy, prejudice and ethics (Tuo et al., 2020).

Yet, how do humans interact with AI in a tourism context? This research study proposes to answer this question by studying how AI influences the user's decision-making process of planning a trip. Specifically, what kind of satisfaction, trust, and engagement do humans feel interacting with artificial intelligence in the tourism planning process? Moreover, does AI show values and ethics when interacting with humans? To this end, a combined methodology based on the usability test technique is undertaken. It focuses on the behavior analysis of humans interacting with conversational artificial intelligence and a semiotic analysis of the sentiment, values, and ethics shown by machines interacting with humans. Developing both these techniques is essential to understanding the role of AI in the tourism field and how humans interact with different kinds of conversational platforms.

In terms of the sampling process, this study approaches two types of samples. The first comprises eight platforms using conversational chats with artificial intelligence based on GPT or Gemini technologies. The second sample is composed of humans, divided into two groups of 50 individuals: the experimental group and the control group. The sample of 100 individuals developed a controlled test of the AI platform following a quasi-experimental method.

Based on the possible cause-and-effect connection between the dependent and independent variables. In this case, the independent variable is the use of the AI platform to plan a trip by individuals, and the dependent variables are the level of satisfaction, trust, engagement, and usability felt by the sample, as well as the level of influence generated in the individuals by the AI platform. These variables depend on the independent variable, as they are the outcomes or responses measured based on participants' interactions with the conversational AI during the experiment.

Thereby, this research will contribute to understanding the role of artificial intelligence in the user experience field, especially in planning and information queries. So, the main expected findings are related to user satisfaction insights, trust and engagement patterns, and the correlation between time spent and user satisfaction.

Those results can unveil patterns influencing user satisfaction in which positive sentiments, easy communication, and proper trip planning could result in higher satisfaction levels. In addition, identifying trust cues in the AI's responses and understanding engagement patterns can provide information about how users perceive and connect with the AI, helping to understand how the AI could influence the decision-making process and the satisfaction and trustworthiness of people using it.

Also, these findings can be evidence of how the AI interacts with the user since the semiotics analysis can unveil the emotional tone, ethical considerations, and storytelling elements used by the machine where positive emotions, moral alignment, and compelling narratives can positively influence user satisfaction and trust.

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Application of Artificial Intelligence in Tourism Business: A Study on Awareness and Adoption among Indian Tourism Entrepreneurs #74

Y. Venkata Rao & Mohd Arshad Khan

Purpose: The tourism business is one of the sectors for adoption of digital technologies. The digital innovation continues to transform the tourism business virtually every aspect of its operations by emerging new digital technologies. According to the World Economic Forum's Digital Transformation Initiative, the digitisation processes in the travel, tourism and aviation sectors is worth up to 700 billion to customers and society. As an advanced digital technologies, artificial intelligence (AI) is inducing and adding exceeding capabilities over the traditional search engines. The tourism entrepreneurs have already begun to use elements of AI, which help to analyze large volumes of data and learn from their own and other people's experience for enhancing efficiency of tourism business. As a result the tourism business is undergoing a digital transformation with the support of AI and it has emerged as a key driver of change (Ivanov & Webster, 2019b). While researchers have acknowledged the potential of AI, the literature on the specific relationship between AI tools in tourism business and application of AI tools by tourism entrepreneurs remains dispersed (Obschonka & Audretsch, 2019). Despite numerous explorations of AI in tourism business, congruent knowledge on its awareness and adoption by tourism entrepreneurs remains limited in the context of Indian tourism business. This study aims to explore the awareness and future intentions of AI among tourism entrepreneurs and also to understand the adoption of AI tools in tourism business in India.

Methodology: The qualitative research was carried out using in-depth empirical survey from tourism entrepreneurs to explore the awareness and future intentions of AI among tourism entrepreneurs and also to understand the adoption of AI tools in tourism business in India. In the quantitative study, a structure Likert scale questionnaire was administered among 110 tourism entrepreneurs in India. The questionnaire was sent to the tourism entrepreneurs who are from the major cities across India – New Delhi, Mumbai, Kolkata, Bangalore and Chennai. The data were analysed using the SPSS software to find out the results over three research questions of the study.

Key Findings: The qualitative results reveal that the awareness of AI among tourism entrepreneurs is substantially high and agreed upon the advantages of AI tools in tourism business. The respondents also accepted the potential applications of AI tools in future. Furthermore, the findings indicate a positive outlook towards AI adoption, suggesting willingness to continue or initiate integration in the future.

Contribution: This study contributes to the existing literature by providing empirical evidences on AI adoption within the tourism entrepreneurial landscape. The findings highlight the importance of AI awareness and preparedness for future industry trends, and offer valuable insights for stakeholders seeking to facilitate AI integration among tourism businesses.

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Artificial intelligence's impact on hospitality industry employment #162

Lifei Duan

With the digital transformation of the tourism and hospitality industries, artificial intelligence has influenced many aspects (Jabeen et al., 2021). With the development and application of artificial intelligence in the hospitality industry, it has gradually replaced many manual positions, such as room service, front desk service, restaurant ordering service and so on (Hassad, 2020). For hotels, these changes have both advantages and disadvantages. On the one hand, the development and application of artificial intelligence have saved labor costs, improved work efficiency and accuracy (Li, M., Yin, D., Qiu, H., & Bai, B., 2021). On the other hand, artificial intelligence has replaced human labor, causing many employees to lose their jobs. With the emergence of artificial intelligence, the hospitality industry is facing the threat of losing its human element (Saini and Bhalla, 2022), however employee and humanistic care are important components of hotel products（Bowen and Morosan, 2018）. Although previous studies have investigated the impact of artificial intelligence on the hospitality industry, most of them are mainly based on the customer's perspective (McCartney, G and McCartney, A. 2020). The purpose of this article is to discuss whether artificial intelligence can replace human job positions in the hospitality industry, how to balance the relationship between AI development and employment, and ultimately improve service standards related to the tourism and hospitality industries. The aim of this article is analyse the importance of AI in the hospitality industry, emphasizing that the following research objectives will support researchers in achieving their main research objectives: Analyse the importance of AI in the hospitality industry; Study the impact of AI on employment in the hospitality industry, including positive and negative impacts, and how the hospitality industry can respond to this change; Provide suggestions on how to balance the relationship between AI development and employment in the hospitality industry, and provide suggestions on improving service standards related to AI development in the hospitality industry. This artile will be using inductive reasoning to analyse the importance of AI and its impact on the hospitality industry. This method will enable researchers to investigate the factors that AI affects the hospitality industry and expand the research focus from specific cases in the hospitality industry to general principles in the hospitality and tourism industries. The research strategy to be adopted in this study is case study. Researchers will analyse the structural changes of hospitality industry employees and the impact of AI on them based on data from the annual reports of the world's top ten hotel groups and world-renowned hospitality industry reports. This case study is a secondary research strategy that enables researchers to obtain available data on changes in hospitality industry personnel. After collecting data from second-hand sources, this study will use content analysis techniques to analyse changes in hospitality industry personnel obtained from feasible and authentic sources. Researchers will provide explanations based on existing sources and published content in existing literature.

This study may have the following impacts on the hospitality and tourism industries: Impact on job changes in the hospitality and tourism industries; Impact on hospitality and tourism economy; Impact on service standards related to the hospitality industry.

This study may present new research data, experimental results, previously unknown or insufficiently documented observations. As a new scientific technology, there may not be a systematic analysis of the impact of AI on employment in the hospitality industry. This article fills this gap. Research can introduce new research theories, methods, or tools to improve research methods in this field. This article uses a longitudinal comparison method to collect and summarise the trend of employee job changes in the world's top ten hotel groups in recent years and identify the proportion of AI's impact on job positions. This study may have an impact on real-world applications or provide solutions to practical problems, such as how to make reasonable use of artificial intelligence in hotels, what new positions artificial intelligence will bring to hotels, and what new disciplines can be set up in hospitality education and training to adapt to this development.

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Evaluating the social license for data-sharing in tourism and hospitality: An examination of consumers' perspectives #76

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In recent years, with the rapid development and adoption of emerging technologies, consumer data have rapidly become an invaluable asset for tourism and hospitality organisations used in gaining competitive advantages (Gupta & Gupta, 2016; Evans, 2020; Yallop & Séraphin, 2020). In tourism and hospitality, given the sector's data-intensive context (Bart et al., 2015; Tussyadiah et al., 2019), consumer data are essential in the personalisation of tourism and hospitality services offered to consumers/travellers and provide an essential support in tourism and hospitality organisations' (THOs) business decisions (Volchek et al., 2020; Petrescu et al., 2020; Sigala, 2020). Against this background, previous studies have however recognised the growing importance of data ethics and have put forward developments of ethical data management frameworks and data governance frameworks to support the ethical use and fair exchanges of consumer data, albeit mainly within a conceptual focus, whilst empirical research in this area is still needed (Abraham et al., 2019; Yang et al., 2019). A recent framework developed by Yallop et al. (2023) is among the first to propose a comprehensive framework for ethical data management and data governance in THOs and puts forward key dimensions centred around ethics and trust (beyond mere concerns with data quality and compliance) that lead into more ethical approaches to data management by THOs. Within these, a key dimension is social license (SL). A social license (or social license to operate) describes stakeholders' acceptance of business practices and procedures (Demuijnck & Fasterling, 2016). THOs social license to know, discover, and use traveller's data for strategic purposes is reliant on THOs ability to secure and maintain trusting relationships with consumers/travellers, displaying high levels of ethical values to ensure customers regard them as trustworthy (Gupta & Kumar, 2018; Yallop et al., 2023).

Therefore, the purpose of this research is to measure the tourism and hospitality sector's social license for data-sharing, examining consumers' acceptability of engaging in personal data-sharing with tourism and hospitality organisations (THOs) with a focus on interactional trust – the contiguous constructs and determinants of SL namely consumers/travellers' perceived levels of trust, privacy, confidentiality, transparency, equity of access and informed use of personal data, perceived fairness and equity in personal data exchanges, as well as the perceived usefulness of sharing data will be examined (Janssen et al., 2020; Morosan & DeFranco, 2015; Yallop et al., 2023). The ultimate goal of this work is to support further conceptual and empirical research by identifying future research areas based on the identified determinants of social license and consumer trust, and the potential impact these dimensions are predicted to have on the social license of THOs for collection and use of consumers data in service personalisation and other commercial decisions.

To achieve this study's objective, we employed a quantitative research approach involving a questionnaire-based online survey among tourism and hospitality consumers from Romania. Causal explanations and prediction were central to our structural model and hypothesised relationships between the latent variables of the study, and given the expected managerial implications of the study, we used the partial least squares structural equation modelling (PLS-SEM) technique, due to its ability to provide a balanced approach between explanation and prediction (Shmueli, 2010; Shmueli et al., 2016). SmartPLS 3 software was used to assess the measurements and estimate the model parameters (Ringle et al., 2015).

The key expected findings of this study reveal the level of consumers' acceptability of data collection and data sharing with THOs leading to a better understanding of key constructs of social license and their (direct and indirect) impact on social license generating an increased legitimacy in the eyes of consumers in a more digitalised world. Whilst our empirical research and results are currently under finalisation, we hope that our study facilitates future conceptual and empirical research into factors leading to ethical consumer data transactions and more research into data and ethics in tourism and hospitality and are interested in extending this research dialogue with other tourism and hospitality experts and scholars.

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Analyzing Citizen Engagement on Osoigo.com: A Comprehensive Examination of Content and Sentiment in Participatory Platform Posts #93

Stefania Ntregka, Melinda Ratkai

Citizen participation has been increasingly advocated as a keystone for sustainable tourism development (for example Timothy, 2006; Bichler, 2021).While participation and empowerment are interconnected, a two-way communication channel is crucial to achieve the highest levels of citizen participation. Technological developments can facilitate further engagement by providing the space for citizen direct voices to reach their representatives and engage in valuable dialogue without intermediaries (Bonsón et al. 2015).

This research project explores online citizen engagement with policy makers through an in-depth analysis of user-generated content on Osoigo.com, a prominent participatory platform in Spain. The platform hosts discussions on an extensive range of topics, spanning from local governance to national policies. As a promising space for civic engagement, Osoigo.com provides an avenue for citizens to voice their opinions, concerns, and suggestions on socio-political issues. This study aims to examine and categorize the content of posts pertaining to tourism while also observing the sentiments expressed by users. The objective is to gain insights into the dynamics of online civic discourse regarding tourism related issue by analyzing both content and sentiment.

Content classification will provide a comprehensive overview of the issues that resonate most strongly with Osoigo.com users, shedding light on the priorities and concerns of the citizenry. Simultaneously, sentiment analysis will be utilized to recognize the emotional tone embedded within the posts. Understanding the sentiments expressed by users is crucial for monitoring the overall mood of the online community and evaluating the prevailing attitudes towards different issues. Utilizing sentiment analysis tools, the study aims to differentiate between positive, negative, and neutral sentiments expressed in the posts. This dual approach, combining content classification and sentiment analysis, provides a multifaceted perspective on the nature of citizen engagement. Furthermore, the project aims to investigate potential connections between the content of posts and the sentiments conveyed. By analyzing whether certain types of content elicit specific sentiments, we explore the complex interplay between discourse topics and emotional responses. This nuanced understanding can contribute to the development of strategies to enhance constructive dialogue and foster a more inclusive and positive online civic environment.

The research methodology involves scraping a representative sample of posts from Osoigo.com, ensuring diversity in terms of sub-topic, regions within Spain and political parties. The dataset after being preprocessed to eliminate noise and irrelevant information is analyzed with the use of NVivo and statistical methods that allow to present and visualize the findings in a comprehensible manner, facilitating a clear understanding of the patterns identified. In conclusion, this research project on Osoigo.com aims to enrich the understanding of citizen engagement in the digital age. By dissecting the content and sentiments expressed on the platform, we aspire to contribute valuable insights to the fields of political science, sociology, and digital communication. This study not only advances our theoretical understanding of the mechanisms driving citizen engagement, transparency and accountability but also provides practical insights for policymakers and developers to enhance user satisfaction and engagement in the ever-evolving landscape of similar technologies. The findings have the potential to inform policymakers, platform administrators, and researchers, offering a glimpse into the collective voice of citizens and the factors that shape online civic discourse.

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Connectionisation in Tourism: Innovating Destination Management through Open Data by Private Sector – The Fukui Model – #84

Hirokazu Kobayashi

Purpose

The integration of information and communication technology plays a crucial role in the development of tourism and destination management. This study focuses on how digital data and smart tourism, gaining significant interest (Buhalis & Amaranggana, 2013; Gretzel et al, 2015), are transforming the management of destinations. Particularly noteworthy is the role of open data in fostering collaboration among stakeholders and spurring innovation. European initiatives, such as Directive 2003/98/EC and the European Data Act, highlight data as a vital resource for economic growth, innovation, and social progress. Japan, too, has seen a push for open data through government strategies like the Open Government Data Strategy starting in 2012. However, such efforts, primarily led by public administration, have yet to fully capitalize on innovation or economic benefits (Ferraris et al, 2020). Furthermore, given the escalating scholarly interest in understanding tourism's effects on local communities, the significance of collaborative partnerships among public, private, and civic sectors in tourism has become increasingly paramount (Destinations International Foundation, 2021). This calls for innovative solutions that extend beyond traditional connections between destinations and markets, encompassing regional stakeholder networks to realize sustainable development of destinations. However, although it has been pointed out that the fundamental changes in tourism due to digital transformation should be considered (Gusakov et al, 2020), there has been little discussion about the dynamics of open data in creating such connections in concrete terms. This study aims to explore two main questions:

What types of open data are generated and utilized by the private sector at the initiative of the private sector?
How does the use of open data affect traditional methods of tourism development and destination management?

Research Approach

Given the scarcity of case studies focusing on open data initiatives spearheaded by the private sector, this investigation adopts an exploratory case study approach. Recognizing the design for an exploratory study should state this purpose as well as the criteria by which an exploration will be judged successful (Yin, 2009, p.22), this study articulated precise research questions described above.

Research Methods

The study examines a trailblazing consortium in Fukui, Japan, poised to leverage its proximity to Tokyo via the Shinkansen for pioneering open data-driven destination management. This collaborative venture, possibly a first in Japan, involves a DMO and private entities, integrating tourism data on platforms like GitHub. A key consortium member is an 'Open Data Evangelist' from Sabae in Fukui. The small local city has been a forerunner in open data adoption in Japan. It focuses on the consortium's innovative approaches from June 2022 to December 2023 through literature review and interviews.

Key Findings

The consortium's open data initiative includes eight datasets; 1) tourist flow with sensors, 2) accommodation bookings, 3) museum visits, 4) tourist survey, 5) Point of Sales data, 6) payment data by digital coupon system, 7) Google business profile, 8) number of visitors offered by a third party. A noteworthy event was the hackathon 'Create the Next Generation of Tourism,' aimed at devising solutions for tourism challenges using open data. It drew participation from various demographics, including students and non-tourism professionals. Furthermore, in Fukui's Awara Onsen area, collaboration with the local Ryokan Association led to the extraction and web publication of comprehensive accommodation data from 10 out of 15 members. The data sets(above #2) extracted from each ryokan's Property Management System were published on the website called FUKUI Tourism Data Analyzing System, including eight types of data such as average room rate, total number of guests, number of occupied rooms, etc. Such efforts led to the timely creation of regional joint sales promotion ideas and provided each inn's management with valuable insights through comparisons with their own data.

In this context, the comprehensive utilization of open data by private sector entities facilitates the formation of collaborative partnerships with a broad spectrum of stakeholders. This approach is conceptualized as the 'Fukui Model' within the scope of this study. Furthermore, this study coined 'connectionisation' to denote a wider, evolved network of stakeholder relationships, melding regional ties and the classic tourism host-guest dynamic to bolster social capital. It reveals tourism's potential to thrive on and contribute to greater stakeholder interconnectivity to open data led by the private sector.

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Human vs. Robot: comparing service agents in hospitality settings – insights from a field study #130

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Purpose - Service robots are increasingly used in hospitality, addressing staff shortages and enhancing guest experiences (Kim et al., 2022; Pitardi et al., 2022; Van Doorn et al., 2023; Wirtz et al., 2018). This surge in automation, particularly robots, offers solutions to labor shortages, with 97% of US hotels reporting such issues (AHLA, 2022). Studies are contributing insights into hospitality robots mainly based on hypothetical and conceptual work. There is a need for real-life field studies to complement the discussion on the impact of service robots in hospitality. Linking to the ongoing academic debate (Becker & Jaakkola, 2020; Kim & So, 2022; Odekerken-Schröder et al., 2022; Pijls et al., 2017; Wirtz et al., 2018), we compare human and robotic service agents and their effect on previously established relationships between social presence, hospitality experience, familiarity with service robots, guest satisfaction with touchpoint experiences and touchpoint revisiting intention.

Methods - We designed a real-life field study. We set up a service robot (i.e., hotel concierge robot) in a real-life reception area. The reception area is located in a hospitality venue on a university campus in the Netherlands, connected to a 24-bedroom hotel. The deployed robot is capable of taking over tasks of information provision in hotels. We designed two alternative scenarios for guests to experience the touchpoint of information provision: 1.) interacting with a human frontline employee, or 2.) interacting with the concierge robot.
We conducted a quantitative online survey, validated and refined by five hospitality researchers and three service robot experts. A team of two incognito researchers at the venue invited guests to participate in the survey after they interacted with either human staff or the concierge robot, ensuring unbiased real-world conditions. Our study sampled 200 guests from a hospitality venue, who interacted with either a frontline employee or a concierge robot for information provision. We used validated measures which have been empirically tested in previous studies. For independent variable perceived social presence of technological innovations, we built on Gefen & Straub (1997, 2004). We adapted Pijls et al.'s (2017) scale for hospitality experience. We further measure familiarity with hospitality service robots. To measure dependent variables of competitiveness, we built on items proposed by a.) Angelova and Zekiri (2011) to capture guests' satisfaction with the touchpoint interaction, and b.) Pullman and Gross (2004) to capture guests' intention to revisit the touchpoint. The theoretical model was tested with partial least squares structural equation modelling (PLS-SEM) with the SmartPLS 4 software (Sarstedt et al., 2020).

Findings - Our results reveal indifferent effects between human and robot agents in affecting guest satisfaction, which in turn influences the likelihood of revisiting. Contrary to expectations, this suggests that service robots can efficiently replace human staff without compromising guest experiences, offering cost savings and addressing staff shortages. This provides empirical support to previous theoretical claims about the economic advantages of robots in hospitality, marking a significant contribution to the debate on service robots' role in enhancing service productivity and hospitality business competitiveness. Our study has limitations in that we studied the isolated touchpoint of information provision, opening the call for researching the spectrum of different touchpoints. Further, research should investigate underlying factors determining guests' choice behaviour.

Our findings imply that concierge robots can be implemented successfully alongside human reception staff for information provision. These insights provide opportunities to run a reception with fewer human staff, tackling the issue of current personnel shortages and socio-demographic shifts.The study is original in that we compare the effect of robotic vs. human service agents in a real-life hospitality setting, in which guests actually interact with robots.

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Service Automation and Practical Implementation in Hospitality Outlets: Insights from Observations and Interviews of Employees #134

Craig Webster

Service automation technologies are increasingly involved in providing services and producing products in almost every industry (Wirtz et al. 2018). In recent years, there has been a growth in the concern for how various automation technologies will be integrated into hospitality establishments. With the increased integration of automation technologies in hospitality and tourism, there is concern with regards to how facilities are designed to accommodate robots (Ivanov & Webster, 2017) and a great deal of literature about how customers perceive robots in a hospitality and tourism environment (see, for example, Akdim, Belanche, & Flavián, 2023; Cha, 2020, de Kervenoael, Hasan, Schwob & Goh, 2020; Seyitoğlu & Ivanov 2020; Ivanov & Webster 2021; Belanche et al. 2021; Abou-Shouk et al. 2021). While various automation technologies continue to be integrated into hospitality and tourism industries and while the literature on tourism-related industries continues to develop and grow (Ivanov, Gretzel, Berezina, Sigala, and Webster, 2019), little is known about the practicalities of the integration of such technologies in practical ways on the ground. In this paper, we discuss the findings from observations and interviews with hotel and restaurant employees to discover the practical and pragmatic concerns of employees and their attitudes towards the automation of tasks that are part and parcel of their jobs.

To learn more about how employees envision the integration of service automation technologies in practical settings, the author received approval to do such research in the USA and Bulgaria. In both the USA and Bulgaria, the researcher observed employees in various departments of hotels and restaurants at work and then interviewed the employees to learn about their perspectives on their jobs. Following that, the researcher made some observations about the various tasks that employees do in their daily workplace and which types of tasks they find either dull, difficulty, or simply backbreaking. As a result of this deconstruction of the jobs and the component tasks, various tasks were identified that are most desired by employees to be automated and those that seem the easiest to automate from the observation of the tasks.

In this paper, we discuss the findings of this practical research to discuss which types of tasks that hospitality workers face are the most easily automated and which ones that the employees themselves are most enthusiastic about automating. We find that the employees were generally able to identify tasks that are a part of their workplace that they, themselves, can envision being automated and that they want to be automated. Additionally, the observation of tasks indicates that there may have to be serious reinvention of specific technologies used or changes to the service delivery process to enable some difficult and complex tasks to be reinvented. For example, the making of the bed is an extremely complex and sophisticated task, so that the political economy of the style of bedding and sleeping may have to be revolutionized or reinvented in order for automation to be useful in that realm. The hope is that this investigation from on-the-ground observations can contribute to the developing literature (see, for example, Belanche., Casaló, Flavián, & Schepers, 2020) on the very practical implementation of service automation, identifying impediments so that reimagined service delivery processes and new technologies can be developed to enable more fully automated tourism and hospitality services.

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Robots as co-workers and employees in the hotel industry: insights from fellow employees and managers #32

Lea Diedicke, Cho Tin Tun Kirkpatrick, Craig Webster

There has been a massive expansion of research in topics related to the automation of technologies in the hospitality and tourism industries and there are even noteworthy articles that chart the massive expansion of the bibliography on this topic (see, for example, Ivanov, Gretzel, Berezina, Sigala & Webster, 2019; Ye, Chena, Law, & Fong, L. H. N., 2022; Zhonga, Zhua, Sun, & Law, 2021). A great deal of the literature in recent years has explored the perceptions of service robots in the industry from the perspective of the consumer and using surveys and quantitative methods to learn about how consumers feel about experiences with service robots. However, there has been less attention in the literature to the perceptions that employees and managers have on the use of robots in hospitality operations, although there is a growing literature in the field, as some recent scholarship has shown (see, for example; Alzoubi & Zoubi, 2023; Ivanov, Seyitoğlu, & Markova, 2020; Tojib, et al., 2023; Vatan & Dogan, 2021). However, since most literature that explores the attitudes of managers and employees in hospitality companies is either theoretical in nature or quantitative, it is necessary to gain increased insight into the practical, emotional, and personal impressions that hospitality managers and co-workers experience when robots become more integrated into a hotel's operations.

This research is part of a 360-degree approach project in order to gain insights from consumers, hotel managers, and robots' coworkers to learn how the incorporation of robots into a hotels ecosystem disrupts operations and how managers and co-workers perceive the process. As a first leg of this research, there were face-to-face interviews of both managers and robot co-workers to learn how they both experience the integration of robots into their hotel operations. There were four interviews held in two different Chinese hotels. The interviews were held with a Chinese-speaking interviewer and resulted in four interviews, two of managers and two of co-workers. The field interviews were designed taking interdependence theory and cobiotics approached into account. Interdependence theory (Thibaut & Kelley, 1957) noted that an individual's result is beyond that individual's action but rather is dependent upon their partner's action and the reverse. Letheren et al. (2022) shared the hypothesis of interdependence theory as interdependent relationship when collaboration from both partners or members is necessary for success. This study will further explore human-robot relationship, cobotics, and human-robot interactions from the perceptions of those who are experiencing this most elaborated and fast-paced technology, as mentioned by others (see, for example; Khoa et al.,2022).

The fieldwork has been completed and the interviews have been translated into English for interpretation. The preliminary findings of the research illustrate a generally positive attitude towards the incorporation of robots into operations by both management and employees. There is very little indication that employees fear being replaced, from these initial interviews and there is a general indication that there is a concern with training and technical aspects of the incorporation of robots into operations. Also, there is indication from both employees and management that customers may have issues with regards to accepting robots as part of the service providers in hotel operations. The insights from these interviews will be used as a part of an effort develop more insightful large-scale online surveys to learn more about the acceptance of automation technologies from managers, employees, and customers in hospitality.

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Neuroscientific methods and technologies applied to tourism and hospitality research: evidence-based content analysis and future research agenda #146

Lucília Cardoso, Youssef El Archi & Brahim Benbba

The use of neuroscientific methods and technologies has been gaining prominence in scientific research in recent years, aligning with the development of smart technologies. The fields of tourism and hospitality are no exception. These technologies and methods encompass various tools such as heart rate monitoring, electroencephalography (EEG), galvanic skin response (GSR), skin conductance, facial electromyography (EMG), functional magnetic resonance imaging (fMRI), eye tracking, face reader technology, facial expression analysis, and electrodermal activity monitoring.

A systematic literature review emerges as a suitable approach for addressing the three research inquiries, as it has the capacity to pinpoint pertinent scientific studies while ensuring the reliability of data gathering and analysis (Snyder, 2019). This section delineates, elucidates, and presents the study's methodology using a flow diagram to uphold the requisite transparency and replicability (Atkinson et al., 2015; Shamseer et al., 2015; Snyder, 2019). To conduct the systematic review, we adopted a modified version of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework (Moher et al., 2009), executed in five sequential steps: (1) initiation of data extraction through a preliminary and main search to identify pertinent publications based on a specified search criteria, (2) detection and elimination of duplicates, (3) initial screening of titles and abstracts employing predefined selection criteria derived from the research questions, (4) subsequent screening of the retained publications, and (5) a backward search utilizing the publications retained from the second screening. These five procedural steps are elaborated upon further in the subsequent sections and are depicted in a flow diagram presented in Fig. 1.

Data extraction was executed utilizing the Scopus database due to its comprehensive coverage of highly esteemed tourism journals, aligning with established publication standards. The search commenced with a meticulously crafted query, encompassing terms related to tourism ("touris" OR "hotel") and various neuroscientific methods ("Heart rate," "Electroencephalography," "Galvanic skin response," "Skin Conductance," "Facial Electromyography," "Functional Magnetic Resonance Imaging," "Eye tracking," "Face Reader," "Facial expression," "Electrodermal activity"), constrained to journal sources in their final publication stage and written in English. This query yielded a total of 507 results, including articles, books, and conference papers, with 483 articles meeting the language criteria. Subsequently, stringent inclusion criteria were applied, including the restriction to articles only, exclusion of conference papers, book reviews, editorials, and books, resulting in 296 papers. Following a comprehensive review of abstracts, literature-based reviews unrelated to empirical investigations were eliminated (4), as were manuscripts outside the scope of the study focusing on biology, medicine and forest domain leaving a final selection of 121 articles pertinent to the research objectives.

According to the preliminary findings, we identified the relevant research topics of empirical studies that apply neuroscientific methods and smart experiences technologies to tourism and hospitality, the prominent authors that apply neuroscientific methods and smart tourism experience technologies to tourism and hospitality and outlined the utilization of neuroscientific methods and smart experience technologies in researching emotional states within the domains of tourism and hospitality. To fulfil the third objective of this research, a first analysis was carried out to identify the type of neuroscientific methods and smart experiences technologies used in hospitality tourism studies. Of the 121 empirical papers, 47% of the papers use Eye Tracking, in tourism and hospitality studies, followed by Heart Rate with 21%.

Technological innovations in heritage tourism #142

Katalin Csobán, Károly Pető & Anett Godáné Sőrés

The recent technological developments contributed to a fundamental change in heritage tourism. Internet-based technologies, the social media and mobile applications have allowed tourists not only to receive information but also to interact, and share opinions. As consumers play a more active role, heritage attractions need to recognize the potential of technology in providing a more personalized experience and a higher quality service in general.

Heritage management is a complex field, which is bound to be influenced by the newest technological advancements. Marketing of the attractions, maintenance of historical buildings, as well as visitor interpretation are only a few examples affected by technology. These days cultural heritage sites started to use immersive technologies, such as virtual, augmented and mixed-reality technologies to provide sensory experiences through innovative combinations of real and digital content. The use of technological tools in visitor interpretation may contribute to the dissemination of knowledge and access to cultural heritage in a more entertaining way.

In Hungary castles and fortresses are unique attractions of heritage tourism, usually located in rural areas. After World War II these historical buildings were abandoned or misused – often converted into hospitals, orphanages or storage facilities. After the end of the Socialist era in 1989, they were newly appreciated, however the renovation was not possible without ample financial resources. In the last decade a governmental initiative, the National Castle Program of Hungary 2014 - 2023 provided funding for the renovation and tourism development of the historic buildings, and at the same time required the introduction of interactive digital tools to the visitor interpretation of the renovated castles.

The present study is divided into three parts; the first focuses on the innovative ways of interpreting the cultural heritage with special emphasis on the technological tools used for storytelling, while in the second part a case study of historical castles from Eastern Europe is presented. Finally, we summarize the results of a questionnaire survey exploring Generation Z's preferences concerning the interpretation methods of historical attractions and analyse how their demand relate to the supply of historical attractions.

In our research we aim to explore how the endavour for authenticity and technology use may coexist in the heritage attractions, and what the advantages and shortcomings of the use of technological advancements in historic context may be. By analysing the case study of the renovated catles, we strive to show a good practice for the contemporary use of historical buildings. Furthermore, we seek to identify Gen Z tourists' perceptions of the new methods of interpretation in historical attractions and intend to suggest further visitor-friendly developments.

Based on the content analysis of the castles' websites, participant observations and in-depth interviews with tourism professionals of the heritage sites, it can be concluded that a diverse range of events, museum education programs, and interactive exhibitions involving ICT tools are offered to the visitors, which are built on the guests' active participation. Visitors are invited to participate in experience co-creation through plays and various activities, while digital and multimedia tools are not only used for storytelling but they also compensate for the absence of the original furnishings, and contribute to the reconstruction of the lost aristocratic life. By the innovative development of museum education, supporting experience creation and lifelong learning have become the focal points interpretation. The results of the questionnaire survey among Generation Z members underlined that the innovative use of digital and multimedia tools has to become a priority for the interpretation of historical attractions.

Uraiporn Kattiyapornpong

The advent of innovative digital technologies enables sustainable development (Elliot, 2011; Melville, 2010) and increased digital sustainability in tourism, especially during COVID-19. The growth of mobile phone owners and users changes tourist behavior and increases mobile phone applications in tourism via travel apps. For example, travel-based mobile apps are among the top ten most downloaded app categories (eMarketer, 2022), and more than 65% of mobile phone users regularly use travel apps to plan and book their trips (Sharma, 2022). Despite digital transformation and its usefulness in sustainable development, especially sustainability (Cricelli & Strazzullo, 2021), it may be only beneficial to individuals who use and access it (Ragnedda & Gladkova, 2020; Robinson et al., 2020; Van Dijk, 2020) and may result in less sustainable practices (Sparviero & Ragnedda, 2021). To mitigate the severe impacts of the global COVID-19 pandemic and the ongoing repercussions, domestic tourism was a critical focus for longer-term economic recovery in tourism (TRA, n.d.); Australian (NSW) and Thai Governments initiated the tourism recovery and travel support schemes through the mobile apps in the form of online vouchers during 2021-2022. However, what remained to be clarified was to what extent those initiatives can positively impact sustainable tourism recovery and whether and how tourism-related stakeholders adopted those mobile apps and online vouchers. As most local tourism businesses are driven by micro, small and medium-sized businesses (MSMEs) or micro-entrepreneurs (Ditta-Apichai, 2023; Yoopetch, 2021), people are still uncertain about the situation: whether and when to travel again, and tourists are exposed to an enormous amount of accessible and available information from offline and online to personal and interpersonal sources and marketing stimuli, resulting in complex decision-making (Blain et al., 2005). This missing link in understanding the digital sustainability in tourism through a mobile application is critical for both the demand side (the travelers and residents) and the supplier side (the tourism industry at the SME's level), particularly in post-crisis recovery. This study aims to explore how Governments' recovery initiatives were electronically applied in both theory and practice in Australia and Thailand and investigate to what extent those initiatives via mobile applications impact sustainable tourism resilience and recovery during COVID-19.

This study scrutinized the mobile application of the governments' tourism recovery initiatives imposed on the tourism industry through qualitative research during 2021-2022. Three data sets were collected: documentation related to the Australian and Thai Governments' recovery marketing initiatives, Big Data collection of consumer review content on online platforms used by voucher users in Australia and Thailand, and 30 semi-structured interviews (ten key informants and twenty voucher users). The Nvivo program was applied for sentiment and thematic-based data analyses.

This study used a series of qualitative methodologies to provide possible guidance and recommendations for recovery marketing or an extensive model or framework for the tourism industry's recovery marketing plans. This study benefits all tourism destinations worldwide by showcasing the impacts of governments' recovery marketing initiatives through mobile applications. This project also benefits relevant stakeholders such as the governments, businesses, and local tourism actors in managing sustainable tourism to boost the national economy and provide economic, commercial, environmental, social, and cultural benefits to all stakeholders and the public. This study contributes to theoretical implications addressing and filling the gaps in connecting digitization and sustainable tourism to rarely studied crisis management and recovery marketing topics. This project helps better design recovery marketing initiatives emphasizing crisis management and recovery marketing through mobile applications to empower local MSMEs, residents, and tourists and build partnerships in the tourism industry.

Immersive Events: A Systematic Literature Review and Future Research Directions #36

Kanokwan Phoaroon, James Kennell & Jonathan Skinner

Immersion has been researched for many years as a concept in fields as diverse as the performing arts, exhibition experiences and computer game design. However, due to the development of new technologies that enable the concept to transition from novelty to reality in a number of new settings, immersion has gained popularity as a research topic once more in recent years. Immersive events, and the use of immersive techniques in event design and production have also become increasingly prevalent in industry, yet research in the field appears to be limited. The events industry's complexity means that the emerging literature that does exist on immersive events is dispersed across a variety of fields, including science and technology, engineering, architecture, psychology, marketing, and event management. As a result, this study aimed to conduct an intensive academic literature review on immersive events by applying the PRISMA 2020 methodology (Page et al., 2021) to synthesise and reflect on this current body of knowledge.

Three databases, including Scopus, Web of Science, and Google Scholar, were searched to identify articles from journals across different disciplines. The term 'immers*' was used to collect immersion-related papers. To capture literature relating to events management, types of events were identified and refined as a comprehensive list consisting of 28 terms (Beech et al., 2014, Getz and Page, 2019, Booth et al., 2020, The Event Academy, 2021, Bowdin et al., 2023, Norman, 2023). The Boolean operator “AND” was then used to search for studies that investigated the immersion concept in events management contexts. The inclusion criteria used included documents relevant to the immersion concept and events management published in English language within study areas including computer science, social sciences, science technology, theatre, business, management, and accounting, and business economics. After an abstract screening process followed by a full-text screening process, 65 publications are included in this study, from an initial corpus of 8,920 potential sources. The 6-step thematic analysis technique by Braun and Clarke (2006) was then applied to analyse the thematic areas of research in immersive events using NViVO R1 software.

Results of this analysis identify that publications on immersive events span the period 1990 – 2023, and are dominated by research in computer science and technology. Research was evenly split between quantitative, qualitative, and conceptual approaches, with most research carried out in in Europe and Asia. The thematic analysis led to the identification of four thematic areas that dominate the literature on immersive events including immersion theory, technology and innovation, event design, and attendee behaviour. Immersion theory involves the factors of immersion, degree of immersion, process of immersion, and challenges associated with creating and delivering immersive events. Technology and innovation mainly related to systems or platforms for immersive events and digital reality technology that supports immersive events, nevertheless limited implementations of immersion theories were spotted. The uniqueness of immersive events research is demonstrated by the fact that event design is the only theme that only contains articles that are specific to events. Lastly, three stages of attendee behaviour; pre, during, and post event, were identified in the final themes, which focused on how to create better immersive experiences, a topic often considered in the marketing literature. In this study, these four thematic areas are integrated into a novel conceptual model for future research on immersive events, and into the use of immersion techniques and technologies in event design and management.

The literature incorporated into this thematic analysis are mix of event-centric and non-event-centric publications in several disciplines, resulting in a large body of knowledge that can be applied to future research in the events management field. Novel immersive technologies are driving new and interesting research as well having a range of practical implications in the event industry. This research concludes with a future research agenda for immersive events, which can support new studies informed by this study’s new conceptual model for immersive event research, which supports the integration of multi-disciplinary research in events.

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Harmonising identity and community: The digital transformation of youth experiences at music festivals #19

Martinette Kruger & Adam Viljoen

Research rationale

This study explores the self-identity and conviviality determinants at South African youth music festivals against the backdrop of the experience economy. Emphasising the evolution of urban music festivals into significant cultural consumption platforms, it explores how these events foster group identity and belonging, crucial for an engaging and memorable festival experience, aligning with Pine and Gilmore's (1999) concept of staged, memorable experiences integral to the experience economy (Nunes & Birdsall, 2022; Tajfel & Turner, 1979; 2004). The focus is on the psychological benefits and the potential for social mixing in South Africa's multicultural landscape, aligning with the experience economy's emphasis on authentic, holistic experiences (Swartjes & Berkers, 2022; Woodward et al., 2022; Walters et al., 2021).

Methodology

The study employed quantitative methods, utilising structured questionnaires at two prominent South African youth music festivals, H2O and Spring Fiesta, in 2023. The questionnaires focused on visitor behaviour, marketing influences, experience satisfaction, and loyalty. A total of 419 responses were collected and analysed using SPSS Version 28.

Statistical analyses and results

Exploratory factor analysis revealed the experience factors: 'edustehic' experience (related to the aesthetic and educational dimensions) ($\bar{x}$ = 4.10), 'enterscapist' experience (related to the entertainment and escapism dimensions) ($\bar{x}$ = 3.96) and endorsed festival experience (related to revisiting and recommendation intentions) ($\bar{x}$ = 4.13). Kaiser's criterion was applied, and reliability was confirmed through Cronbach's alpha and inter-item correlations. The dependent variable, social connection and identity affiliation, had a mean of 3.63. Stepwise linear regression analysis identified the determinants that enhance social connection and identity affiliation, with independent variables (socio-demographic, behavioural, media consumption, and experience dimensions) initially identified by Spearman's rank-order correlation. The final regression model yielded an R2 of 0.506 and an adjusted R2 of 0.496 [$F(6, 294) = 50.127$, $p < 0.001$]. 'Enterscapist' experience ($\beta = 0.473$, $p = 0.001$) and endorsed festival experience ($\beta = 0.339$, $p = 0.001$) were positively correlated, suggesting these factors significantly enhance social connection and identity affiliation at music festivals. TikTok ($\beta = 0.427$, $p = 0.014$) emerged as a significant positive influence, while traditional word-of-mouth marketing ($\beta = -0.293$, $p = 0.001$) negatively correlated with social connections. Financial responsibility ($\beta = 0.078$, $p = 0.006$) and VVIP status ($\beta = 0.312$, $p = 0.005$) were also positively associated with stronger social connections.

Preliminary findings and recommendations

Incorporating Social Identity Theory, the study demonstrates the ways music events foster group identity and belonging, essential for attendees, particularly the youth, to express social identity through music preferences (Tajfel & Turner, 1979; 2004; Tekman & Hortaçsu, 2002; Tekman et al., 2012). The results confirmed the experience factors influencing attendees' social connection and identity affiliation. A significant regression model suggests that 'enterscapist' experience and endorsed festival experience substantially enhance social connections at the music festivals. The factors identified are consistent with the escapist and entertainment dimensions of the experience economy as outlined by Pine and Gilmore (1999), also affirming that the overall experience provided by event planners significantly influences attendees' intentions to revisit and make positive referrals (Sisson & Alcorn, 2022).

The results revealed a negative correlation between traditional word-of-mouth marketing and establishing social connections at events, contrasting with the positive influence of platforms like TikTok. Therefore, the study underscores the importance of music events in shaping social identity among youth, with digital platforms like TikTok playing a pivotal role. The findings suggest that festival experiences are multifaceted and encourage event organisers to embrace digital platforms and quality content strategies to enhance attendee experiences. However, the events industry's digital maturity is still evolving, necessitating continuous adaptation to technological advancements (Ryan et al., 2020; Estanyol, 2022).

The study highlights TikTok's role in creating digital communities, suggesting the use of 'nano influencers' to enhance festivals' outreach. It also emphasises the need for social media users, particularly in South Africa, to be aware of their privileges concerning social connections and identity affiliation at such events.

Limitations

The study's limitation lies in its focus on just two festivals with relatively small sample sizes, limiting the generalisability of the findings. Future research should explore a broader range of music festivals and multicultural contexts to validate these results further.

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The importance of data analysis: A case study about the benefits of volunteers for sport and festival events in the Western Cape, South Africa #12

Simeon Davies

Volunteers provide a critical resource within the sport and festival industry in the Western Cape Province, South Africa due to their role in reducing operational costs, and also contributing to visitor satisfaction. This paper demonstrates the importance of accurate data and relevant analysis for understanding the role of volunteers at sport and festival events. The information was derived from the Western Cape Event Survey Template with a focus on the financial metrics and sustainability of events. The data analyzed concerned a total of 34 events (14 sport and 24 festival events). The analysis of this data provided an opportunity to ascertain the impact of volunteers on a number of key metrics associated with sport and festival events. On average sport events used slightly more volunteers than festival events (419.64 versus 399.40). Sport events on average created substantively more temporary jobs (645.14 versus 308.55) and around four times more permanent jobs (13.14 versus 3.05); sport events also attracted more private sponsorship (R7,057,725.67 versus R1,256,837.33) and on average made considerably more profit (R2,628,378.08 versus R149,986.52) when compared to festival events. In conclusion the findings provide a better understanding of sport and festival events that utilized volunteers. While sport events use marginally more volunteers on average than festival events, the related financial metrics show that sport events outperform festival events, notably by creating more jobs, generating more income and making bigger profits. The analysis of data facilitated informed policy development, resource allocation and job creation for volunteer supported events.

A typology of anthropomorphism-based ai robots in hospitality industry #116

Fachri Eka Saputra, Dimitrios Buhalis, Marcjanna Augustyn, Stefanos Marangos

Anthropomorphism-based AI robots are defined as “intelligent robots in hospitality environments that are imbued with human-like attributes, encompassing physical appearances, emotions, behaviors, and relational qualities, aimed at assisting humans”. The importance of anthropomorphism is growing in understanding the role of human-like robots in the hospitality sector. However, reaching a consensus on categorizing AI robots based on anthropomorphic attributes remains challenging in academic discussions. This study aims to bridge this gap by proposing a typology of robots in the hospitality industry, exploring attributes, usage, function, and application across different operational levels. Employing a systematic literature review, it examines conceptual approaches from psychology, tourism and hospitality, social sciences, robotics, artificial intelligence (AI), and human-computer interaction. The study identifies four primary categories of anthropomorphism-based AI robots: chatbots, mechanoids, humanoids, and realistic robots, each serving distinct functions and applications. Additionally, it presents a comprehensive discussion of these categories and provides recommendations for future research directions. The findings offer valuable insights to managers for selecting appropriate AI robots for deployment across diverse service sectors, emphasising the importance of considering each robot type as a collaborative partner with humans. By extensively investigating the utilisation of human-like AI robots in the hospitality sector, this study aims to help companies remain competitive and enhance user experiences and customer satisfaction by leveraging robots to improve service delivery within their operations.

Lost in Translation No More? The Role of Machine Translation in Communication Accommodation in Hotels #22

Inês Carvalho, Montserrat Iglesias, Paulo Marques, Gorete Dinis

Even though communication across different languages is essential for successful intercultural communication and negotiation in international tourism, the increasing globalization of the travel industry makes it unlikely that an individual acquires sufficient knowledge in all the languages either as a host or as a guest. In addition, human translators are not at hand in all situations, and they imply costs. Hence, machine translation (MT), i.e., automatic translation, is a viable alternative in many situations. Advancements in artificial intelligence (AI) have led to a rampant evolution in the field of human translation. Yet, despite the impact of this technology on society, the use of MT in the tourism sector has been scarcely analyzed.

In this article, we aim to analyze the role of MT in tourism-related intercultural and interlinguistic communication through the lens of Communication Accommodation Theory (CAT). According to CAT, individuals adjust their communication with their interlocutors in each context to manage comprehension, identity concerns, and the desired level of social distancing (Giles & Noels, 2012). To establish connections and accommodate to others, individuals use various communication strategies, such as convergence, divergence, or maintenance. In service encounters, when customers do not share the same native language, accommodation can occur by means of the host's language, the guest's language, or a lingua franca, such as English (Goethals, 2014). Previous studies have revealed that when the linguistic repertoire is not sufficient for accommodation, affective accommodation motives may become more important than cognitive ones (Dragojevic et al., 2016) since language has "emotional connotations for consumers that go beyond mere communication" (Holmqvist, 2011, p. 178). CAT has been used mostly to examine communication between humans, and also to explore communication between humans and machines (Gallois et al., 2016). However, how MT affects communication accommodation in service encounters is still a gap ripe for research.

Although the benefits of MT for short transactional communication have been recognized (Liebling et al., 2020), other studies have considered that the success of MT in enabling communication in the service context is ambiguous (Panayiotou et al., 2020). Inaccuracies in translating dialects or accented speech (Liebling et al., 2020), especially in the presence of background noise, are some of the limitations identified. Latency in translation and loss of visual contact due to engagement with a screen may pose obstacles to meaningful interactions beyond transactional communication and inhibit spontaneous interactions (Liebling et al., 2020), leading communication to become robotic.

The present study aims to build upon CAT to analyze the role played by MT in communication accommodation in service encounters in hotel settings. It seeks to answer the following research questions: a) How is MT used in service encounters in the hotel context?; b) What is the role played by MT in communication accommodation in this context, concerning both cognitive and affective accommodation?

This study has followed a qualitative multi-method approach. Data collection has involved several phases: i) seven semi-structured in-depth interviews with experts in several fields related to MT and/or tourism, including both academic and business experts in translation, computational linguistics, machine translation, artificial intelligence, and tourism; ii) in-depth interviews with 24 front-office employees and six managers in four and five-star hotels in Lisbon (Portugal) and Barcelona (Spain). Computer-assisted qualitative data analysis software has been used for qualitative data analysis.

This study will contribute to: i) generating a better understanding of how MT technologies support successful communication in service encounters; ii) identifying advantages, risks, limitations, and drawbacks of MT-mediated communication; and iii) promoting MT literacy and appropriate use of MT tools; and iv) providing directions for how MT technology could further develop to satisfy businesses and employees' needs.

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Guest preferences regarding future service delivery - SSTs verses human staff: insights from the Hodson Bay Hotel Group (HBHG), Ireland #90

Mark Glennon

The adoption of self-service technologies (SSTs) within the hospitality industry speeded up by Covid-19 continues unabated (Pillai et al. 2021). The digitalisation of services can either positively or negatively impact on service users experience of hospitality (Shiwen et al. 2021). Replacing humans, as seen in other industries such as banking and retail (Jones and Pizam, 2020), may be detrimental to the essence and ethos of the hospitality industry (De Leede and Looise, 2015). However, the perceptions of customers towards the use of SSTs and their preferred interaction between high-touch (in person) and high-tech (use of SSTs) service encounters remains unclear (Liu and Hung, 2021).

This paper investigates consumer preferences for future service delivery in an Irish hotel group. It is part of a wider investigation, using the same hotel group, into customer behaviours, changing expectations and experience as a result of digital transformation in the hospitality industry. The research addresses the high-tech/low-touch or low-tech/high-touch debate and how customers perceive hospitality service delivery going forward.

The broad area of consumer preferences within the Hodson Bay Hotel Group (HBHG), is explored specifically considering the evolving existence between high-touch and high-tech service delivery. Supported by a comprehensive literature review encompassing themes such as quality service, SSTs, and human interaction in service encounters, this paper contributes to the ongoing discourse on the dichotomy of high-touch versus high-tech in hospitality.

An interpretivist approach, employing a mono-method research strategy with a qualitative investigation, was used in this study. By means of the HBHG case study, this research leveraged the use of a questionnaire to capture the diverse perspectives of hotel guests across the four properties owned by the hotel company.

The findings present a compelling narrative that points towards a consumer desire (75% of 140 participants) for a hybrid model in the future landscape of hotel service delivery. In contrast to a single choice between high-touch or high-tech, respondents express a clear preference for a balanced and integrated approach (Radojevic et al. 2015); Makinen, (2016), where both human interaction and self-service technology can function well in the same space to provide a richer and more meaningful hospitality experience (Benckendorff et al. (2005).

The research potentially indicates a paradigm shift in consumer expectations, challenging the hospitality industry to embrace a flexible and adaptive service model (Victorino, Karniouchina, & Verma, 2019). The envisioned hybrid approach not only aligns with contemporary technological trends (Liu & Hung, 2021) but also underscores the enduring importance of human connection in service encounters (Khesturiani, 2020). Navigating this evolving landscape becomes imperative for the industry, and this study suggests that the strategic implementation of a balanced, hybrid model is crucial for meeting the diverse expectations and needs of consumers in the future.

Examination of data reveals that the HBHG is at an important turning point that calls for a complete rethink of service delivery tactics. The desire for a hybrid model driven by consumer needs suggests a break from conventional service models and a reassessment of the different roles of technology and human interaction to the overall customer experience (Leung, 2019).

The study further underscores that this hybrid approach is not merely a convergence of technology and human interaction (Chen et al., 2021), but a deliberate integration that leverages the strengths of both elements. As technology continues to advance and permeate every aspect of our lives, the human touch in service encounters emerges as a differentiator, adding emotional depth, and authenticity to the overall guest experience (Zomerdijk and Voss 2010).

In conclusion, this research provides useful insights into the evolving landscape of consumer preferences in the HBHG. The identified preference for a balanced, hybrid model challenges service providers to rethink and recalibrate their approaches. The investigation intends to guide the HBHG towards a future where high-touch and high-tech co-exist seamlessly to provide a genuinely remarkable and rewarding guest experience.

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Sentiment Analysis of #TravelTuesday Content on TikTok #23

Julia Martí Ochoa, Eva Martín Fuentes & Berta Ferrer Rosell

The concept of Travel Tuesday was popularized by Hopper, a travel planning and booking app, as part of a marketing strategy to create an annual event for travel deals (Hopper 2023), like Black Friday and Cyber Monday (Saura et al., 2018). The appeal of Travel Tuesday as a marketing campaign lies in its ability to engage a wide array of social media users. On the other hand, sentiment analysis in social media, particularly in the context of travel, has gained significant attention. Wilson et al. (2009) demonstrate how sentiment analysis can be used to gauge public opinion and emotional responses. Rybarczyk et al. (2018) specifically apply this to the travel industry, showing how consumer preferences and experiences can be understood through sentiment analysis of social media content. Building on these experiences, the trend of experiential travel introducing novel activities in virtual travel communities enhances user engagement and co-creation (Xie et al., 2023), with campaigns like #TravelTuesday offering opportunities to explore new destinations and engage with promotional content.

This research explores the sentiment and emotional dynamics of TikTok content under the #TravelTuesday hashtag. The main objective of this article is to understand what types of emotions TikTok users are expressing when creating content with the #TravelTuesday hashtag, and how these emotions impact their audiences. The study focuses on analyzing the emotions conveyed through these videos to better understand the emotional impact of travel content on this platform. TikTok is the most downloaded app globally since 2020 (Cheng & Li, 2023), and had 1.1 billion monthly active users in 2023 (DemandSage, 2023) especially among younger demographics, generation Z (Perez-Escolar et al., 2023).

In this study, 397 TikTok videos tagged with #TravelTuesday posted on the year 2023 were initially downloaded. Of these, 293 videos that included human speech in English were selected for detailed analysis, reflecting direct user interaction and engagement. The selection and analysis of these videos were facilitated by the 4Tokkit tool. Each video was transcribed using Google's cutting-edge speech-to-text technology (Shakhovska et al., 2019), ensuring a high level of accuracy and fidelity in capturing user-generated content. The sentiment analysis was conducted using the Orange Data Mining tool, specifically employing the SentiArt algorithm for sentiment analysis (Asvikaa & Gupta, 2018; Jacobs & Kinder, 2020). This approach enabled a nuanced analysis, allowing for the quantification of a broad spectrum of emotions such as joy, sadness, anger, fear, and surprise, and facilitated an in-depth examination of how TikTok's unique algorithm influences the emotional tone of the content.

The sentiment analysis unveiled a rich tapestry of emotional expressions within the #TravelTuesday content. SentiArt's classification provided an in-depth look into the emotional undercurrents of the videos. SentiArt uses vector space models together with theory-guided, empirically validated label lists to compute the valence of each word in a text by locating its position in a 2d emotion potential space spanned by the words of the vector space model (Jacobs, 2019). This approach measures several different emotional dimensions separately, each on its own scale.
Results show happiness was the most prominent emotion, highlighting the content's ability to engage and uplift viewers. The element of surprise was also noteworthy, demonstrating TikTok's capacity to produce content that is both engaging and unexpected. In contrast, negative emotions, such as anger and disgust were less pronounced yet provided insights into the varied nature of user responses. These findings offer a detailed understanding of public sentiment in travel-related discussions on TikTok, adding depth to our knowledge of digital content interaction (Amaro et al., 2016).

The methodology of converting voice to text presents a significant contribution to social media research, particularly as most studies focus on analyzing post text, comments or doing interviews or surveys. This innovative approach broadens the scope of data collection, capturing nuances and insights from vocal content, which is often overlooked in hashtag-centric analyses.

This article extends beyond existing studies on TikTok and sentiment analysis focused on travel decision-making (Wahid, 2023) and tourism marketing (Zhu, 2023). We delve into the positive emotional impact of an advertising campaign, concluding the emotions it conveys, thus contributing novel insights into sentiment analysis in marketing.

#Ilovehashtagsandemojis: The role of hashtags and emojis to potentiate the engagement between DMOs and their Instagram followers #52

María del Pilar Pascual Fraile, Rebeca Suárez Álvarez, Pilar Talón Ballestero & Teresa Villacé Molinero

This research aims at investigating the role of hashtags and emojis to potentiate the engagement established between Destination Marketing Organizations (DMOs) and their potential tourists on Instagram. In the last years, this social media has become the preferred in DMOs' marketing strategies to show their destination attributes and influence tourists' travel intention, due to its visual content potential, its global reach, and its low-cost characteristics (Sheng et al., 2023; Uşaklı et al., 2017). Instagram visual content potentiates the engagement between brands and their followers (Singh, 2020), creating emotional connections among information senders and receivers (Fusté-Forné & Filimon, 2021) The interaction between brands and followers, composed by the followers' likes and comments to the Instagram visual content is useful to determine the users' behavioural engagement, and plays an essential role on the customer's journey, especially in the awareness, consideration, and purchase stages (Sheng et al., 2023). To potentiate it and boost tourists' travel intentions, DMOs can maximize not only their posted visual content, but also other Instagram features, such us hashtags-geotags to facilitate the geo-localization of destinations (Fatanti and Suyadnya, 2015) and reach a larger audience (Giannoulakis & Tsapatsoulis, 2016), or users' tags, to improve the quality of the visual content annotations (Bouchakwa et al., 2020)-. On their part, the emojis -symbols or visual language such as human facial expressions, images, animations-, facilitate users' online information processing and behavioural responses, such as purchase intention or consumer engagement (Zhang et al., 2023). Through a quantitative content analysis, this research examines comparatively Spain's and France's National Tourism Organization (NTO) Instagram profiles in the 3 previous months of the 2023 summer (March-June), the first "back to normalcy" summer after the COVID-19 pandemic, without restrictions to travel for international tourists. In the pre-pandemic years, both countries were the most visited worldwide, and by September 2023 they almost had recovered their volume of international visitors compared to 2019 (-1%) (UNWTO, 2023). The results show some coincidences and divergencies in the use of hashtags and emojis to potentiate the engagement with their respective followers and obtained a different response from them. While both countries used widely geotags to locate the destinations' attributes shown in their Instagram visual content, Spain enhanced more than France users' tags, since some photographs and videos posted on Spanish NTOs' profile were provided by its followers. In the case of the emojis, despite they were present in most posts in both countries' profiles, Spain widely used human face and other symbols, while France hardly used faced emojis (only in 3 posts out of 94). The interaction with their followers also varied: it was higher in Spain's Instagram profile (4,277 interactions per post-4,212 likes + 65 comments), than in France's (1,377 interactions per post-1,317 likes + 20 comments), as the engagement rate (Spain=1.03, France= 0.5). Therefore, according to these findings, Spanish NTO maximized better than France the use of hashtags and emojis to potentiate the engagement with their followers, obtaining a better response from its audience. The study of the role of hashtags and emojis to support Instagram visual content and contribute to potentiate the engagement with their followers provides practical insights for DMOs' marketing strategies on Instagram, to create, maintain or increase relationships with their potential visitors, that may be converted into tourists' travels to their promoted destinations.

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Impact of Social Media on Millennial's intention to visit green hotels: A preliminary study using theory of planned behaviour #103

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This study destined to explore the influence of social media on millennials' intentions to visit green hotels in India and their willingness to participate in the sustainable practices offered by hoteliers. The prime objective of this study is to find predecessors of intentions that influence customers to visit green hotels using the theory of planned behavior (TPB). This study will focus on millennials as they constitute a major part of driving the economy due to higher disposable income.

A preliminary study was conducted using a questionnaire survey, and 35 responses were received to check the validity of the constructs. During final data collection, 380 samples will be collected. Structural equation modelling was performed to analyse the relationships. Measurement model analysis was performed to validate the instrument and structural model analysis was done for hypothesis testing. Collected data were analysed using SmartPLS V4.0. Confirmatory factor analysis indicated that measurements of all the constructs have the required level of validity and reliability.

Findings indicated that social media and subjective norm have a significant impact on customers' attitude and perceived behavioural control. Customers' attitude and PBC were found to significantly influence their green purchase intention. Findings also confirmed that attitude is a crucial variable impacting customers' green purchase intention to visit green hotels. Having a positive attitude to protect the environment will have a significant influence on customers' intention to select a green hotel. This study highlights the factors impacting millennials' intention to visit green hotels i.e. social media, subjective norm and perceived behavioural control.

The findings of this study can be utilized by hoteliers to frame sustainable strategies to build environmentally friendly hotels and create awareness among the millennial generation to contribute towards sustainable tourism. This can also create a competitive advantage for hotels to market them as a differentiating factor in the highly competitive tourism industry. The government can utilize the findings to develop sustainable infrastructure and frame related policies for protecting the environment. Governments can consider incentivizing hotels which adopt sustainable tourism to promote sustainable development. This study also highlights the fact that hotels should start creating awareness about green hotels and sustainable practices and motivate people to start considering sustainable accommodation for their travel in the near future.

Exploring factors affecting virtual theme parks' customer experience: *A netnography approach #24*

Syadiyah Abdul Shukor & Uraiporn Kattiyapornpong

Introduction

Virtual Reality (VR) refers to a three-dimensional, computer-generated environment that can be explored and interacted with (Barnard, 2023) and used in several sectors, such as education, entertainment, health care, real estate, and tourism (Rodrigues & Loureiro, 2022). Virtual reality technology is also used in theme parks to provide visitors with a unique customer experience, which is pivotal in tourism and hospitality (Kim & Ritchie, 2014). Past research highlights that a good experience of virtual travel experience can impact tourists' attitudes, emotions, and behavior and promote tourists' desire for on-site visits (Tussyadiah et al., 2018; Yang et al., 2023, p.2082; Yung et al., 2021; Zeng et al., 2020). Customer experience includes all aspects of a business's offering, including the quality of customer care, advertising, packaging, features of products and services, ease of use, and reliability (Meyer & Schwager, 2007). Customer experience is affected by several variables (Godovykh & Tasci, 2020) such as to consumer characteristics (i.e., sociodemographic, psychographics, culture, and prior experience (Holbrook & Hirschman, 1982; Kwun & Oh, 2007)), brand variables (i.e., price, promotion, quality, atmospherics, servicescape, socialscape, authenticity, online setting, employee characteristics and co-creation opportunities such as self-service settings (Adhikari & Bhattacharya, 2016; Gilmore & Pine, 2002; Hwang & Seo, 2016; Namkung & Jang, 2007; North et al., 2003; Pearce & Moscardo, 1986)), and situational factors (i.e., consumption context (Hwang & Seo, 2016) and macro-environmental factors such as the economy (Grewal et al., 2009). Studies analyzing factors affecting virtual customer experience in depth are relatively limited. While most theme parks use VR technology on existing rides or stand-alone experiences, the industry is shifting towards fully dedicated VR theme parks (UCF Online, 2023). This study aims to examine factors that influence customer experience in fully dedicated VR theme parks using information gathered from reviews written on the online platform.

Method

This study used the netnography approach to examine factors contributing to virtual theme park's customer experience. Netnography is a form of qualitative research that explores digital tribes and consumer behavior using ethnographic research conducted online (Bartl et al., 2016). Netnography offers numerous benefits, such as low cost, timely compilation of various ideas, convenience to study participants, high speculative quality of online opinions and acquisition, and the ability to obtain fascinating outcomes with few messages – if they contain lengthy explanations (Kozinets, 2015). The current study uses data drawn from virtual theme park visitors' experience reviews posted on Google Review on their experience at VAR LIVE, located in Malaysia and Hong Kong. VAR LIVE is a virtual reality theme park that operates in over 12 cities worldwide and features different virtual reality games, providing players with the most comprehensive 4D VR experience (VAR LIVE, 2023). A total of 200 reviews were processed, and thematic analysis was conducted through NVivo software.

Results

Following an open coding procedure, four factors possibly affecting virtual theme park customer experience were identified – friendly and helpful staff, physical environment, realistic experience, and perceived value. Firstly, a major theme emerging that affects virtual theme park visitors' experience is the friendly and helpful staff. The staff role at the virtual theme park is considered an important element that influences the visitors' experience. Secondly, the physical environments, such as VR equipment and well-maintained facilities and devices, are also crucial components that impact the customers' experience. The finding is consistent with a previous study conducted by Ruiz-Molina et al. (2018) that found the physical environment of a service provider forms an integral part of consumers' evaluation and satisfaction. Thirdly, analysis of customer reviews revealed the importance of a realistic experience in creating a positive customer experience. A study by Newman et al. (2022) showed that more realistic VR environments evoked more positive and serene responses and a greater sense of presence. Finally, this study found that perceived value is an essential contributing factor affecting virtual theme park visitors' experience. Customers perceived that VR games played at the virtual theme park met their needs and expectations for the price paid.

Conclusion

To date, this study is one of a handful of research on virtual theme parks and customer experience. Its limitations include the study samples and geographical locations. Future studies should include more samples from different geographies.

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Virtual Tourism Experiences: Emerging Themes from a Semi-Supervised Seeded LDA Model of Online Reviews #143

Angana Baruah, Devlina Chatterjee, Soham Dey & Harsh Raj

Purpose of the Research:
The definition of tourism as per the UNWTO is as follows:
"Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure."

It is to be noted that the definition of tourism as per UNWTO includes the phrase "movement of people …. outside their usual environment". This definition is limited in its scope in that only those who travel outside of their place of residence are considered to be tourists. Early literature conceptualized tourism as an activity that satisfies certain innate human needs such as novelty, socialization, prestige, relaxation and gaining knowledge (Crompton, 1979) or alternatively as a means of self-expression, self-gratification, self-actualization, self-enrichment, and image enhancement (Stebbins, 1979).

Using Virtual Reality and Augmented Reality in the tourism industry (Bec et al., 2021; Jiang et al., 2022), Virtual Tourism Experiences (VTE) have emerged as an important means of meeting some of these needs, precluding the requirement for physical travel to the tourist destination (Kiani et al., 2024; Lu et al., 2022). Some researchers contend that virtual tourism cannot be viewed as a substitute for in-site tourism (Hassani & Bastenegar, 2020), but rather as a complement (Sussmann & Vanhegan, 2000; Yang et al., 2023). VTEs range from low levels of interactivity (such as videos and images viewed asynchronously) (Calisto & Sarkar, 2024) to host led activities that involve high levels of interaction between the virtual tourist and the VTE (Wei et al., 2023).

In this study, we aim to understand the important themes that emerge with respect to the customer's experiences based on the online reviews collected from several VTEs offered on the Airbnb Online Experiences.

Research Approach:
In order to understand consumer behaviour with relation to the virtual tourism experiences, we base our research on grounded theory and use data available from online reviews. Each VTE was further classified into one of four categories (Culinary, Games and Activities, History and Culture and Animals). Text mining techniques such as unsupervised Latent Dirichlet Allocation (LDA) (Blei et al., 2003) as well as semi-supervised seeded LDA (Watanabe & Baturo, 2024) were employed to uncover the important themes that emerge from the corpus of reviews. The themes and their significance within the different categories of online experiences are discussed.

Methods used:
Our data comprised of 60546 online reviews for 45 different experiences that were collected from the Airbnb OE portal . The data was cleaned and reviews that were less than 50 characters long were removed. Initially we conducted an unsupervised LDA for the entire corpus of online reviews. This analysis allowed us to understand the primary themes and arrive at the seeded words for the next step in the analysis.
Next, we performed seeded sequential LDA to understand the specific attributes of the VTEs that emerge in each category.

Key findings:
Five different topics emerged from this preliminary analysis which consist of "Positive recommendation", "Nature of experience", "Social interaction", "Host attributes" and "Outcome of the experience for the consumer".

The seeded sequential LDA yielded some common themes such as "social interaction", "interactive nature of the experience", "educational value" etc.
These themes are discussed with relevance to both the commonalities as well as the differences across the four categories of VTEs.

Practical implications for VTE providers are discussed.

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Customer reviews on social media and dedicated websites are an essential source of information for hospitality companies that allows them to learn what customers think about their services and those of their competitors (Olorunsola et al., 2023; Perez-Aranda, Guerreiro & Mendes, 2021; Veloso & Gomez-Suarez, 2023). By analysing their online reviews, hospitality managers can get insights into the opinions of customers and what they liked or disliked about the services they used. Moreover, online reviews are a helpful source of information about changing trends in customer perceptions and preferences.

Customer review evaluation can be implemented manually or with the help of specialised software (Tetzlaff et al., 2019). The launch of ChatGPT with a special plugin for sentiment analysis opened a new opportunity for content evaluation. Initial tests showed that ChatGPT coped successfully with the elicitation of core information from customer reviews (Carvalho & Ivanov, 2024). Therefore, ChatGPT might become an effective and efficient tool for sentiment analysis that does not require significant digital skills necessary to use other software packages. However, more evaluation is required to establish the analysis's validity and reliability.

This ongoing study aims to evaluate GenAI as a tool for sentiment analysis. It tests the effectiveness of ChatGPT vs NVivo auto coding vs manual analysis. The preliminary findings indicate that ChatGPT 3.5 provides higher validity than NVivo 20 auto coding. However, manual evaluation of the sentiment by researchers still provides more valid results.

Sentiment Analysis as a Tool for Deriving Value from Reviews

Sentiment analysis is a process of analysing language to interpret subjective evaluations, emotions and points of view (Taboada, 2016). Humans associate their opinions and emotions with specific linguistic structures in daily life. Subjective perceptions of experienced reality are expressed either as positive or negative sentiments. Sentiment analysis, therefore, addresses three tasks, including establishing whether the content represents a fact or a subjective opinion, determining its polarity (i.e. positive vs negative), and analysing the degree of polarity/ intensity of a sentiment (Cambria et al., 2017).

The importance of sentiment analysis for research and practice motivated the proliferation of multiple analytical methods and tools, including the automation of the analysis with AI. The advantage of manual sentiment analysis is its high achievable validity and reliability. However, special linguistic skills, substantial time and cross-validation are required to prevent subjectivity bias (Sotiriadou et al., 2014).

A range of tools that utilise supervised learning are trained for automatic differentiation between negative vs positive vs neutral (if required) emotion. The advantage of supervised learning algorithms is the achievable speed of analysis alongside the relatively high accuracy of the results. Thus, a classifier that can correctly distinguish 80% of the sentiments, can be quickly built based on the existing models (Taboada, 2016). The limitation of the machine learning algorithms for sentiment analysis is the dependence of the analysis validity on the context. A new training might be required for a new content source (Taboada, 2016).

Recently, ChatGPT introduced a plugin for sentiment analysis (OpenAI.com, 2023). It uses a class of machine learning, called Natural Language Processing (NLP) that is trained to understand a language autonomously. Due to its cost, speed and intuitive interface, a range of studies has already applied ChatGPT for sentiment analysis of used-generated content (e.g. Adeshola & Adepoju, 2023). However, its performance in comparison to other methods remains largely underexplored (Fatouros et al., 2023).

Methodology

To analyse the effectiveness of GenAI as a tool for a sentiment analysis, the study compares the effectiveness of the sentiment analysis, done by ChatGPT 3.5 vs NVivo 20 vs manual coding. The dataset for analysis consisted of the 160 reviews posted at booking.com to ensure that the sentiment is derived from subjective tourist opinions. First, the codes that characterise hotel service robots, were manually extracted to ensure data validity. The sentiment was analysed to determine the polarity of the sentiments as well as their degree. The manual coding, replicated by two trained researchers, was used as a baseline. NVivo auto coding and a prompt “Run a sentiment analysis for each row of the table. The sentiment would range from "very positive", "moderately positive", "neutral", "moderately negative", to "very negative" ”, for ChatGPT were used to automate the analysis. The number of errors in automated analysis vs manual coding was then calculated.

Findings and Contribution

The preliminary findings demonstrate that ChatGPT performs better than NVivo auto coding. In comparison to manual coding, ChatGPT provided identical results in determining the polarity of a sentiment (i.e. negative vs neutral vs positive), while 12% of the codes, generated by NVivo, contained a wrongly identified sentiment. In regard to the degree of polarity (i.e. very negative vs moderately negative), ChatGPT generated a total of 24% of erroneous codes. NVivo-generated results were comparable with 28% of wrongly attributed degree of polarity. The study will offer a methodological contribution both for academic researchers and industry data analysist by providing the insights and the recommendations of applying ChatGPT as a tool for the sentiment analysis. Such insights are expected to support research validity and reliability, thereby, boosting hospitality businesses sustainability and decreasing the risks of incorrect decision-making.

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Airbnb Guests To Cape Town: A Tale Of Two Segments #86

Adam Viljoen & Martinette Kruger

Research purpose:
Airbnb, a globally popular access/sharing economy platform (Lutz & Newlands, 2018), plays a vital role in Cape Town, a renowned tourist destination in South Africa's Western Cape province (Brederode, 2023). With over 6 million visitors in January-September 2023 (Western Cape Government, 2023) and a second-place ranking on Time Out Magazine's 2024 best cities list (Street, 2024), Cape Town relies on Airbnb's affordability and home-like appeal (Guttentag et al., 2018) to accommodate its diverse visitors. Airbnb significantly contributes to South Africa's economy, with a ZAR23.6 billion contribution in 2023 (Short et al., 2023), marking a 115% increase from 2019 (Short et al., 2023) and a 74% growth in employment. However, regulatory concerns, as proposed in the Tourism Amendment Act (TBCSA, 2019), aim to address compliance costs for conventional accommodations (Sakeliga, 2020) and set certain Ministerial "thresholds" (Abrahams, 2023). Considering South Africa's economic challenges, refining regulations for inclusive growth is crucial. To optimise offerings, enhance satisfaction, and encourage repeat visits in Cape Town, understanding Airbnb guest usage patterns through market segmentation is imperative.

Research Approach and Methodology:
This research utilised data from 240 Airbnb guests who travelled to Cape Town collected in 2022 through paid Facebook campaigns and Amazon Mturk. The analysis, encompassing respondent profiles and five Exploratory factor analyses (EFAs), explored general travel motives, destination choice attributes, destination evaluation, Airbnb choice attributes, and loyalty to Cape Town and Airbnb. A two-step cluster employing a multi-segmentation approach identified two clusters, incorporating factors like age, previous visits, Airbnb usage frequency, and nights stayed. Subsequent t-tests, crosstabs, and demographic variables created a comprehensive profile for each segment.

Results:
The EFA results revealed three general travel motives [Nature and Adventure Seeking ($\bar{x}$= 4.23), Relaxation and Escape Seeking ($\bar{x}$= 4.19) and Business and Socialisation Seeking ($\bar{x}$= 3.80)]. The destination attributes also revealed three factors [Infrastructure and Hospitality ($\bar{x}$= 4.12), Ambience and Offerings ($\bar{x}$= 4.02) and Safety and Accessibility ($\bar{x}$= 3.81)]. Regarding the evaluation and subsequent satisfaction with Cape Town, four factors were identified [Cultural Immersion and Cuisine ($\bar{x}$= 3.95), Variety and Attractions ($\bar{x}$= 3.95), Emotional Attachment and Quality ($\bar{x}$= 3.94) and Hurdles and Negative Experiences ($\bar{x}$= 3.37)]. The important Airbnb choice attributes revealed Listing Quality and Safety ($\bar{x}$= 4.15), Convenience and Location ($\bar{x}$= 3.96), Listing Proximity and Surroundings ($\bar{x}$= 3.96), and Host Support and Engagement ($\bar{x}$= 3.88). Finally, Loyalty to Airbnb ($\bar{x}$= 4.17) was slightly higher than Loyalty to Cape Town ($\bar{x}$= 4.15).

To determine the segments, the EFA results were used alongside other continuous variables such as age, previous visits, Airbnb usage, and nights stayed were considered. The two-step segmentation resulted in two clusters. Emotional Attachment and Quality (1.00) and Host Support and Engagement (0.88), were the most influential factors. T-tests and crosstabs revealed significant differences ($p < 0.05$) on all factors with large to medium effect size differences (Cohen-d [0.76; 1.82]) (Cohen, 1979). Ratings between 0.8 and 1.00 indicate high importance in cluster formation, while those above 0.00 and 0.20 are considered low importance (Norusis, 2011).

Preliminary findings:
The study revealed two distinct traveller segments: Escape and Variety Seekers (Segment 1, N=92, EVS) and Adventure and Quality Seekers (Segment 2, N=128, AQS). These segments exhibited significant differences across various factors. EVS preferred various factors, whereas AQS displayed more discernment in specific areas. AQS, with large effect sizes, scored significantly higher in Nature and Adventure Seeking, Business and Social Seeking, and Relaxation and Escape Seeking, indicating a stronger inclination towards these motives. Similarly, AQS favoured destination attributes such as Ambience and Offerings, Safety and Accessibility, and Infrastructure and Hospitality. In terms of destination evaluation, AQS held more favourable views across several factors, and the same trend was observed for Airbnb attributes, where AQS outperformed EVS. Notably, both segments shared similar socio-demographic and behavioural variables, with no significant differences in age, previous visits, number of Airbnb stays, or nights. These findings suggest that AQS may be more socially oriented and quality-conscious, with potential implications for targeted marketing in the travel industry.

In terms of demographics, there was no significant gender difference. EVS had a slightly higher proportion of South African residents (21% vs. 17% in AQS). Geographically, EVS consisted mainly of European travellers (51%), while AQS was more diverse, with 38% North American and 30% Asian travellers. The main reason for visiting Cape Town

differs, with EVS primarily visiting for leisure (62%) and AQS for business and conferences (36%). Recent travel trends showed EVS having a more even distribution across years, while AQS had a more significant proportion (20%) visiting in 2021. Airbnb type preferences varied, with EVS favouring private rooms (72%) and AQS preferring entire places (72%). Travel companions also differed, with more EVS travelling alone and AQS often accompanied by partners, family, extended family, friends, or work colleagues.

These findings highlight important distinctions between the two segments, including their geographical origin, travel motivations, and Airbnb preferences. The results can inform targeted marketing strategies in the travel industry and the City of Cape Town. Particular attention should be paid to the solo traveller, ensuring that offerings in Cape Town do not impose additional single supplement fees. Much scholarly attention is given to female solo travellers, and it would be interesting to see how Cape Town can satisfy their needs.

Limitations:
The author acknowledges the small sample size but highlights the potential market insights gained from exclusively surveying Airbnb users who visited Cape Town. To improve response rates, the suggestion of conducting in-person surveys at different Cape Town attractions is made, as online questionnaires, while convenient, may have limitations.

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Circularity Practices and Strategy Implementation in Hotels: Three Cases on the Integration of Circularity in the Overall Business Strategy #99

Arjan van Rheede

Innovative solutions how to manage the integration of circularity in the overall business strategy
The theoretical innovation is to better understand the strategizing process by using the framework of "Strategy-as-Practices (S-as-P)". more specifically we are exploring the strategy-implementation of circular practices by managers and frontline employees.

The focus of this paper is on practices aimed at circularity that lead to strategy formation and implementation, examined from the S-as-P-approach (van Rheede & Lim, 2020). Strategy formation is viewed as a social activity in which actors make sense of and enact strategies (Jarzabkowski et al., 2022; Weiser et al., 2020; Whittington, 2006) and a more integrated perspective on strategy implementation is taken (Friesl et al., 2021; Jarzabkowski et al., 2022; Kohtamäki et al., 2022). The discussion on strategy-implementation towards sustainability is not new, and has been addressing by several authors (Engert & Baumgartner, 2016; Ortiz-Avram et al., 2018), in this paper we will explicitly look at the implementation of circular strategies. The key elements of the S-as-P are Practices, Practitioners and Praxis. With S-as-P several theoretical frameworks are being used. Our approach is strongly linked to sensemaking in which strategy implementation is very much seen as an evolutionary process that unfolds as an organization is enacting the companies 'official' strategy (van Rheede, 2022; Weick, 1995; Weiser et al., 2020),
An explorative multiple case study is used looking at 3 hotels in Amsterdam. 2 luxury properties and a budget property of an mid-scale hotel chain. We started this process by looking specifically at frontline employees and their managements (2 cases) and in the next case we looks more at the role of (middle) managers and supervisors (1 case).

Data is collected via interviews and observations
A lot of practices can be found that are supporting and expanding the circular strategy. Confusion on the concept of circularity (in relation to sustainability) can be seen, many front line employees (and managers) do not distinguish between circularity and sustainability and do not recognize circular practices. This is partly caused by automation or pre-established procedures that implement a certain practice. Limited initiatives of frontline employees are taking ownership and in some cases the awareness is even limited.

Frontline employees lack the required knowledge or resources and have doubt whether guests are interested in these measures. Difference have been found in departments (i.e. employees) feeling supported by their manager and having own (set) circular targets vs department where this was lacking; This is either assessed as integration or limiting the integration. This hospitality sector is using a high percentage of temporarily workers (and have a high turnover), this is complicating the integration of circular practices even further. This all leads to he inability (by managers, supervisors and employees) to translate the concept of circularity to their own departments and their individual - or team tasks.

Theoretical findings are showcasing typical circularity practices, but also organizational actions and routines, that can be viewed as practices, that influence the strategy implementation. Also the notion of strategy ambiguity will help explain the results. Strategy ambiguity refers to a deliberate approach where organizations intentionally maintain uncertainty and vagueness in their communication. Rather than striving for absolute clarity, they strategically employ ambiguity to achieve integration is problematic due to implementation issues.

Purpose:
The World Tourism Organization emphasizes the environmental, economic, and socio-cultural aspects of tourism development as foundational principles for sustainability (WTO, 2005). The concept of the "sharing economy" and "collaborative consumption" may encourage cooperation and sustainability (Heinrichs, 2013), with the potential to support key elements of the United Nations Sustainable Development Goals (SDGs) (Lutz and Angelovska, 2021). However, organizations like the OECD (n.d.) and academics increasingly discuss the challenges of the sharing economy for sustainable tourism growth, especially when it comes to Short-Term Rentals (STRs) and associated platforms such as Airbnb and Vrbo (Arias-Sans and Quaglieri, 2016; Benitez-Aurioles and Tussyadiah, 2020; Dogru et al., 2019; Dogru, Hanks, et al., 2020; Franco and Santos, 2021; Hazée et al., 2019; Lee, 2016; Lee et al., 2021; Lutz et al., 2018; Murillo et al., 2017 ; Rojanakit et al., 2022 ; Stergiou and Farmaki, 2020). STRs represent a shift towards sharing rather than owning goods and services (DiNatale et al., 2018) but STR platforms have been criticized for disrupting housing availability, reducing the quality of life for long-term tenants, increasing house prices, and transforming neighborhoods into tourist destinations, potentially eroding the local sense of community (Gössling & Michael Hall, 2019).

However, the impact of STRs on sustainability is complex and context-dependent, and not perceived equally by everyone. We lack solid evidence how citizens perceive STR platforms in terms of their sustainability and related impacts. Addressing this lack of knowledge, this contribution aims to investigate the perceived positive and negative impacts of STRs on residents in the US and UK, recognizing the need for further research to fully understand this relationship.

Methodology:
In June 2021, we conducted an online survey in the UK and the US, using Prolific for participant recruitment (Palan & Schitter, 2018). Specifically, we relied on the representative samples option for both countries, guaranteeing higher levels of generalizability than a regular sample (Prolific, 2023). To explore the sustainability impacts of STRs, our study employed an open-ended question format, capturing diverse participant perspectives. The wording of the question was: "Please use the text box below to tell us what you see as the main impacts of short-term rental platforms in your community. We are interested in your personal perceptions and experiences. Your honest opinion is greatly appreciated." The question was compulsory and could not be skipped. In total, there were 382 participants based in the US and 385 in the UK (Total N=728). The analysis involved coding key points from each response, followed by classification based on the sustainability dimensions: environmental, economic, and socio-cultural impacts. This meticulous process aimed to present a nuanced understanding of the multifaceted impacts of STRs on sustainability.

Findings:
We conducted a thorough content analysis of resident data, categorizing information by the pillars of sustainability: social, economic, and environmental. We differentiated between positive and negative impacts within each category, revealing distinctions in responses. Some reflected initial perceived impacts on sustainability by residents, while others indicated secondary considerations made by guests. This approach deepened our understanding of stakeholder perspectives, highlighting both immediate and subsequent impacts perceived by different groups within the community or environment.

Impacts on Residents:

Social Impacts:
Residents frequently highlight negative social impacts, such as anti-social behavior associated with STRs, causing noise disturbances and a loss of community. This underscores the need for responsible management to mitigate these effects.

Economic Impact:
Residents express concerns about the negative impact of STRs on housing availability and prices, potentially displacing long-term residents. However, STRs contribute positively to the local economy by supporting businesses and providing supplementary income for hosts.

Environmental Impact:
Residents report negative environmental impacts, including traffic congestion and littering caused by an increase in tourist numbers. These impacts raise concerns about the sustainability of STRs on the environment.

Impacts of STRs on Tourists

Homeliness and Authenticity:

Tourists value the "homeliness" of STRs, enjoying a genuine, home-like atmosphere, enhanced by amenities like equipped kitchens.

Advantages and Flexibility:

STRs surpass hotels by offering personalized services, diverse amenities, and the flexibility to curate a unique travel experience.

Personalized Touch:

Guests can make specialized requests, access full kitchens, and choose specific neighborhoods, adding a personalized touch to their stay.

Diverse Price Range:

The wide variety of STRs accommodates diverse budgets, particularly benefiting families seeking more budget-friendly options.

Community Impact:

STR platforms benefit the middle working-class community, providing affordable vacation options and income-generating opportunities.

Overall Impact:

STRs offer a homely experience, flexibility, and affordability, making them preferred by various travelers, including families and the middle working class.

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A Systematic Review on Employees' Expectations of Service Robots in Hospitality #27

Ahmet Vatan, Klaas Koerten

The term “Robot”, first heard in a play named Rossum's Universal Robots by Karel Čapek in 1921 (Murphy, Hofacker & Gretzel, 2017), has been known for 103 years. Robotic developments are inherently a wave of innovations. Robots become more active as the transformation process continues. Because it is this process that makes the robots more active. It seems robots will continue to be on the agenda for a long time.

Examples of robot technology, which has various uses in the hospitality industry and is seen to provide many benefits, are used in hotels, restaurants, airports, and tourist guide services (Ivanov et al., 2017). As the use of robots increases in different areas of the hospitality industry, it has become a matter of curiosity how human-robot interaction will be. This curiosity has led to an increase in studies investigating robot and human interaction in hospitality. Studies (e.g. Luo et al., 2021; Chuah, & Yu, 2021; Lee, Lee & Kim, 2021; Abou-Shouk, Gad & Abdelhakim, 2021) have mainly focused on consumers' perceptions of robots. Studies on robotization in tourism are generally about how robots affect the experience of the guests and how the guests accept the robots. Although limited, there are also studies (e.g. Ali et al., 2022; Pervez et al., 2022; Yu et al., 2022; Vatan & Dogan, 2021) that focus on understanding the perspective of employees in the hospitality industry on interacting with and working with robots. This research tries to give an overview of the benefits and challenges that robots already have resulted in. Understanding the benefits and challenges employees expect from service robots will help to explore important implications for research, practice and society.

In this direction, the question of present research is “What benefits and challenges do employees expect from service robots in hospitality?”. In line with this research question, a systematic review will be done of robot research conducted within the hospitality industry in the last 10 years. This method has been preferred because systematic reviews aim to identify, evaluate, and summarize the findings of all relevant studies answering a research question, thereby making the available evidence more accessible to decision makers. Research on service robots in hospitality was scanned in Web of Science and Scopus, and 33 empirical studies on employees were identified. The results of research will be coded and employees' expectations (benefits and challenges) of service robots will be determined. Employees are expected to think that robotics would end human labor and make profession monotonous. It is projected that employees will anticipate that robots will save costs, simplify tasks, expedite production, offer uniformity, and improve workplace safety. Present research aims to present key findings and to analyze them appropriately. Present research will seek to identify practical and theoretical implications and guide future research.

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The Moderating Effect of Technology Acceptance on the Relationship Between Having a Robot Colleague and Job Satisfaction in the Hospitality Industry #88

Beyza Acar & Daphne Dekker

Technological developments have pioneered innovative investments in various industries. One such example is the rapid introduction of service robots in the hospitality industry, which is transforming the working environment. Thus, it is relevant to research how robotization affects the experience and work satisfaction of employees. This research breaks new ground by exploring how employees' acceptance of technology might influence the relationship between robotization and job satisfaction. Most prior studies have centered on the impact of service robots on guest experience, while neglecting the impact on employees. By conducting this study in a real-world context instead of using vignette-based studies, it adds valuable insights to existing literature.

This experimental study aims to research the moderating effect of employees' technology acceptance on the relationship between having a service robot as a colleague and employee job satisfaction by utilizing multiple theories such as Job Characteristics Model, Technology Acceptance Model (TAM), and Person-Environment Fit Theory. Technological shifts, such as the implementation of service robots, have a significant impact on employee job satisfaction as they change the characteristics of work. Based on Job Characteristics Model, this experimental study hypothesizes that employees will experience lower job satisfaction when they have a robot colleague present compared to the absence of a robot colleague (Hypothesis 1). Furthermore, based on TAM, Trait Activation Theory, and Person-Environment Fit theory, this experimental study hypothesizes that technology acceptance of the employee moderates the relationship between the frequency of working alongside the robot colleague and job satisfaction such that job satisfaction increases (Hypothesis 2). A total of 53 participants who work in the front office area of Hotelschool The Hague Amsterdam and The Hague campuses were recruited. Participants were recruited on-site at the Amsterdam campus where a service-robot was present (experimental group), and participants were recruited online at the Den Haag campus where service robot was not present (control group). For the experimental group, the participants completed a 23-item self-report questionnaire, consisting of items measuring job satisfaction (dependent variable), technology acceptance (moderator variable), demographic, and robot-related (independent variables). For the control group, the participants completed the same self-report questionnaire, but without the technology acceptance question items. In order to test Hypothesis 1, an independent samples t-test was run and to test Hypothesis 2, a 3-level hierarchical multiple regression, and moderation analysis using PROCESS macro were performed. Lastly, the assumptions of multicollinearity, normality of the residuals, linearity and homoscedasticity were checked. The findings revealed that robot presence had no significant effect on job satisfaction, as there were no significant differences found between the control and the experimental group. Furthermore, the moderation effect of technology acceptance was not significant, suggesting that technology acceptance does not moderate the relationship between working alongside a robot colleague and job satisfaction.

The lack of statistical significance in the results can be attributed to several factors. Firstly, prior research has produced conflicting findings regarding the impact of robotization on job satisfaction, suggesting it could have both positive and negative effects. Furthermore, the use of "technology acceptance" as a moderator may not have been ideal, as employees in this study did not necessarily use the service robot but rather worked alongside it, suggesting a "technology affinity" measure might have been more suitable. Lastly, the study's focus on Generation Z participants, who are typically more accustomed to technology, may have influenced the results, cautioning against generalizing the findings to other age groups. Regarding the limitations of the current paper, insignificant results can be attributed to various limitations which stem from a small sample size and non-representative participant pool. Limitations included incomplete responses from participants, time constraints, and non-diverse pool of participants, limiting generalizability. Despite these limitations, the study's real-life setting enhances external validity, contributing to a novel research area and highlighting the need for further exploration in change management, policy development, and ethical considerations in integrating robotic colleagues.

Who should be blamed? A study on how service robots influence service failure attribution and satisfaction #96

Yan Xia & Daphne Dekker

Purpose:
This study will investigate how service robots influence customer attribution of service failures at a restaurant and its subsequent influence on satisfaction. Customers seek reasons for service failures. In the process of seeking the reasons, they are prone to biases. One of the biases is called self-serving bias (the SS bias). The SS bias refers to an attribution tendency that people tend to credit themselves for success and to blame external factors for failures (Heider, 1958; Weiner, 1985; Shepperd, Malone, & Sweeny, 2008). It has been shown that the more customers attribute service failures to external factors such as the service provider, the more dissatisfied they are with the service (Anderson, Baggett, & Widener, 2009). When it comes to service failures at a restaurant, it has been shown that customers tend to attribute them to restaurants rather than to themselves, out of the SS bias (Lee & Cranage, 2017; Yen, Gwinner, & Su, 2004). This attribution tendency further leads to dissatisfaction among customers (Park & Lehto, 2022). Yet, less is known about when service robots are used, how the SS bias influences customer attribution of service failures and satisfaction. This leads to the first independent variable in the study: the service type, and the two dependent variables: customer attribution and satisfaction. This study will investigate how the SS bias influences service failure attribution and satisfaction based on three types of services: robot-only, employee-only, and combined.

Additionally, the design of robots could potentially moderate the attribution (Mozafari, Schwede, Hammerschmidt, & Weiger, 2022). One way to categorize robot design is based on two central dimensions of social cognition: warmth and competence (Fiske, Cuddy, & Glick, 2007). Warm-oriented robots have elements focusing on traits such as friendliness, while competent-oriented robots have elements focusing on traits such as capability. Competence has been shown to be more related to task responsibility, while warmth has been shown to be more related to social relationship building (Cuddy, Fiske, & Glick, 2008). Therefore, competent-oriented service robots are possibly perceived as more responsible for service failures than warm-designed service robots. This leads to the second independent variable in this study: the robot design. We will investigate whether the warm-oriented service robots and competent-oriented service robots could modify the SS bias customer attribution of service failures and satisfaction.

Methodology:
In a 3 × 2 between-subject experiment: the type of service (robot-only, employee-only, combined), and the service robot design (warm-oriented, competent-oriented), we will investigate how customers attribute service failures at a restaurant and their satisfaction with the service. Warm-oriented robots will use informal greeting language and/or cartoon images, while competent-oriented robots will use formal greeting language and/or professional images. We will ask customers which factors they think cause the service failures: external factors (the restaurant, the employee, the robot), or an internal factor (themselves), followed by their satisfaction with the service.

Expected findings: We expect that customers tend to attribute service failures to external factors across all conditions due to the SS bias. We also expect a main effect of service type. We expect that in the employee-only condition, the customers will be most likely to attribute service failures to external factors and that they will be the least satisfied with the service, among the three service type conditions. Because employees are likely considered more competent and more responsible for service failures than the service robots. This would be followed by the robot-only condition. And in the combined condition, the customers are expected to be least likely to make external attribution and they are expected to be most satisfied with the service. Because in the combination condition, they can choose their preferred service type, encouraging internal contribution, while in the other conditions, they do not have such a choice. Furthermore, we expect that differences in attribution and satisfaction will be more pronounced when service robots are warm-oriented, as they may be perceived as less responsible for service failures, compared to competent-designed service robots, an interaction between service type and robot design.

Implications:
Theoretical implications involve insights into the impact of service robots on the SS bias in the hospitality industry, with practical applications helping service providers with handling service failures and enhancing customer satisfaction.

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The effect of mass customization on consumer behaviours under time pressure #40

Chun-Hung Tang & Alei Fan

Mass customization is a process that allows customers to personalize certain features of a product while keeping costs at or near mass production prices (Hwang et al., 2021). Previous literature has summarized the value of mass customization to consumers into five categories: utilitarian, hedonic, uniqueness, self-expressiveness, and creative achievement (Merle, et al., 2010). In the food service context, Hwang et al. (2021) studied the moderating effects of social influence and consumption motivation on the value of customization. However, the studies on the cost of mass customization are less systematic and tend to focus on a specific dimension of the cost. More important, the value and cost of mass customization are not studied together, contrary to how consumers make decisions in a real-world consumption context. Therefore, the current research aims to bridge the research gap by examining the two parallel mechanisms unfolding the mass customization effects in foodservice – perceived value of customization (VALUE) and perceived cost of customization (COST) – simultaneously (Research Question 1).

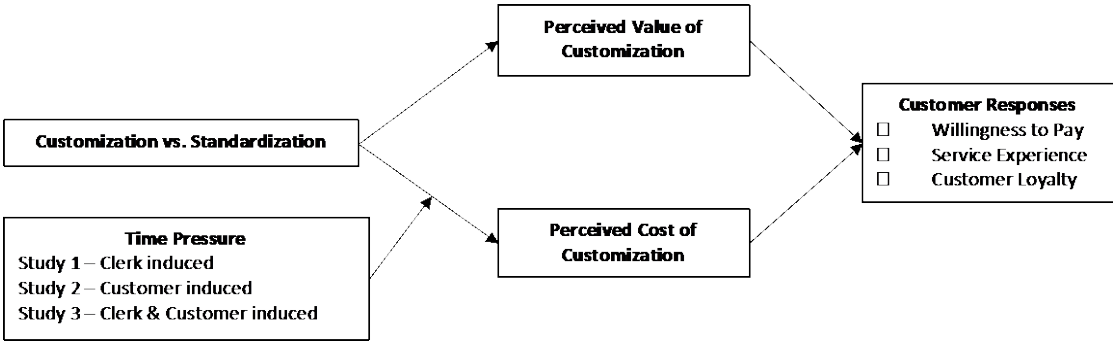
Additionally, the present research will explore the moderating role of time pressure and its impacts on mass customization effects. Under time pressure, consumers may find the decision-making process more difficult and frustrating than without time pressure (Haynes, 2009). As a result, the time pressure is likely to exacerbate the perceived cost of customization, such as processing cost and choice overload. Most studies operationalize time pressure as specific deadlines for task completion. In the service customization context, such as customizing a sandwich in a Subway store, there is no explicit deadline for this collaborative customization process. The time pressure mostly comes from the social norm of not keeping others (the clerk or other customers) waiting for oneself. Hence, the second objective of this research is to test the moderating effect of time pressure induced by the service clerk or other customers on the perceived cost of customization during service encounters (Research Question 2).

The extant customization studies in the hospitality and tourism literature are mostly concerning high involvement and high price items, such as tour packages and hotel stays. It is possible that some of the benefits and costs of customization might not be salient in a low stake everyday industry practices as various forms of food ordering service. We will also test whether the use of technology (i.e. self-help kiosks) could alleviate the effect of time pressure from the service clerk (Research Question 3). Furthermore, this research aims to extend the value/cost evaluation to downstream consumption behaviors by investigating whehter customization benefit the business in price (i.e. willingness to pay), demand quantity (i.e., purchase intention, word of mouth), or long-term benefits (i.e., satisfaction).

To explore answers to the proposed research questions, three two (mass customization: with vs. without) by two (time pressure: with vs. without) scenario-based experimental studies will be conducted. Throughout the three studies, mass customization (vs. standardization) is operationalized as ordering a lunch sandwich either by choosing the ingredients of the sandwich (meat, cheese, sauce, and topping) to “build your own sandwich” or by choosing from a menu of six pre-made sandwiches. All ingredients presented in the sandwich customization scenario are the same as those used in the pre-made sandwiches. The time pressure will be operationalized in three different ways identified in the industry practices: Study 1 as placing food order facilitated either by service clerk (time pressure induced by an employee) or through self-service kiosk (no time pressure); Study 2 as a long queue of other customers waiting behind (time pressure induced by other customers) or without any other customers around; Study 3 as placing food order with a service clerk either with a long queue of other customer waiting behind or without any other customers around. In addition, Study 3 will extend to a service failure context (getting a wrong order) to investigate whether the time pressure effect may be intensified in a service failure context.

Figure 1 demonstrates the conceptual model and study summarization. This research will fill the research gaps in the extant mass customization literature and contributes to revenue optimization research regarding how to leverage mass customization to enhance foodservice companies’ revenue performance as well as improving service experience and customer loyalty.

Figure 1 – Conceptual Model



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Investigating Crowdfunding Approaches for Corporate Social Responsibility Initiatives in Hotel Industry #46

Vahid Ghasemi, Luís Mota & Tatiana Kraeva

Background

Hotels play a crucial role in the tourism industry and must fulfill their corporate social responsibility (CSR) obligations, which encompass environmental and social aspects. Research indicates that hotel customers are increasingly aware of and influenced by the CSR practices of hotels (Latif, Pérez, & Sahibzada, 2020). For example, CSR activities may impact visitors' preferences for accommodations, willingness to pay, perception of service quality, and brand image (Kucukusta, Mak, & Chan, 2013). Crowdfunding can be considered an innovative and creative way to provide financial sources for hotel CSR projects (Baber et al., 2022; Bagheri, Chitsazan, & Koolaji, 2020).

Despite the growing awareness of CSR in the hotel industry, hoteliers have not yet recognized it as a competitive advantage in their business strategies. Taking into consideration the importance of the CSR for hotels, however, funding and implementing the CSR projects remain challenging. The current research aims to understand the possibility of using crowdfunding for hotel CSR projects by answering the following question: Are hoteliers willing to use crowdfunding for their CSR projects for the benefit of local communities and the environment?

Research objectives

This research aims to analyze the feasibility of the proposed initiative. To achieve this goal, the current study will seek to comprehend the perspective of the hotel sector regarding the utilization of crowdfunding for their Corporate Social Responsibility (CSR) projects.

Research method

A qualitative approach is being employed to assess the objective of the current research. Qualitative analysis will be utilized to delve into the perspective of hoteliers. Structured and semi-structured interviews will be used to gather information.

Expected findings/contribution

The findings of this research may contribute both theoretically and practically to the body of knowledge. From a theoretical perspective, the research could lead to the proposal of a conceptual framework for the success of crowdfunding for hotel CSR projects. From a practical perspective, it could help hoteliers recognize the importance of crowdfunding and its opportunities and strategies, the role of CSR for their businesses, and ultimately, the engagement of their customers in their projects.

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Vaishali Sethi, Aanchal Aggarwal, Nupur Arora & Parul Manchanda

Introduction

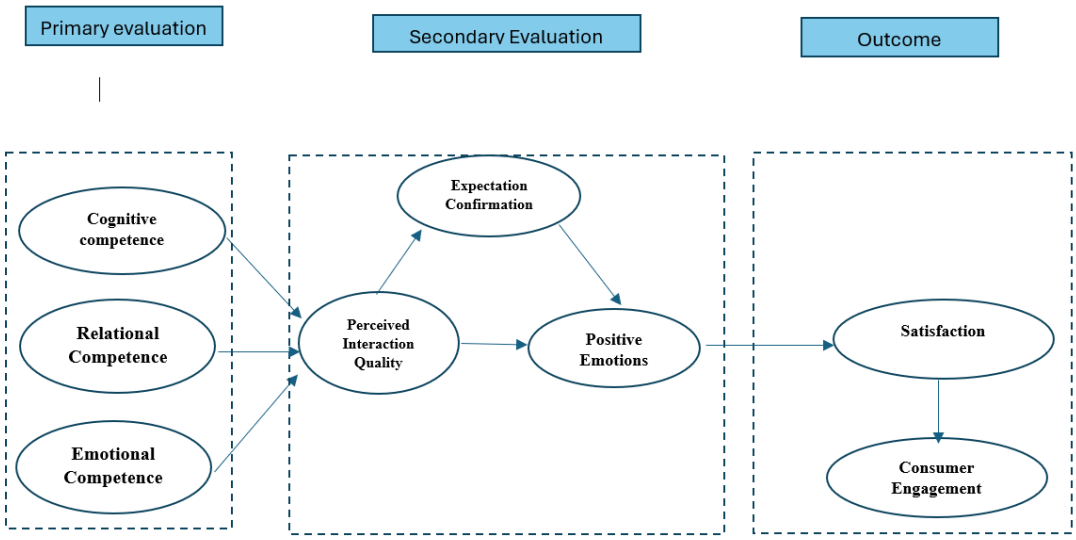
Generative Artificial Intelligence (GAI) has enormous potential and application across business models and industries (Dogru et al., 2023). However, literature fails to assess the engagement and satisfaction levels of this buzzing technology and the antecedents of the same. The present work proposes a three-stage model integrating Lazarus framework (Lazarus, 1991) and media naturalness theory with expectancy confirmation theory (Oliver, 1980) to predict consumer satisfaction and engagement in generative AI tools for travel planning with reference to ChatGPT. Three key competencies are selected antecedents in the primary evaluation stage (cognitive, emotional and relational). Perceived interaction quality, confirmation and emotions are proposed as key parameters in secondary evaluation stage leading to a final outcome of satisfaction and engagement.

Objective

This research endeavour seeks to find particular human-like interactional abilities that improve the effectiveness of these artificial intelligence systems. A potential enhancement for the user's experience might be achieved by including these attributes, namely emotional intelligence, relational aptitude, and cognitive capability (Chandra et al., 2022). The mentioned capabilities will enable artificial intelligence tools to comprehend complex data, which will in turn enhance their efficiency and adaptability. Thus, enabling them to identify and react to emotional cues, which will ultimately help improve the consumer satisfaction and engagement.

The intertwining of human competency theory, the theory of Media Naturalness (MNT), and Expectation Confirmation Model (ECM) model in the Lazarus framework (1991) brings a fresh and intricate twist to our research. Our objective is to analyse how people relate with AI-enabled technologies through incorporating different theories while focusing on generative AI for travel planning. The stress on specific unique human competences points to a changed understanding of user interactions taking all cognitive, relational, and emotional aspects into account. Also, MNT adds depth to our analysis as it gives insights into communication authenticity in AI interactions that promotes user engagement. The ECM theory enables the examination of how customers' pre-existing assumptions influence their engagement with the GAI instruments. This amalgamation of theories goes beyond traditional assessments of AI performance, supporting a holistic understanding of user engagement in the evolving field of AI technologies, thereby offering a novel perspective to the existing corpus of research.

Research Model



Methodology and data Analysis

In this study, individuals of Gen Z from Delhi NCR, India were requested to participate in an internet-based questionnaire. The Purposive and snowball sampling method was employed to gather participants for the study (Hur, Park, & Kim, 2010; Taylor & Bearden, 2002). In examining the data, we employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to simultaneously explore multiple latent variable interconnections without being constrained by size of the sample (Hair et al, 2022). To maintain the credibility and validity of the answers, a range of checks for validation and attention were embedded in the online questionnaire. This approach aimed to weed out any responses from surveys potentially completed without due diligence. Responses failing to meet the validation or attention checks were excluded from the analysis, leading to a sample size of 378 which was deemed suitable for conducting Partial least squares path modelling analysis.

The measurement model was evaluated by the reliability and validity of the constructs through indicators Cronbach's alpha, composite reliability, average variance extracted (AVE), and discriminant validity.

Structural model assessment was done by examining the relationships between constructs by assessing path coefficients, R-square values, and the significance of the relationships through bootstrapping procedures. The results indicate that the three competencies confirm the user's expectations during the secondary evaluation phase and contribute to customer engagement and satisfaction with generative AI tools when it comes to travel planning. Mediation analysis was done to understand the impact of perceived Interaction Quality on emotions via the mediator, expectation confirmation. The bootstrapping highlighted significant mediating roles for expectation confirmation.

Findings and Conclusion

The study builds a model that connects human-like AI competencies and consumer interaction quality with AI tools for travel planning. This framework offers a comprehensive knowledge of consumer decision-making processes and elements impacting customer engagement taking into consideration the Lazaru's framework which is one of the pioneer attempts in generative AI literature. In addition to the theoretical contributions of our research, there are important practical implications for generative and conversational AI designers and customer service professionals. Moreover, this research encourages companies and AI programmers to empower GAI operators to understand broader human emotions and deliver personalized emotional experiences that affect users' bodies.

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Adapting brand communications of hotel chains in the digital era: a gen z perspective on websites (and beyond) #28

Gemma Luengo

Purpose of the Research

Hotel chains are integral to the tourism sector, relying on robust brands for service identification and maintaining quality in a competitive environment (Tatar & Eren-Erdoğmuş, 2016). This study builds upon prior research that emphasized identity, corporate social responsibility, and reputation in the hotel industry's communications, and resulted on a framework for the management of brand messages online, focused on hotel chains websites (Luengo, 2015; Castillo, Carrillo, Luengo, 2019). The LUCA2 framework (Note 1) considered the website as a pivotal platform for brand communications, what contrasts with the recent shift towards other channels, such as social media (Cascales, Fuentes, and Esteban, 2017) or APPs (Vaughan, Baloglu and Baloglu, 2022). Besides, the current framework requires an update to integrate contemporary issues, like SDGs, diversity and inclusion, what would add relevance communicating to end-users, particularly those of Generation Z (Gen Z). As they bring a unique perspective as the first generation immersed in digital technology and driven by social justice interests (Battocchio et al, 2023), the proposed study aims to yield valuable data for the adaptation and enhancement of brand communication framework for hotel chains websites by aligning it with the expectations and practices of Gen Z users.

Methods

The proposed research will employ an online survey to gather quantitative and qualitative information about the preferences and expectations of Gen Z users regarding the brand communication of hotel chains via their websites and beyond. Through a structured survey, divided in 2 parts, the methodologic goals are:

Updating the current Framework: Assessing Gen Z users' perspectives within the previous brand communication for hotel chains' websites. This entails comparing the views of a previous Delphi panel of experts (Note 2) used to define the existing framework, with those of Gen Z users, using Likert scales and statistical analyses to rank established parameters and items for each variable (Identity/ RSC/ Reputation) to be measured according to relevance for Gen Z users.

Adding to the current Framework: This involves addressing items lacking expert consensus (Note 3) and allowing participants to propose new items and indicators (Note 4) relevant to online brand communications online, considering but not limited to hotel chains' websites. With this we will extract meaningful insights from the qualitative data, enriching the understanding of Gen Z preferences.

The study participants would be 18-25-year-old Hotel Management students, chosen through non-probabilistic convenience sampling to ensure accessibility of at least 100 participants during Q2-Q3 2024. The expected results (Q4 2024) would facilitate a comparison with the previous framework to unravel new insights of Gen Z users and enhancing it with a prioritization of existing elements and incorporating new ones.

Expected Findings

The study anticipates contributing to effective brand communications of hotel chains in the fast-changing digital communication landscape.

Comparative Analysis: Evolution of Brand Management Strategies.

Comparing the current framework with Gen Z input will enable the highlighting of elements deemed most appropriate for contemporary brand communication online.

Refined Weighting Coefficients: Understanding Gen Z Perspectives. Survey outcomes will facilitate the refinement of the framework, ensuring it prioritizes elements that resonate most with Gen Z preferences.

Qualitative Insights: Communication Platforms Beyond the Website.

Qualitative data will provide insights into emerging trends and aspects that did not achieved consensus in previous research, as well as exploring the relevance of additional platforms and tools deemed relevant by Gen Z (APPs, video intensive social media, large language framework-based chatbots…) Enhanced Framework Applicability: More than Hotel Chains.

The study's results will enhance the framework's applicability, producing an updated framework that can extend to other tourism-related sectors.

In conclusion, the proposed research aims to provide hotel chains and tourism-related organizations with a contemporary framework for managing and assessing online brand communications, adapting to the preferences of the increasingly influential Gen Z demographic.

Measuring Technology Requirement Levels for Technology-Mediated Personalization and Customization: A Data-Driven Approach in the Context of Hungarian Hotel Services#77

Kitti Hiezl & Petra Gyurácz-Németh

Providing quality service and creating moments of truth is an important part of the hotel business. At the same time due to the high employee turnover, technology is gaining greater importance in hotel services. Personalization and customization are essential parts of quality service, but both require information, time, and human resources (Wang et al., 2010) to adapt the service offering to the individual guest's preferences (Valenzuela et al., 2009; van Riel et al., 2001). Although moments of truth can result from employees' contributions (Keh et al., 2013), to provide good, individualized service, proper technological support in needed more and more. Technology-mediated personalization (TMP) – using information technology tools, such as customer databases and software applications, to personalize and customize customer interactions and service offerings (Ball et al., 2006), can ensure that employees create individualized offerings during the one-on-one encounters based on the database or software rather than based on their own information's such as memories and experiences (Shen & Dwayne Ball, 2009). If technological support is lacking, then due to the high employee turnover, the service provider will have difficulty maintaining consistent quality. Even with loyal workforce TMP can help employees to be consistent in service delivery.

Research on guest reaction to hotel technology and technology-mediated personalization has gained popularity, but few measuring tools consider the necessary supporting technology for individualized hotel service through the entirety of the guest journey. Consequently, the main questions of this research are how to measure the required technology used for individualized service and what levels of technology requirements can be distinguished on the case of the Hungarian hotel sector.

Firstly, this study aims to identify the most important technological elements that are needed for personalized and customized service. Rigorous scale development procedures were implemented (Churchill,1979; Parasuraman et al., 1985; Chi et al., 2020; Elgaraihy, 2013) entailing both qualitative and quantitative research. Measurement items from scientific articles were collected and refined, followed by two rounds of expert interviews. Finally, 26 items remained following the verification process to measure the technology requirement level (TRL) of personalization and customization in hotel service.

Secondly, this study not only introduces a tool to measure the technology requirement level for technology-mediated personalization/customization of hotels but also utilizes an infrequently used data-driven approach to simultaneously determine the ranks of Hungarian hotels in TRL-TMP/C and the indicators of TRL-TMP/C that are most frequently used.

Biclustering analysis is a novel technique in social sciences (Kosztyán et al., 2019(a), Kosztyán et al., 2023), this method only focuses on research questions. The answers are revealed simultaneously between indicators and respondents. This approach can provide new insights and can be utilized even if the database is nonrepresentative.

Online survey has been sent out to 458 members of the Hungarian Hotels and Restaurant Association (HHRA) and yielded (N) 105 response which according to Finn et al. (2000) is an acceptable response rate.

For the analysis R software and R Studio were used. The data was seriated (both rows and columns are reordered simultaneously to group similar cells as closely as possible (Kosztyán et al., 2023), and a heat map were used to identify the upper and lower league of technology requirement level of personalization and customization.

Kosztyán et al. (2019) proposes that three types of leagues (A, B, and C) and their unions can be considered. League A include indicators and respondents whose responses are significantly more positive therefore they are more likely to have and use various technology. League C includes indicators and respondents whose responses are significantly more negative; therefore, they are using less technology, or these are the indicators that are not used by many. League B is the most homogenous cluster, where a different biclustering method is used to minimize the variance within each bicluster (Kosztány et al. 2019). The method will identify the leagues of technology requirement level of personalization and customization and the leagues of hotels based on their technology requirement level.

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Ascetic Hosts and Digital Native Guests: Contemporary Interpretations of Pre-Industrial Hospitality Enacted in Forest Monasteries of Sri Lanka #35

Prabhath Sirisena

Technology permeates different locations of the world at different paces and in disparate dimensions, not always leaving clear answers in its wake to questions about ultimate beneficiaries (Taylor & Broeders, 2015; Kwet, 2019). There are justifiable reasons for individuals, communities, and societies to be circumspect about adoption of various technologies and to desire the moderation of their usage (Agar, 2015). Few human-inhabited places can be deemed as generally resistant to the advancement of technology as the remote forest monasteries of Sri Lanka, home to Buddhist monastics who have renounced the world in favour of a supposedly absolute commitment to an ancient, aloof, and ascetic way of life in solitude. Numerically insignificant when compared to the greater Buddhist populace in the country yet wielding remarkable cultural and religious authority due to the perceived authenticity and "ultra-orthodoxy" (Silber, 1981, p. 183) of their practice, these forest monastics could be seen as the closest living embodiments of Buddhist ideals one could find today (Sirisena, 2024), including those pertaining to hospitality. Their role as 'hosts' is unexpected but inevitable, for even such isolated settings as forest monasteries are not immune to two influences that seem to go hand-in-hand: visitors, many of whom are international, and technology, some of which is cutting-edge. Hospitality takes an atypical form in the liminal space of these contemporary forest monasteries, where no money changes hands, as the hosts have renounced all forms of it (Sirisena, 2021), and the accommodation and services that are offered often elude conventional giver-receiver and host-guest dichotomies.

Anthropologists deem that "hospitality is magic" (Candea & Da Col, 2012). If so, what old spells are waiting to be discovered in these remote forest monasteries? In this article, the author, in his capacity as a native anthropologist, employs autoethnography to explore the characteristics of hospitality that emerges from this unique monastic context. Drawing from what has transpired to be the first major research about Buddhist asceticism in Sri Lanka in almost half a century—the only other such study being that of Carrithers (1983) who conducted fieldwork in the 1970s—the present work aims to discuss the symbiotic relationships between modern ascetics and their lay visitors, both local and foreign, with a particular focus on how technology is influencing the way these relationships are being formed and evolve. The foundation for this pre-industrial, monastic hospitality lies in early Buddhist teachings, codified in the Theravada Buddhist Tipitaka and its commentaries. Many Buddhists can claim to have faith in these texts, but very few have tried to put the textual ideal into practice—and it is precisely the commitment to realising the textual ideal that sets the forest monastics apart. The hospitality we find in their midst is one marked by love (mettā) and compassion (karuṇā), but also tinged with dispassion (nibbidā) and detachment (virāga): an eclectic mix.

This study benefits from the author's distinctive positionality as a former forest monk and a practicing Buddhist, which affords an unprecedented level of access to these ascetic communities. This has allowed a more accurate and complete understanding of the ancient form of hospitality that is still being enacted in the present day, which stands in stark contrast to commercial hospitality that is more commonly discussed in contemporary research. The very survival of this lesser-known form against overwhelming odds points at alternative directions in which post-capitalist hospitality can develop: a challenge that increasingly appears relevant and important in the Anthropocene.

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The Bounce-Back of Business Travel. An Exploration through the Lens of Complex Systems Theory. #138

Jeroen Oskam

This paper uses complex systems theory (Baggio, 2008; Baggio & Sainaghi, 2011; Postma & Yeoman, 2021; McKercher, 1999) to study business travel to Amsterdam before and after the Covid-pandemic. It uses a large dataset of hotel check-ins and check-outs in a large sample of 55% of hotels in the city during 2019, 2022 and 2023. These data were explored to detect changes in the actual behaviour of business travellers; and they were subjected to a series of tests proposed by Baggio and Sainaghi (2011) to quantitatively assess the dynamics of non-linear complex tourism systems. In light of the literature revealing shifts in business travel demographics and evolving travel choices driven by health, work-life balance, and environmental concerns, this study provides a critical examination of these trends in the context of the Covid-19 pandemic.

Several scholars advocated or envisioned a 'reset' of tourism after the Covid pandemic (Brouder, 2020; Gössling, Scott, & Hall, 2020; Niewiadomski, 2020; Prideaux, Thompson, & Pabel, 2020; Sigala, 2020). Others suggested that the growth of tourism could have undermined its resilience to disruptions (Postma & Yeoman, 2021), or that the economic and political aftermath of the crisis could have long-lasting effects (Oskam & Davis, 2023). However, despite the temporary disruption caused by the pandemic, our findings suggest that the underlying dynamics of business travel continue to evolve in a similar direction as before. However, we also detect morphological changes within the system of business travel: shifts on the demand side in the markets of origin, longer stays and incipient signals for a shift to midscale hotels and bleisure stays. Also, the study confirms the existence of a dissonance between actual behaviour and the desire to reduce business travel for environmental or social reasons.

By applying complex systems theory to a large dataset of hotel check-ins and check-outs, this research contributes to our understanding of the resilience and adaptability of business travel. It highlights the need for strategic foresight and scenario planning in the hospitality and tourism sectors and underscores the importance of monitoring small emergent changes that can have a profound impact on the system. As such, this study not only enriches the existing literature on business travel but also provides valuable insights for practitioners navigating the complexities and uncertainties of the post-pandemic world.

Vanlife is a hyper-mobile travel style (Gretzel & Hardy, 2019) that has gained popularity among Western countries in recent decades, with an upturn in campervan purchases during the pandemic (Chang, 2020). However, few studies have been published exploring the travel style in offline environments. Factors such as leisure behaviour, motivations, Vanlife community, and subcultural ties have yet to be researched in detail.

Previous studies focus on data gathered via Instagram accounts (Dorn, 2015), analysing the usage of cars as homes, dwellings, work and living spaces (Redshaw, 2017), applying a netnographic case study approach of the #Vanlife movement (Gretzel & Hardy, 2019), or offline-centric participant observation to determine the motivations and behaviours of Vanlifers and uncover social practices (Wegerer, 2021). The overview of studies shows a focus on digital material, often excluding individuals carrying out the lifestyle solely offline, excluding a measurement of opinions, perceptions, and attitudes of Vanlifers. However, the presence of such individuals in the community becomes apparent on social media and has, among others, been highlighted in the documentary The Reality of #Vanlife (Forrest, 2018).

Other studies on Vanlife focused on the vehicles utilised, reviewing their (digital) setup (Zafiroglu & Chang, 2007) and analysing the technology used by Vanlifers (Rizvi et al., 2021). Vanlife studies are mainly conducted in America (Burnett, 2002; Smith, 2020; Zafiroglu & Chang, 2007) or Australia (Rizvi et al., 2021). However, an underrepresentation of Vanlifers from non-western countries, specifically Vanlifers of colour, is critiqued (Walpersberger & Gretzel, 2023). Despite the increase in Vanlife visitors, no studies have been conducted on the positive and negative impacts on destinations.

This paper aims to contribute to research on niche hypermobile travel segments by addressing the outlined research gaps and identifying the main characteristics and motivations of European Vanlifers. It applies the qualitative research approach of phenomenology, uncovering a new understanding of Vanlifers and the community from a managerial perspective (Creswell & Poth, 2017). The study applies an interpretivist position by examining participant interpretations to understand the social world (Bryman, 2012). Interpretive phenomenology highlights the importance of the context in which a phenomenon is studied (Matua & Van Der Wal, 2015). Following this approach, in-depth semi-structured interviews are carried out with practitioners currently undertaking a Vanlife journey.

The research includes in-depth semi-structured interviews with Vanlifers in the Algarve during the high- and low season. Semi-structured interviews allow for a more flexible research approach, producing in-depth findings via informal conversation with respondents while enabling follow-up on emerging themes raised by interviewees (Creswell & Poth, 2017). Thus, this qualitative research method was deemed most appropriate for uncovering new insights into the under-researched Vanlife phenomenon.

Furthermore, participant observation is applied to provide additional insights into the behaviours of Vanlifers and their interaction with one another, other travellers, and the local community. Participant observation allows researchers to gather information about a culture or subgroup that interviewees might feel uncomfortable expressing verbally in an interview setting (Bryman, 2012). It further allows a more naturalistic emphasis with the researcher emerging into the social setting they seek to study. Covert participant observation was applied in addition to the semi-structured interviews. The researcher spent a few nights at randomly selected official and unofficial Vanlife locations in the Algarve to observe the behaviour exhibited by Vanlifers. The observation focuses on the Vanlifers' tasks, such as time spent with van maintenance or leisure time. Furthermore, interactions with other individuals, such as other Vanlifers, tourists, locals, or staff at the parking location, are monitored when they occur.

The paper expects to produce novel insight into Vanlifers from a European perspective. Specifically, practitioners visiting Portugal and uncovering their travel behaviours and characteristics. The research provides novel insights into the various Vanlife segments based on primary data collected, applying a holistic research approach. The results are of interest to the academic community, providing a greater understanding of the hypermobile travel style. The findings can further be of interest to destinations frequented by Vanlifers to understand their travel behaviour and needs.

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Complexity Insights of Hotel IT Use and the Palestinian Conflict #122

Serkan Uzunogullari, Christina Karadimitriou & Nikolaos Pappas

Tourism is regarded as a sector susceptible to crises and disasters. Military conflicts affect not only the destinations where those conflicts are held but also the wider region, including destinations located in different countries. As it is already evidenced, the Palestinian conflict has affected the tourist flows in all of the eastern Mediterranean region, resulting in a sharp decline in demand and hotel occupancies. The hotels of Greece and Turkey (these are the two major destinations in the Eastern Mediterranean and also two of the largest destinations worldwide) have already experienced the side effects of the military conflict in Palestine. Under this perspective, the two countries' hotel companies are in the process of handling the effects of the Palestinian conflict and creating appropriate contingency plans in order to increase their resilience.

From this perspective, this study evaluates the impacts of the military conflict in Palestine on the Greek and Turkish hotels and their willingness to use information technology (IT) further in order to cope with the current crisis. The study is based on two nationwide researches on Greek and Turkish hotel managers. Drawing from a sample of 400 responses in each of the two researches, the study employs fsQCA (fuzzy-set Qualitative Comparative Analysis) in order to examine the complexity of hotel decision-making related to IT use as a means for handling the Palestinian conflict. This examination includes the antecedents of the hotel website, social media, innovation, IT competence, and hotel resilience, whilst the study also evaluates the categorical variables of the hotel's operational mode and category ranking. The necessity of the simple conditions is evaluated through the use of NCA (Necessary Condition Analysis). The study also employs list-wise deletion (exclusion of responses from the dataset) since this is considered the best method for handling the partially completed questionnaires in order to reduce the study bias.

The fsQCA results indicated that four sufficient pathways were generated in the research held in Greece, and three sufficient solutions were produced in the research conducted in Turkey. However, after the employment of NCA, in both researches, the findings generated the same three acceptable sufficient complex configurations related to: (1) the orientation of IT (2) the effect of the military conflict in Palestine, and (3) the enterprising externalisation of IT.

The study contributes in both theoretical and methodological domains. Theoretically, it provides complexity evidence of the hotels' decision-making concerning the way they cope with the Palestinian conflict and their willingness to further use IT. The methodological contribution is related to the use of fsQCA, a method that has only recently started to be used in the tourism and hospitality domains. The study also offers several managerial and practical implications and insights able to assist the hotel industry in handling major crises (such as the Palestinian conflict) through the IT use.

Enhancing Hospitality Skills through Virtual Reality: A Learning Styles Approach #60

Frederik Jan van der Meulen & Marit de Vries

Introduction

Digitization is widely seen as a major and potentially beneficial disruptor in the hotel industry. This research examines the benefits of incorporating VR technology for future hospitality workers. The study analyses the application of virtual reality (VR) in hospitality higher education and professional training. This study seeks to discover the best approach to integrate virtual reality (VR) into educational institutions by aligning it with different learning frameworks and learning styles. This to improve hospitality education thus creating the ideal triangle between the teaching framework, learning style, and VR.

Theoretical Framework

Lei and So (2021) discuss the significance and applicability of online learning in the field of Tourism and Hospitality education, considering the dynamic nature of the modern world. The flexible aspect of online learning, together with its ability to save time, overcome space obstacles, and provide convenience, may likewise be used to a virtual reality (VR) world. According to Lei and So (2020), teachers are hesitant to utilise online learning because they believe that hospitality and tourism disciplines are highly practical and hence not suitable for a virtual setting. Radianti et al. (2020) assert that virtual reality (VR) can augment learning. Çakiroğlu and Gökoğlu (2019) have already shown that students retain more information while using VR and are able to apply their knowledge more effectively in the real world. Radianti et al. (2020) further support this finding.

Radianti et al. (2020) created a learning framework that combines theory and content. Behavioural, experiential, generative, operational, game-based, contextual, Jeffries' simulation theory, and the Cone of learning theory are explored. The learning content covers analytical and problem-solving skills, communication and teamwork, soft skills, procedural-practical knowledge, declarative knowledge, language acquisition, behavioural implications, and other unidentified themes. They found that 11% of VR content and application development uses experiential learning, followed by 'not mentioned' (68%).

This study compares hospitality education with hospitality business training courses, highlighting their similarities and differences. It examines how VR training might enhance employee satisfaction in different areas (Çakiroğlu & Gökoğlu, 2019). Onboarding, safety and security, cultural assimilation, product knowledge, customer service excellence, immersive hospitality experiences, upselling strategies, guest feedback collection, continuous learning, remote training facilitation, soft skill development, and cost-saving measures are examples (Babalola et al., 2022).

VR may help achieve educational goals. Cost reductions, increased education and training, seamless operational operations, and educational issues may be these aims. VR improves teaching and learning skills (Muhajirah, 2020). Virtual reality-based cross-profession training can meet the hotel industry's labour needs. This advanced training method reduces personnel shortages and improves training by immersing learners in virtual environments and revealing future duties (Timokhin & Khoronko, 2021). VR education may increase safety and security in several industries, including hospitality. It may be used to create controlled learning environments for students and teachers to tailor training to specific subjects and audiences (Joe, 2020).

Methods

This study uses a three-phase approach. First, a thorough literature review will gather basic facts and perspectives on theoretical framework, learning styles, and VR in hospitality education and training. This phase reviews research and industry information to lay the groundwork for the investigation. Next, the research will create and test a bespoke VR scenario for hospitality education students and professionals. This testing step is essential for assessing VR's utility in hospitality settings. VR will simulate hospitality settings and circumstances, immersing learners. Post-test in-depth interviews end the procedure. These interviews are aimed to extract qualitative information about their experiences, how VR affects their learning, and how it improves hospitality skills. This multidimensional approach combines theoretical research, practical application, and qualitative feedback to understand VR's role in hospitality education and professional growth.

Key findings and practical and theoretical implications

This part is still under construction.

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What staff competencies make a hotel restaurant improve socially, digitally and greenly? The examination of next-generation skills for tourism and hospitality #117

János Debreceni, Zsófia Fekete-Frojimovics, Katalin Juhász-Dóra & Klára Karasné Morvay

Despite the rapid growth of digitization and automatization, the World Travel and Tourism Council (2023) forecasts a 30% increase in the number of employees in tourism and hospitality worldwide. The human workforce is the backbone of the sector's resilience according to the Transition Pathways for Tourism (European Commission, 2022). The guidance highlights the need to improve next-generation skills of employees for the greater resistance of the industry. The development of social, digital and green skills is pivotal for successfully integrating millions of new joiners into the industry. In addition to the proper acquisition of hard skills, tourism and hospitality workers must also have special competencies to deliver excellent service and create an inclusive working environment. The massive need for geographically, socially and culturally diverse people integrating into this labor-intensive industry, moreover the increasingly widening and unpredictable individual needs of guests and travellers require adaptability, openness, or the ability for teamwork for instance. The growing number of digital solutions involved in the service process requires the capability of proper data use or platform management. There is no doubt, that environmentally conscious operation contributes not only to a more sustainable business environment but also appears more and more clearly among travellers' preferences, therefore the ability to act for a greener service is a new normal as well. The recent paper provides the outcomes of experiential research aiming to investigate which novel skills are highly ranked now already and which ones are expected to be foremost in the future.

A mixed method has been carried out in two waves in fall 2023 and early spring 2024. A quantitative panel survey was distributed among hotel restaurant operative workers. The condition for inclusion in the sample was that the respondent must be a member of a guest area or kitchen staff of a hotel restaurant in Hungary. Although at the time of submission of the abstract, the sampling has not yet been closed, the expected size of a valid sample will be around one hundred. The panel survey contained various social, digital and green competencies adapted from the Pact for Next Tourism Generation Skills (PANTOUR, n.d.). Besides quantitative data collection, qualitative in-depth interviews also have been taken with the managers of visited restaurants. Interviews provide a fruitful insight into the change of skills from a leader's point of view.

Preliminary findings show that employees from the guest area evaluate 'working in a team', 'treating disabilities with respect', and 'checking dietary needs' as the currently most important skills. Although the ranking does not change for the future, 'speaking a foreign language' has jumped from the middle to near the top. Teamwork is also more dominant than any other skill in the kitchen area now and in the future. However, the top positions go to skills such as 'maintain a tidy workstation', 'food waste reduction', 'energy and water-efficient work', or 'asking for feedback'. Hotel restaurant managers participating in the in-depth interviews highlighted the ability to adapt to the business environment and the elimination of generational differences as necessary skills for the future. Besides empirical findings, the recent study provides a methodological toolkit comparing the present and future importance of social, digital and green competencies. The study organizes the skills required for front and back of the house and compares the ideas of those involved in the field of hotel food and beverage services.

The Impact of technology on TransNational Education (TNE), engagement & cultural dimensions across collaborative partners in the UK and the Middle East #31

Leonard Cseh

The research framework for study focusses on TransNational Education (TNE) within the Hospitality education, technology, and cultural dimensions across geographic boundaries in the UK & the Middle East.

Transnational Education (TNE) is a means and method of delivering education across multiple locations either face to face, online and in recent years, Collaborative Online International Learning (COIL), has gained momentum following the General Agreement on Trade in Services as per the World Trade Organisation (2023). Research has shown successful markets for higher education across cultural and geographic borders in terms of industry awareness and cultural dimensions working across borders and cultural paradigms. (Bosire & Amimo, 2017)

This research looks to further rationalise the need for TNE from a multi-dimensional perspective, its potential on pedagogy & use of technology to create a sustainable hospitality curriculum. Initial research presented a persuasive argument for policy intervention, it falls short in addressing potential cultural biases in the data collection process. The research emphasis on student engagement and the adaptation of involvement of technology, appears tokenistic, raising doubts about the genuine incorporation of diverse perspectives in shaping ongoing research.

Research took place in November 2023, with students as part of a COIL between Derby and a collaborative partner in Qatar (Cseh, 2023, Dutt et al., 2022). Feedback about knowledge and learning transformation across cultural boundaries highlighted individual researcher bias, politics and ethics across both institutions. While COIL' have shown a positive impact on student learning outcomes, particularly in the realm of intercultural competence (Melo et al., 2021), existing literature calls for further empirical investigation to yield more robust and generalizable findings.

The study followed a qualitative approach with focus groups being conducted with students after the COIL activity. 2nd year students enrolled in an operations management module in the UK & Qatar, took part in an activity related to supply chain management. Theory was presented, before students were split into two mixed groups to work on an activity for 20 minutes.

Students were provided with questions related to what they liked, disliked and would like to see improvements in. The results of the focus groups were compiled and analysed through content analysis. The transcripts were analysed on a thematic basis. (Baker et al., 2023).

A key theme holding most value was the new experience and the widening of international participation to the session utilising life experiences and cultural backgrounds present that could supply added value to learning. Although the parameters of the sessions were to be made consistent, there were some technical issues in the online learning space that sadly meant some student engagement opportunities between the two institutions were not possible. Despite this set back the students saw the value of the interaction of a different international perspective for the session. This highlights the value of drawing on various viewpoints in the learning environment to add context and feelings of the wider community and external environment.

It is essential that the topic of the COIL is something that can be stripped of potential biases and a topic that multiple international opinions see and can add value to the discussion points. This is especially important as the target audience are students, who may not feel they cannot engage comfortably with the discussion.

Key areas to develop future research include acknowledging a neglect to explore alternative approaches, limiting the scope of recommendations and potentially missing more innovative and effective solutions. Reflexive practice has proven a strong correlation between implementation and desired outcomes yet lacks a detailed exploration of the mechanisms through which these effects are expected to occur, leaving room for ambiguity. There is a suggestion that a new framework of TransNational Education be designed in conjunction with industry partners to create a sustainable and meaningful pedagogy that supports learning, cultural diversity, development and graduate employability. (Clarke, 2003)

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To Forgive or Not? Consumer Identity and Reaction to Service Failure #50

Xing Liu

Service failure is a widespread phenomenon in the hospitality and tourism industry. Yet few research has examined how customer identity many shapes their reaction after encountering service failure. The current research proposes that customers who have a global identity are more inclined than those who have a local identity to show forgiveness and reuse the service again in the future after a service failure. This is because forgiveness expression is a means of signaling power during consumption (Yao & Chao, 2019), and individuals with a salient global identity are more likely to think abstractly, which further increase one's sense of power (Smith et al., 2008). Further, the severity of service failure may act as a moderator. This study uncovers a novel yet neglected factor shaping consumer experience after encountering service failure during consumption. Additionally, it will give business owners efficient marketing tactics. Additionally, it will give proprietors of businesses efficient marketing maneuvers.

Study 1

A total of 200 participants will be recruited from the Credamo to join an online experimental study, in which they will be asked to watch a video regarding a service failure in a restaurant consumption scenario. After watching the video, participants will be asked to finish several questions regarding their opinions, including measurements about forgiveness (Ngan & Yu, 2019), reuse intention, and global (vs. local) identity (Tu et al., 2012), by utilizing well-established scales in previous literature.

Study 2

Participants in this study will first be randomly assigned into either the global or local identity condition. The identity will be manipulated in accordance with previous research by having participants write down their initials in support of a restaurant's "Think Local Movement" or "Think Global Movement" campaign while they are traveling. This will be followed by manipulation checks of participants' perceptions of their local and global identities (Nie et al., 2022). Subsequently, a scenario illustrating the service failure during dining was shown to the participants. After then, participants are asked to complete measurements on sense of power (Sembada et al., 2016), forgiveness, and word-of-mouth (Honora et al., 2022).

Study 3

This study featured a 2 (identity: global vs. local) × 2 (failure severity: low vs. high) between-subjects experimental design. Participants were primed with the identity as in study 2. Next, participants will be shown a scenario illustrating the service failure occurring in online hotel booking platform, varying in the severity. After that, participants respond to the same questionnaires used in Study 2 to gauge their intentions for reuse (Maxham, 2001), forgiveness, and sense of power.

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What Drives Travel Influencers' Impact on Tourism Destination Choices? A Cross-Generational Investigation Among Generations Y and Z #79

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Over the past years, influencer marketing has emerged as a cornerstone strategy for brands across various industries. According to recent reports, influencer marketing spending worldwide has increased from 29.14 billion USD in 2022 to 34.08 billion USD in 2023 (Statista, 2023). Particularly within the hospitality sector, influencers have become essential sources of information for prospective travellers who increasingly rely on them for inspiration and guidance. Nowadays, about 11% of adults worldwide follow travel influencers when planning trips (TheB2BHouse, 2023), while 84 percent of Americans consult travel influencers for recommendation on trips (Statista, 2023).

Considering the large marketing budgets that are at stake, it is of uttermost importance that destination management organizations (DMOs) and hospitality industry players, as well as travel influencers themselves, understand what actually drives their impact on travellers' destination choices.

Our study explores the antecedents of travel influencers' impact on their followers' travel options. Based on the elaboration likelihood model (ELM, Petty and Cacioppo, 1986), our research model takes into account three categories of factors: (a) the characteristics of the source (i.e., influencer's perceived attractiveness, trustworthiness, expertise, and popularity), (b) the characteristics of the message (i.e., the attractiveness of the published content), and (c) perceived follower-influencer similarity.

According to the ELM theory, prospective travellers engage in two routes of processing messages about tourism destinations: central and peripheral. In the context of influencer marketing, influencers' perceived characteristics act as peripheral cues on which followers rely to make judgments, especially when they lack the motivation or ability to process information (e.g., extensive research on travel destinations). Furthermore, whether followers engage in central route processing (motivated and capable of processing information; e.g., actively planning a trip) or rely on peripheral cues, the attractiveness of the published content (e.g., informative descriptions, stunning visuals etc.) becomes crucial. Moreover, if followers perceive a high degree of similarity between themselves and the influencer, this acts as a central cue that facilitates deeper cognitive elaboration, making the influencer's recommendations more relevant and applicable for the follower.

However, these factors cannot be considered universal, irrespective of the followers' generational cohort membership. People from different generations are expected to engage in different ways with brands (Yoon et al, 2009), and this extends to influencers as well. Consequently, followers' generational cohort can moderate the relationships in our model.

To empirically test our model, we conducted an online survey involving 788 social media users (including 307 members of Generation Z, and 395 of Generation Y), following at least one influencer who publishes content about tourism destinations.

To measure our constructs, we employed and adapted established scales for assessing influencers' perceived attractiveness, trustworthiness, and expertise (Wiedmann & Mettenheim, 2021), as well as for evaluating the perceived follower-influencer similarity (Lou & Kim, 2019), and the attractiveness of the published content (Seçilmiş et al, 2022). To measure influencers' impact on destination choice, we capitalized on the scale developed by Ong et al (2022) for travel intention, altering and complementing it to fit the travel influencer context. Additionally, we employed an original scale to assess influencers' perceived popularity, referring to the number of followers, likes & comments.

Due to the model's predictive nature, to analyse the data we employed partial least squared structural equation modelling (Hair et al, 2021) and bootstrapping-based multi-group analysis (Sarstedt et al, 2011).
Our results revealed nuanced insights into the drivers of influencers' impact on their followers' destination choices. Notably, we found that influencers' perceived attractiveness and popularity do not actually impact the extent to which influencers determine destination choices, for neither generation, while influencers' perceived expertise is significant and similarly important for both generations.

For Gen Z members, the influencer's perceived trustworthiness is insignificant as a factor, while the attractiveness of the published content plays an important role in determining destination choice. However, for Gen Y, the situation is reversed: the attractiveness of the published content does not actually influence destination choice, but rather the perceived trustworthiness of the influencer.

Even though perceived follower-influencer similarity significantly impacts the extent to which influencers determine destination choices, for both generations, this factor was found to be much more important for Gen Y, being the most important driver of influencers' impact within this generational cohort.

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From Scraps to Savors: Consumer evaluations of restaurant menu dishes with byproduct ingredients #153

Anna De Visser Amundson

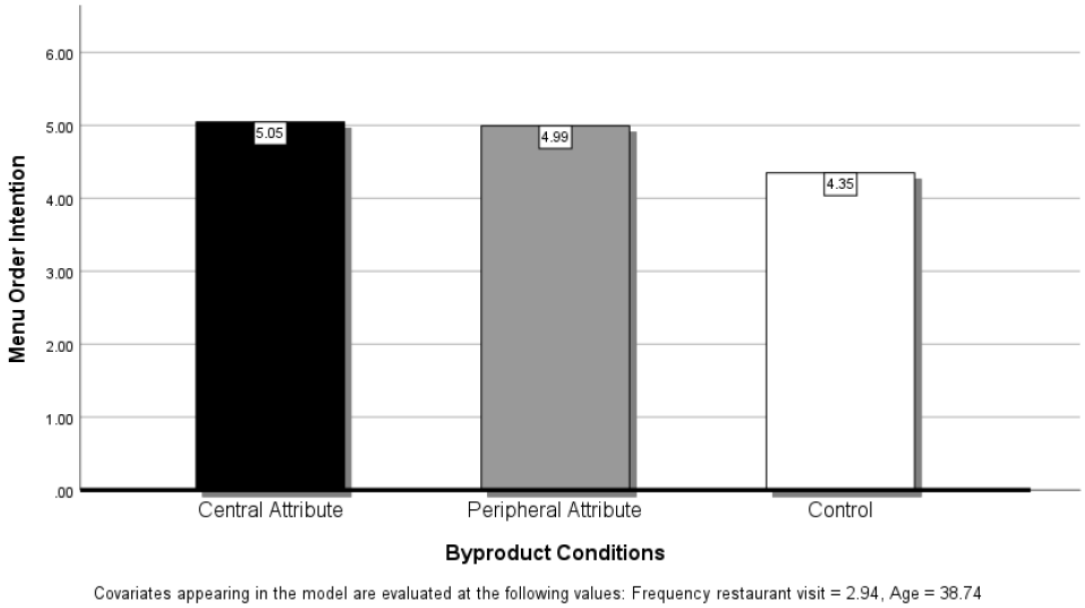
Food waste is a critical global issue (Block et al., 2016; Forbes et al., 2021). The urgency to find solutions to the food waste problem towards more resource efficiency and circular food system intensifies as climate change and resource scarcity effects become more pronounced (OECD, 2022). Indeed, need for more effective use of food resources increases dramatically for food service companies as they face supply scarcity, accompanying costs increases and also consumer demands for more sustainable operations (Filimonau et al., 2023). An underexplored strategy in quest for restaurants to become more resourceful, is featuring menu items made, at least partly, byproducts ingredients (Aschemann-Witzel and Peschel, 2019).

Byproduct ingredients are generated from other preparation and / or cooking processes (e.g., carrot peels from making a carrot cake) but rather than perceiving them as waste streams (residual flows), they are upcycled and used as a valuable part of a restaurant dish (e.g., soup made from vegetable trimmings; Aschemann-Witzel et al., 2023). Currently, if such practices are deployed, they are often opaque, not openly communicated to consumers and kept as a back-of-house practise. Yet, as consumers increasingly make pro-social consumption choices, this may be an untapped business opportunity for restaurants to not only become more resourceful (and thus save costs) but also to tap into unmet consumer needs (Altintzoglou and Aschemann-Witzel, 2023; Bhatt et al., 2020). In this research we explore consumer evaluations of a restaurant menu featuring byproducts in their dishes. In doing so, we make a distinction between byproduct ingredients as a central versus as a peripheral attribute on the restaurant menu. The reason for this is twofold. On one hand, research shows that consumers tend to view products as more sustainable based on the centrality of the green attribute in relation to the overall product experience (Gershoff and Frels, 2015). In this context, it may mean that a menu featuring many dishes with byproducts may give a more sustainable impression of the restaurant than a menu that only features a few. Thus, it may have a positive effect on evaluations. On the other hand, other research shows that when the green attribute is central to the product offering (i.e., the byproduct ingredient in this case), there is a 'sustainability liability' such that consumers will infer lower quality of the food (Skard, Jørgensen, and Pedersen, 2021). In this context, we predict that whether the menu features many dishes with byproducts versus only a few, will not have a significant impact on consumer evaluations. This is because we expect that just featuring sustainable menu items will have a positive effect as it is in line with consumers' general desire to behave in pro-social ways. In addition, and in contrast to previous studies, we investigate the centrality of the byproduct attribute from the perspective of the number of times it is being offered on the menu and not the extent of how large (small) part it makes up of the menu dish.

We used an experimental one-factor between subject design. The factor, byproduct groups, features 3 levels of byproduct menu items (central, peripheral, and control). There were 3 different versions of the menu and depending on the condition, the respondents saw 1 version. In the 'central' condition, the respondents saw a menu where every dish included a byproduct. This was to communicate that the use of byproduct ingredients is a central attribute to all dishes of this restaurant. In the 'peripheral' condition, only two starters and two main courses included a byproduct ingredient. In the control condition, none of the dishes featured byproduct ingredients. The menu featured the same dishes in all the conditions. We only manipulated the phrasing of some of the ingredients depending on the condition signify if they were made from byproducts. After viewing the menu, one starter and one main course were singled out as potential menu choice. We measured the dependent variable, order intention, of these dishes using a 3-item semi-differential scale seven-point scale ("unlikely/likely," "unwilling/willing," and "not inclined/inclined"; α = .91; De Visser-Amundson, 2021). We administered the experiment online. Personal networks and snowball technique were used to recruit N=159 participants. One was deleted due to incompletion of the study (Mage = 39; Mgender = 45% female, 53% male; 2% prefer not to say). The age range was between 17 – 80 years old (SD: 16.84). The respondents' profile show that they are experienced restaurant guests with 65% of them frequenting restaurants at least several times a month.

The results from an ANOVA show a significant effect of byproduct groups ($F(2, 147) = 31.96$, $p = .044$) while controlling for age ($F(1, 147) = .473$, $p = .493$) and frequency of restaurant visits ($F(1, 147) = 0.85$, $p = .772$; Figure 1).

Figure 1: Order intention of menu dishes with byproduct ingredients



Considering the large age range and that younger generations tend to be more sustainability minded, we controlled for this variable. Along the same lines, accounting for that experienced restaurant guests, may be more tolerant towards the use of novel ingredients, we included this variable as well as a co-variate. However, the simple effects still hold without these two co-variates. As predicted, participants in the central attribute condition (Mcentral = 5.05;) are significantly more likely to order the suggested menu items than in the control condition (Mcontrol = 4.35; p = .025; 95% CI = .088, 1.06). Similarly, respondents in the peripheral attribute condition (Mperipheral = 4.99;) also show a higher intention to order the suggested menu items in comparison to the control condition (Mcontrol = 4.35; p = .033; 95% CI = .039, 1.25).

Our findings support extant research about consumers' positive attitudes towards upcycled and rescue-based food (De Visser-Amundson et al., 2023; De Visser-Amundson et al., 2021; Bhatt et al., 2020; Aschemann-Witzel and Peschel, 2019). They also underpin that such efforts do not need to be a complete overhaul of the menu nor the main focus of the restaurant operation. We show that offering just a few menu dishes using byproducts in fact has the same positive effect on consumer order intentions as a menu where byproduct ingredients are central attributes on the menu. Future research can explore these important findings further and particularly in a field setting to understand how they translate into actual choices.

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Examining the role of alcohol industry Corporate Social Responsibility activities and how these contribute to innovation and growth of the night-time economy in London Borough: A case of Diageo PLC #81

Nabulya Ninah Bakojja

Globally, corporate social responsibility (CSR) is embraced by various companies. The aim of the paper is to examine the role of the alcohol industry CSR towards growth and innovation in nighttime economy. The nighttime economy used to describe a range activity including a night out at the club or a family meal out. Similarly, the Local Government Authority (LGA 2020) as is used to describe a wide range of activities from a trip to the theatre or a family meal to a night out at a club.

In the business management field, an explosion of theoretical development has advanced on the concept of corporate social responsibility over the past several years. Literature from Carroll (2010), the University of Edinburgh (2017) website, and Idowu and Zu (2023) explains that CSR involves companies considering the social, economic, environmental impact and human rights consideration of their actions. This according to Katamba et al. (2023) aims to ensure that companies conduct business in an ethical manner.

Whereas there is a plethora of studies on CSR and especially in the alcohol industry, there is limited focus on the impact the activities have on the growth of the nighttime economy. This aim of this research is to cover the gap the following by answering the following objectives: (i) examine the CSR activities of alcohol companies (Diageo) targeted towards the nighttime economy, (ii) Determine the outlets and consumer segments used by Diageo to innovate in the nighttime economy, (iii) determine the impact that the Diageo's CSR activities has on the growth, innovation, and development of selected outlets. Diageo was selected for this study because it has been actively engaging in CSR initiatives and evidence innovations across various outlets for example using one-way cans for wine to reduce waste and provide convenience. Whereas this is so, however, it is important to understand the effect these CSR activities and innovations have.

Qualitative research has been considered for this study to understand the CSR activities of alcohol companies and the impact these have on the development of the nightlife economy. Case study method looking at Diageo a multinational company and the activities it carries out in bars, corner shops will be adopted for this study. The in-depth analytical capacity of case study allows the researcher to understand the complex nature of CSR, because not only is it understood differently by different organisations; the activities that they engage in are also dissimilar.

Using secondary data, the paper will study the activities of Diageo and follow up on the locations where the CSR activities are conducted. The innovations of the company, through the outlets will be detailed and to show how (positive or negatively) innovation impacts the nightlife economy. contends that this approach The study concludes that among other intentions, Diageo's CSR initiatives aim to promote responsible drinking, growth in sales and brand awareness by providing information and education about alcohol, drink driving prevention, research involvement, policy involvement, and the creation of social occasions like sponsoring pub quizzes and offers. However, there is no robust evidence that these initiatives not only reduce harmful drinking but contribute to developing the nighttime economy in London. Instead, CSR initiatives are used to influence the framing of the nature of alcohol-related issues in line with industry interests (Mailon and McCambridge 2018).

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How food delivery riders' working conditions influence consumer experience: An experimental approach #135

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Online food delivery (OFD) apps have become essential players in the restaurant industry worldwide, as they offer a way for restaurateurs to maximise profit by expanding their operations off premises without focusing on the logistic challenge. In August 2021, Spain was the first European country to rule over the delivery workers status forcing OFD companies to have regular contractual relationships with them. Even though, Spain is leading the workers´ rights wave regulation through the EU, this does not mean that OFD platforms are abiding to the law. Since the ruling took effect in 2021, there are yet many different interpretations of the norm as to the workers´ contractual situation (Nieto, 2021). Some intermediary transporting firms appeared to serve as riders´ clusters but, there is still evidence that the line of command is clearly given by the delivery apps, which is one of the key elements that the Supreme Court used to rule in favour of the riders (Ginès i Fabrellas, 2018). This poses a major challenge to the industry since OFD companies consider the Gig economy based on self-employment is the most suitable option for all parties concerned.

Previous studies describe this ruling positively as it seeks for equal rights for workers, and it sets a clear presumption of employment (Báez Laguna, 2021; Imaz Montes & Gil de Gómez, 2022; Nieto, 2021). In any case, there is also space for critics as it missed a crucial opportunity to go further on the regulation. The effects of this Law have been widely studied from a lawful perspective yet, there is no consistent evidence on the interaction of this legal breakthrough and the customers attitude towards it. Some post pandemic studies place collective solidarity as a key player on consumers choices, specifically in the food sector. Thus, one could argue that a sense of social commitment to equal rights may have a positive impact on customers´ purchase intentions. However, do riders´ working conditions have any effect over customers´ satisfaction, value perception, purchase intentions or even tipping behaviour? To address this research question, this study delves into how consumers´ choice behaviour and purchase intentions are impacted by the new legal conditions (Rider Law) affecting OFD riders. This analysis will consider from a theoretical lens the theory of consumption value (TVC) by Sheth et al. (1991), as it offers a way to understand why consumers make the choices they do, when they have buying intentions.

To this end, this study conducted an online experiment among 265 participants to determine whether there are differences between OFD orders that showcased information regarding riders´ conditions and those which did not display any information on this regard. Therefore, the study mainly sought to analyse the causal impact of abiding to this change in the law on the consumer outcomes. The results show that consumers are more satisfied (P=0.0004), they agree more with the value of the order (P=0.0277) and they display higher purchasing intentions (P=0.0173) when they know that riders work under fairer conditions. Nevertheless, there is no difference regarding the tipping behaviour (P=0.6967) which might suggest that customers prefer a fairer working environment for riders rather than tipping more. These results entail important managerial implications for OFD companies and restaurants since (i) it places social sustainability as a significant element on consumers purchasing behaviours and (ii) it suggests that OFD companies which abide by the law may have an economic payoff.

What is campus-based tourism? A proposal for conceptualisation #120

Inês Almeida & Luís Silveira

In the last decades, campus-based tourism has been emerging as a niche of cultural and urban tourism. Expressions of tourist activities and flows related to universities are recognised since the origins of these institutions, but it is from (19)80 onwards that the relation between universities and tourism becomes more evident. The segment refers to tourist activities developed in higher education institutions (HEIs), although there is no current consensus regarding the activities that are included on the concept. Despite some theoretical contributions and predominantly empirical case studies, the scientific literature on the subject is scarce.

The purpose of this research is to revise the current contributions concerning the conceptualisation of campus-based tourism and to propose a new definition and model for the segment. The approach presented is mainly theoretical. The reflection is based on a thematic literature review. The analysis of articles that directly refer to (university) campus-based tourism or campus tourism was privileged. Contributions regarding other segments developed in university campus or university-related tourist resources complemented the findings. Empirical qualitative research, namely (i) analysis of the tourist supply presented in universities' websites, (ii) direct observation in several European universities, and (iii) interviews with tourist managers of three European universities (historical references and with a consolidated tourist offer), indirectly contributed for the results.

The main contribution of this research is to present a critical review of the current conceptualisations of campus-based tourism and its components, and to propose a broader definition and model that aggregate and challenge some of the previous understandings of the segment. The definition considers all the tourist activities that primarily take advantage of university-based resources, promoted or not by the institution. The model is centered around the segments that develop on campus – (i) educational tourism (and academic tourism), (ii) scientific tourism, (iii) business tourism, (iv) sports tourism, (v) cultural tourism, (vi) Visiting Friends and Relatives (VFR), (vii) event tourism and (viii) others –, based on university resources with tourist potential – heritage elements, facilities and services, events and human resources. The different publics – internal community, alumni, educational publics, local community, general interest and special interest tourists – that consume tourist resources on campus, and the academic ambiance that enables the singularity of the segment are highlighted.

In terms of limitations, this theoretical reflection is mostly based on Western perspectives, as there were practical barriers to access Asian contributions, particularly from China, where scientific research on the segment is the most mature. Furthermore, the empirical knowledge of the researchers is concentrated on the European reality. Further research should enable the discussion between specialists, through focus groups and/or Delphi panels, to define a common understanding of the segment.

Campus-based tourism is a growing niche segment, with or regardless of (the lack of) academia and institutions' efforts. Despite the tourist role of universities being secondary to their prime missions – education, research and knowledge transfer –, these organisms need to acknowledge and manage the benefits and possible constraints that emerge from tourist activities based or within the university campus. Therefore, it is of great relevance for theoretical and applied research to be conducted on the subject, in order to support HEIs' approaches in responding to, planning and developing campus-based tourism activities.

Trail accessibility and difficulty rating approach designed for individuals with mobility impairments #16

Goda Lukoseviciute & Mark Andrew Nelson

Participating in trail-related activities may be challenging for people with either a permanent or temporary mobility impairment due to various levels of trail difficulty and nonexistence of a trail difficulty rating system based on official disability regulations. When it comes to meeting the needs of people with mobility limitations, one of the most important sustainability concepts in the tourism industry is reducing inequities (Buhalis et al., 2012). Nonetheless, disparities persist with regard to how accessible trails are to different populations of individuals (Chikuta et al., 2019; Lepoglavec et al., 2023). Attempting trails which are not suitable for a mobility impaired user may expose them to health and safety risks (Hong et al., 2015). In most trail information maps and interactive applications, there is generally no information about trail difficulty based upon the rating criteria recognized by official authorities for disabilities. Existing trail difficulty rating systems are based solely on either primarily qualitative criteria or upon hiker energy consumption (Hugo, 1999a, 1990b) and estimated trail user energy consumption characteristics such as hiking speed. Therefore, a more useful trail difficulty and accessibility rating system would significantly enrich the trail classification framework through an innovative approach designed for mobility impaired users. Consequently, this research aims to propose a new approach to underpin trail classification framework that can be used to assess trails and trail segment accessibility and difficulty levels. This research applied a mixed method approach, developing a classification approach and using data based upon the High Efficiency Trail Assessment Process (HETAP) as an input, and leveraging the Forest Service Trail Accessibility Guidelines (FSTAG) (U.S. Forest Service (2013), Guidebook for Accessible Nature Trails (National Confederation of Disabled People, 2019) and Architectural Barriers Act (ABA) Standards (U.S. Government Printing Office, 2015). A case study with primary data collected on a trail in the Lake Tahoe vicinity of Nevada, USA with a Wheeled Instrumentation Sensor Package (WISP) (Beneficial Designs Inc., Minden, Nevada, USA) is used to present the developed trail accessibility classification approach. The data set was collected applying the HETAP 3.0 (High Efficiency Trail Assessment Process) software and includes 1057 points along an approximately 6 km long trail including trail gradient and transverse slope, surface characterization, detailed descriptions of any mobility relevant features such as rocks and rock steps. The classification is performed classifying trail segments based on surface type, surface category, cross slope, grade, and a tread width as per their accessibility to wheelchair users according to the Forest Service Trail Accessibility Guidelines (FSTAG), resulting in a binary accessibility classification of a trail. Furthermore, a trail difficulty classification system is introduced and applied to the experimental data based on estimated energy consumption, length of the trail, cross slope, distribution of trail grade, and altitude, resulting in five classes as follows: easy, fair, moderate, severe, and extreme. The developed classification approach provides a panorama of actual trail accessibility and difficulty levels and provides an informative trail map for trail users, more particularly mobility impaired, which is crucial in terms of worthiness to travel to and attempt a given trail. The trail accessibility classification approach has implications for wheelchair users, while trail difficulty rating approach is applicable to all types of trail users thus bringing an innovative contribution to the theoretical trail management and development framework as well as numerous practical implications for trail designers, trail managers, and trail user associations. The proposed classification approach can serve as an aid to visualize trail management and planning and assist local authorities to improve trail designs and new project planning.

Platform-enable tourism resilience: A case of tourist guides during COVID-19 #30

Chatchasorn Chuntamara & Uraiporn Kattiyapornpong

The recent COVID-19 impacts bring great uncertainty to the highly vulnerable travel and tourism industry, tourism organizations, and their full-time or part-time employees, including tourist guides. Many researchers (e.g., Gössling et al., 2020; Nepal, 2020; Prideaux et al., 2020; Romagosa, 2020) have published research related to the epidemics providing both negative and positive impacts of the recent pandemics on many parties of the tourism industry, such as airlines, cruises, hotels and accommodation providers, and hospitality and restaurants. However, the study of the impacts on tourist guides, one of the integral parts of tourism, is ignored (Grančay, 2020).

Tourist guides referred to as multi-taskers, perform different roles such as actors, ambassadors, buffers, caretakers, catalysts, culture brokers, information-givers, intermediaries, interpreters, leaders, mediators, organizers, salespersons, shamans, and teachers (Zhang & Chow, 2004). Past research highlights the essential characteristics of tourist guides variedly. For example, among Chinese tourists in Hong Kong, punctuality, problem-solving ability, knowledge, and honesty are crucial for tourist guides (Zhang & Chow, 2004). Meanwhile, tourist guides in Shanghai should be equipped with professional competence, interpersonal skills, organization, empathy, and problem-solving (Huang et al., 2009). Other tourist guides' characteristics should include personality, "presentableness" and proficiency (Sezgin & Duz, 2017), communication competency (Leclerc & Martin, 2004; Al Jahwari et al., 2016; Huang & Wang, 2007; Min, 2010), and the design and content of the guide's online profile (Banerjee & Chua, 2020). Interestingly, humor (Pabel & Pearce, 2016), physical attractiveness, and attire (Tsai et al., 2016) are essential to tourist guides' characteristics. Grančay (2020) recently classified and ranked twenty factors of tourist guides' competitiveness, namely, presentation skills, ability to engage guests, politeness, language proficiency, punctuality, organizational skills, knowledge of local realities, ability to improvise, ability to solve problems under pressure, flexibility, ability to find a way in an unknown space, knowledge of local history, friendliness, tidy look, sense of humor, ability to work with a microphone, tenacity, knowledge of the guest's country, cheerfulness, and strictness, into three dimensions of success (1) skill, (2) character, and (3) knowledge. Although a handful of past research on tourist guides' characteristics, the research gap in this area still exists (Grančay, 2020).

Past research highlights the importance of tourist guides' communicative skills, destination knowledge, and flexible working times that facilitate a broader scope in their interactions with tourists. In addition, Gretzel et al. (2020) accentuate the significance of e-tourism in tourism resilience and epidemiologic strategies. Consequently, many tourist guides adapted to the situation by providing online services to virtual tourists during the pandemic. This paper aims to explore how tourist guides adapt to digitalization and utilize social media platforms to recover and build their resilience during the COVID-19 period and compare and provide insights on appreciated tourist guides' characteristics reviewed by tourists.

This current study applied a qualitative approach and employed purposeful sampling to collect data from tourist guides through ten in-depth interviews and online reviews of tourist guides' characteristics reviewed by tourists from one online platform, ToursByLocals (Website: www.toursbylocals.com/). Five hundred seventy-five online reviews of 19 tourist guides in Thailand were collected. Thematic analysis was conducted for data analysis by two researchers. Then, the researchers used the Nvivo program to code the positive online reviews describing the tourist guides' characteristics and identified relevant themes of tourist guides' characteristics.

The results from in-depth interviews reveal different recovery and resilience strategies to cope with the COVID-19 impacts in adapting to digitalization. The online reviews demonstrate an exciting result of similar tourist guides' characteristics described in online reviews before and during COVID-19. However, "clear" or "being understanding" is illustrated in online reviews before COVID-19, and "answered" or "being responsive" is described in online reviews during COVID-19. The results contribute to the tourist guides, an essential stakeholder in the tourism industry, understanding which characteristics are important to tourists before and during COVID-19 so they can appropriately develop their characteristics to respond to tourists' demands and satisfaction. This research topic contributes to the UNSDGs # 1 No Poverty, #4 Quality Education, #5 Gender Equality, #8 Decent Work and Economic Growth and # 10 Reduced Inequalities. While contributing to theoretical and practical implications of tourist guides, this research provides some insights to tourism policymakers to develop and improve tourist guides' essential qualities required to contribute to life-long learning in the tourism market that contributes to societies widely.

Promoting quality of life of older master artisans through creative tourism: Examining Loulé Criativo #26

Hilal Akdemir, Maria Alexandra Patrocínio Rodrigues Gonçalves & José Manuel Sousa de São José

This study examines the important role of Creative Tourism (CT) in enhancing the Quality of Life (QoL) of older artisans in the context of social inclusion and highlights the transformative potential of CT in promoting a sense of value, active lifestyles and additional income. Focusing on the case of Loulé Criativo, this qualitative exploratory case study utilises the Framework Analysis technique for comprehensive insights. The findings shed light on how CT positively impacts dimensions such as 'role and activity', 'perception of health' and 'financial security', underlining its importance as an inclusive and transformative tourism paradigm. Despite some limitations, such as language barriers, this research highlights the urgent need for continued exploration of the nuanced effects of CT on individual wellbeing.

Exploring the potential for B2B value co-creation in place-making in Zimbabwe's rural tourism #68

Tafadzwa Masiye

The potential for rural tourism in Zimbabwe is based on the uniqueness and rich variety of tribal culture and the various artefacts that represent those cultures (Woyo and Woyo, 2018). However, that potential remains unfulfilled because villagers lack the skills and tools to promote their communities as destinations for tourism (Runyowa, 2017). Tourism marketing in Zimbabwe has suffered the effect of macro environmental forces like political unrest in the early 2000s which impacted on the arrival of international tourists and the economic collapse in Zimbabwe which impacted local tourism (Musasa and Mago, 2014). More specifically, rural tourism in Zimbabwe suffers from poor marketing, lack of government support, and community apathy when opportunities to develop rural tourism products arise (Woyo and Woyo, 2019). According to Maziliauske (2024) value co-creation presents an opportunity for tourism product development, tourist markets development, economic empowerment for rural communities and professional development for collaborators in the proposed tourism product development.

This paper examines a proposal for tour operators and sculptor communities in rural areas to work together to create tours into villages where tourists can experience the daily lives of artists, learn the rich heritage of Shona sculpture and the art of sculpting. The present sculptors in Guruve, Zimbabwe are descendants of dynasties of sculptors who used stone sculptures to tell stories of the lives of their people. Collaborative consumption in the village through hosting of tourists in daily life settings can come together to create a sense of place, (Jaremen et al, 2019). Previous studies (such as Lew, 2019) have defined place-making as a co-creative process in which stakeholders come together to activate the attachment, belonging and commitment to a place through knowledge sharing and collaborative experiences. Other studies (Sitinga and Ogra, 2014) also found rural place making to be a driver of sustainable tourism enterprises that bring local economic development. This paper argues that value co-creation between sculptor communities in rural Zimbabwe and tour operators can be mutually beneficial to stakeholders (Moyo and Tichawa, 2017). There is also potential to develop a new tourism product that pivots away from the traditional nature-based products like safaris and game to focus on emotive experiential culture-based products like living with and learning from host communities (Runyowa, 2017).

The methodology for this qualitative study is underpinned by grounded theory and data collection will be done through workshops comprised of rural community representative focus groups, sculptors and tour operators (Charmaz and Belgrave, 2019). The focus group workshops will be facilitated by the researcher using prompts to guide participants in collaborative discussions on developing a sense of place for rural spaces where sculptors live and identification of potential tourist experiences using tour operators' insights on successful tourism products (Lian, 2020).

This research will examine whether sculptors, the rural communities in which they live, and tour operators will see the value of co-creating mutually beneficial products. The research will also examine the process of place-making in bringing host communities closer, strengthening their sense of belonging, pride of belonging and commitment to collective success. Barriers to successful co-creation and placemaking will also be explored, including lack of business knowledge or entrepreneurial skills, which could limit the extent to which rural community representatives can contribute to the co-creative process. It is acknowledged that the local community's willingness to participate could be hampered by the perception of applicability of novel western-centric theories on a global south target group.

It is increasingly recognised that service encounters can also result in the generation of negative values (Plé and Chumpitaz Cáceres, 2010). This has been conceptualised in the marketing literature as value co-destruction (VCD) (e.g., Plé, 2017; Prior & Marcos-Cuevas, 2016). Academics have yet to achieve a comprehensive, unanimous and holistic understanding of the concept (Guan et al., 2021; Sthapit et al., 2022). Therefore, the present study sets out to perform a systematic review of studies on value co-destruction in the field of tourism and hospitality.

A systematic literature review (SLR) method was used to synthesise the research on VCD across the fields of tourism and hospitality. A five-step process was employed. In the first step, the following aims were established. Second, to enable effective synthesis, six inclusion criteria were adopted. Third, to identify relevant publications for this review, the PRISMA protocol was used and consists of four phases: identification, screening, eligibility and inclusion. Fourth, an initial search of the three databases resulted in 408 records. The final sample consisted of 25 articles. Fifth, articles were organised using Mendeley Desktop software and studies were manually coded in a Microsoft Excel summary table. A content analysis of the final list of articles was then undertaken.

Using a SLR, this study examined 25 peer-reviewed articles from 18 journals retrieved from Web of Science, Scopus and EBSCO Host. Most publications were in journals that focus on tourism and hospitality. Research into VCD is most heavily based on Plé and Chumpitaz Cáceres's (2010) definition of VCD. Most articles used qualitative research methods and have focused on customers' perspectives. The proposed organising framework can be used to gain a detailed understanding of the antecedents, dimensions and outcomes of VCD in tourism and hospitality. Lastly, this study identified numerous recommendations as part of a future research agenda and recommended, for example, further studies on this topic, scale development to operationalise VCD, fostering a broader focus on cross-cultural studies including a need for studies in different hospitality and tourism settings.

In terms of managerial implications, given that VCD leads to negative cognitive, affective and behavioural outcomes, tourism and hospitality service providers should hold employees accountable, for example, Airbnb host, customer service personnel, front line workers when they are reported as unprofessional by customers (tourists, guests). In addition, tourism and hospitality businesses' top management should invest more resources to minimise the negative experiences of its customers by clearly defining employees, hosts responsibilities and training them in hospitableness to enact behaviours that are considered respectful and responsive to customer requirements. This can reduce negative experiences and a decline in well-being among customers in different service settings. When employees are provided with clear responsibilities, customers can be serviced efficiently, which reflects service presence. Employees should be trained to remain well-mannered and should not discriminate against any guests but treat them all in a friendly manner, including settling any problems they face related to the service offered.

Cultural and heritage tourism play important roles in societal well-being and quality of life (Historic England, 2020; Bezova & Azara, 2021; Azara et al, 2018; Azara & Crouch, 2006). The heritage sector is also a crucial, and continuously growing part of the national economy. In 2021, England's heritage sector is estimated to have contributed £45.1 billion (GVA) to the UK economy and employed over 538,000 workers (CEBR, 2023). This shows an increase of almost 10 billion in GVA from previous years (CEBR, 2020). UNWTO estimates that around 40% of all international tourists engage in some form of cultural activity during their trip (UNWTO, 2018; OECD, 2009) and destinations that offer a rich tapestry of culture and heritage tourism experiences are likely to feature high travellers' lists (TNS, 2017; IPSOS, 2021; Melpignano & Azara, 2018).

Engaging in experience value co-creation has proved to generate and sustain long-term business value for destinations and organisations, such as heritage attractions (Azara et al., 2021; Campos et al., 2018; Prebensen and Foss, 2011; Kim et al., 2012; Prebensen and Xie, 2017; Vargo and Lusch, 2004). Researchers as well as businesses have been interested in tourism experience value co-creation for its ability to increase the perception of service quality and satisfaction (Prebensen et al., 2016). Vargo and Lusch (2004; 2006) states that value is only created through active consumer participation in the creation process. This means that value-creation requires deeper consumer engagement, which the organisation needs to accommodate, often requiring a change in the business offerings and management (Haahti, 2006; Lugosi and Walls, 2013). Cultural heritage attractions can facilitate engagement and personalisation through the provision of thought-out experience spaces.

Recent studies show visitor experiences can be significantly enhanced by the use of digital technologies (Hoyer et al., 2020; Hollebeek et el. 2020). Research also shows that the global pandemic played a role in affecting international tourists´ attitudes and behaviours towards the use of technology in cultural heritage tourism experiences (UNWTO, 2021). For example, a study from UNWTO (2021) highlights how, even in the strictest times of lockdown, people have continued to seek out culture and heritage and used virtual reality and augmented reality cultural heritage experiences as both a source of comfort and inspiration for future travel. Indeed, the use of innovative technologies such as augmented and virtual reality have become increasingly popular within the area of cultural heritage research for its ability to provide immersive and interactive experiences that can facilitate e-cultural value co-creation between users and providers (Buhalis and Karatay, 2022; Jung et al., 2016; Jung and Han, 2014; tom Dieck and Jung, 2015).

The adoption of technology to facilitate experience value co-creation has traditionally varied across the UK cultural heritage tourism sector (Bezova & Azara, 2021). However, since the inception of the Covid pandemic, there has been a renewed emphasis on the use of technology in heritage tourism experiences by many providers (UNESCO, 2021; British Museum, 2021; Samaroudi et al., 2020; El-Said and Aziz, 2022; King et al., 2021; NEMO, 2020). Yet, the research focusing on the use of technology to facilitate experience value co-creation in recent years has been limited (John and Supramaniam, 2024), especially in the context of heritage attractions in the UK (Jung and tom Dieck, 2017; Panhale et al., 2022).

The study thus suggests further need for research investigating the impacts of emerging digital technologies such as augmented reality, virtual reality or AI in heritage tourism experience value co-creation. Results could enable cultural heritage providers to gain a better understanding of technology-assisted experience value co-creation processes design and delivery, and aid in gaining sustainable competitive advantage by increasing service quality, satisfaction, and their business revenues.

SME tourism entrepreneurs: Not as egoistic as we think. Reflecting on values, technology and sustainability. #17

Femke Vrenegoor & Elena Cavagnaro

In the last decades, evidence has been accumulating that, alongside positive outcomes such as job creation (UNWTO, n.d.), tourism has a major negative impact on the natural environment, local communities, and even tourists themselves (Higgins-Desbiolles et al., 2019). During the COVID19 pandemic, serval voices proposed to use this forced pause to rethink tourism so that it could restart on a gentler and more considerate path when restrictions would be lifted (see, e.g., the special issue of Tourism Geographies edited by Lew et al.). The hope enshrined in this proposal has not materialized: tourism's recovery is following the same exploitative path as pre-pandemic tourism (CELTH et al., 2022). Reflecting on these crushed hopes, one is reminded of Wheeller's statement that tourism "[..] is a world driven largely by avarice, greed, self-interest […]" (Wheeller 2004, p.471) and thus incapable to develop sustainably. In a world driven by self-interest, the impact of technological innovations on sustainability is limited, as Huesemann already noticed in 2003. Technological solutions will mainly focus on eco-efficiency, while improvements in eco-efficiency alone do not guarantee a reduction in the total environmental impact if fossil fuel fuelled economic growth is allowed to continue (Higgins-Desbiolles et al., 2019; Huesemann, 2003). The research here presented wishes to evaluate Wheeller's statement and its implications for technological innovation looking at SME tourism entrepreneurs and their prioritized values.

SMEs account for over 90% of the European economy (Statista, 2022), and 96% of accommodations fall into this category (CBS Statline, 2022). Therefore, the combined sustainability efforts of tourism SMEs could have a significant effect in the transition towards (more) sustainable tourism (Kornilaki and Font, 2019). Yet, tourism SMEs are lagging behind in their contribution to achieving the SDGs (Font et al., 2016; Kornilaki and Font, 2019; Thomas, Shaw and Page, 2011). An explanation for SMEs tepid involvement with sustainability could be, as suggested by Wheeller (2004), that SME entrepreneurs are largely driven by self-enhancement values, such as self-interest. Values, which are a person's guiding principles in life (Ros, Schwartz and Surkiss, 1999), are stable yet indirect antecedents to (sustainable) behaviour. However, notwithstanding Wheeller's suggestion, tourism studies have largely overlooked the role of values. Therefore, the aim of this study is to explore SME tourism entrepreneurs prioritized values.

This underexplored research area is addressed using a mixed method approach. Firstly, semistructured interviews were conducted with 17 owner-managers of micro and small-sized accommodations in the Netherlands. Participants were asked to rank their value top 5 by choosing from 17 universal human values of which 16 already proved to explain differences in sustainable behaviour (Schwartz, 2012; Steg, Bolderdijk, Keizer & Perlaviciute, 2014) and one value (freedom) is considered highly significant to entrepreneurs (Klewitz and Hansen, 2014; Lashley and Rowson, 2010; Muñoz and Cohen, 2018; Presenza et al., 2015; Shephard and Patzelt, 2011). Findings suggest that, in line with Wheeler's statement, self-enhancement values were prioritised. However, it should be considered that during the interviews entrepreneurs consistently observed that they could not distinguish the biospheric value items from each other. If, following this hint, all biospheric value items are combined into one biospheric value, then this combined value nestles itself in the entrepreneurs' top five values. Thus, biospheric values, when considered together, are highly significant to entrepreneurs.

Secondly, 344 unique survey data were collected amongst the same population of owner-managers of micro and small-sized accommodations in the Netherlands. The E-PVQ (Bouman, Steg, and Kiers, 2018) was used to measure which values were prioritized.

The empirical results support the findings from the interviews: hedonic, biospheric and altruistic values were prioritized, and egoistic values were least prioritised for this group of SME tourism entrepreneurs.

Overall, our study demonstrated that egoistic values are not prioritized. This implies that SME tourism entrepreneurs are not largely driven by self-interest (Wheeller, 2004). This finding has several implications, including that there is space for technological solutions beyond eco-efficiency and that communication around and nudging for the choice of these technologies (and generally sustainable choices) amongst SME tourism entrepreneurs should not only be construed around a gain frame but rather also include social and environmental aspects.

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After a critical review of the recent literature on Airbnb as a sharing economy case into the tourism and hospitality sector, founded that there is a floor to make more research on sustainability issues. Firstly, there is a gap on how Airbnb promotes eco-friendly and sustainable travel, as well as its effects on the environment and local communities (Ding, et. al., 2023). Secondly, recent studies outlined that scholars should apply to use a qualitative approach to examine a more sustainability related issues into their future studies (Molina et. al., 2022). Lastly, more studies on the factors that encourage environmentally conscious behavior changes in customers in various contexts—like a restaurant, hotel, or destination—are needed by academia (Han, 2021).

This study focused on examining relevant linkages between motivational factors to be owner of P2P accommodation (Airbnb host) and being active in pro-environmental and pro-social actions into the life practices. This study tries to make contribution into the literature by focusing on the sustainability aspects (social and environmental) of Airbnb hosts by using qualitative research method. This study contributes by associating the motivations of being Airbnb host and being active in sustainability issues under the framework of moral values. Furthermore, the study analyzed whether an individual awareness of sustainability practices by Airbnb hosts has influence on their motivations on social responsibility actions into their hosting practices. Data collected from Famagusta town of the Cyprus Island which is an island historically interacted culturally with neighboring nations that border the Mediterranean Sea. The research focused on examining the relationship between being Airbnb host and being proactive individual on sustainable issues. Therefore, hosts answered the question to define 'social responsibility' in their own understanding and words. The key themes found followed as; 'Community Engagement and Pro- social Practices', 'Environmental Consciousness and Pro-environmental Practices', 'Family Values on Moral Identity and Legal Compliance' and 'Restoration and Cultural Heritage'. Motivational factors of hosts are collectively highlighted in a range of motivations, including economic considerations, family dynamics, community benefit, and a sense of cultural and historical responsibility. Those findings can be examined under the 'Collective Social Responsibility Model' that introduced that each positive behavior of individual is an added value to the society which is creates wealth and promotes sustainable community. Findings found that hosts stress the importance of the level of environmental consciousness that is gained from education in fostering social responsibility. Respondents believed that teaching cultural heritage, environmental awareness, and ethical values, especially to children, is a crucial aspect of building a responsible society. Additionally, they indicated that hosts owing environmental sensitivity and leading pro-environmental practices into their Airbnb practices. The statements of hosts accepted as; they have good practices in their private life under the scope of social responsibility. Findings of the study showed that hosts work in a team for implementing necessary projects for the benefit of the society. Within this view, hosts can be taking responsibility in a collective level through community engagement and pro-social activities. Participants express a sense of social responsibility through the restoration of idle and old houses, contributing to the preservation of cultural heritage and historical structures.

As a context of moral identity issue of respondent hosts, the influence of family values on the development of moral identity is highlighted. Respondents attributed their sensitivity to environmental and social issues to the values instilled by their families during their upbringing.

Furthermore, hosts answered that moral values gain from education and their families, and it has a very strong link through being socially responsible individual. Some respondent hosts commented that the level of environmental consciousness and importance of environmental issues is the primary social responsibility both for our community and entire world. Findings found that hosts stress the importance of the level of environmental consciousness that is gained from education in fostering social responsibility. Respondents believed that teaching cultural heritage, environmental awareness, and ethical values, especially to children, is a crucial aspect of building a responsible society. Additionally, they indicated that hosts owing environmental sensitivity and leading pro-environmental practices into their Airbnb practices.

Travelers are actively seeking meaning in life (Wilson & Harris, 2006). They are becoming more aware of the positive effects bring by traveling, including escape the steady living environment of daily life (Khoo-Lattimore & Prayag, 2018) and even gaining a sense of power (Jordan & Gibson, 2005; Wilson & Little, 2008). The idea behind biophilia is that people depend on the natural world to preserve their well-being and health (Kellert & Calabrese, 2015). Travelers can explore more freely in nature and acquire greater tolerance for nature in order to develop personally (Yu & Gu, 2022).

According to Lehto et al. (2017), people in scenic locations with natural backgrounds can experience some feeling of restoration. Based on Attention Restoration Theory, travelers can immerse and engage in restorative travel to release mental tension and arouse pleasant emotions that called arousal (Lin & Hsieh, 2022; Oh et al., 2007). In addition, researches have demonstrated that the natural environment is closely related to green behavior. For example, biophilia would impact the green behaviors of tourists (Li et al., 2023) and tourists' arousal could encourage ecologically friendly behavior (Russell & Ashkanasy, 2021). Studies have shown that biological design is beneficial to personal health, and people with health awareness pay attention to health (Hao & Chenyue, 2021) and are motivated to engage in health actions (Yadav & Pathak, 2016). Therefore, tourists with health consciousness will not only naturally restore energy by observing the natural environment, but also do so because of the related health benefits.

One of the most significant advances in visual technology in recent years is virtual reality (VR). This technology creates a virtual environment by simulating genuine scenes and immersing users in it (Manis & Choi, 2019). Therefore, the aim of this study is to investigate the influence of tourists' arousal and restoration in a pro-natural virtual environment on pro-environmental behavior by using VR technology.

The first study objective is to further listen to the voices of tourists and understand how VR technology can trigger the psychological perception and restoration. Secondly, it adds supporting evidence of previous studies on the relationship between biophilia, arousal and restoration. Recovery help tourists develop sustainably (Kim et al., 2015), so the eco-tourism demonstrates a more sustainable future. In order to create a more humane environmental development and find out what the tourists can do with their characteristics, the third objective in this study is to better understand on how tourists interact with the environment.

To fill the gaps, this study explores the relationship between biophilia, arousal, restoration, health consciousness and pro-environment behavior and builds a theoretical model. Figure 1 depicts the research model where the corresponding hypotheses are proposed. The VR video about Guilin created by the blogger named 360 panoramic video technology and used in this study was from BiliBili, one of China's most famous video websites (Figure 2).

In this empirical study, tourists would watch the VR video firstly and then use a questionnaire survey with testing conducted using a 7-point Likert scale. The questionnaire is broken down into six sections: biophilia (Lee, 2019; Mousapour, 2023), arousal (Shen et al., 2023), restoration (Wong et al., 2023), pro-environmental behavior (Lee et al., 2021), health consciousness (Nanu & Rahman, 2023) and socio-demographic questions about the respondents' gender, age, education level, and economic situation. The study site for this research was Guilin in China where possessed the typical traits of eco-tourism, and a convenience sample approach was used to guarantee the accuracy of the research findings.

Based on the research design, 453 visitors in Guilin provided valid data using a questionnaire survey which examined from December 1, 2023 to January 15, 2024. Smart-PLS software was utilized to further examine the path association of variables. The results showed that biophilia positively affected arousal, restoration, and pro-environment behavior. Arousal also positively affected the restoration of tourists. Tourists with a high level of health consciousness were more likely to promote the relationship between biophilia, restoration and pro-environment behavior.

This research advances the development of knowledge regarding the pro-environment behavior of tourists and improves the field of study concerning biophilia, arousal, and restoration, health consciousness as well as pro-environmental behavior from the viewpoint of VR technology. In addition, this research can offer a direction for eco-tourism destinations looking to enhance their environmental design and marketing tactics, with the goal of drawing in more travelers and offering them superior experiences and services. Lastly, this study offers empirical evidence supporting the influence of VR technology on pro-environment behavior that is a fresh perspective on the subject of environmentally conscious travel.

Figure 1. Research model

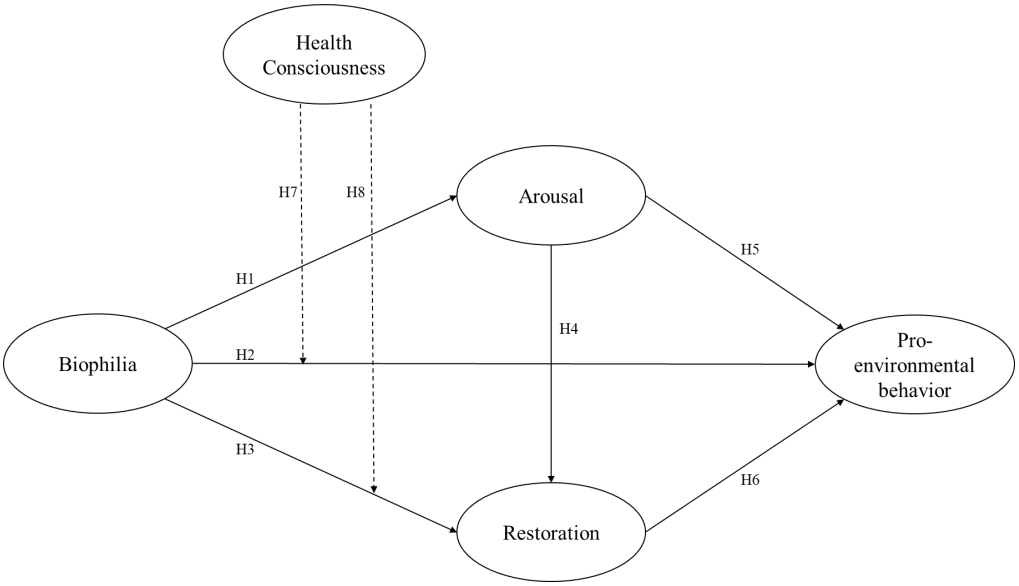

Figure 2. Screenshots of VR material of Guilin

Source. Video (VR material): https://www.bilibili.com/video/BV1uh411277R/?share_source=copy_web&vd_source=5cfeb909f2a39938459efc4d7b236da2.

Note. Due to space limitations, only one plots (picture) in the VR video of Guilin is shown here.

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Residents' perceptions of empowerment and trust in tourism institution within an all-inclusive tourism development model #63

Edson Redy Moreira dos Santos, Bynum Boley, Luís Nobre Pereira, Patrícia Pinto & Manuel Alector Ribeiro

All-inclusive tourism development model provides local government with the opportunity to benefit from an untapped source of revenue to support public finance and national economic development strategy (Nunkoo & Ramkissoon, 2016; Pratt, 2015). Although there is belated recognition, criticism surrounding such development has emphasized the emergence of this approach as being implemented in the form of "internal capitalism" with a strong presence of Western ideology and practices (Mbaiwa, 2005; Sharpley, 2020). In one sense, due to its characteristics – isolation, exclusiveness, and remoteness – this monothematic development is debatable, questioning its contribution to small economies and ability to ensure that residents' wellbeing is secured, and community empowerment is preserved (Nunkoo & Ramkissoon, 2016). Against this backdrop, this study seeks to examine the relationship between residents' perception of all-inclusive tourism development model and its association with residents' perception of empowerment, trust in tourism institutions, and support for sustainable tourism development. To scrutinize these perspectives, survey data was collected during the months of July, August, and October of 2022 on the touristic points (Santa Maria, Murdeira, Palmeira) on the island of Sal. Using a paper-and-pencil and a door-to-door data collection mode, 341 questionnaires were validated. Extended empowerment (Boley & McGehee, 2014), Perception of All-inclusive Resorts (PAIR) (Woosnam & Erul, 2017), trust in tourism institutions (Nunkoo & Smith, 2013) and support for sustainable tourism development (Man Cheng et al., 2021) scales, using 5-points, were used to measure those dimensions. The study used SmartPLS software to test the reliability and validity using CB-SEM, and PLS-SEM to test the path coefficient. Results indicate that under the condition of all-inclusive tourism development model, relationship between perception of empowerment and support for sustainable tourism development was not significant. Similarly, perception of empowerment did not have a significant effect on trust in tourism institutions. However, perception of all-inclusive tourism development model significantly affect residents' trust in tourism institution. Additionally, perception of empowerment and trust in tourism institutions were found to influence residents' support for sustainable tourism development.

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Cross-border tourism and residents' perceptions: a segmentation of the border between Portugal and Spain #51

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The effects of tourism on residents' perceptions are a relevant topic in the literature. Residents can perceive tourism effects positively or negatively in different dimensions, such as economic, sociocultural, and environmental (e.g., Nunkoo, Smith & Ramkissoon, 2013, Hadinejad et al., 2019, Scalabrini & Remoaldo, 2022). Several studies have attempted to understand these perceptions in different contexts around the world, including cross-border areas (Scalabrini et al., 2023). These studies often examine how residents' attitudes towards tourism development are influenced by demographic, social, and economic factors. Cluster analysis is a useful technique to explore the diversity of residents' perceptions towards tourism and has been applied in various settings (e.g., Choi, Couto & Imon, 2020, Pavlić, Portolan & Puh, 2020).

In this context, this research aimed to analyse residents' perceptions towards cross-border tourism, applying a cluster analysis. A survey was conducted among residents from the cross-border area between the Northern region of Portugal and Spain. The data collection took place between March and June of 2023, and a final sample of 622 valid questionnaires was obtained. A descriptive analysis of the participants' sociodemographic and professional profiles revealed that most of them (64%) were born in the municipalities from the border of Portugal and Spain and with an average age of 31 years old (±24.215), indicating a strong connection to the local. The sample had a slightly higher proportion of women (52.7%), with an average age of 48 years (±18.261). Furthermore, a considerable percentage of the sample (67.3%) had attained secondary or higher education, suggesting a relatively educated population. Most of them were also married (53.5%). Regarding the economic aspects, the participants' average monthly income ranged from €760.00 to €2,160.00 for 53.1% of the respondents.

To achieve the research aim, cluster analysis was performed. The first step was to use hierarchical analysis to determine the optimal number of clusters, which was three. Then, the non-hierarchical clustering method, known as K-means, was applied, which assigns each individual to the cluster whose centroid is the closest (Hair et al., 2014).

Following previous studies, this research also clustered the residents based on their perceptions of the economic, sociocultural, and environmental tourism effects. Thirty benefits and cost effects were considered and measured on a 5-point Likert scale.

The results revealed three clusters, which are described as follows. Cluster 1 (Optimist): this was the largest cluster, comprising 45.2% of the sample. It consisted mainly of women (51.1%), with a mean age of 49 years old (±19.446). This cluster was labelled as an optimist because the mean values of the effects were intermediate among the three clusters and the benefits and costs were similar, with slightly higher benefits.

Cluster 2 (Sceptics): this was the smallest cluster, involving 23.6% of the sample. It had a higher percentage of women (58.9%), with a mean age of 43 years old (±16.293). This cluster had the highest mean values for the economic, sociocultural, and environmental costs, indicating a high sensitivity to these aspects. This cluster also had a higher percentage of non-natives (42.5%) and the lowest average length of residency (26 years ±21.621). Another notable point was the perceived actual number of visitors, which was higher or too high for a larger proportion of this cluster compared to the others.

Cluster 3 (Enthusiasts): this cluster comprised 31.2% of the sample. It had a majority of women (50.8%), with a mean age of 50 years old (±17.225). This cluster had the highest mean values for the economic, sociocultural and environmental benefits, indicating a positive perception of the tourism effects. This cluster also had the highest percentage of natives (68.4%), which could reflect a stronger sense of belonging to the destination. Regarding the perceived actual number of visitors, 60.7% of the respondents considered it low or moderate.

The results corroborated previous findings in other contexts that analysed residents' perceptions, such as women being more negative in some situations (e.g., Alrwajfah, Almeida-Gacía & Cortés-Macías, 2019, Scalabrini & Remoaldo, 2020), and the sense of belonging enhancing the positive perception of the tourism effects (e.g., Stylidis, 2018 Alrwajfah, Almeida-Gacía & Cortés-Macías, 2019, Gannon, Rasoolimanesh & Taheri, 2020). The cluster analysis is important to understand how tourism affects different groups of residents and can support a more sustainable planning of the activity, considering the opinion of this key stakeholder.

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The role of travel motivation and sociodemographic characteristics in influencing the importance of access to technology during leisure travel #109

Nandipha David & Anneli Douglas

Tourists have expectations of technology when they travel (Yang, Hlee, Lee & Koo, 2017; Helkkula, Kowalkowski & Tronvill, 2018; Lee, Lee, Chung, Chulmo & Koo, 2018; Zhang, Gordon, Buhalis & Ding, 2018). Ye and Tussyadiah (2011: 132) anticipate that technology-enabled services will be available at the destination. On the other hand, it is also plausible that tourists may place importance on technology as part of their daily and professional lives but not expect it to be present at the destination when they want to break away from their daily routine (Greaves & Skinner, 2010; Paris, Berger, Rubin & Casson, 2015). Previous studies have shown a relationship between travellers' technology usage and other factors such as their travel motivations and socio-demographic characteristics.

Travel motivations represent the reasons for choosing to travel and choosing a specific destination. These motivations can vary widely among individuals and may include factors such as relaxation, novelty, adventure, cultural exploration, personal growth, or social interaction (Klenosky, 2002). Studies have shown that travellers who are motivated to travel because they want to digitally detox might not place an importance on technology-enabled services (Germann Molz & Paris 2013; Neuhofer, 2016; Ayeh, 2018; Floros, Cai, McKenna & Ajeeb, 2019) and seek out destinations that offer a peaceful, calming and relaxing environment (Dickinson, Hibbert & Filimonau, 2016). Sociodemographic characteristics, on the other hand, encompass various demographic and social factors that influence an individual's attitudes, behaviours, and preferences. The literature confirms that age, gender, marital status and education are amongst the most commonly used socio-demographic variables for determining technology use (Xiang, Tussyadiah & Buhalis, 2015). For example, it has been widely demonstrated in previous research that younger individuals are more prone to incorporating technology into their holiday experiences compared to older individuals (Pesonen, Komppula & Riihinen, 2015; Lalicic & Weismayer, 2018; Hua & Bai, 2020; Hua, Cole & Xu, 2021). Compared to younger adults, older adults generally face more challenges when utilizing online and mobile technology which results in less dependence on technology (Wang & Emurian, 2005).

What remains unclear is how the travel motivations and socio-demographic characteristics of travellers influence the expectations that they have of specific technologies at the destination. These expectations refer to the availability of technological resources and digital connectivity at the destination. The purpose of this study is therefore to investigate whether antecedents such as travel motivation and sociodemographic characteristics influence the importance that travellers attach to access to technology during leisure travel. To achieve this aim a quantitative approach was used. Convenience and snowball sampling were used to collect online surveys. The survey covered the socio-demographic characteristics of respondents as well as their travel motivations. It also covered the importance that they attach to access to technology at a destination. In total, 700 responses were collected from travellers who expect to travel for leisure purposes in the next 12 months. The results show that sociodemographic variables such as age, gender, marital status and education level do indeed influence the degree of importance that travellers attach to access to technology during travel. Furthermore, relationships were also shown between travel motivations and access to technology during travel. The paper increases our understanding of the factors that influence the importance that travellers attach to access to technology while they travel. From a practical perspective identifying the specific needs, preferences, and barriers faced by different traveller segments presents a blueprint for tourism stakeholders to work towards enhancing digital infrastructure, improving technology accessibility, and providing tailored digital services to enhance the overall travel experience for all individuals thus contributing to a positive destination image and higher intention to visit.

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Toddlers, tweens and in-between: Identifying family-friendly services, facilities and activities necessary at selected South African Arts festivals #14

Walter Wessels

Purpose of the research

Despite its significant economic contribution, the family tourism market is yet to be thoroughly examined in academic literature, perhaps due to its complex dynamics (Yang, 2020). It is not just another form of leisure; family travel necessitates substantial resources and is purposefully undertaken to strengthen family bonds, provide novel experiences, and enhance familial relationships and well-being (Lehto et al., 2017). The festival industry specifically often overlooks these motivations and needs, focusing rather on novelty and a wider variety of attractions for adult-only market segments (Kruger, 2019).

Children within the family travel context increasingly influence family purchases, including travel decisions, and the festival sector should strive to better cater to families, particularly those with young children (Boyle et al., 2018). According to Schänzel and Smith (2014) and Therkelsen and Lottrup (2015), family friendly markets typically look for social engagement and entertainment when travelling with recreational experiences and sensory activities being the most memorable.

As children age, their needs and the needs of their parents change, adding to the complexity of this market segment (Li et al., 2020). While babies may have limited cognitive abilities and language skills, their presence directly impacts the parents' needs for specific baby-friendly facilities such as changing stations (Liu & Draper, 2022). For toddlers, parents require safety at festivals to take priority (Da Silva & Wise, 2006). Children aged seven to 12 years old (tweens) develop primary logical operations and verbal reasoning skills (Piaget, 1970) and tend to prefer more adventurous activities driven by technology such as virtual reality experiences (Kim & Lee, 2022).

In South Africa, more than 60% of domestic tourists travel with their families (SAT, 2023). The South African National Tourism Sector Strategy 2016-2026 (NTSS, 2017) has also emphasised that effective domestic tourism marketing campaigns should place more focus on choosing priority segments and targeted activities to unlock the travel and spending potential of especially the family-friendly travel market segment. Therefore, it is evident that families are a valuable untapped market segment, requiring further investigation to understand their travel preferences and needs. In light of this, this research aims to identify family-friendly services, facilities and activities necessary at selected South African Arts festivals.

Research methodology

This study forms part of an ongoing project and will follow a quantitative research design with a purposive sampling technique. Using self-administered questionnaires, parents attending the Aardklop National Arts Festival, Innibos, and Klein Karoo National Arts Festival (the three largest arts festivals in South Africa based on visitor numbers), with their children between the ages of six months and 12 years old, will be approached to take part in this study. A new questionnaire, using work done by Kruger (2020), Kazembe et al. (2015) and Asvanyi et al. (2021) will be developed, consisting of two sections. Section A aims to determine the demographic and behavioural profile of the respondents. Section B will consist of 22 statements related to family-friendly services, facilities and activities necessary at a South African arts festival. Respondents will indicate, using a five-point Likert scale, the importance of each statement (1=not important – 5=absolutely important). The questionnaire will be distributed using three trained field workers.

Expected contribution of the findings

In light of the prevailing gaps in the literature, the projected contributions of this research are substantial. Firstly, it has the potential to significantly enrich the academic discourse in family travel and leisure, offering novel insights from a developing country perspective. Furthermore, by addressing this research gap, the study can provide practical implications for enhancing family-friendly product offerings in the festival sector, thereby enhancing their appeal and relevance to contemporary family units.

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We built it, but they couldn't come: The traumas, wellbeing, and other anxieties of UK festival organisers surviving Brexit and a pandemic lockdown #13

Ged Ryan

While much research exists globally on wellbeing and festivals, either as a festival dedicated to wellbeing as either the underlying or clearly recognizable theme (Diesel & Lambert, 2005; Francis et al., 2021a; Mackay, 2011; Mellor et al., 2012; O'Shea & Leime, 2012), or the effects of attending festivals as a means of wellbeing from a variety of wellbeing perspectives (Brownett & Evans, 2020; Francis et al., 2021b; Olivier et al., 2023; Piscitelli, 2020), very little exists on the wellbeing of the actual festival organisers and contributing traders. Considering the impact on festival organisers, traders, and their events during and since the global lockdown of 2020, this has become a vastly important area of research for the broader events industry.

UK festival organisers are experiencing arguably the worst period in the sectors modern history. According to Association of Independent Festivals (AIF, 2020) UK festivals faced costs that ruined some businesses as a result of cancelled events. The vast majority of UK festivals (98.5%) were not covered by insurance for cancellation related to the pandemic (Cooke, 2022) . Add to this the effects of Brexit on touring artists, increased costs on fuel and provisions, higher tax and interest rates and the increased red tape crossing borders (Brennan, 2022), the UK festival organisers are undoubtably dealing with serious amounts of mental stress. Innovations such as live streaming and virtual reality concerts have filled a gap, enabling artists to keep their fans entertained during the shutdown (Hanley, 2020). However, as this research is finding, the industry has suffered considerably from people not returning to the industry after finding work in other industries. The purpose of the research is to understand the broader implications of these mental health stresses from the 2020 lockdown with consideration for the additional implementation of Brexit on UK festival organisers wellbeing.

The research uses a mixed methods approach and is part of a longitudinal research project into the wellbeing of festival organisers since the pandemic.

The methods used in this research include a questionnaire made available to one of the UK's largest organisations festival organisers. This survey is being triangulated with one-to-one interviews using online meeting software, site visits, and additional desk research around the topics of wellbeing, Brexit, festival research and academic statistics. The key (and expected) findings from this research include the importance of place on an individual's wellbeing during the lockdown, the unexpected broader use of technology since the lockdown and the actual limited impact of Brexit on many festivals. There is also evidence of individual changes in business practices that have been driven by wellbeing decisions.

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The impact of IoT on the planning and delivering of events: a structural equation modelling #38

Nana Nyarko

Purpose of Research

From smart homes to hospitals, the use of digital technology (also referred to as "Internet of Things" (IoT)), is rapidly changing the way we live.

These smart devices, such as wearable devices, sensors connected cameras, smartwatches, heartbeat monitors, smartphones, and so on, are connected and communicate through a network. The communication generates large amount of data that can be explored in analysing the trends and patterns in the data in the development of business. The interconnection of these digital devices has led to changes in the business processes for example automation of some of the processes and creation of new opportunities thereby bringing changes to the business environment (Gartner, 2015) hence providing a better user experience to end users.

Recent studies on the topic of IoT has forecasted significant growth in the connection of devices from 25 to 50 billion by 2022 (Lee & Lee, 2015; Saarikko, westergren & Blomquist, 2017, Weinberg, Milne, Andonova, & Hajjat, 2015) meaning having a high impact on the everyday life of all users (Atzori, Iera, & Morabito, 2010), with revenue within the sector expected to grow to 4 trillion by 2025 from 892 billion in 2018 (Hassija et al, 2019).

Thus, making it one of the hottest topics in both the research field and in the industry (Ju, Kim & Ahn 2016).

The concept of IOT communicating with humans to provide specific services is gradually shifting the traditional way event organisers plan and deliver events.

The concept has influenced both the event industry and event audience, and it is shaping the future of the industry by providing ways of addressing some of the most pressing challenges faced by event organisers in particular it can provide solutions for noise pollution, security, crowd management and environmental issues. It also improves efficiency in delivery of services like automated check- in, tracking of event attendees for improved queue and crowd management, experiencing event in real time irrespective of the location due to VR technologies, AI and use of real-life data.

These show how IoT technology have significant impact on the planning and delivering of events as well as the overall event experience. However, research into the influence of IoT deployment on event planning and delivery is relatively sparse.

Therefore, the purpose of the research is by investigating the impact of IoT technology in the event industry by developing a model that explains the relationship between the benefits of IoT application and the planning and delivery of events.

Research approach

The use of Structural Equation Modelling (SEM) allows a better analysis of the complexity of the relationships of the IoT enabled services towards the planning and delivering of events. The developed model offers conceptual contribution to the planning and delivery of events.

Research Method

A questionnaire was designed to examine the services and process that benefits from the adoption of IoT enable technologies and how they impact the planning and delivery of events. To assess the possibility of IoT enabled services and impact on event planning and delivery, a statistical approach was used to develop a SEM for the IoT adoption and impact on event planning and delivery.

Expected Findings

The results shows that adoption of IoT enables technologies do significantly influences/impacts the planning and delivery of events as its key to IoT applications. In conclusion, participation in technology-based services or processes requires the event industry been exposed more to the benefits of the impact of IoT enables technologies to enable its application to the planning and delivery of events.

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How to create a fun environment for hotel mobile app users #107

Demos Parapanos

The mobile business has gained significant attention in management research due to the increasing popularity of mobile devices and the maturity of related technologies (Yan et al., 2022). The increasing value of mobility and the on-the-go apps (Chun-Chi Lu et al., 2017), allows users to consume services anytime and anywhere. Mobile devices have introduced both easiness and convenience for contemporary travellers for actions such as shopping products and services on-the-go (Ozturk et al., 2016). Thereafter, mobile apps help travel-related companies provide exciting, interesting, and innovative experiences for their customers (Kuo et al., 2019).

However, adopting such technologies alone, may not in itself lead to competitive advantage (Kim & Law, 2015), unless there is investment by hotels to enhance engagement. For advance engagement other industries should be looking at the of the rapid development in video game industry (Cai et al., 2022), for innovative technologies (Phillips, 2018). Gaming industry understood that players' participation is voluntary, meaning that their first decision is whether to play at all (Morgan McGuire, 2008), which led to studies (Bartle, 2004; Yee, 2006; Demetrovics et al., 2011; Merikivi et al., 2017), investigating elements making games fun for players to engage with. These studies formed multiple typologies of players providing useful tools for designers to promote mechanics that are likely to enhance the sense of fun leading to engagement with the game. Even though mobile apps bring huge benefits to consumers, there has been very few research on the element of fun as a factor affecting the use of mobile apps for hotels (Kuo et al., 2019).

Fun is a subjective term, and it results different meanings that must go into an app to make it fun for everyone. To address this gap, this study aims to understand the element of fun for users when using hotels' mobile apps. To achieve the aim this research used a qualitative methodological approach focusing on exploring hotel visitors' opinions, on mobile apps to understand the characteristics that would create a fun ecosystem within the technology. The idea is that, if the active ingredients that make a mobile app fun could be discovered, then marketers can put them into their digital technologies and make it engage.

Semi-structured interviews used with hotel visitors under the condition that they have experience with mobile applications. Data saturation achieved at 19 interviews, but 6 more interviews were carried out in case new information arose. Thematic analysis revealed the meaning of fun for hotel visitors when they use mobile applications for the hospitality industry. Participants revealed seven meanings of fun (socialising, achievement, competitiveness, challenge, explore, interactivity and personalisation) when using the technology. Discussion with the participants, showed some details on the application for some of these elements of fun. For the competitiveness element to be satisfied a mobile app should include a leaderboard; achievement is satisfied in a point and levelling up system and personalization will include avatars. In terms of exploration, it is significantly important to include tasks promoting exploring the destination around the hotel and not the technology itself.

Similarly with games, hotel mobile apps could use the elements of fun, to promote similar levels of engagement with the system. Despite previous studies focus on understanding the meaning of fun when playing games (e.g. Bartle, 2004; Yee, 2006) none of the existing studies focus on understanding the meaning of fun when using a mobile app in the context of the hospitality industry. Hence, this study extended understanding of fun elements when using hotels' mobile apps. Findings support that users are likely to engage with the technology if they find it fun. Consequently, this will result a higher tendency to make a purchase from the technology. Finally, it should be acknowledged that this study came with limitations. Participants are from age of 18-34 years old, meaning that the results are based on younger generations rather than an overall point of view. Also, the demographics of the sample come from four countries, meaning that it is not a worldwide sample, but more of a representative one. Finally, since this research followed a qualitative path, it is suggested a quantitative future research could generalise the results.

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Gamification uses thinking and mechanics in game design to engage and motivate individuals beyond the context of games as a specific source of entertainment (Pradhan, Malik & Vishwakarma, 2023). In the literature, gamification is addressed by several authors in relation to problem solving (Huotari & Hamari, 2012), value creation (Huotari & Hamari, 2017; Hofacker et al., 2016) and as a vector for influencing player behavior outside the recreational environment (Pace & Dipace, 2015).

Studies in tourism verify the impact of gamification on destination brand promotion (Abou-Shouk & Soliman, 2021), on the tourist experience (Yoo et al., 2017), on the application in architectural attractions (Swacha, 2019), as well as on the behavioral and psychological side, which addresses the influence on positive behaviors (Andersson et al., 2018). However, gamification research investigating results in the events segment is still limited. The present study uses Self-Determination Theory (SDT) (Ryan & Deci, (2000), represented by narrative, and based on the paradigm of Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974), exploring the effect of the gamification component (narrative) on the participant's memorability and intention to repatronize. The aim of the research is to explore the impacts of gamification applied to events, with the participants of GO!RN 2023, held in Brazil, with the criterion for choosing the interviewees being their participation in the gamification of the event. GO!RN took place in November 2023 and included lectures, business roundtables, stands and gamification. The estimated audience for the two-day event was over 10,400 people. The first step before carrying out the collection was to map the journey within the event and define strategic points. The gamification of the event had check-in points scattered around the venue. In this way, the team of volunteers waited for the participant to get halfway through the gamification before answering the survey. Data was collected using a structured questionnaire from a sample of 201 participants who experienced gamification in the ways proposed by the event, which was about innovation and technology.

Structural Equation Modeling was used to analyze the data, examining the relationships between gamification (the stimulus), flow, positive emotions and memorization (the organism), and intention to repatronize (the response), with the aim of building a model of the gamified experience at technology events. The results show the positive influence of narrative within gamification on the participant's experience, affecting the construction of positive memories, and consequently the intention to return and recommend the event. It was found that narrative has a significant relationship with the flow of events, due to the engagement and sense of belonging when immersed in the story. Narrative has a significant relationship with participants' positive emotions. Positive emotions also mediate the relationship between narrative and memorability. Flow mediates the relationship between narrative and memorability in a positive and significant way. Therefore, memorability has a significant relationship with the intention to repatronize the event, and with the memories built up in this process. The results of the study show that event participants want to experience gamification again and are curious about future editions, as well as encouraging colleagues in their environment to try this activity. The research highlights the relevance of narrative in gamification for creating memorable experiences at events. The study provides insights for event professionals and organizers when designing strategies that use gamification as a tool to engage and retain audiences.

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Unlocking the Power of Gamification in the Hospitality Industry: Conducting an empirical user-study to unveil pathways for customer and employee satisfaction #128

Fereshta Yazdani, Klaus Vollmer, Yannik Bol, Michael Rah, Lauryn-Marie Schwarz & Finja Hauschild

The hospitality industry is one of the most important drivers of global value creation that focuses on providing exceptional experiences to customers. Due to the COVID-10 pandemic this sector faced unprecedented challenges and was forced to adapt to new circumstances (Errichiello and Bayer, 2023). With the rise of digitalization, it was able to embrace new opportunities and adjust to the needs of time, however, it still faces many challenges. For instance, employee dissatisfaction, high expectations of customers, shortage of skilled workers etc., these are a few pain points that still need to be handled (Intelity ,2021). In recent years, the strategic use of game elements in non-game contexts (called gamification) improved processes with various applications in the hospitality industry (Peter, 2021).

To identify more opportunities for using gamification in this sector, in our work, we investigated different areas, such as revenue, staff empowerment, safety & security, sustainability and guest experience. We conducted a survey, prototyped and evaluated its results in the form of digital gamified applications covering topics such as interest, acceptance and personalized experience. Thereby, we focused on how gamification can (1) support the training and education of employees (2) improve teamwork and collaboration and (3) increase employee motivation and customer satisfaction.

First, we drafted a set of gamified use cases and internally evaluated their motivating gamified elements by using the core drives in (Chou, 2015). These use cases, divided into staff- and customer-oriented, included areas e.g. training, education, recruiting of new employees etc. For instance, one use case was about the operative processes in a hotel. In a simulated world, users could perform operational tasks, e.g. cooking in the kitchen, administrating the budget or managing human resources. Its goal was the recruitment of new employees as well as testing and training in the basic skillset they require to work in a hotel.

To verify the end users' acceptance and willingness of using our gamified applications in the hospitality industry, we conducted and evaluated a survey based on our use cases by using the Technology Acceptance Model (Venkatesh and Bala, 2008). The survey aimed at capturing important socio-demographic data and holiday preferences of our target group as background information as well as the needs and interest of potential users for these applications. We asked the users to evaluate our use cases based on category's relevance, utility, handling, use and recommendation, e.g. is the output satisfying your needs? Would you recommend it to others? Is it useful? etc.

Our survey was published on various platforms and spread to both online and private networks with a participation quote of 60 users, 65% men, 30 % women and 5% diverse. The average target group's age was 23 years and came from various areas, such as supply of services, production, transport and logistics etc. The results shows that three applications have been chosen by the participants as top use cases: the food and beverage construction kit, the gamified safety training and the digital scavenger hunt. The first application received the highest overall rating with the focus utility (perceived usefulness) and handling, followed by the second use case gamified safety training with the focus on utility and recommendation and the third use case with the focus on handling. The results show that most of the users are interested in doing adventurous activities. This might be the reason for the choice of digital scavenger hunt use case that trains mental skills and at the same time creates a significant fun factor. With the competition factor, users are stimulated and motivated to do more, either by learnings or training. Our study shows that the participants have a huge interest in continuing their education and training their skills. Gamification is a good strategy to enhance this education by supporting and motivating individuals. In addition to the playful way of learning new things, it fosters intrinsic motivation, raises awareness, engages and satisfies individuals on various emotional levels.

In our perspective in today's world, digital gamified solutions that promote skills, e.g. learning, awareness, motivation and willingness, are inevitable and need to be better tailored. As a next step, we are going to implement our gamified applications and integrate artificial intelligence as digital innovation driver to provide personalized customer experiences.

Perception of Welcoming Culture: A Study of Technology Use and Service Training to Enhance Solo Female Travelers Experience #157

Annie Ko & Loretta Pang

Well-being is one of the important managerial topics in today's world. Many organizations support employees to achieve a better mental state by providing wellness workshops, exercise classes, coaching programs, etc. Employees learn to schedule "me-time" and leave hectic and everyday stress. Me-time is not limited to seeing a movie, going hiking, or going to museums locally. Solo travel to other countries offers an individual more space to be at peace with the world and oneself. According to Skyscanner's Travel Trends 2023 report, one of the key trends highlighted was that solo traveling is no longer a niche. 54% of U.S. travelers were looking to embark on solo adventures within the following year while 69% of travelers from the UAE were considering going on holiday on their own in 2023 (Connecting Travel, 2024).

Previous literature suggests that females account for half of the travel market taking adventure travel, eco tours, educational travel, and backpacking trips (Yang, Khoo-Lattimore, & Arcodia, 2017). In recent years, more and more female travelers perceive solo travel as trendy, adventurous, and self-rewarding. They utilize solo female travel apps to discuss travel plans, and most importantly, get insider tips from locals and fellow travelers to find reliable accommodations or tourism products/services. Given that these travelers travel alone with gendered constraints (Douglas & Barrett, 2020), they have a greater concern about the perception of safety and welcoming hospitality culture. Previous literature examined solo female travelers who experienced harassment from male strangers exerted considerable influence on women's perception of safety (Su & Wu, 2020). Another research on solo diners found that they were being considered as not profit-generating customers (Im & Seo, 2024).

Because of the changes in the socioeconomic status of females, it is expected that solo female travelers will be on the rise (Jordan & Aitchison, 2008). Their consumption spans different sectors such as hotels and accommodation, restaurants, transportation (e.g. airlines, trains, buses, taxis), retail shops, cruise liners, theme parks, national parks, etc. Given the potential demand and supply in this rising market segment, much previous research focuses on their travel motives. Their perception of welcoming culture (including products/services) offered by various hospitality and tourism sectors is under research. Therefore, this research is a pilot study aiming to explore the underlying concept of solo travelers' perception of welcoming culture and to understand the effectiveness of using solo female travel apps in enhancing their wellness travel experiences.

According to the article Experienscape: expanding the Concept of Servicescape with a multi-stakeholder and multi-disciplinary Approach, Pizam and Tasci (2019) define "experienscape as the sensory, functional, social, natural, and cultural stimuli in a product or service environment, surmounted with a culture of hospitality, all of which accrue to an experience for consumers, employees, and other stakeholders and result in positive or negative cognitive, affective, and behavioral reactions toward products, services, brands, and firms" (Pizam & Tasci, 2019, p. 76). This concept was adopted as a theoretical approach to investigate solo travelers' experiences and hospitality needs. Through purposive and snowball sampling strategies, 10 female travelers who had experience in solo travel were invited to participate in this study. Semi-structured interview questions were developed according to some of the relevant components in the experienscape model. Data was coded and content was analyzed into major themes. Useful features in the solo travel apps to make travelers feel safe and welcome were identified. Solo travel-friendly products and services were suggested. The results provide implications on how products/service providers can partner with solo travel apps or leverage their digital platform to enhance their service competitiveness. Furthermore, Human Resources and training managers are suggested to redefine hospitality welcoming culture, and subsequently develop service training to allure this new market segment.

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Exploring the Impact of Design Based Education on Higher-Order Thinking Skills in Hospitality Education #62

Inga Mons, Hanneke Assen

In recent years, the hospitality industry has faced significant challenges, notably highlighted by the Covid-19 pandemic (Bhusan 2019; Sigala 2020), revealing its vulnerability. To cope with these challenges, there is a crucial need for hospitality professionals who possess higher-order thinking skills, such as openness to new ideas, adaptability, flexibility, communication, problem-solving, creativity, and critical thinking. Moreover, analytical decision-making based on credible sources, collaboration, and the ability to design innovative solutions seem to be pivotal for future-oriented hospitality professionals (Bhusan, 2019; Iguchi, 2022; Love, 2020; Suh et al. 2012; Wagner, 2014). Hospitality education plays an important role in supporting students to develop these skills, while the industry provides opportunities to translate theoretical knowledge into practice(Wrigley & Straker, 2017).

The University of Applied Sciences involved in this research adopted Design Based Education (DBE) in 2018, aiming to assist students in developing higher-order skills. Students engage in a 15-week collaborative project, in which they work on design challenges provided by the hospitality industry. Facilitated by educators and industry partners students develop meaningful solutions by engaging in iterative design processes. During this process, facilitators observe and activate students' learning, researching, and designing, while subject experts provide the knowledge needed for the specific challenges, and industry partners deliver the information needed from a company perspective. Moreover, the facilitators, experts, and industry partners provide regular feedback on the progress. At the end of a semester, students showcase their learning experiences in the form of comprehensive digital portfolios containing critical reflections, validated evidence, and feedback on their learning, researching, and designing processes.

This study aimed to explore to what extent students develop higher-order thinking skills in the context of DBE. The methodology consists of a qualitative analysis of digital portfolios of students from different programs (short track, fast track, regular) in 2021. Using the educational ladder (Wrigley & Straker, 2017), the level of students' skills, from foundational product, project, business to professional level were explored. The findings demonstrated a variation in students' thinking skills, correlating with their prior education and experiences in the hospitality industry. Most students, particularly students of regular programs, used primarily action-oriented (foundational and product level) or learning-oriented reflection (project and business level). There was a noticeable lack of meaning-oriented reflection (professional level). This indicates a lack of higher-order level thinking skills. In light of these findings, educators facilitated students in improving their reflection skills by providing knowledge on reflection methods and guiding them through the iterative design processes. Consequently, in the beginning of 2024, the digital portfolios of students will be analysed, and a comparison will be made between the findings of 2021 and 2024. We expect, due to the abovementioned intervention, an increase in the level of thinking skills across students from the different programs.

This study contributes to the ongoing discourse on innovative pedagogical approaches in hospitality education, emphasizing the transformative potential of DBE in stimulating higher-order thinking skills essential for the next generation of hospitality professionals.

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Cultural Heritage Tourism Route Planning Based on Q-Learning with Reinforcement Learning: A Case Study of Macau #131

Song Junxin

In the wave of globalization, cultural assets can showcase the uniqueness of cities culturally, driving urban tourism, and is an important strategy for promoting economic development. Especially for cities possessing cultural assets declared as World Heritage Sites, promoting cultural heritage tourism is a significant asset in shaping the cultural image of the city.In the preservation of cultural heritage around the world, many countries have started from single-point buildings and gradually developed into linear or areal cultural heritage preservation methods. However, these heritage sites are often scattered, and whether they can further develop into tourist destinations worth exploring is still worth exploring.With the continuous evolution of global tourism development, tourists' preferences for cultural heritage tourism have become increasingly favored in the 21st century compared to the previous century. The demographic of tourists preferring cultural heritage tourism has also been steadily growing, making it a "hot topic" within the realm of travel themes. When planning their trips, tourists are often constrained by multiple factors, making it difficult to meet their personalized travel needs. Therefore, this study aims to explore the method of cultural heritage tourism route planning using the Q-Learning algorithm in reinforcement learning, with the historic city of Macau, one of China's World Heritage Sites, as a case study.Reinforcement learning, with its strong adaptability and the absence of the need for pre-labeled data, can effectively address the complex and dynamic environments and demands in cultural heritage tourism.

The Historic Centre of Macao is a historic district centered around the old city area of Macao. It consists of interconnected squares and streets, comprising 30 sites, including 8 squares and 22 buildings. This area was once the core residential area predominantly inhabited by Portuguese and other nationalities. It has largely retained its original appearance, featuring a unique blend of Western and Eastern architectural styles, distinct from any city in mainland China. Over the centuries, Chinese and Portuguese residents coexisted in the Historic Centre of Macao, forming different communities with diverse lifestyles and cultures. The coexistence and integration of these cultures exude a warm, rustic, and inclusive community atmosphere, reflecting the harmonious blend of Chinese and Portuguese influences. The Historic Centre of Macao is a distinctive and valuable place, imbued with a strong allure for visitors.

First, through research and sorting of the World Heritage Sites already designated in Macau, their coordinates were determined. Then, the Q-Learning algorithm was applied to learn and optimize the actions between different attractions, aiming to enhance tourists' sightseeing experience and cultural awareness. In the experimental design, factors such as tourists' preferences and time constraints were considered to maximize their satisfaction. Through simulation experiments and field verification, the effectiveness and practicality of this method in cultural heritage tourism route planning were verified.

The research results show that cultural heritage tourism route planning based on Q-Learning can effectively enhance tourists' sightseeing experience, providing them with a richer cultural perception and historical experience. Furthermore, this study provides new ideas and methods for the intelligent planning of cultural heritage tourism, offering important references for the planning and management of tourism in Macau and other regions.

Technology personalization and social media contribute to the satisfaction of wellness tourism customers #165

Célia Maria Quitério Ramos & Rashed Ahsqar

The purpose of the research:
Despite the enormous increase in interest in wellness travel over the past few years, there is no set method for determining the critical components of these types of travel locations (Subasinghe et al., 2020). However, according to Subasinghe et al. (2020), wellness tourism is a rapidly expanding global phenomenon that heavily depends on innovation and knowledge management. "A state of health featuring harmony between the body, mind, and spirit, with self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation/meditation, mental activity/education, and environmental sensitivity/social contacts as fundamental elements," is what Mueller and Kaufmann (2001) defined as wellness tourism.

A wellness tourism experience satisfies the emotional needs of the traveller by offering a sense of peace and harmony that improves well-being and promotes health. The wellness tourism market aims to enhance, preserve, and advance the body, mind, and spirit (Smith and Kelly, 2006). In addition to a way of life adopted by those in permanent employment. According to the Global Wellness Institute, this market has expanded rapidly, adding 12.8% between 2015 and 2017 and accounting for 5.3% of the world economy (BrandMinds , 2019).

Along with customized guest care, a broad range of cultural and recreational activities, and quality management, the standard of wellness services is becoming an increasingly important differentiator and competitive factor for hotels. Services tailored to a client's preferences and not related to healing are instead related to the client's overall well-being (Chen et al., 2013). The hospitality sector must develop creative solutions to offer its patrons intuitive service while keeping operational limits in mind, matching client preferences with its operations plan, and requiring sustained customer-centric innovations.

Since consumers are now involved in production and consumption processes (Buhalis and Law, 2008), companies must employ technology to interact with customers more personally. Consequently, using technology to personalise allows customers to obtain tailored information more quickly and easily at any moment (Nyheim et al., 2015). According to Nyheim et al. (2015), hotels can establish robust customer relationships through customisation. Customers can spend less time looking for information when they use personalized services and get recommendations for more services tailored to their tastes (Nyheim et al., 2015; Piccoli et al., 2017).

In order to provide individualized service, hotels must be able to discern their guests' wants, as this is a critical factor in determining their satisfaction. The hotel manager's new goal is to provide a great client experience to keep their leadership position (Lemon & Verhoef, 2016). In order to meet the new competitive challenges associated with the hospitality industry, it is possible to create a quality customer experience by combining the provision of high-quality services with the provision of preferred tourism experiences with the support of information technology. This allows for the addition of a differentiation strategy through innovation in the form of new and unique products offered at a superior economic value (Bharwani & Matheus, 2016).

Design/methodology/approach:
The current study aims to determine the elements of service providers, motivation, tourism experience, and technology environments that support wellness tourism activities and positively affect consumer satisfaction and recommendations.

Findings and Research Implications:
After conducting this investigation, we have come to the following conclusions: the ability to engage in other activities that lead to feelings of evasion and escapism, the sending of personalized messages to pamper the guest, the trust they have in the hotel app, the testimonials they read and share on social media, and the personalization offered by technology are factors that impact customer satisfaction and, as a result, influence the recommendation of the hotel and its services to other guests.

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Could travel motivations influence the search for well-being? Examining the positive impact of mindfulness and memorable tourism experiences #64

Vivien Iacob, Saúl Neves de Jesus, Soraia Garcês & Cláudia Carmo

In an increasingly globalised world, the importance of well-being has grown significantly, prompting numerous national and international initiatives to assess citizens' well-being (OECD, 2013; Ruggeri et al., 2020). Simultaneously, there has been an increase in investigations of well-being indicators in the fields of psychology (Diener et al., 2010; Veenhoven, 2014) and tourism (Vada et al., 2022; Chen & Petrick, 2013; Sie et al., 2021). As a result, researchers are trying to identify the factors contributing to well-being in different cultural contexts (Diener et al., 2010).

Tourism is often portrayed as either an activity that directly improves the well-being of the visitor, as well as advances knowledge and health (Connell, 2006), or as an activity that indirectly improves well-being by reducing anomalies caused by the society in which the visitor lives (MacCannell, 1999). Especially in modern society, some people notice travel as an essential aspect of life. When they are on vacation or organising a trip, they frequently look for locations where they can relax and escape the stress of daily life. Vacations provide many advantages, including better mental and physical health, increased happiness, and improved quality of life (Chen & Petrick, 2013).

Moscardo (2011) suggests that the relationship between tourism, health, and well-being is complex and influenced by travellers' motivations and destination opportunities. Her work suggests that human desires interact with personality traits through social and cultural conditions and that tourists' motivations have moved towards incorporating aspects of well-being.

Examining different factors that may be linked to travel motivations and well-being is crucial. Tourist experiences are frequently portrayed as creators of memories. Visitors' memories of travel experiences are an essential outcome retained from the trip (Coudounaris & Sthapit, 2017). In turn, memorability refers to a vital result of the travel experience (Sthapit & Coudounaris, 2018). One research found that senior visitors' memorable experiences mediated the association between motivation and life satisfaction (Sie et al., 2021).

Some studies have tried to identify the antecedents and outcomes of well-being. For instance, according to Vada et al. (2022) conceptual framework for tourism well-being, mindfulness is considered an antecedent or trigger. Other tourism experts have emphasised the value of mindfulness (Haobin et al., 2021; Rubin et al., 2016) and suggested a positive association between mindfulness and memorable tourism experiences (Iacob et al., 2023). Further, it is proposed that mindfulness and memory encoding depend greatly on attention. According to Lee and Kim (2018), the desire to return to a location is linked to a positive memory of previous visits, and mindfulness plays a crucial role in enhancing visitors' intent to return and their ability to recall special moments. In this vein, mindfulness may be a key element in promoting and improving well-being and influencing memorable experiences. To further explore this subject, it is important to consider the nature of the driving forces behind travel and the pursuit of well-being. The main objective of the present study was to investigate the role of travel motivations on well-being and to analyse the impact of mindfulness and memorable tourism experiences on this relationship.

Data was collected through online questionnaires and included 256 participants who had the latest trip experience. Results show that model fit indices of the measurement model were found satisfactory and within the acceptable values. Validity and reliability were also confirmed. The proposed framework was tested through structural equation modelling (SEM) and bootstrap sampling. The findings yielded significant relationships among the constructs.

The analysis of results revealed a significant positive influence of travel motivation on well-being, mindfulness and memorable experiences. The mediating role of mindfulness in the relationship between motivation and well-being was confirmed. Furthermore, the mediating role of memorable experiences on the relationship between travel motivation and well-being was supported. Finally, memorable experiences positively mediated the relationship between mindfulness and well-being. Thus, the findings suggest that mindfulness positively influences well-being, and memorable tourism experiences also play an essential role in influencing well-being.

The findings suggest that travel motivation greatly influences tourism well-being. Understanding the different forms that can affect well-being could be very important to researchers and tourism managers so that they can incorporate the most effective methods and techniques to continue exploring the positive effects of psychological variables on well-being and for better management.

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The economics and political economy of the metaverse: Real economic fundamentals in a semi-imaginary world #41

Stanislav Ivanov, Faruk Seyitoglu & Craig Webster

In historical terms, the metaverse is a recent conceptual innovation, only having been invented as a concept in Neal Stephenson's 1992 novel Snow Crash (Abbate et al., 2022). The concept involves the immersion of a person into a virtual and interactive environment that has a great deal of potential for all sorts of endeavors, including various business applications (see, for example, Kim, 2021; Kraus et al., 2022; Mancuso, Petruzzelli, & Panniello, 2023) and, more specifically, businesses involved in tourism/hospitality/leisure activities (e.g., Buhalis, Lin, & Leung, 2022; Buhalis, Leung, & Lin, 2023; Go & Kang, 2023; Gursoy, Malodia, & Dhir, 2022), as well as other applications, such as education (Lee, & Jo, 2023). Scholarship on the topic, while still relatively nascent, has already inspired reviews of the literature on the subject (Abbate et al., 2022; Narin, 2021). However, while the concept of the metaverse is historically new, the technologies currently being developed suggest that the metaverse will rapidly develop into a reality in which many humans will be working and playing in the not-so-distant future (Lee et al., 2021).

While the concept of the metaverse may be more than two decades old and the metaverse idiom has yet reached a fully perfected state that can be used by consumers and seamlessly integrate various technologies to make it realistic and workable, little consideration has been given to the economic fundamentals of the idiom. Here, we develop an economic framework to explain the basic economic fundamentals of integrating metaverse environments into the travel, tourism, and hospitality industries. We will illustrate the major economic considerations for the incorporation of metaverse technologies into the currently existing travel, tourism, and hospitality ecosystem, explaining the drivers and hurdles from the perspective of the customer and the service providers. The framework will demonstrate the very real economic concerns that incorporating the metaverse environment will have upon practical service providers and service recipients. In addition, this investigation will discuss the externalities of integrating metaverse environments into the travel, tourism, and hospitality industries, showing how consumers, regulators, and service providers will have to maneuver to avoid the negative externalities and use the positive externalities to further their businesses. Finally, there will be a discussion of the resulting political economy of the new reality with the incorporation of a metaverse environment, creating some difficulties with regard to regulation and opportunities for various actors.

In conclusion, this investigation intends to add to the literature, building upon the theoretical understanding of the economics of the new construct of the metaverse. The theoretical framework should also illustrate the practical implications that the metaverse will have in TTH businesses, including regulatory and legal concerns. Finally, this investigation will work in ways to develop a research agenda for the political economy of the metaverse in TTH, showing which critical issues researchers should investigate in order to harvest an understanding of the metaverse, its economics, and political economy in TTH worldwide.

Sustainability Content, Tourist VA Engagement, and Adoption Intention: Moderating Effects of Cultural Orientation and Purpose of Use #119

Tsunwai Wesley Yuen, Han-Ling Jiang, Yu-Lun Liu & Lin-Hua Lu

The hospitality and tourism industry has seen a gradual trend of applying interactive voice-based, artificial-intelligence-embedded devices, commonly known as voice assistant (VA). VA technologies have become pivotal in aiding tourists throughout different phases of their travel journey, providing services such as suggesting hotel booking options and offering travel advice. An increasing number of tourism marketing practitioners aim to leverage VA technology to attract tourists, promote their offerings, and set pre-travel expectations for customers (Loureiro et al., 2021).

However, existing studies on VA technology in tourism have predominantly focused on topics such as data privacy, security, human-like characteristics, function development, and the impact on consumer experience (Yang et al., 2022). Little attention has been given to understanding the efficacy of VA recommendations and promotions in enticing tourists or customers to adopt the promoted tourism products or services.

In the context of an increasingly environmentally conscious tourism and hospitality sector that supports sustainability (Pulido-Fernández et al., 2019), showcasing environmental sustainability practices should be an effective strategy to attract tourists. Draws upon the self-affirmation theory, which posits that individuals are inclined to discover self-worth and self-enhancement within society through active engagement with and adoption of environmental sustainability practices (Sherman & Cohen, 2006), this study proposes that VAs may effectively communicate and champion the environmental sustainability impacts of tourism products or services. Such communication by VAs also has the potential to amplify tourists' intention to purchase the tourism services or products recommended by the VA.

On the other hand, studies in technology management underscore the strong connection between user engagement (UE) and the adoption of products or services advertised through technology (Zhu et al., 2023). UE involves generating interaction and participation, emphasizing the psychological connection and interactive involvement individuals have with an object (So et al., 2014). In the case of VAs, UE is expected to play a mediating role between VA recommendation messages and tourists' acceptance, influenced by factors like psychological self-worth and societal contribution, particularly in response to environmental sustainability messages conveyed by the VA (Rozumowski et al., 2020).

Moreover, in the context of VA communicating environmental sustainability message, this study suggests that an individual's cultural orientations and consumption purposes may jointly influence tourists' UE levels with VAs. Cultural orientations are divided into Independent (IND) orientation, where individuals prioritize personal consumption goals, emphasizing uniqueness and internal abilities in purchase decisions, and Interdependent (INT) orientation, where individuals view themselves as integral to society, valuing group affiliation. The purposes for which a traveler uses a VA may also affect the acceptance of suggestions and VA engagement. Transactional VA use is goal-oriented, focusing on alignment with needs to achieve specific value, whereas non-transactional VA use assesses alignment with user expectations. When the VA provides information that considers tourists cultural orientations and consumption purposes, tourists UE with the VA is expected to increase.

A scenario-based experiment was employed; this study recruited 329 participants from Taiwan and 320 participants from the United Kingdom to represent INT and IND cultural orientations, respectively (suggested by Hofstede's (2024) cultural dimensions database). The results reveal that incorporating environmental sustainability practices into VA recommendations can effectively increase consumers' intention to adopt VA suggestions for tourism products and services, and this impact is mediated by the enhancement of UE with the VA. Furthermore, when environmental sustainability feature relevant content is provided by the VA, for IND-oriented/INT-oriented tourists who use VA for a transactional/non-transactional purpose, their UE with the VA will be higher compared to those who use VA for a non-transactional/transactional purpose.

This study contributes to the tourism and technology management literature by demonstrating that (1) tourists will be more engaged with VA when it communicates the environmental sustainability messages of a product or service and be more willing to adopt the VA environmental sustainability recommendations, and (2) the cultural orientations and VA-facilitated shopping purposes of tourists can jointly affect their engagement with VA. The results shed light for tourism practitioners regarding market segmentation strategies and technology management by suggesting that the communication of environmental sustainability aspects of a product or service to tourists can be significantly enhanced through the effective utilization of VA.

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ChatGPT and Tourist Decision-Making: An Accessibility-Diagnosticity Theory Perspective

#133

Athina Nella & Dimitrios Stergiou

The rapid evolution of artificial intelligence (AI) technologies has significantly impacted human behaviour across numerous domains (Dogru et al., 2023). In the realm of tourism, generative AI tools such as ChatGPT represent a paradigm shift, altering traditional information search and decision-making processes for tourists (Carvalho & Ivanov, 2024). These advancements have sparked a critical need to understand how AI-driven guidance systems like ChatGPT can shape tourist behaviours and preferences (Kim et al., 2023). This study responds to calls for additional research on the role of ChatGPT on tourist decision-making processes (Gursoy et al., 2023) and destination branding (Soliman & Al Balushi, 2023).

Literature Review: Generative AI tools, particularly ChatGPT, are transforming tourists' experiences across different stages of their journeys, by offering trip planning efficiency, personalized recommendations or other elements contributing to tourist satisfaction (Wong, Lian & Sun, 2023). Moreover, ChatGPT promotes value co-creation through individualized services (Demir & Demir, 2023), with personalized travel recommendations significantly enhancing trust perceptions and influencing behavioural intentions (Solomovich & Abraham, 2024). In this context of enhancing trust and tailoring advice through ChatGPT, diagnosticity – i.e. the extent to which information can help users make informed decisions and discriminate between alternatives (Chua & Banerjee, 2014) – emerges as a key concept for decision-making when examining alternative choices for destinations, hotels etc. The Accessibility-Diagnosticity Theory (ADT) highlights the dual importance of information 'accessibility' and 'diagnosticity' to users, suggesting that information is most impactful when it is both accessible and highly diagnostic (Chen et al., 2024).

Purpose of the research: Grounded on ADT, the objective of this study is to investigate the role of ChatGPT's accessibility and diagnosticity in shaping tourist decision-making processes and influencing destination choices. Specifically, we explore how ChatGPT's structured responses align with ADT principles to facilitate informed and personalized destination choices among tourists.

Research approach/methods: Utilizing an experimental approach, ChatGPT queries were employed to investigate the selection of ideal destinations for 31 different travel motives/contexts. Queries were structured to elicit responses regarding the ideal destination selection process, and thematic analysis was conducted to identify common patterns, priorities, and differences among the responses.

Key findings: Our investigation into ChatGPT's guidance across a spectrum of tourism contexts has revealed a methodically structured approach that aligns closely with the ADT. Initial analysis shows ChatGPT's propensity to commence its recommendations by identifying personal interests and preferences (Personal Research and Accessibility). This step is crucial, particularly in tourism contexts such as family travel and city breaks, underscoring the theory's emphasis on the accessibility of information. This approach ensures that the foundational information necessary for decision-making is readily accessible and tailored to the specific needs of the user.

Further scrutiny of ChatGPT's responses unveils an adaptable prioritization of criteria including budget, accommodation, and reviews, echoing the diagnosticity aspect of ADT (Diagnosticity of Information). ChatGPT adjusts the importance of these criteria based on the context of the travel inquiry, thereby enhancing the relevance and utility of the information provided. This adaptability proves instrumental in assisting users to effectively navigate through their options.

Additionally, the sequence in which ChatGPT presents considerations – from personal preferences to detailed research about the tourism product, followed by special considerations like weather and alternative explorations – highlights its strategic application of ADT (Contextual Variation in Criteria Prioritization). This sequencing not only reflects the complex nature of diagnosticity in decision-making but also illustrates how the diagnostic value of information fluctuates based on the user's context and requirements. The nuanced approach of adjusting the decision-making sequence across different scenarios, such as thematic tourism activities and specific travel considerations, showcases ChatGPT's adeptness at navigating the intricate decision-making landscape in tourism.
Implications: The theoretical implications of this study highlight the application of the ADT in a novel context, exemplified by the integration of ChatGPT within tourism decision-making processes. It demonstrates how AI influences decision-making by ensuring information is accessible and diagnostically valuable, showcasing the interplay between user needs and information utility. Industry practitioners can leverage ChatGPT to deliver personalized travel advice, improving tourist engagement and satisfaction. By aligning marketing strategies with tourists' diagnostic needs and accessibility preferences, destinations and service providers can revolutionize how tourists discover and choose destinations.

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The Influence of Colour Psychology on Instagram: Exploring the Images of DMOs #123

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Colour is aesthetically pleasing, yet it also has the ability to communicate information. In general, the way colours are perceived has a significant impact on human psychology (Elliot et al., 2007). Besides that, the impact of social media on the evolution of tourist destinations is evident. The visual aspect is essential for postings on social media platforms like Instagram. The effectiveness of a social media post's colours is on their harmonious combination to create a cohesive entity. Touristic photographs contribute to the formation of a favourable perception of a destination by effectively eliciting positive emotions and offering explicit details about the physical and practical attributes of the destination (Lee, 2023).

The limited number of studies conducted in this field primarily focused on the use of colours on Instagram posted by Destination Management Organisations (DMOs). These studies utilise machine learning to categorise tourism photos on Instagram, aiming to reveal the correlation between colour and user engagement, focusing on images with different hashtags (Yu & Egger, 2021), investigating how lightness, chroma, and hue may influence Instagram posts' popularity of Greater Bay Area in China (Yu, Xie & Wen, 2020) and focusing on the Instagram posts' dominant colour and image visual content to identify niche tourism attractions of Seoul (Yoon & Yoo, 2023). Therefore, this paper aims to address the following research questions:

(1) What are the most frequently used colours on Instagram when DMOs post touristic photographs?

(2) How do the lightness, chroma, and hue of touristic photographs shared by DMOs affect the popularity of Instagram posts, considering different types of photography?

Research suggests exploring travel accounts in various destinations to reveal potential cross-cultural differences (Yu, Xie & Wen, 2020) and analysing the photos generated by DMOs from Instagram to understand the congruence between the tourist experience and the destination image (Lee, 2023). Therefore, the current study focused on the top three countries that receive the highest number of international tourist arrivals in different regions according to UNWTO and have the highest number of Instagram followers. These countries are Türkiye (@goturkiye), the United States of America (@visittheusa) and the United Arab Emirates (@visit.dubai). Data mining and graphical content analysis aim to investigate the possible impact of colour, chroma, and brightness on the popularity of Instagram photographs of DMOs. The chosen photographs were classified by photographic typologies. Categorisations were adapted to suit the nature of destination images and included gastronomy, heritage attractions, art and culture, transportation, accommodation, city views, natural attractions, shows and events. Multiple regression analysis was conducted to examine the relationship between the number of "likes" and "comments" on a post and its associated colour space. The results and findings of this study underline the crucial and central role of colours of photographs posted by DMOs on Instagram.

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As a widely recognised form of modern entertainment (Tripp et al.2021), video games have become integral, providing players with immersive experiences that transport them to virtual worlds. While the concept of place in virtual environments has received attention from academia within tourism (Liu & Park, 2024), the intersection of video games and place, which could also hold merit in terms of tourism, has been overlooked. To address this gap in knowledge, this study focuses on understanding how video gamers interact with and explore virtual worlds. The research aim is to understand how video gamers develop a sense of place within video game environments.

A sense of place has been described as a fundamental concept for tourism research, one that is often applied to denote personal meaning, attachment or belonging to a place (Chen, Hall, and Prayag 2021; Zhang, Guo, Ji, 2022). Whilst a sense of place in the worlds is sometimes considered as difficult to achieve (Chen, Hall, and Prayag 2021). Other studies have noted that it is possible to become attached to places in virtual worlds (Oleksy, Wnuk and Piskorska, 2023). Contemporary studies have investigated tourism within virtual environments, often focusing on interactions between tourists and destinations in the metaverse, citing that such experiences can be interactive and engaging.

The research was conducted during 2023 through semi-structured interviews with video gamers. All the interviews were recorded and transcribed, whilst Nvivo 12 was used for the performance of the transcripts' thematic analysis, including data coding and thematic development and comparison. More specifically, the study has established preliminary data codes through the identification of significant statements. These initial codes and statements were re-analysed, also taking into consideration the relevant theoretical concepts and literature. The final codes were confirmed, and the prominent direct quotations from the respondents were selected for the thematic exemplification of the study.

Three themes were identified from the interview data that represent the player's perception of place in video games: interactive experiences, exploration and immersive experiences. Firstly, interactive experiences, the ability to interact with game inhabitants, which include other players, game characters, NPCs, wildlife and objects such as weapons, powerups, and outfits, created a sense of place by adding life to virtual worlds. Exploration was expressed as a freedom of movement, the ability to roam at their own pace, that allows for a sense of personal agency within the game world, creating a sense of place. The final theme to emerge from the interview is immersive experiences. Games provide detailed and rich environments, and video gamers become immersed in the game world through a combination of storylines, aesthetics and audio. Overall, this study demonstrates the potential for video games to influence travel intentions and experiences in tourism destinations that feature prominently in video games.

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Expanding tourism experience and destination image: contrasting domestic and foreign travellers' perspectives #160

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Consumer behaviour studies have acknowledged that consumers use rationality to solve specific purchasing problems (e.g., Howard & Sheth, 1969; Suomala, 2020). Nonetheless, scholars have begun to argue that it ignores critical facets of consumption, particularly when it comes to leisure activities, sensory pleasures, daydreams, aesthetic enjoyment, and emotional responses (Holbrook & Hirschman, 1982). In the hospitality and tourism industry, products are experiential (Williams, 2006) and can be classified as a total experience (Lewis & Chambers, 2000). Although academics agree that the tourism experience is inherently complex, they cannot come to a consensus regarding a common conceptualization or which specific elements most accurately convey the essence of the concept (Godovykh & Tasci, 2020). Tourism experience has been extensively conceptualized and tested using different perspectives like the experience economy paradigm with '4Es': education, entertainment, escapism, and aesthetics (e.g., Oh et al., 2007); or the brand experience approach including five dimensions: sense, feel, think, act, and relate (e.g. Rather, 2020; Tsaur, Chiu & Wang, 2007), among others. In light of the difficulty of encapsulating every aspect that guests experience while on-site (Zatori, Smith & Puczko, 2018) and the limited scope of a single measurement scale (Oh et al., 2007), this study addresses this constraint by employing two widely recognized tourism experience scales (Oh et al., 2007; Rather, 2020) to provide a deeper comprehension of the tourism experience. The impact that tourists' on-site experiences have on their perceptions and feelings toward a destination (Yordanova & Stydilis, 2019), as well as their future behavioural intentions, such as recommendations and revisit intentions, makes them an essential concept for destination marketing and management (e.g., Sharma & Nayak, 2019; Zhang, Wu & Buhalis, 2018).

Lai and Li's (2016, p. 1074) definition of destination image discloses an experiential view of consumption being "a voluntary, multisensory, primarily picture-like, qualia-arousing, conscious, and quasi-perceptual mental (i.e., private, nonspatial, and intentional) experience held by tourists about a destination". In light of this approach, the visit shapes a modified, more complex, and authentic image (Gunn, 1972; Li, Liu & Soutar, 2021), thus expanding the concept of the experiential destination image. However, it has yet to be adequately explored in the existing literature (Choi & Cai, 2022; Lee, Lee & Lee, 2014; Li et al., 2021). As far as the authors know, little work has been done to understand the experiential effects of the visit on destination image modification. Other mental events, such as tourists' recollections of the destination, can be derived from their tourism experience and image of the place (Stavrianea & Kamenidou, 2020) and impact on people's future decision-making, including in touristic contexts (Kim, Ribeiro & LI, 2022, p. 1309). Culture significantly influences how individuals perceive, interpret, and form opinions about places (Reisinger and Turner, 2002). Therefore, tourism studies should consider nationality or cultural variations to clarify how to promote a destination to specific segments of travellers. Fuelled by the abovementioned, this study examines the correlation between tourism experience, experiential destination image, tourism memory, tourists' satisfaction and loyalty. If understood as a crucial part of tourism memory formation, tourism experiences and the experiential destination image would help predict tourists' satisfaction and future behaviours. This study starts by exploring the dimensions of the tourism experience from which the subsequent relationships in the conceptual model (experiential destination image, tourist memory, satisfaction and loyalty) are investigated. A multi-group analysis will also identify the differences between domestic and international tourists. A proportional stratified sample by season and the most representative issuing markets was implemented within Portuguese, British, French, German, Spanish, Irish, and Dutch tourists (PMETA 2.0, 2021) visiting the Algarve coastline in the south of Portugal. In total, 2709 questionnaires were validated, 1909 in the high season (between July and September 2021) and 800 in the low season (between October and June 2021). The results show that the tourist experience has five dimensions: active learning, emotional engagement, passive entertainment, immersive escape, and aesthetic appeal. Moreover, the cognitive image of the Algarve is positively impacted by the travel experiences of both domestic and foreign visitors. The effect of tourism memory on visitors' loyalty varies significantly between domestic and foreign travellers. Future research directions, constraints, and theoretical and managerial implications are explored.

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Will the future of events be hybrid? Hybrid festival visitors experience using the event experience theory in the post Covid era #101

Evangelia Marinakou & Ann Matthews

The festival events industry is widely recognized as a thriving and ever-evolving sector, distinguished by its organization of live gatherings that foster communal engagement and offer a wide range of cultural, artistic, and positive encounters (Getz & Ziakas, 2023). The global COVID-19 outbreak has greatly impacted societies across the world, leading to a swift and disruptive transformation with substantial and unfavorable impact on the event industry. Devine et al. (2024) studied the challenges encountered by professionals in the events industry during the COVID-19 pandemic. The research demonstrated the exceptional nature of the crisis and its disruptive effects on event planning, management, and financial profitability. Litvinova-Kulikova et al. (2023) highlighted the widespread cancellation or postponement of events worldwide and the resulting economic consequences. The events industry has undergone a notable transformation in response to the diverse challenges it has encountered due to the pandemic, with virtual events emerging as a prominent solution.

Hybrid events, within the scope of this study, pertain to a dynamic integration of traditional face-to-face festival experiences and digital aspects. These occurrences surpass the limitations of physical locations, enabling individuals to actively participate in-person as well as remotely via virtual platforms (Chodor & Cyranski, 2020). This research study provides a thorough examination of the evolutionary trajectory of the festival events industry, with a particular focus on the revolutionary changes brought about by the emergence of hybrid events with focus on the event experience theory (EET) and audience interaction dynamics. By delving into these areas, a holistic understanding of the hybrid event landscape can be gained from event attendee perspective.

Following a qualitative approach, the present study aims to investigate the subjective motivations of individuals, with a particular emphasis on the concepts of freedom, individuality, and moral responsibility (Simons, 2019). Hybrid events, which involve the incorporation of both virtual and in-person elements, are gaining popularity in contemporary times. In order to conduct an in-depth evaluation of the influence of a hybrid event, it is essential to consider the perspectives of event attendees within the field (Alharahsheh & Pius, 2019). The primary data was collected through online structured interviews, sent via email, via social media platforms and virtual communities with people that have attended Glastonbury and/or Coachella festivals. Despite the numerous challenges associated with data security, privacy concerns, technical difficulties, and selection biases, the implementation of meticulous planning and effective communication strategies has the potential to significantly enhance the validity of research findings; 100 responses were provided and analyzed.

The research findings provide valuable insights into a range of important observations related to hybrid festivals. The study participants exhibited a positive reaction, often expressing support for hybrid events due to their immersive integration of in-person and digital elements. While some participants lacked direct experience with hybrid festivals, their curiosity and enthusiasm towards this concept were apparent. A proactive approach in using familiarization with technology was used to enhance their personal growth and development. Hybrid events have received considerable scholarly interest owing to their distinctive characteristic of inclusivity, which enables the active involvement of remote participants through virtual engagement, thereby promoting a broader scope and enhanced accessibility. The participants conveyed positive experiences regarding their participation in virtual concerts, thus emphasising the potential of hybrid events in providing enjoyable entertainment.

The research conducted in this study documented a significant rise in participant engagement and interactivity, particularly in relation to virtual interactions with presenters. The participants expressed positive reception towards the economic advantages linked to hybrid events, notably the cost savings resulting from reduced travel expenses. In addition, hybrid events have emerged as a feasible approach to tackle the obstacles related to inclusivity, thus facilitating the active engagement and participation of individuals who encounter limitations in terms of mobility or travel. Furthermore, the research study placed significant emphasis on the immersive attributes of virtual reality (VR) technology as a tool for enhancing the overall event experience among participants. The aforementioned research findings collectively underscore the various benefits associated with hybrid festivals, suggesting a growing level of acceptance and the possibility of transforming the event industry. The long-term viability of hybrid events relies on the proficient handling of technical obstacles and the smooth amalgamation of virtual and in-person components.

This study makes a significant contribution to the existing body of knowledge by enhancing our understanding of hybrid events and their implications. It adds valuable insights to the broader scholarly discussion concerning the future trajectory of festival hybrid events. This study provides actionable recommendations for individuals involved

in event management, academic researchers, and relevant stakeholders who are actively engaged in adapting to the dynamic landscape of this field.

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Do you buy tourist services using cryptocurrency? What matters for tourists #158

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Cryptocurrencies have strongly impacted various economic sectors, most notably the financial sector (Albayati et al., 2020; Jalal et al., 2021) and e-commerce (Cristofaro et al., 2023). Despite the opportunities brought by cryptocurrencies, the adoption of this technology in tourism has been relatively slow (Lin, Ye & Law, 2023; Kizildag et al., 2020).

In addition to the characteristics of cryptocurrencies and the environment in which the use of this technology occurs, the adoption of this medium of exchange in tourism also depends on individual elements of travelers. Chang and colleagues (2022) showed that tourists' intention to use cryptocurrencies depends on performance expectancy, effort expectancy, social influence, and facilitating conditions. Radic and colleagues (2022) studied the adoption of cryptocurrencies in tourism. The research demonstrated the importance of tourists' perceptions regarding ease of use, usefulness, and security. Treiblmaier and colleagues (2021) demonstrated that the intention to use cryptocurrencies on tourist trips depends on satisfaction with the general use of this medium of exchange in other situations.

Empirical studies on the determinants of cryptocurrency adoption by tourists are still in their infancy. Seeking to contribute to the advancement of this literature, this study aims to analyze the factors that influence attitudes and the intention to use cryptocurrencies as a medium of exchange for tourist services. We developed and tested an extended conceptual model based on the Technology Acceptance Model (Davis, 1989). We augmented the original model based on theoretical insights resulting from an extensive literature review. Four new variables were added to the model: regulatory support, perceived security, personal innovativeness, and social influence.

The proposed conceptual model was tested through the analysis of data collected through a survey conducted with cryptocurrency users. Only individuals who had used any type of cryptocurrency, whether for investment, payment, transfer of resources, reward in online games, or other reasons, were allowed to participate in the survey. The survey was carried out in all regions of Brazil. In total 315 valid questionnaires were obtained.

The structural model yielded satisfactory fit indices, paths, and R^2 (variances). Regarding the R^2 of each dependent variable, the R^2 of perceived usefulness was 0.62, of attitude was 0.66, and of intention to use was 0.85. These results suggested that the proposed model is valid. The results show that the intention to use cryptocurrencies as a means of payment for tourist services is influenced by ease of use, perceived usefulness, attitude, personal innovativeness, perceived security, and social influence.

This study provided insights into a large area that has been receiving considerable attention from researchers: tourism and new technologies, especially blockchain. In the context of this research, which deals with the adoption of cryptocurrencies in the tourism sector, it is worth noting that there was a deepening in the study of this specific innovation based on blockchain technology (Suanpang, Pothipassa, & Jittithavorn, 2024).

Ease of use was shown to be one of the constructs that affect the perceived usefulness and attitude towards using cryptocurrencies. For a user to perceive cryptocurrency as easy to use, it is necessary to have certain knowledge and skills. Thus, tourism managers must pay attention to the proper preparation of their clients regarding the use of innovations incorporated into their organizations.

When it comes to the perceived security in using cryptocurrencies, it is recommended that intermediaries and cryptocurrency developers consider the importance of consumer satisfaction to increase trust. Tourism companies should offer users the possibility of having all their transactions under control, and that these are clear and secure. If customers do not trust that their personal data will be kept confidential and that the payment is secure, the purchase will not be made.

Regarding the social influence construct, it is necessary to increase the visibility of cryptocurrencies through advertisements, to endorse the benefits of cryptocurrencies in the media. Similarly, the design of cryptocurrency services should be customized for the country's context, being able to boost social influence and increase adoption. In this sense, it is necessary for tourism organizations that interact with cryptocurrencies to expand the ease of use, perceived usefulness, and security, when it comes to the use of cryptocurrencies in their commercial transactions so that users feel motivated to use this form of payment in their tourist services.

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Acceptance of Non-fungible Tokens loyalty programs by hotels and profiling the early adopters #80

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The purpose of the research:
The development of customer loyalty could be a strong characteristic to face the competition in the market and offer a competitive advantage over competitors, many factors could contribute to customers' loyalty, such as discounts (Audrain-Pontevia and Garnier, 2021), corporate social responsibility practices (Jiddi, 2023), customer satisfaction have a direct positive effect on customer loyalty (Adly, 2019), Green Practices (Alreahi et al., 2023), the fintech services (Karim et al., 2020), customer engagement (So et al., 2016), hotel service environment (Ogunnaike et al., 2022), customer experience (Hariandja & Vincent, 2022), an effective relationship marketing strategies (Prodan et al., 2022).

Neuhofer et al. (2013) support the idea that technology enhances tourism experiences, and Buhalis et al., (2019) point out that innovation and new technologies are essential in the tourism and hospitality industries, for this reason, blockchain technology could be adopted in tourism and hospitality business to enhance the loyalty programs (Önder & Gunter, 2022) and could change the way people see loyalty programs (Ukhina et al., 2022). Moreover, Treiblmaier (2022) argued that blockchain may be applied in different domains of the tourism industry such as loyalty programs, and future studies have to focus on the adoption of blockchain to increase customer loyalty based on the use of non-fungible tokens (NFT). The NFT is a unique media artifact that cannot be faked, substituted, divided, or replaced which makes it perceived as exclusivity for its holder (Nadini et al., 2021, Chohan & Paschen, 2023). Additionally, NFT will allow brands to enhance their digital relationships with their clients (Sundararajan, 2022), creating NFTs by brands will lead to an increase in their popularity and recognition by consumers (Wilson et al., 2022). Thus, this study ascertains and examines the determinants affecting the acceptance of NFT and profiling the early adopters of NFT loyalty programs by hotels.

Design/methodology/approach:
To address the research gap, this study adopts the technology acceptance model and the data collected from travelers will be analyzed by conducting a partial least squares (PLS)- structural equation modeling (SEM). The reason we selected PLS was for its advantages in the study of human behavior (hair et al., 2011).

Findings and Research Implications:
This study provides relevant information regarding the topic's research focus of the previous studies. NFT is a new technology and despite the growing literature on the topic, the research on the application of NFT in the tourism and hospitality industry is still in its early stages. Therefore, more research is needed to ascertain and examine the determinants affecting the acceptance of NFT and profiling the early adopters of NFT loyalty programs by hotels. Thus, this study will not only contribute to the field of tourism but also contribute to the knowledge of blockchain technology and customer loyalty.

The research paper will help the industry to understand the impact of NFTs on the customer's loyalty, and the opportunity that the hospitality industry could exploit. To the best of the authors' knowledge, it is the first known attempt to ascertain and examine the determinants affecting the acceptance of NFT and profiling the early adopters of NFT loyalty programs by hotels.

How bright side of gastronomic regret affects tourist's revisit willingness—Mediating role of perceived cultural distance #70

Jingru Liu, Xuanyu Zhu & Juan Tang

Local characteristic foods have increasingly become a key part of tourism and hospitality resources, which represents the image of a country (Jeaheng et al., 2023), and plays an important role in tourists' destination decisions and tourism experience (Xu & Zeng, 2022). Previous studies supported that tourists' memorable experiences in consuming local characteristic foods at international tourism locations lead to satisfaction (Badu-Baiden et al., 2023). On the other hand, caused by time limit or poor transportation, missing them is likely to induce some passive emotions (such as regret). Many researchers have examined regret's effect regarding it as a negative variable (e.g., Fazal-e-Hasan et al. 2023; Xie et al., 2023), hence leaving the research gap of its potential positive transformation. And the aim of this study is to explore the mechanisms by which gastronomic regret can play a role in promoting tourists' willingness to revisit, and explore the relationship between gastronomic regret, loss aversion, revisit willingness, and perceived cultural distance.

This paper uses regret theory as the underlying theory, which illustrated that people tend to care not only about what they can get, but also compare the outcome of the option to be chosen with the outcomes available from other alternatives (Loomes & Sugden, 1982). Given that regret stems from the belief that an outcome would have been better if the alternative had been chosen, people usually modify their behavior to avoid repeating the experience (Xie et al., 2023). And researcher have found that regret can carry behavioral consequences involving complaints, repurchase decisions, and WOM (M' Barek & Gharbi, 2012).

For tourists who have never tried the local cuisine, it may take a significant amount of cost and time to be able to eat these foods at a later date, naturally evoking a sense of loss in the tourist (Fisher & Stewart, 2017). Loss aversion may arise in such a situation. In the context of food tourism, loss aversion refers to the degree to which a sense of loss results from not being able to eat local characteristic foods at a tourist destination (Xu & Zeng, 2022). Tourists may subconsciously expect to consume them, and consider doing so to be their goal, so not having the opportunity is perceived as a loss, and further affects tourists' willingness to revisit (Li et al., 2011).

Perceived cultural distance refers to the range of differences between the local culture and the destination culture as perceived by tourists (Le Hong & Hsu, 2024). Previous studies have shown that cultural distance and tourists' personality traits work together on tourists' behavior intention (Badu-Baiden et al., 2023). And a greater cultural distance encourages a greater interest in local food consumption (McKercher et al., 2001). While seldom studies mentioned the moderating effect of perceived cultural distance in regret mechanism, that is, whether this variable amplifies the extent of gastronomic regret and subsequent tourist behavior. Consequently, this will be one of the focuses in this study.

This study took a quantitative research approach. Approximately 300 questionnaires will be collected online from Wenjuanxing, a well-known online survey platform in China. Screening question will be used before starting this survey to select target respondents, that is, whether they perceive their gastronomic experience in a destination as insufficient or regretful. We will then examine the structural model through Hayes' PROCESS in SPSS 26.0, and using CFA to assess structural, convergent, and discriminant validity.

The expected research finding is that loss aversion is an incomplete mediation between gastronomic regret and revisit willingness, and perceived cultural distance moderates the effect of gastronomic regret on loss aversion and revisit willingness. For tourists who come from culturally distant backgrounds, the regret of missing local characteristic foods will increase their loss aversion; while for the opposite group, this effect will be weakened.

This study makes the following theoretical contributions. First, we further develop gastronomic regret as a positive psychological element in explaining revisit intentions. Second, our findings support that the psychological mechanism of loss aversion can provide reference for the study of regret' path development. From the point view of practical significance, food tourism stakeholders, such as destination marketing organization, can utilize and beautify the gastronomic regret of tourists to increase their revisit willingness and promote consumption thereof.

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The evolution of gastronomy and its increasing interest has prompted numerous destinations to prioritise food as a central component of their tourism offerings (Ab Karim & Chi, 2010; Sundqvist, 2023). This connection between the tourism sector and gastronomy stimulates and encourages local product consumption, territorial development, and economic sustainability (Lee et al., 2020; Moral-Cuadra et al., 2020). The gastronomy of destinations has emerged as a strategic tourism product that enhances the tourism supply, differentiating the experience and augmenting the value and quality of the destination. The research underscores that the development of tourism in rural areas is contingent upon various political, economic, and environmental factors (Arana & Miranda Zúñiga, 2022; Guzmán & Sánchez Cañizares, 2009). Hence, the significance of tourism activities such as oleotourism and gastronomic tourism is significant, as the progression of these activities significantly impacts the rural areas in which they are embedded (Moral-Cuadra et al., 2020; Ferreira et al., 2023 May). These forms of tourism encompass a diverse range of motivations that, alongside the mode of consumption, also influence the evaluation of the experience (Pulido-Fernández et al., 2020). Oleotourism, as a burgeoning typology of tourism (D'Auria et al., 2020; Vásquez de la Torre et al., 2015; Ferreira et al., 2023), primarily manifests in rural areas where the olive tree – Olea Europaea is the prevailing culture, especially in Mediterranean countries such as Spain, Italy, Greece, Morocco, Turkey, and Portugal. However, instances of oleotourism have also been identified in countries like Argentina, Australia, Chile, Japan, the USA, and Lebanon (Pulido-Fernández et al., 2020). This strategic approach enables destinations to cater to the growing market demand of potential visitors intrigued by the olive oil culture, spanning from landscapes of olive cultivation to its incorporation into daily life, encompassing all facets, from production processes to tastings.

Consequently, the objective of this case study is to ascertain the correlation between the gastronomic experience and olive oil tourism, exploring the tourism supply of the "Terras de Trás-os-Montes" (TTM) region linked with olive cultivation and relating it to the local gastronomic encounter. In the initial phase, to analyse the TTM destination and its olive gastronomic experience, this study accentuates the tourism supply of the region connected with olive tourism. To achieve this, a descriptive analysis of a database containing information on the tourism supply of the region will be conducted, supported by data from the Registo Nacional de Turismo and the listings of tourism and olive cultivation enterprises affiliated with specific trade associations and municipalities in the region. Furthermore, semi-structured interviews with local tourism businesses will be undertaken in the subsequent phase. The research methodology of this study follows two distinct and complementary lines of research. The study analyse the TTM destination in the quantitative phase, emphasising and analysing the tourism supply associated with the gastronomic olive oil experience. Subsequently, interviews are conducted with these tourism enterprises. The results record the evolution of literature concerning gastronomy and oleotourism while providing a detailed database spotlighting the relationship between tourism supply and olive culture. Moreover, contemporary challenges and pertinent issues are deliberated for prospective research. In conclusion, this paper underscores the tourism supply of the region, emphasising the interconnectedness between olive culture and gastronomy.

By using the articles within the database under examination, this article follows a logical progression beginning with the theoretical framework. The discussion and conclusions subsequently present the essential findings and contributions of the study.

"Make it or fake it?" The Imposter Syndrome in Kitchen Professionals #21

Charalampos Giousmpasoglou, Kris Hall, Evangelia Marinakou & Emmanouil Papavasileiou

The imposter phenomenon or syndrome (I.S.) is a label used to describe a person's chronic feelings of inadequacy despite repeated success (Clance & Imes, 1978). The original study investigated 150 'successful' females in different professional settings including universities, law firms, hospitals, and social work (Jamison, 2023). Since then, the study has been replicated in different contexts using both female and male participants (Carvajal et al., 2023). The existing literature suggests that imposters may hold conflicting motivations to approach success and avoid failure (Schuberth, 2013). Imposters are unusual in that they seem to have low opinions of themselves, yet they are still highly competitive and ambitious (Mann, 2019). It is therefore not uncommon for highly successful professionals like celebrity chefs and individuals who experience early career success to suffer from the I.S.

Clance & Imes (1978) found that there are three defining characteristics regarding the individuals' perceptions who suffer from I.S.: a) the belief that others have an inflated view of your abilities or skills; b) the fear that you will be found and exposed as fake; and c) the persistent attribution of success to external factors such as luck or an extraordinary level of hard work. Previous research has established a clear link between I.S. and low self-esteem (Schuberth, 2013). Insecurity and fragility are used by "imposters" to fuel "rigid succuss striving" as a "compensatory effort to avoid a constant negative self-view" (ibid. p.2). On the other hand, the I.S. does not associate with the lack of occupational competencies which according to Colaloglu (2011) results in a lack of professional autonomy and career insecurity. Despite the existence of I.S.-related studies in professionals working in sectors such as education, health care, and legal services, there is a paucity of research in the context of professional kitchens and chefs. This demanding and high-pressure work environment often causes mental health and wellbeing issues in chefs that are difficult to diagnose at an early stage (Giousmpasoglou et al., 2022). Therefore, this study aims to explore and understand the effects of I.S. in the context of professional kitchens. This will be achieved through collaboration with a high-profile non-profit organisation based in the UK.

The research team in partnership with The Burnt Chef Project will launch an online survey (February 2024) to explore this phenomenon on a global scale. The Burnt Chef Project is a social enterprise supporting hospitality employees with mental health issues. The target group is kitchen professionals in English-speaking countries covering regions such as North America, Europe, the UK, and Oceania. Access will be achieved through the partner's extended membership network. The Clance Impostor Phenomenon Scale (CIPS; Clance, 1985) will be used to achieve the aim and objectives of this study. The CIPS is a 20-item, 5-point Likert scale, that was developed to measure the concept that individuals are successful by external standards but have an illusion of personal incompetence. The collected data will be analysed in SPSS 26 version using a t-test analysis of gender, that is males versus females and a series of ANOVA for age, tenure in the kitchen, working hours per day and working hour per week. The preliminary findings of this study will be presented at the INC in June 2024.

This will be the first I.S.-related study focused on kitchen professionals. The theoretical implications include the creation of new knowledge on the I.S. effects in kitchens and its relationship with mental health and well-being issues. The practical implications will inform HR practice in the employee well-being area and help specialists support chefs who suffer from I.S. In conclusion, we argue that mental health issues (including the imposter syndrome) among hospitality professionals have become a serious challenge in the post-COVID-19 era (Waddell, 2023). Therefore, this phenomenon needs to be studied and understood in the context of the broader hospitality industry.

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What do corporate transparency and disclosure of ESG look like in a digital world? Case study of a hotel chain #95

Melinda Ratkai

In today's digitally-driven era, the corporate transparency and disclosure paradigm is undergoing profound transformations, particularly within the realm of Environmental, Social, and Governance (ESG) considerations and new regulations (particularly in the EU). This paper delves into the landscape of corporate disclosure within the context of a prominent European hotel chain. This study scrutinizes its multifaceted dimensions in a digital age by examining its sustainability reports and online available information through its corporate webpage.

Employing a case study approach, this research focuses on reports with high interest for investors, including sustainability and management reports, to discern the extent and efficacy of its disclosures about ESG factors. Moreover, this study talks about integrating eXtensible Business Reporting Language (XBRL) into the reporting framework, acknowledging its role in enhancing transparency and accessibility of financial and non-financial information. Its exploration underscores the evolving landscape of digital reporting mechanisms.

Amidst the evolving regulatory landscape, particularly in the European Union (EU), this study elucidates the burgeoning regulations about corporate governance alongside initiatives fostering ethical practices and strategic imperatives. By situating the company within this regulatory milieu, this research interprets the imperative for companies to align with emerging standards and expectations in ESG disclosures and corporate governance.

In sum, this paper presents a comprehensive analysis of corporate disclosure in the digital realm, elucidating a specific case and its reporting practices. By contextualizing within the broader discourse of ESG considerations and regulatory frameworks, this study offers valuable insights into the evolving landscape of corporate accountability and the imperatives for robust disclosure mechanisms in the contemporary business environment.

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Management of new procedures' implementations risks in the hotel industry: A case study from Crete, Greece #89

Maria Zoi Spanaki

In a continuous changing world, where the innovation is highly demanded for companies to remain powerful players in the global game of competition, risk management attracts more attention and higher interest. The establishment of new processes in the hotels' operation enhances the concept of uncertainty that risk is related to, and the implementation of a risk management plan, is considered extremely important for the prevention of any unexpected worrying results (Wut et.al, 2021). It is globally accepted, that tourism industry is vulnerable in risks, as it is a combination of several factors that affect its efficient operation. Focus on the hotels, which are key components in touristic activities, they have to deal with several aspects to win their competitive advantage in the market (Alzoubi & Jaaffar, 2020). Their success is related to innovative processes and consequently to the risks that might occur after their application in a hotel's day-to-day operation.

In the context of hospitality, employees have a vital role in the daily efficient operation of a hotel and the concept of teamwork impacts their performance (Phuong & Huy, 2022). The highly engaged employees, increase job satisfaction, provide effective customer service and produce better hotel outcomes (Rabiul et.al, 2023). Essential element for a pleasant working environment that is attractive and enhances a hotel's competitive advantage is the management team and specifically the person whose role is the leader of that team – the hotel manager. A hotel manager is the motivator of creativity and team spirit, and it is the main decision maker that is based not only on technical but also effective social skills and knowledge (Ushakov et.al, 2020) (Kainthola, 2021). As the indicators of new processes in a hotel's operation, the most valuable point is their effort for personal growth and up-to-date information. Their self-improvement will enhance the "out of the box" way of thinking and it will point out the importance of continuous staff training regarding not only the daily hotel procedures but also the need for potential risks' evaluation and assessments procedures (Olimovich et.al, 2020).

Nowadays and through the use of technology, the continuous self- update regarding the new trends in the market, is considered as an easily achievable target. The development of several means of technology allow hotel managers to follow the movements in the tourism market, apply changes in their hotels and explore the beauty of innovative procedures that can bring higher profit in their businesses. The several hotel review platforms and the opportunity that tourists have to express freely their opinions and the advantage they have to choose their future holiday based on a range of available prices, creates a new perspective for the hotel competition as well as, it draws a new era for the hospitality industry in general (Pappas, 2015). What it should be taken into consideration is that continuous technological achievements mean more innovative ideas and consequently more potential risks.

The aim of this study is to investigate hotel managers' knowledge regarding risk management and to highlight the importance of creation of risk management action plans, related to the implementation of new services. As the touristic activity of the island of Crete, contributes to a high percentage to the national GDP of the country, this research was conducted among the four regions of the island, and it is based on qualitative data collection through individual interviews with 35 hotel managers. All participants had to respond to 22 open questions regarding teamwork, competency, competition, personal development and risk management. The interview were conducted in person and the duration of each one was about 25 – 30 minutes. The findings positively indicates a strong connection between teamwork and efficient hotel operation. Additionally, it is highlighted the necessity of innovation for the hotels' improvement, and it points out the impact of technology on the market competition. From the other point of view, the results show limited awareness of risk management and the necessity for the creation of a risk management plan that could be applied when an innovative idea takes place.

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A study about the impact of training on Job satisfaction amongst the Hotel Executives of Five star hotels in Karnataka, India. #65

Rajshekhar P, Paritosh Dabral

The Tourism and Hospitality sector is integral to the Indian economy as it is driving socio-economic growth, triggering the development of infrastructure in various regions and facilitating growth in other sectors. In India the tourism sector contributes 9.2% to GDP, generates 8.1% of employment and 5.4% of total exports. Travel and Tourism is the third largest foreign exchange earner for India. (World Travel and Tourism Report 2019).

Amongst the various human resource strategies, employee training is increasingly significant and has been identified as a priority concern and critical success factor in the hospitality industry (Jauhari, 2006). It is more prevalent today than in the past and many hotels recognize the need to invest in training programs (Stavirnoudis & Livadioiti 2011).

Karnataka State has been ranked as the 4th preferred destination among domestic tourists and 3rd preferred destination for investments in the tourism sector. There are 26 Five star hotels in Karnataka.

The objectives of this study are:

1. To identify the factors associated with training in five star hotels in Karnataka.
2. To analyse the influence /impact of training on job satisfaction.
3. To suggest suitable strategies to enhance training effectiveness in five star hotels.

The scope of the research is limited to all the Five star hotels in Karnataka. There are 21 Five star hotels in Karnataka most of them situated in the city of Bengaluru.

The collection of Primary data was through questionnaires. The first part of the questionnaire has demographic details and the second part has closed ended questions and the respondents were asked to rate items on a 5 point Likert scale ranging from strongly agree (5) to strongly disagree (1). The questionnaires were addressed to the executives of 5 star hotels in Karnataka. It was an online questionnaire using Google docs and sent to the respondents via email. The sample consists of 223 Hotel Executives (169 male and 54 female) from the various hotels chosen for the study. 74 percent of the participants are Graduates and 26% are undergraduates. The respondents belong to five departments of the hotel that include 18.8% are from the Food and Beverage Production, 26% from Food and Beverage Service, 32.7% are from Front office Department, 3.6% from Housekeeping department and 18.8% from the General Management which includes Human resources, Sales and Marketing and Training.

Data analysis is done through SPSS. 31 variables were identified from the literature survey, they were measured on a Likert Type 5 point scale ranging from Strongly Agree (5) to strongly disagree (1). An exploratory factor analysis was conducted to group the variables into three clusters. The first factor was labelled as Training Awareness. The second factor was labelled as Training Delivery and the third factor was labelled as Organizational support. The reliability of the factor was tested by computing Cronbach alpha for each factor. Training Awareness, Training Delivery and Organizational support were taken for computing the variable of Job satisfaction which is the dependent variable. R square value of the model is 0.512 which tells us that there is 51.2% of variation in the dependent variable Job satisfaction.

As the factors derived from exploratory factor analysis almost characterized the constructs in the research model, Confirmatory Factor Analysis (CFA) was carried out to confirm that the items/variables logically and systematically exemplified the constructs in the model. AMOS 25.0 software was used to find out the confirmatory factor analysis.

Training awareness has a regression coefficient of 1.015 and from the p value of 0.0001 which is lesser than 0.05, we can conclude that in this study academic training awareness has a significant impact on employee job satisfaction. The factor, training delivery has a regression coefficient of 1.065 with a p value of 0.001 which is less than 0.05 as well as 0.001, hence from the data collected, it is seen that training delivery has a significant impact on job satisfaction at 1% level of significance. Organizational support has a regression coefficient of 1.238 with a p value of 0.001 which is less than 0.05, hence Training & Development has a significant impact on job satisfaction at 1% level of significance.

The Five star hotels in Karnataka have an awareness about the importance of training. Most of the Hotels are grappling with the problems of attrition and they feel training to a certain extent can resolve the problem. They also feel training enhances job satisfaction, keeps them motivated which helps in job retention. While hotels are consistent with standard training modules and training plans, return on investment is not calculated and so the

effectiveness of training programs in not measured to a large extent. Quality training places five star hotels in the position of aligning themselves with one of the important business paradigms of the new millennium.

The influence of Social Media Platforms on Casual Dining Restaurants in the Thessaloniki Region: The Management Perspectives #166

Sophia Pandi & Maria Zoi Spanaki

In recent years, social media platforms have transformed how businesses engage with customers and advertise their products and services. This transformation is particularly noticeable in the restaurant sector, where establishments increasingly utilize social media to engage with customers and bolster their brand presence. With dominant platforms like Facebook, Instagram, TikTok, and TripAdvisor, restaurants now have unparalleled opportunities to connect with customers, showcase their menu items, and influence consumer behaviour.

However, social media's impact on restaurants extends beyond marketing and permeates various aspects of restaurant management, including customer feedback management, reputation monitoring, and operational decision-making. Understanding how social media platforms affect restaurant management from managers' perspectives is essential for navigating this dynamic landscape effectively.

This study adopts a rigorous qualitative approach, conducting in-depth interviews with 25 managers of casual dining restaurants in the Thessaloniki Region. The aim is to comprehensively explore the multifaceted impact of social media platforms on various aspects of restaurant management. By delving into how social media influences marketing strategies, customer engagement, and reputation management, this research will provide robust recommendations for optimizing social media usage in the industry.

Upon completion on April 20, 2024, the findings of this study will shed light on the challenges and opportunities that social media presents for restaurants. By providing practical and actionable insights, this research aims to equip restaurant managers with the knowledge to effectively utilise social media platforms in navigating the competitive dining industry landscape.

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Motivating elements and experiences of international students with educational tourism #43

Fetine Bayraktar

The concept of educational tourism has had an important place in the tourism sector. It emerged with the combination of the education sector and the tourism sector of many countries. The educational travels of students provide many economic and social benefits to the tourism sector. The study used qualitative research method for collecting data in north Cyprus which is recognized by only Turkey and its economy has depended on tourism and educational tourism for growth. Today, in North Cyprus, where are twenty-seven active higher education institutions and almost one thousand students from more than eighty different countries prefer to visit this island. The main aim of this study is the identification and examination of the motivation and experience of international students from various countries to participate in different educational programs and to continue their studying abroad and determination of the consequences of such decisions. The proposed topic can provide insights into the reasons for international students' motivation and experiences in North Cyprus, together with what factors influence their decision to do so. This information can be useful both for universities in North Cyprus and in other countries that are willing to recruit university students. The following are some helpful contributions that will be made by this study to the literature. There is currently an absence of study that investigates various institutions at the same time, notably how various locations within the same nation may demonstrate varying motivating elements. Previous research has mostly examined the driving factors of international students participating in educational tourism from a single point of view. Secondly, gaining data from more than one university will give the ability to the researcher to compare not only what motivates international students to choose North Cyprus as an educational tourism destination but will give more in-depth knowledge about the motivating factors to choose different universities in the same island and if their experience differs from each other within the same country. By achieving objectives of study, it aims to contribute to the existing literature on international students' motivations and experiences with educational tourism, specifically within the context of North Cyprus universities. The findings of this study can serve as a valuable resource for universities, policymakers, and stakeholders involved in promoting and facilitating educational tourism in the region, ultimately leading to improved recruitment strategies, enhanced student support services, and an enriched educational experience for international students in North Cyprus. Results of the study can be useful both for universities in North Cyprus and in other countries that are willing to recruit university students. The findings of this research show that Northern Cyprus can attract students for three reasons. Firstly, the educational quality and facilities are pretty good. It is one of the reasons why people study abroad. In Northern Cyprus, this is provided to students. Secondly, economically, and easy accessibility of Northern Cyprus is a big advantage for students from third country nations. Lastly, countries safe environment for foreigners is a big advantage for feeling safe and as well as respecting their culture.

Emotional Quotient of Women Employees at Workplace in Indian Tourism Sector #83

Y. Venkata Rao

Purpose:
Women employment in Tourism Services has been increasing in past few decades. The Emotional Quotient of women in the delivery of tourism services plays a crucial role in shaping the overall experience for travellers and guests. The service encounters which are highly emotional taking place in a servicescape is characterized by frequent and intense social interactions. It is expected that employees with greater EQ will provide better customer services and satisfaction getting along better with other employees and managers in tourism. This study is conducted among women employees in tourism industry to find out their emotional quotients while rendering tourism services to customers at workplace. The application of EQ at workplace helps in effective delivery of tourism services. The emotional quotient of women employees is empirically studied based on five emotional intelligence dimensions (Goleman, 2006) such as self-awareness, self-regulation, self-motivation, empathy, and social skills. The application of EQ at workplace helps in effective delivery of tourism services. The purpose of the study is to understand the complex relationships EQ and workforce dynamics, effective customer service delivery and impactful leadership of women at workplace in Indian tourism sector. Though enough studies being done earlier on other service sectors, there are less number of previous literatures focussing women in the context of Tourism service delivery and workplace.

Methodology:
The study deploys positivist research design. Primary data has been collected using structured questionnaire. According to Leo Paul et al. (2005), non-random sampling procedures are deemed more suitable when the precise population size of women working in tourism organisation is unknown. The questionnaire has been floated online and a total of 151 samples have been collected and all are found eligible for the study. The sampling technique used for the study is convenient sampling in purposive method. The demographic variables such as age, qualification, marital status, job roles, experience and educational background were measured to describe participant's condition. Likert scale of measurement has been used to understand the level of involvement at each dimension ranging from 1 to 5 with strongly disagree to strongly agree respectively. The construct validity has been done using reliability statistics for each EQ attribute and the data analysis has been carried out using frequency, descriptive, correlation analysis and ANOVA.

Key Findings:
The results show that there is statistically significant relationship among the EQ attributes with high value on empathy displayed by women employees; no significant relationship between the demographics and EQ of women. There is a significant correlation between empathy and social skills of women in tourism sector which supports the earlier studies for effective service delivery.

Contribution:
The study shows that the quotient collectively contributes to women's emotional intelligence enabling them to manage and understand crisis during tourism service delivery. The study also significantly supports the theoretically based claim of importance of Emotional Quotient of women and provides insight for effective delivery of tourism services. The study also contributes to the implementation of diverse management strategies at workplace considering the EQ of women ensuring better tourism service delivery to customers.

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Civil aviation workforce: A systematic literature review of generational differences and future directions #145

Emmanouil Papavasileiou, Andreas Papatheodorou, Alexandros Paraskevas & Dimitrios Stergiou

Over the past 20 years, a great deal of tourism research has been devoted to civil aviation sectors (i.e., airlines, airports and air navigation) due to their interconnectedness and inseparable relationship. (Yang et al., 2024). This collective focus has facilitated interdisciplinary collaboration, where insights from economics, geography, marketing, and management converge, fostering opportunities for scholarly cross-fertilization (see Chua et al., 2022; Foroudi et al., 2022; Moon & Lee, 2022; Song et al., 2023). Yet, the workforce remains a neglected research domain as it is evidenced by the classifications of topics addressed in the relevant literature reviews. For example, Papatheodorou's (2021) most recent review examined the airline-airport-destination authority systemic relationship, highlighting key features of each stakeholder. Although, the review provides a total of 10,554 related intra- and inter-stakeholder possible relationships, covering all the above disciplines, none of the possible relationships involved the workforce of the airlines, airport and/or destination authorities.

This narrow focus on the workforce does not align with the evolving dynamics of the civil aviation sector and its future trajectory. Just prior to the COVID-19 outbreak, the International Air Transport Association (IATA) emphasized the importance of organizations adapting to new technologies and shifting values that influence how and why people work. However, the onset of the COVID-19 pandemic has revealed the vulnerability of the civil aviation sector, emerging as one of the hardest-hit industries (Li et al., 2023). This crisis has starkly exposed pre-existing staffing gaps (IATA, 2023), highlighting the urgent necessity for comprehensive workforce planning and development strategies. As travel rebounds after COVID-19, the civil aviation sector faces challenges recruiting a variety of positions including pilots, airline crew, ground handling, air traffic controllers and airport security (Sobieralski & Hubbard, 2023).

In response to these challenges, the tourism literature has timely provided valuable insights from the civil aviation workforce in a two-fold manner. The first stream of research begun to incorporate the sector into wider tourism workforce inquiries such as Karatepe et al.'s (2023) study of perceived organisational support and career commitment and Ali et al.'s (2022) work on women top-down and bottom-up dynamics. The second group of literature focuses on flight attendants' career orientation (Xiao et al., 2022), job satisfaction (Marinakou, 2022) and commitment (Peyrat-Guillard et al., 2023).

Our aim is to extend the engagement of the tourism literature with this line of cross-disciplinary research by offering the first literature review of civil aviation workforce through the lens of generational diversity. Our review is guided by the following research questions:

RQ1: What findings exist in relation to inter- and cross-generational research in the civil aviation workforce?
RQ2: What trends and gaps can be identified in the current literature?

Through addressing these questions, we contribute to the literature in the following manner. Conceptually, we introduce a conceptual framework that provides the opportunity to examine cross- and inter-generational research within civil aviation workforce. In doing so we address the recent call from Kock et al. (2020) for more original and 'courageous' research by forging interdisciplinary connections – in this case between generational differences, tourism and civil aviation.

Methodologically, we apply a systematic approach to guide our inquiry – more specifically, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020; Page et al., 2021). It is a protocol-based process that provides audit trails of how the relevant literature was identified, screened, assessed for eligibility, and included in the review to guarantee the transparency, replication and quality of the process (Papavasileiou & Tzouvanas, 2021). In this way we respond to the "urgent need for consistency of systematic reviews in the field" (Pahlevan-Sharif et al., 2019, p. 16)

Empirically, we offer an up-to-date review of the trajectory and the context of extant literature on the topic, incorporating a significant amount of new research (N=42) that has accumulated – or has been omitted – since the publication of prior reviews of air transport literature as it relates to tourism (i.e., Duval, 2013; Papatheodorou, 2021; Spasojevic et al., 2018). We therefore answer to Papatheodorou's (2021, p. 14) call for future researchers to "follow a reductionist/ pragmatic approach by focusing on specific areas of interest from the 10,554 cases and/or comparing those to what is covered in extant literature (including systematic literature reviews) to identify possible gaps".

Low-cost carriers and carry-on baggage; innovative but for whom? #124

Pavlos Arvanitis

Low-cost carriers have been renowned for innovation and disruption since their emergence. Over the last two decades, low-cost carriers have forged the way people fly, including their attitude towards baggage, especially cabin baggage also known as carry-on baggage. Innovative pricing strategies have been introduced by low-cost carriers unbundling the "traditional" fare structure to several fractured components to personalise the travel experience as it could be argued today. External factors though, including increased fuel prices led low-cost carriers to introduce baggage fees to improve their revenue against their increased operating costs. This option was initially introduced in hold luggage, over time though, restrictions, including, but not limited to revenue generation, were introduced on carry-on baggage too.

In 2019, 4.397 billion people flew according to the World Bank (2020) when ICAO reported 4.5 billion passengers for the same period (ICAO, 2019). According to the same report, ICAO estimates that 1.4 billion passengers in 2019 were carried by low-cost carriers, approximately 31 per cent of the world total scheduled passengers. The annual growth in passenger numbers in 2019 compared to the previous year was 5.3 per cent for low-cost carriers, almost 1.5 times the rate of the world total average passenger growth which was 3.6 per cent (ICAO, 2019).

This paper takes a deductive approach based on constructivist framework and inductive approach based on observations of airlines' policies and practices. Despite the fact that the majority of inductive approaches are based on qualitative analysis, this paper follows a mixed methods approach by analysing mostly quantitative data as presented by low-cost carriers and attempts to interpret them in a qualitative approach. There is no primary data collection, all data collected are based on airlines' sources.

Interestingly, there is limited literature related to baggage and pricing policies around them, let alone policies related to carry-on baggage. One of the first scholars referring to passenger accompanied luggage is Williams (1977) who referred to rail passengers and their luggage.

This study examines the baggage policies of the best low-cost carriers in the world according to the 2019 and 2023 Skytrax World Airline Awards. These low-cost carriers carried over 1 billion passengers in 2019, just under 25% of the world's airline passengers. In 2023, two low-cost airlines alone accounted for over 20% of the global available seat kilometres (ASKs). The data were collected by accessing each airline's internet page and the information was collated to examine, baggage dimensions, weight, and pricing policies. The main findings of this study highlight the innovation (or lack of) when it comes to carry-on baggage addressing the main challenges for the sector.

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The transformation of customer decision journey through ChatGPT: an analysis to the event sector #151

Sofia Almeida & Ana Sofia Duque

How can we use generative Artificial Intelligence (AI)? The technology of generative AI holds diverse applications that can generate content of various forms. Its accessibility has expanded thanks to innovations such as ChatGPT, which can be customized for different purposes. The use cases for generative AI are wide-ranging and includes according to World Economic Forum (2023), the versatility of generative AI technology enables its utilization in various fields. Its applications include designing chatbots for customer service and technical support, generating written material such as email responses, dating profiles, resumes, and term papers, enhancing the quality of product demonstration videos, and even facilitating the design process for physical products and buildings. For one hand, Lowton (2023) highlighted few benefits such as Generative AI has vast business applications such as interpreting existing content and creating new content automatically. Developers are exploring ways to integrate this technology into workflows, aiming to maximize its benefits. These benefits include automating content creation, simplifying email response efforts, better addressing technical queries, creating lifelike human representations, summarizing complex information, and streamlining content creation in specific styles. For another hand, some limitations are also referred by Lowton (2023): Generative AI's initial use cases highlight limitations tied to specific implementation approaches, sacrificing traceability for readability. Key limitations to consider when using generative AI include limited source detection, bias assessment challenges, realistic content masking inaccuracies, difficulty in adapting to new contexts, and potential bias, prejudice, and hatred masking in results.

The structure of the research is presented as following: first part is about literature review about customer journey. Followed by artificial intelligence concept and the ChatGPT. Next the demonstration of the research questions and the defined objectives. Third section presents the results - what ChatGPT answered. Then in the fourth part, the comments and discussion on its proposals and theoretical conclusions about the use of generative AI to plan an event and how ChatGPT can influence different stages of customer journey process. Last section is about theoretical implications, managerial implications, policy implications, limitations, and future research directions.

Customer journey process applied to the events sector

In the events sector, comprehending the customer journey process is essential for cultivating customer loyalty and delivering exceptional experiences. This journey typically unfolds across pre-purchase, purchase, and post-purchase stages, where customer interactions with touchpoints significantly influence their perceptions and behaviors. Past experiences shape expectations during the pre-purchase stage, while post-purchase experiences further impact future decision-making processes. Research in this sector underscores the need to strategically allocate resources based on insights gained from exploring touchpoints, consumer decisions, and the overall impact of customer experiences on their journeys. By understanding and optimizing the customer journey, businesses can enhance customer interactions, foster loyalty, and drive success within the dynamic landscape of events.

How can Artificial Intelligence interfere in this process?

Artificial Intelligence revolutionizes the customer journey in the events sector by enhancing customer interactions through chatbots and virtual assistants, providing instant support, personalized experiences, and streamlined processes. AI-powered chatbots offer real-time assistance, address inquiries efficiently, and ensure consistency across touchpoints, fostering a sense of value for customers. By analyzing user behavior, AI identifies pain points, reduces wait times, and optimizes the overall journey for a seamless experience. Moreover, AI enables businesses to leverage customer data for predictive analytics, anticipating needs and tailoring strategies to meet evolving expectations. Through hyper-personalization and data-driven insights, AI empowers businesses to make informed decisions, enhance customer satisfaction, and foster long-term loyalty within the dynamic landscape of events.

Methodology

This is a conceptual paper based on the classic customer journey process and the possibility to use ChatGPT to design an event, through the Artificial Intelligence. The main objective is to understand the ability of ChatGPT to influence different stages of the customer journey. So, the research question is: How can Artificial Intelligence influence different stages of the customer journey apllied to events?

To answer the research question, the following objectives were defined:

- O1. Explore different stages of the customer journey process and its touchpoints;
- O2. Identify how ChatGPT can influence different stages of the customer journey process;
- O3. Ascertain a successful event management campaign through generating AI;

O4. Define new paths for the future of event management, using Artificial Intelligence.

Expected Results

Based on literature review and using ChatGPT, authors will make a detailed presentation about the main touch points of the costumer journey, showing how ChatGPT can easily influence the customer decision.

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The future of hospitality publications in the era of ChatGPT: Insights from academics #61

Nirmeen Elmohandes & Mostafa Marghany

The domain of generative artificial intelligence (AI) is undergoing swift advancement and holds the capacity to fundamentally revolutionise human-machine communication (Iskender,2023; Elmohandes & Marghany, 2024). ChatGPT, an AI tool created by OpenAI, has recently become widely popular (Ali, 2023; Ivanov & Soliman, 2023). ChatGPT is a member of the generative pre-trained transformer (GPT) model family (Borji, 2023). These models can generate written content that closely mimics human-authored language (Wong et al., 2023).The present study aims to explore the usage intentions of hospitality researchers and the factors affecting their decisions to use ChatGPT, using the Technology Acceptance Model (TAM) framework. Over the last decade, a number of theoretical frameworks have been used to investigate the underlying mechanisms and the factors that affect the adoption of technology. The UTAUT model, TAM, and the DOI theory are among the included theories (Law et al., 2018). Although other frameworks are available, the Technology Acceptance Model (TAM) has been widely used to examine a user's inclination to embrace and actual usage of technology (Scherer et al., 2019; Li et al., 2024). The study employed in-depth qualitative interviews with twenty-seven researchers from five UK universities using purposive sampling. The data analysis employed the six stages of thematic analysis outlined by Braun and Clarke (2006), with a specific focus on identifying similarities and differences.

The findings showed that participants intended to use ChatGPT for research purposes within specific parameters. The participants' intentions to use ChatGPT are mostly impacted by its perceived usefulness and ease of use. ChatGPT can generate text of outstanding calibre,saving users a significant amount of time that is usually dedicated to composing and reviewing. The user-friendly interface of the ChatGPT model enables researchers to quickly familiarise themselves with its functions, enhancing their efficiency by simplifying tasks such as paper drafting, brainstorming, and hypothesis refinement.

However, participants emphasised trust as crucial for relying on AI tools. The automated nature of AI can initially evoke scepticism and give rise to ethical problems. Participants referred to its intermittent production of erroneous or illogical responses, which may undermine the dependability of research results. Although ChatGPT excels at generating information, researchers remain aware of its limitations, especially when understanding complex or specialised contexts. The degree of trust an individual places in a model is critically contingent upon the task and the calibre of the data employed during the process. A common practice among researchers is to validate the information generated by ChatGPT through cross-referencing with reputable sources or domain experts. This approach serves to enhance their trust in the outputs of the AI. As researchers use the tool more extensively, trust may be built regarding the accuracy of the content.

It's interesting to note that this study could have significant implications for researchers in the hospitality industry. It has the potential to broaden their understanding of ChatGPT applications and identify any potential pitfalls. Additionally, comprehending the motives behind the use of ChatGPT by hospitality researchers could encourage AI developers and service providers to tailor their products to meet the specific needs of the hospitality research community. This could result in more efficient collaborations between academics and AI technology, which might lead to revolutionary developments in the hospitality sector.

Incorporating ChatGPT to Tourism, Hospitality and Event Management Curriculum #115

Philip Xie

The abstract aims to compare the tourism, hospitality and event management assignments generated by ChatGPT, the generative artificial intelligence, with the ones written by tourism major students in the US university. The focus of the analysis is on the selected subjects of contemporary travel and tourism. By examining the similarities and differences in their writings, we ascertain the potential contributions and limitations of using ChatGPT in teaching tourism, hospitality and event management curriculum.

Nurturing the next generation within dark tourism: Perspectives from Slovakia's Death Valley #39

Maria Hadjielia Drotarova

In general, tourism is frequently a family activity, promoting family togetherness, family bonding and collective family memories (Schänzel & Yeoman, 2015). Family tourism allows viewing tourism as a collective activity, encompassing intergenerational interactions and socialization, and the transfer of knowledge and values to the next generation. Family tourism is predicted to grow more than other forms of leisure travel because it represents a way to reunite the family and for family members to spend quality time with each other, away from the demands of everyday life (Schänzel and Yeoman, 2014).

Recent evidence, indicates that families are motivated to engage in tourism as a way to educate the next generation (Yang & Lau, 2019). This research study focuses on "dark tourism", which is a special interest type of tourism which also involves families and the motive to provide educational benefits for the next generation (Israfilova & Khoo-Lattimore, 2019; Kerr & Price, 2016). Kidron (2013) established the term 'dark family tourism' to refer to descendants of Holocaust survivors who set family root trips to sites of atrocity to experience Holocaust-related feelings with their survivor parents.

While there is a trend to incorporate learning components in dark tourism and dark tourism is viewed as an educational or experiential opportunity for younger generations (Israfilova & Khoo-Lattimore, 2019; Kerr & Price, 2016), there is insufficient understanding on the role of the family in nurturing the next generation in dark tourism. What institutions mediate for us the past, and those who inhabited the past? Before, in preliterate societies, was mainly the family in which stories of the ancestors were told, and even with the coming of literacy families may still preserve an oral tradition of their ancestry (Taylor 1963). The family is most universal, enduring and adaptable social structure and tourism is the biggest industry in the world (Schänzel & Yeoman, 2014), thus understanding the way the next generation is nurtured in dark tourism is of practical significance to the sustainability of the dark tourism product.

The research study draws on activity theory and parenting literature to research abductively 'why parents/grandparents nurture the next generation of dark tourists?'. This research study took place in the 'Death Valley' in Slovakia, a dark tourism place which is famous for its rich history on Second World War. 'The Death Valley' is located in Svidník and encompasses the battlefield where the heaviest tank battles took place between 25th and 27th October 1944. In this battlefield, known as 'Carpathian Operation', the Czechoslovak army led by General Svoboda and the Soviet Army (about 300 000 soldiers) fought against the German troops. This battle was one of the bloodiest battles of Second World War, which brought the German defeat, 150 destroyed tanks and 180,000 dead soldiers, including the total destruction of the town of Svidník.

Further, using a theoretical sampling process, it was collected 26 semi-structured interviews (Miles & Huberman, 1994) with visitors in 'The Death Valley'. The collected data were analyzed through thematic analysis, drawing on coding process and guided by activity theory and parenting literature (Charmaz, 2006; Gioia et al., 2013). The research study provides insights into how the next generation is fostered in dark tourism through the collected interviews. Indeed, it sheds light on three types of drivers that lead grandparents/parents in introducing their children to dark tourism places, such us the Death Valley: 'obligational', 'educational', and 'ethical'. The research study brings a novel and, yet, unexplored understanding of dark tourism as a collaborative activity between grandparents/parents and the younger generation. Last, this the research study provides directions for future research on dark tourism. As well, as practical implications for tourist providers and educational institutions such as schools which seek to incorporate dark tourism within the school curriculum.

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Analysing the level of accessibility of hotels #118

Chiara Di Nolfo, Eva Martin-Fuentes & Juan Pedro Mellinas

Accessibility in the hospitality industry is a crucial aspect for ensuring inclusivity and equal opportunities for all travelers (Martin-Fuentes et al., 2021; Singh et al., 2021). Quality of service and costumer satisfaction are related to hotel categories (Nunkoo et al., 2020) but there is a lack of information regarding service quality differences between chain and independet hotels, and how these factors can affect accessibility for people with disabilities. The aim of this study is to provide more knowledge about the accessibility features of hotels.

This research delves into the accessibility features of hotels, both chain and independent, USA, Canada and Europe, based on data from Booking.com. The analysis was conducted on 151,469 hotels, downloaded through the Octoparse scraping tool on December 2023, which provides information on which of the 8 accessibility features each hotel has implemented. We have classified the hotels into 4 groups based on the sum of accessibility features resulting for each hotel and the frequency distribution: hotels with no accessibility hotels with one accessibility, hotels from 2 to 4 features, and from 5 to 8 features, as shown in Table 1 (Accessibiliy features of chain and independent hotels).

On one hand, to determine if there is a significant relationship between the hotel typology (chain or independent) and the accessibility features, a Pearson's Chi-Square test is conducted using the SPSS program, along with its corresponding significance test, to determine if the two variables are related.

The result of the Pearson's Chi-Square test for EUR hotels is x^2= 3,649.22 with a significance of <0.001; the result for USA and Canada hotels is x^2= 6,076.08 with a significance of <0.001. This results indicate a dependency between the type of hotel and accessibility features, having chain hotels more accessibility features than independent hotels.

On the other hand, to observe the average between the hotel stars (from 1 to 5 stars) and accessibility of Europe and USA and Canada, and within chain and independent hotels, an ANOVA test is conducted. For Europe hotels, to check the equality of variances, i.e. homoscedasticity, Levene's test was performed and the assumption of homogeneity was not met because ($F(4, 85{,}556) = 358.010$, $p < 0.001$], and for USA and Canada hotels [$F(4, 39{,}017) = 128.360$, $p < 0.001$). As the assumption of homogeneity of variance was not met for this data, we used the obtained Welch's adjusted F ratio for Europe [$F(4, 8{,}887.041) = 346.558$, $p < 0.001$] and for USA and Canada [$F(4, 1{,}864.045) = 156.324$, $p < 0.001$]. We can conclude that at least three of the five hotel category groups in Europe and USA, differ significantly in their average of accessibility features.

Then, analyzing in-depth each hotel category determined by the hotel stars, the mean comparison was performed by an ANOVA test post hoc Games-Howell, and the results show that, for European hotels, the higher the category, the more accessibility features are. In contrast, for hotels in the USA and Canada, those with 3 stars have more accessible features than other categories. The result of these tests confirms that chain hotels from 3 to 5 stars better meet accessibility needs, but 4- and 5-star categories independent hotels also do so.

The available dataset provides disaggregated information by country in Europe and states in the USA, in addition to the identification of the hotel chain, review scores, and specific accessibility features of each hotel. A deeper analysis of this information will enable the identification of potential correlations between these variables and the level of accessibility of each hotel, both globally and in specific accessibility adaptations.

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Gamification and Virtual Events #129

Sarah Jones & Eleni Michopoulou

Gamification is a complex and newly explored phenomenon which uses game-based mechanics and thinking to prompt the intrinsic motivation and engagement of people, whilst promoting learning and problem solving (Kirsh, 2014; Da Silva Brito et al., 2018). Through embedding different game design, game dynamics and game mechanics to different contexts, gamification can lead to desirable experiences that can intrinsically motivate users to engage in activities and enhance their behaviours (Parapanos and Michopoulou, 2023; Deterding et al., 2011; Liu et al., 2019).

The diverse characteristics of game mechanics have resulted in gamification being applied across different domains and industries outside the gaming industry, such as in marketing, education, politics, and health (Da Silva Brito et al., 2018; Pasca et al., 2021; Dickey, 2005). The development of technological innovations has also enabled gamification to be incorporated into the service sector, where tourism and hospitality industries have benefitted from applying gamification to service design to influence consumer loyalty, satisfaction, engagement and user experiences (Xu et al., 2013; Deterding et al., 2011; Parapanos and Michopoulou, 2023). However, it is widely acknowledged that understanding the phenomenon of gamification is still very limited within these industries, and calls for further research have been made (Xu et al., 2016; Parapanos and Michopoulou, 2023; Mullins and Sabherwal, 2020). In particular, there is an absence of research surrounding gamification and the events industry (Qian et al., 2022).

The events industry has dramatically changed since the coronavirus pandemic, with face-to-face events now often being replaced by virtual events (Godovykh et al., 2022; Yung et al., 2022). The unprecedented acceleration in innovation and acceptance of technology has been particularly prolific in the events industry, and the digital transformation of events continues to shape the industry in a post-pandemic world (Standaert, Muylle and Basu 2021; Yung et al., 2022).

Despite the growth in virtual events, it is acknowledged that virtual event experiences are limited, with a lower level of social interaction and the loss of novel feelings leading to lower levels of involvement and engagement for virtual event participants; decreasing motivation towards attending (Sox et al., 2017; Idris and Edris, 2021; Godovykh et al., 2022; Estyanyol, 2022; Chodor and Cyranski, 2021). Virtual event experiences are difficult to design, with participants only ever being one click away from leaving (Estanyol, 2022; Dowson, Albert and Lomax, 2023). One of the closest virtual environments that are designed to enhance participant experiences are computer gaming and gamification (Toft-Nielsen, 2014). Through adding game activities to non-gaming contexts, a sense of fun, playfulness and enjoyable experiences can be created (Da Silva Brito et al., 2018; Kirsh, 2014). Gamification and game mechanics are also known to produce positive experiences and motivations in a virtual environment, and could provide a solution for event organisers to improve known issues with virtual event design and experiences (Kapp, 2010; Parapanos and Michopoulou, 2022). Research surrounding both virtual event design and gamification is very limited, with calls for further research to explore the use of gamification within a virtual event context (Yung et al., 2022; Peltz, Junek and de Ross, 2018; Qian et al., 2022; Xu et al., 2016; Parapanos and Michopoulou, 2022).

This study explores how gamification can be incorporated into virtual event design to improve participants' experiences at virtual events. Through a series of interviews, it investigates virtual event design and participant experiences, gamification methods currently used within the events industry, and participants' perceptions and preferences of different gamified elements and game mechanics within virtual events.

Claire Roe, Eleni Michopoulou & Kathleen McIlvenna

This conceptual paper examines how digital platforms can shape visitor experiences and influence visitor behaviour at heritage tourism destinations. It considers how digital storytelling can create immersive experiences which impact on visitor loyalty and the likelihood of repeat visiting. The interdisciplinary approach of this paper draws together digital heritage strategies and how these can benefit tourism operators at world heritage sites, emphasising the need for co-creation between stakeholders.

Practically, digital storytelling within heritage and heritage tourism is used to facilitate the telling of complex, non-linear narratives. (Dal Falco & Vassos, 2017; Lombardo & Damiano, 2012) Recently, heritage tourism has shifted from single perspective, linear storytelling to multiple, more complex narratives, sharing multiple cultural perspectives which contributes to cultural sustainability. (Moscardo, 2020) Onsite, interactive, digital exhibits that display the values and functions of the original artefact encourage visitors to tell their own stories and acquaint visitors with alternative cultural perspectives to their own, which generates emotive responses. (Jean Ho & Ali, 2019; Ross & Saxena, 2019) This returns to the idea that the act of 'doing' something within a space generates place identity. (Correia Loureiro, 2014; Kastenholz, Marques, & Carneiro, 2020) Within heritage, this has the added dimension of creating new understanding about history and culture through active participation. (Jean Ho & Ali, 2019) This makes digitally enhanced storytelling important to heritage destinations as it creates memorable experiences. (Akrivi et al., 2020; Dal Falco & Vassos, 2017; Evinc & KAN, 2020; Fenu & Pittarello, 2018).

However, mobile digital storytelling at heritage sites has some key challenges: stories have to cope with non-linear visitor movement around the site; digital accessibility (such as Wi-Fi connection) needs to be strong; information needs to be conveyed in an accurate yet 'gamified' way; and staff need to be trained in using the technology in order to support visitors when using it. Spatial aspects, such as where visitors interact and how long will it take them, should be carefully considered to facilitate visitor flow. (Lombardo & Damiano, 2012).

Furthermore, cultural heritage tourists are predominantly social in nature and digital storytelling often encourages a single-person experience. (Akrivi et al., 2020; Allan & Altal, 2016; Chen, Leask, & Phou, 2016) Most digital guides are accessed through single user technology, meaning care needs to be taken to ensure digital content does not detract from on-site 'lived' experiences that improves on-site visitor experiences and generates more meaningful interactions. (Akrivi et al., 2020; Basaraba, Conlan, Edmond, & Arnds, 2019; Liu, Fu, & Li, 2019; Tsai, 2016; Xu & Zhang, 2016).

Cocreation between multiple destination stakeholders is required to ensure storytelling is consistent across multistakeholder tourism destinations. Digital heritage trails can be used to signpost visitors from one site to another, creating a more holistic experience for visitors and hopefully increasing footfall at less well-known attractions (du Cros & Jolliffe, 2011; Kalliopi et al., 2020; Swensen & Nomeikaite, 2019). However, research conducted in Norway by Swensen and Nomeikaite (2019), identified the fragmentation that occurs between cultural institutions and propose a 'big narrative' is needed in which all these smaller narratives can sit.

There is evidence across both heritage and tourism which emphasises the importance of digital storytelling, however motivations differ between the two disciplines. Cocreating destination narratives between tourism and heritage organisations could contribute to sustainable tourism by: fostering to cultural sustainability through the sharing of cultural perspectives; and financial sustainability, by improving visitor flow and encouraging place attachment. This has implications for heritage site management and destination marketing as digital storytelling that encourages immersive experiences and influences visitor flow could share the economic benefits of tourism development across regions, drawing repeat visitors away from 'honey pot' attractions and towards less visible tourism sites.

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Understanding the multidimensionality of smartness in destinations: Developing responsiveness to crises and disasters #149

Elecia Bethune, Dimitrios Buhalis, Lee Miles

The understanding of smartness is inherently understood as a diverse and nuanced variable. However, the field of Smart Tourism Destinations has been explored from a narrow viewpoint, primarily regarding the smart technology applications required to become a smart destination. Technology is insufficient for smartness to be achieved within a destination but represents a tool for smart destination management and efficiency (Gretzel, 2022; Verma et al., 2022; Liu et al., 2023). This technology-focused pathway however excludes the fullness and the multidimensionality of smartness and side-lines the work being done in destinations that achieve the same outcome without the high-technology environment.

The paradox of how destinations can demonstrate a level of resilience through their crisis response is addressed through an appreciation of the principle of multidimensionality of smartness. The adaptability of leaders includes the engagement of the tensions between innovation and efficiency, enabling real-time learning through improvisation (Uhl-Bien and Arena 2018). This approach has greater applicability in the face of unknown disasters, where traditional preventative controls that shape known crises represent the first level of response. Smartness is not binary but an amalgam of continuous variables related to varying aspects of smartness and possesses automated capabilities for processing and analysis of information (Alter, 2020). The primarily limited viewpoint of smartness excludes the various expressions of smartness that destinations at various technological capacities can realize when faced with the uncertainty of crisis. More focus is on the process versus the outcome which is responsiveness, effectiveness, and efficiency during crises to safeguard the tourism destination. If effectiveness is being assessed, then the desired outcome becomes centre-stage and achieves that within the fastest time possible. This is where technology comes into play, more than effectiveness.

To transform and respond to uncertain, and unfamiliar situations with alacrity and to cauter the extension of the recovery process, responsiveness may require speed to overcome the friction of an inherent culture of playing it safe using preventative controls. There needs to be a transition to responsiveness and flexibility in the face of the unknowns. The volatility of crises demands great levels of flexibility (De Waard et al., 2013). Within this context, the driver must be multiple levels of smartness which are reposed in strong leadership, innovation, and collective intelligence in an enabling environment, in which technology plays a role (Buhalis, 2019; Kodama, 2019; Bulchand-Gidumal, 2022; Weaver et al., 2022). Fang, et al. (2022) acknowledge the need for destination stakeholders to evolve their thinking from a competitive-based approach to one that embraces collaboration cooperation and the principle of shared value.

Digital tools and principles like interconnectivity, interoperability and intelligence of systems are not just applicable to smart digital systems but smart systems which include human and social elements which have not been highlighted as much in recent literature (Bethune, et al. 2022; Ochara 2023).

The notion of multidimensionality of smartness was one of the main findings of a qualitative multi-method study of documentary analysis and seventy-one (71) semi-structured interviews of decision makers at the policy/industry level in destinations across the world. This study sought to understand how destination management has been approached within destinations during periods of crises/disasters. The findings were analysed using Framework Analysis to assess the two phases of data collection of the semi-structured interviews. This sought to examine the patterns within the first destination, Jamaica before comparing the emergence of patterns and differences during the international scoping, which was the second phase of research.

A recurring caution present in the findings is the level of viewing smartness merely as technology at the expense of the development of social and human capital. What appeared to be normative expectation, but wasn't always an in-built practice, was the development of pre-defined essential outcomes at the industry level going into crisis. The complexity of the destination in the throes of crises/disasters introduces varying interwoven paradoxes that destinations must manage. However, understanding the multidimensionality of smartness as an approach is part of the response to those inherent complexities.

The invasion of the robots in hospitality industry and the labour shortage. #126

Fani Efthymiadou

The tourism and hospitality industry has been hit hard by the global pandemic, resulting in a labor shortage due to the loss of jobs and difficulties in finding employees (Kim et al., 2021). Especially hospitality industry lacks experienced and skilled labour as a consequence of covid-19, workers that resign the sector did not want to return (Seyitoğlu et al., 2023). With empty vacant jobs in many European destinations the summer of 2023 pointed out future risks for the tourism and hospitality industry that need to overcome. For example, the problem of labour shortage may have direct effects to the designation image and the destination competitiveness. So far, the industry has been looking for internal solutions to overcome this problem such as with the recruitment and internal mobility, by offering rewards to the employees, focusing on the work life balance (Jefrey & Sposato, 2022). The recent literature has been characterized emerging technologies such as robotics that may hold the key to the future of the industry (Bowen & Marosan , 2018). One of the most promising application of robots in tourism is the use of robot for customer service, such as check -in and check out procedure and room service. Another area where robots can be applied is in cleaning and sanitizing. Additionally, robots can be used for tasks such as luggage handling, maintenance and security. Although robots present as a promising solution to the labour shortage in the tourism industry, progress towards this direction has been limited thus far.

This study aims to examine hotel managers perceptions adopting robots in the tourism and hospitality industry as a solution to overcome labour shortage and hotel visitors' reaction to the adoption of robotics in a hotel. The study following a mixed method approach. Qualitative research will answer to the question of possible future adaption of robots as employees in hotels and quantitate research will shed light to tourist's perception for the usage of robots as employees. First, we conducted semi-structured interviews with hotel managers in Greece. In order to shed light about their willingness to include robotics in their hotel team Data were analyzed through NVivo. A thematic analysis applied. Followed by a quantitative study focusing on tourists' attitudes regarding the adoption of robotics in a hotel. Online questionnaires were administrated to tourists during their stay in a hotel. Tourists' perception can be categorized based on their different characteristics.

Study revealed numerous challenges and concerns regarding the future adoption of robots in tourism and hospitality industry. The promising results of the study offer valuable implications to the existing robot market, the hotel industry and other tourism businesses.

Service robots for taking over reception tasks in hospitality #56

Klaas Koerten

Hospitality companies are facing personnel shortages and high turnovers (Liu-Lastres et al., 2023). To combat this, the industry is looking at using robots to take over tasks, reducing the amount of work required for human employees down the line (Ayyildiz et al., 2022,Webster, 2021). Recent years have seen a growing popularity in the use of service robots (Kuo et al., 2017), defined as robots operating outside manufacturing (IRF, 2021). As these robots get deployed more often, they have also become an increasingly popular research topic (Ivanov et al., 2019). Recent publications have performed experiments focusing primarily on guest experience (Kim et al., 2022), management perspectives (Pizam, 2022) or employee experience (Khaliq et al., 2022) with robotic service agents in hospitality.

The robots that are being used the most are interaction robots and transportation robots (Chiang & Trimi, 2020). Interaction robots such as Temi (Hung, 2021) or Pepper (Tuomi, 2021) are particularly interesting for research purposes, as the robots are out-of-the box solutions that only require tailored programming to become operational in hotel and restaurant environments, allowing for experimental research, which is a method that has been called for in hospitality specifically (Fong et al., 2016).

Research on guests' attitude towards robots has already been performed by Choi (2020) and Hoang (2022). Both found that guests generally rate services provided by robots lower than those provided by humans. However, these studies use a vignette method, where guests report on hypothetical encounters with service robots instead of experienced interactions. This method allows researchers to map guests' perceptions of robots, without having to program the robot. Using this method, interactions, or even robots that don't yet exist can be studied (Hoang, 2022). The downside of using vignette studies however, is that they are not always representative of actual experiences (Eifler et al., 2019). This is also confirmed by both Choi (2020) and Hoang (2022), who point out that their methods only generate hypothetical findings and that field tests with service robots could significantly add to the human robot interaction knowledge.

Answering to these calls, for this paper, we deployed a robot in a hotel lobby for two weeks where it provided visitors with information about the hotel and the city of Amsterdam. Participants could choose to interact with either the robot or the human reception staff. After an interaction, visitors answered a survey about their experience. We collected data from 200 respondents, 100 from each scenario.

Findings show that guests experience a lower social presence when interacting with robots, which is in accordance with research by Odekerken-Schröder (2021). At the same time, overall satisfaction, revisit intentions and hospitality experience don't differ significantly when comparing human service agents with robotic ones. This result contradicts recent studies about hypothetical interactions with robotic agents from Choi (2020) and Hoang (2022), thereby extending the knowledge gained in vignette studies. In a practical sense, these results are promising for the future roles for robots in hotels and restaurants as suitable replacements humans for certain tasks. At the same time, it should be noted that in their current state, reception robots are not able to replace a human staffed reception, as several key tasks have not yet been successfully automated. Examples of this are scanning ID documents, handling payment, and handing out room keys. The successful use of robots in restaurant and hotels therefore requires robotic applications designed specifically for hospitality tasks.

Strategic Human Resource Management and Organizational Resilience in the Context of Robotics Deployment in Service Organizations: A Conceptual Exploration #87

Evelina Gillard

The area of organizational resilience is attracting growing attention because of challenges that are imposed on increasingly demanding customers, workplace adversity, high competition, and challenging market conditions (Do et al., 2022; Duchek, 2020; Hillmann & Guenther, 2021). Despite interest in organizational resilience, few studies have considered how it could be related to the increased use of robotics now increasingly used in hotels and other service organizations (Amelia et al., 2022), especially while considering how to reconcile employee well-being and achieving organizational performance as overarching goals of strategic human resource management (Armstrong & Taylor, 2020; Boxall & Purcell, 2016). However, scholars in information systems, innovation management, and strategy agree that taking the human side of robotic technology is critical for its adoption and successful implementation (Baptista et al., 2020; Beer et al., 2015; Belanche et al., 2020; Stapels & Eyssel, 2021; Xu et al., 2020). In addition, strategic human resource management that encompasses philosophy, procedures, and processes connecting people and technology represents the key element to navigate workplace adversities and improve organizational resilience.

The aim of this work is to broaden our understanding of the ways in which human resource management in organizations can contribute to the development of organizational resilience during the adoption of robotic technologies. Although most studies focus on examining organizational resilience capabilities (Do et al., 2022; Duchek, 2020; Hillmann & Guenther, 2021; Shepherd & Williams, 2023) and strategic human resource management (Al-Taweel, 2021; Kim et al., 2022; Lengnick-Hall et al., 2011; Suder et al., 2019) in separation while addressing the technological context changing with the introduction of robotics, this study adopts a conceptual approach allowing to integrate these important aspects in a framework setting ground for future research.

This paper develops a theoretical framework that explores the interaction between the elements of strategic human resource architecture, organizational resilience capabilities, and the adaptation of robotic technology. This framework aims to provide pathways to explaining how strategic human resource management can contribute to organizational resilience in the context of the challenges and opportunities presented by the introduction of robotic technology in service organizations. This framework integrates the multilevel aspects of strategic human resource management that exercises the top-down influence on lower-level units, as well impacts organizational resilience at organizational level (Humphrey & LeBreton, 2019; Klein & Kozlowski, 2000).

As result, this proposed framework outlines how human resource management recruitment, selection, training, appraisal, and compensation practices composing strategic human resource architecture (Lepak & Snell, 1999; Luo et al., 2021; Zavyalova et al., 2020) both influence employees at individual level and contribute to three different organizational capability trajectories of capitalizing resilience, realigning resilience, and repurposing resilience at organizational level (Hillmann & Guenther, 2021; Lengnick-Hall et al., 2011; Shepherd & Williams, 2023). These results also broaden our understanding of how robotic technology could establish boundary conditions that inhibit or enable the way human resource management could contribute to organizational resilience. The novelty of our work lies in the research agenda that this conceptual framework offers for future research on strategic human resource management and its relationship to organizational resilience in the context of implementing robotics and other technologies driven by artificial intelligence.

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Perceptions of New Technological Tools by Marketing Professionals: Experiences in Hotel Business #139

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The world is facing a tremendous transition to the digital world. Marketing professionals handle a wide range of topics and information through various funnels. Finding unique and effective tools and using those tools demands the strong ability of marketing teams. Tourism has grown to be a key contributor to the economies of many countries. It is now at the heart of the tough competition in international travel to draw more tourists and boost profits through adaptation and resilience to the shifting demand structure and global conditions of today (Altinay & Kozak, 2021; Buhalis, 2000; Dwyer & Kim, 2003; Heath, 2003; Kozak , 2004; Ritchie 2003; Ritchie & Geoffrey, 2003). This study aimed to investigate the relationship between perceptions of marketing professionals' data-driven marketing capabilities in the hospitality industry by looking at the relationship between technological orientation and competitive advantage. The literature shows that the development of digitalized services for their guest was made possible by the rise of smart technologies (Altinay & Kozak, 2021; Belanche, et.al., 2020; Del Chiappa & Baggio, 2015; Gretzel, et.al., 2020; Kontogianni & Alepis, 2020; Wang & Li, 2013).

The previous studies also focused on the organizational development side of internal capabilities and their enhancement. However, this study aims to gain valuable insights into marketing professionals' behaviors in island tourism destination hotels. According to our literature review, we found that there is still tiny and promising research about it, and it is interesting to explore the impact of technological orientation and organizational learning on competition on the island.

The literature review showed that there are still limited studies to understand measuring the efficiency of functions of collected data from new technologies such as using automation systems; Augmented Reality (AR), Artificial Intelligence (AI) for marketing strategies (Al Adwan, 2023; Hoffman, et. al., 2022; Saydam, et. al., 2022) Additionally issue on new technologies in marketing presents a wide rang of research that explores how new technologies influence marketing practice and how marketin scholars and practitioners can remain relevant in the context of rapid developments of new technology can stimulate furtrue research (Hoffman, et. al., 2022)Organizational learning (OL) helps an organization to achieve high performance and strategy renewal helping an organization to achieve high performance and strategy renewal. It helps people to become more competent and self-assured which expands the capacity for learning (Sahin, 2021) Organizational learning theory suggests that an organization's productivity depends on the growth of its knowledge base, which is facilitated by its ability to learn (Orego & Wainaina, 2019). Our main research question of the paper is how the usage and selected data of new technological tools affects the organizational performance of tourism sector in terms of marketing capabilities.
To provide a theoretical foundation and the link between the variables hypotheses as follows:

H1. OL positively related to marketing capability.
H2. OL is positively related to competitive advantage.
H3: Marketing Capability is positively related to competitive advantage.
H4a: Technology Orientation has a positive impact on marketing capability.
H4b: Technology Orientation has a positive impact on competitive advantage.
H5a: Technology Orientation moderates the positive relationship between organizational learning and marketing capability, which gets stronger when technology orientation is inclined rather than declining.
H5b: Technology Orientation moderates the positive relationship between marketing capability and competitive advantage, which gets stronger when technology orientation is inclined rather than declining.

In our research methodology we shall conduct purposive sampling method to send 400 questionnaires. Confirmatory factor analysis (CFA) will be performed to assess the measures' validity and reliability (Chen et al., 2018). The data is going to be analyzed through SPSS to be able to analyze the findings. The hypothesized moderated mediation model will be tested using the Smart PLS software. By understanding the collected data, one of the results shall reveal that a challenging amount of information around competitive advantage and mastering those challenges is related to the organizational learning capability of hotel marketing staff. Further, by understanding the relationships we will demonstrate that technology plays an important role in sustaining competitive advantage. Besides, the technological skills enhancement level of marketers we will identify a digital mindset followed by a strong ability to organize multi-coping competencies and the correlation between marketing data usage skills and its effects on competitiveness.

Paper Awards

Awarded and Nominated Papers

Tourism Paper Awards

(Awarded)
Stanislav Ivanov, Katerina Volchek & Celso Brito: Sentiment Analysis of Tourist Reviews with ChatGPT.

(Nominated)
Goda Lukoseviciute & Mark Andrew Nelson: Trail accessibility and difficulty rating approach designed for individuals with mobility impairments.
Femke Vrenegoor & Elena Cavagnaro: SME tourism entrepreneurs: Not as egoistic as we think. Reflecting on values, technology and sustainability.

Hospitality Paper Awards

(Awarded)
Annie Ko & Loretta Pang: Perception of Welcoming Culture: A Study of Technology Use and Service Training to Enhance Solo Female Travelers Experience.

(Nominated)
Demos Parapanos: How to create a fun environment for hotel mobile app users.
Lea Diedicke, Cho Tin Tun Kirkpatrick, & Craig Webster: Robots as co-workers and employees in the hotel industry: insights from fellow employees and managers.

Events Paper Awards

(Awarded)
Sara Jane Almeida Sousa, Hillary de Oliveira Silva, Luiz Mendes-Filho & Sérgio Marques Júnior: Exploring Playfulness: Gamification and Participatory Experience At The Go!RN Event

(Nominated)
Martinette Kruger & Adam Viljoen: Harmonising identity and community: The digital transformation of youth experiences at music festivals.
Evangelia Marinakou & Ann Matthews: Will the future of events be hybrid? Hybrid festival visitors experience using the event experience theory in the post Covid era.

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