

MTCON'24

Proceedings

Co-Editors

Dr. Dogan Gursoy

Dr. Serena Volo

Dr. Muharrem Tuna



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The Relationship Between Talent Management and Work Engagement: Case of Travel Agencies in İzmir

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Abstract

Talented human resources are one of the most important assets of organizations in today's competitive business world. The importance of talent management strategies becomes evident in recruiting and retaining talented employees. Talent management is the process of identifying, developing, motivating and retaining the talents of the organization. This process aims to find talent that suits the current and future needs of the organization and use it in a sustainable way. Talent management directly affects not only the organizational performance of employees but also their level of work engagement. At this point, work engagement is accepted as a performance indicator by organizations, as it includes employees' commitment and passion to their works. From this point forth, the research aimed to determine the relationship between travel agency employees' talent management perceptions and their work engagement levels. For this purpose, the data of the research were collected with a survey method from 367 travel agency employees working in travel agencies in the province of İzmir, which is the population of the research, and were selected by convenience sampling method, one of the purposive sampling methods from 527 travel agencies totally (521 Group A – 6 group C). The survey consists of two scales. One of these scales is the talent management scale of Duran et al. (2019) and the other scale is work engagement scale of Kantén (2012). Central tendency measures (frequency and percentage distributions) and correlation test, one of the statistical analysis methods, were used to analyze the data obtained through the survey. According to the results, it was determined that there was a positive and significant relationship between talent management and work engagement. This result shows parallelism with the studies' results of Hughes and Rog (2008), Weyland (2011), Çömlekçi and Yıldız (2021). According to the results obtained, it is supported that there is a positive and significant

relationship between talent management and work engagement. According to these results, creating a suitable work environment for employees not only allows them to use their talents in the most efficient way, but also increases their level of work dedication. Since employees' feeling of value can be an encouraging factor in their dedication to work, the organization's contribution to the career development of employees, organizational structure and leadership styles can also increase this sense of dedication.

Keywords: talent management, work engagement, travel agencies, İzmir

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An Insight to the Use of Robots in Hotels: Do Robots Meet the Expectations of Tourists?

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Abstract

The use of AI in travel and tourism sector has been progressing quiet fastly. First, it was used to streamline marketing procedures, but in the present, AI technology is having an impact on every element of tourism, including welcoming visitors, providing for their requirements, listening to them and making suggestions for better decision-making which lead to enhancing personalisation, customizing consumer recommendations, and ensuring quick responses even when staff employees are not available (Dumitru, 2023). This study aims to investigate the impact of robot service on tourists. For this purpose, 5 hotels serving with robots are chosen and customer reviews on tripadvisor are analyzed with sentiment analysis. The study results point out the drawbacks, positive, negative and neutral reactions of the visitors by taking into consideration the various visitors with different needs and perceptions. This study takes attention to the impact of robots on tourists by analyzing their reviews. Besides its various benefits and contributions, AI must be handled carefully in tourism. The study results are expected to contribute to the understanding of AI in hospitality.

Keywords: artificial intelligence, hospitality, tourist review, Tripadvisor, robot

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Investigating the Impact of Income and Price on Domestic Tourism Demand in Türkiye

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Abstract

Studies on the economic effects of tourism primarily focus on international tourism movements. The export impact, foreign exchange earnings, and contribution to employment created by international tourism movements are naturally acknowledged. However, travel within a country by its residents also contributes to reducing interregional economic disparities, increasing investments and employment, and fostering the development of international tourism movements. Considering that residents tend to travel in the country more than foreigners, domestic tourism is as significant as other sources of tourism. Studies on tourism demand agree that income and price are the most critical economic determinants. This study aims to investigate the effects of income (GDP) and price (CPI) on domestic tourism demand in Türkiye over both long (more than four nights) and short (1-3 nights) lengths of stay. For this purpose, the relationships between variables for 2009Q1-2023Q1 were analyzed using the Fourier Engle-Granger cointegration test, which considers structural breaks. The findings indicate that neither price nor income variables significantly affect long lengths of stay, while they do significantly affect short lengths of stay in the long run. According to the long-term coefficient estimators, a 1% increase in income leads to a 1.71% increase in the number of 1-3-night domestic stays, while price increases lead to a 0.98% decrease. The error correction model's short-term coefficients are statistically significant only for the income variable, with a 1.30% increase in 1-3-night domestic stays for a 1% increase in income. The income elasticity greater than 1 in both the short and long run indicates that tourism is still considered a luxury good for domestic tourists. The statistical insignificance of long lengths of stay can be attributed to domestic visitors commonly taking advantage of early booking discounts and package tours. On the other hand, short-term trips tend to be more costly as they are often

unplanned and individually organized. The price elasticity being less than 1 in the long term suggests that domestic tourists are sensitive to prices for short-term trips. In line with these findings, tourism businesses operating within the country can offer product development and payment opportunities tailored to domestic tourists' price and income sensitivities. At the same time, policymakers and decision-makers can develop social tourism policies to enhance the economic benefits of domestic tourism.

Keywords: tourism demand, income elasticity, price elasticity, Türkiye, Fourier Engle-Granger (FEG) cointegration test

Examination of Studies on Environmental Transformational Leadership With Scientific Literature Review

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Abstract

Most scientific studies have focused on environmental sustainability issues in the last fifteen years. Transformational leadership is one of the most researched topics in the realm of leadership science and the field of organizational behavior. Most scientific studies have focused on environmental sustainability issues in the last fifteen years. Also, environmental transformational leadership (ETL), as a subset of transformational leadership, has started gaining importance recently. Our study is aimed at reviewing the many studies already conducted in the area of ETL so far, gaps in research done, and the direction for future research based on recommendations of different authors. This study investigates the effects of sustainability awareness and the experience of managers with leadership skills on their stakeholders. In this context, ETL was selected as a leadership style to examine the effect on leadership through environmental concerns related to organizational behavior, job performance, and employee behavior in sustainable environmental awareness in organizations. Therefore, we have synthesized and analyzed published studies focusing on ETL. The forty-five published papers are the building blocks for answering our six research questions. We seek to answer the methodologies that have been used up to date and what kind of variables were used by various researchers to understand the phenomenon. Six criteria were used to limit the inclusion criteria of Systematic Literature Review (SLR) consistent with the selected method of the study. The first one of these criteria was that only Social Sciences Citation Indexed articles were examined. Then, the second criteria were determined by three international databases, namely ScienceDirect (sciencedirect.com), Business Source Ultimate (ebsco.com) and Emerald (emeraldinsight.com). The most applied website of Google Scholar (googlescholar.com) has been additionally scanned as the 3rd

criterion to ensure all SSCI articles have been reviewed. The fourth criterion determined to be used three keywords as follows: transformational leadership, environmental transformational leadership, green transformational leadership in selected databases, and English as the fifth criterion for publication language. The study included scholarly articles in the publication year between 2015-2024 (Jan-March) as the last criterion. The scanning process was conducted in February and March. The writing process will be conducted in April. Our limitations were the language and the limited time frame. In the light of the study findings, the study demonstrated that there is still little research about environmental transformational leadership in the tourism industry. It is interesting to explore the impact of sustainability in the green orientation of a company, as well as the employee and customer triangle, and measure the effectiveness of its impact.

Keywords: transformational leadership, environmental transformational leadership, green transformational leadership, sustainability

Istanbul Unveiled: A Comprehensive Study on MICE Tourism as an Ideal Destination

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Abstract

The study explores the importance of Meeting, Incentive, Convention, and Exhibition (MICE) tourism for destinations. While MICE bring in more revenue and benefits than other forms of tourism, especially during slower seasons, there's a lack of research on what makes a great MICE destination, considering everyone involved. Existing studies focus on what travelers want or looking at individual destinations. This research, in a collaborative effort, aims to fill the gap by investigating ideal MICE destinations from the perspective of various organizations in the MICE industry, including those providing services (convention centers, hotels, tourism boards) and those organizing MICE events (travel agencies, incentive companies). The researchers, in partnership with 30 MICE experts, conducted interviews and analyzed their responses. They found that successful MICE destinations have two main characteristics: internal factors (facilities, amenities, service quality) and external factors (culture, nature, economic climate, and political stability). This research provides valuable insights for academics studying tourism and professionals working in destination management or the MICE travel industry, inviting them to be part of the ongoing discourse and development in this field.

Keywords: MICE, destination management, event planning, tourism policy

A Research on the Development of Elderly Health Tourism in Türkiye

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Abstract

In the 21st century, demographic shifts, including the growth in the number of elderly individuals, age-related illnesses and the inclination of this cohort to remain active for longer, have given rise to the phenomenon of health tourism for older people. The growth in the number of older people travelling for the purpose of improving their health has led to the development of a market for health tourism. Although Türkiye has made considerable progress in this field, there is still scope for further development in the area of elderly health tourism. This study examines the phenomenon of elderly health tourism in Türkiye, with particular focus on strategies to appeal to high-end market segments. The analysis is based on a case study of Ayka Vital Park, which included a review of the facility's website, documents obtained from the founder, and a report prepared by a healthcare industry professional using the Premium+ CareCation® model. The study employed the qualitative research methodology, in particular the 'case study analysis' approach, whereby a specific individual, group, event, institution or policy is examined in depth. Based on the findings of the study, recommendations have been formulated to align with the expectations of specific segments of the elderly health tourism market in Ayka Vital Park and throughout Türkiye. The recommendations relate to four principal areas: human resources, service provision, physical infrastructure, and the wider supporting structures.

Keywords: elderly health tourism, gold standards (UK), Premium+ CareCation® model

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Design-Based Research Approach for Simulation Development: Case of Hotel Online Revenue Management

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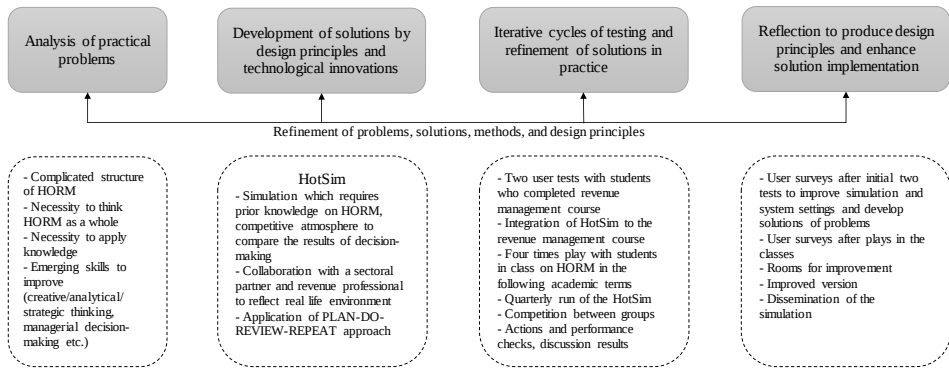
Abstract

Digitalization in the hotel industry has been a topical necessity for the hotel industry with greater importance in the last decade given the variety of composite structure and players in that field. In addition, innovation of the industry in a global sense relies heavily on digitalization and also competitiveness (Çelen & Demirel İli, 2023). Committee of the Hotel and Restaurant Industry in the European Community (HOTREC), the umbrella organization of hospitality industry in Europe, called for the digitalization of hotel businesses in the region by upskilling their labor force with digital skills and by improving their direct online booking capabilities (HOTREC, 2021). This call is very crucial given the nature of the industry with 99 percent of small and medium enterprises with 2+ million businesses and 10+ million employees (HOTREC, 2024). Therefore, the sectoral call for digitalization also paves the way to improve digital skills of young professionals and higher education students. Hence, global hospitality and tourism education programs put substantial effort to improve managerial skills of the recent dynamic forces such as digital transformation, digital marketing, and operations (UNWTO, 2023). As a critical part of digital environment of hotel businesses, hotel online revenue management (HORM) is an indispensable orientation with effects on the entire organization of hotels as knowledge on HORM is effective to develop revenue culture in the entire organization (Wang et al., 2015). On the other hand, distribution is a critical subject of digital transformation for hotels in a hyper-competitive environment (O'Connor, 2020). Therefore, an integrated approach of capabilities on channels and online platforms is a requirement in the hospitality field (Bahar et al., 2021). Despite this momentous necessity in the sector, global hospitality education still needs a higher integration to HORM with innovative learning tools and materials for better engagement of higher education students. However, the education on HORM is also a complicated matter including a variety of challenges such as personal, departmental, organizational, industrial (dynamic and highly

competitive) including finding qualified revenue staff and macro environmental ones (Çetin et al., 2016; Demirciftci et al., 2017). This multi-faceted matter also requires combination of skills to manage and overcome those challenges such as communication, marketing, and strategic and risk management. Therefore, hospitality higher education curricula need to focus on HORM with greater content and learning facilities on this subject (Demirciftci et al., 2022). One effective way of teaching HORM by improving the stated skills is to integrate simulations to the higher education programs. As a form of active learning approach, simulations help students improve their confidence and decision-making skills (Ampountolas et al., 2019). In addition, simulations appear to offer a solution for a holistic education on HORM focusing on strategy, operational knowledge, decision-making ability, value of teamwork, communication skills, and personal readiness (Cox, 2018). Simulations are also prevalent to help the improvement of top emerging skills required by the businesses for the next few years such as analytical and systems thinking, creative and critical thinking, and technology literacy (WEF, 2023).

In respect for those emerging needs, a simulation focusing on improving HORM skills promises to be an effective learning solution to integrate into the hospitality and tourism higher education programs. This paper aims to introduce a dedicated simulation, HotSim, which focuses on the development of HORM skills of higher education students. The simulation was developed using the design-based research approach which offers a dynamic design process of technology-based educational materials with iterations after user tests and reflections of users to achieve the refinement of problems, solutions, and methods (Amiel & Reeves, 2008). HotSim development process is shown in Figure 1 in relation to the principles of design-based research approach.

Figure 1. HotSim Development With Design-Based Research Approach Based on the Model of Amiel and Reeves



HotSim was produced in collaboration with computer engineering students and an academic co-advisor from the hotel management program. Sectoral involvement was inevitable to adapt real life settings into the simulation. As seen in Figure 1, the development of HotSim was critical to enhance the digital and revenue skills of hotel management students by raising their engagement through critical and analytical thinking, strategic and tactical decision-making in teams. The implementation took place in the second half of the academic term after students could gain some knowledge on HORM. The following procedure was followed: 1) Students reviewed the content on the hypothetical hotel of HotSim including yearly and quarterly information on operations, hotel features, market structure, market trends, online channels and digital marketing tools and their costs etc.; 2) students played in a given time to make decisions on rooms to sell, rates to apply, and other revenue-generating actions to plan (first session was two hours due to the questions on the information content and longer time required to play for the first quarter; following sessions took maximum one hour for each quarter play). HotSim was played each time on a quarterly basis and cycled at the end of each quarter to review results and compare performances in key revenue metrics such as RevPAR, net RevPAR, occupancy etc.

After the completion of yearly HotSim play (total four sessions), surveys to understand user experiences were conducted. User tests revealed the enjoyment of students who played the simulation despite technical problems encountered. Most of the students expressed the difficulty of making decisions on prior knowledge as the application required a holistic thinking on HORM with all the elements and expected actions of rivals. Students also stated their improved awareness of the complexity of HORM leading to challenges to make

the correct decisions for higher performance despite HotSim is a simple simulation with its focused content on HORM. Despite general satisfaction of student groups, some challenges occurred for time management, delivery of instructions, and consistency of group participation during consecutive sessions. The play was easier with online participation thanks to the accessibility from different locations. In addition, user tests also revealed technical problems which could only be observed by real-time play in groups. HotSim was hosted on an external server which necessitated an external interference of the implementation team. On the one hand, the course instructor was dependent on the implementation team at all times of tests and practices during the class hours. On the other hand, systems cuts occurred instantly which caused the groups to lose their entered values of decisions. Instant solutions were developed, and results were obtained; however, system requirements were also identified to optimize the play process and technical aspects.

Although HotSim showcased a good example of interdisciplinary collaboration in a university for producing a learning solution for higher education students on a highly current subject, this experience was also effective to notice challenges and limitations for future considerations of later versions. System requirements were the major challenge to overcome due to budget restrictions. Limited number of students leading to few numbers of groups in the user tests also put a barrier to test the simulations' efficiency in larger settings. New versions need to focus on those limitations for better access with cloud systems, wider usage, and higher performance of the simulation. Establishment of such a simulation and its integration to relevant courses' content in the higher education programs offers the opportunity to enhance the digital skills and prominent HORM knowledge of young individuals as prospective employees of the industry to pursue a sustainable and advantageous career path.

Keywords: online revenue management, hotel industry, hospitality education, higher education, Turkiye

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Culinary Exploration Unveiled: Social Media Influencers as Catalysts for Transforming Risk Perception, Crafting Destination Image, and Elevating Food Tourism Experiences in Iran

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Abstract

The impact of Social Media Influencers (SMIs) on tourists' behaviors and perceptions is growing. In the context of a food tourism marketing campaign, this study analyzed 52.7K online comments on YouTube and Instagram regarding videos by two SMIs about culinary tourism in Iran. Frequency content analysis was employed for text, and sentiment analysis was used for emojis. An interview with a tour guide who accompanied the two SMIs provided additional insights. Grounded in the theoretical foundation of the two-step flow theory and social cognitive theory, our findings highlight SMIs as credible intermediaries who can positively affect audiences risk perception, destination image, and behavioral intentions through a skillful blend of entertainment and informative content. Furthermore, influencer marketing is identified as a means to counterbalance the negative effects of mass media in portraying destinations negatively. These findings contribute to risk management and destination image literature by underscoring the crucial role of SMIs as risk and image management agents. The proposed theoretical and managerial implications provide guidance for scholars and practitioners on the effective use of influencer marketing to moderate travel-related risk perceptions.

Keywords: influencer marketing, social media, food tourism, risk perception, destination image, Iran

How Does Augmented Reality Technology Evolve Tourism and Hospitality Industry: A Mapping and Systematic Review

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Abstract

This study aims at identifying benefits, risks, tools and techniques of augmented reality in the tourism and hospitality literature. We conducted a systematic literature review to answer six research questions. We identified 34 primary studies, dated from January 2010 to February 2024 and coded them via a thematic analysis. Related studies were obtained through searching in Web of Science (WOS) and Scopus. The results identified nine themes for benefits, eight themes for risks/disadvantages and four tools and applications-related themes. Through the thematic analysis, the major benefits of augmented reality in the tourism and hospitality were found to be differentiated travel experiences, improved performance of tourism value chain, more effective marketing efforts of tourism businesses, enhanced performance of tourism destinations, enhanced tourists' engagement, enhanced performance of tourism destinations, stimulated behavioral intentions, enhanced training and skills, and providing more value, interactivity and integrity. Further, eight risks were identified: Physical, privacy and security, social, service failure, technical, psychological, managerial, information and knowledge gaps. We also recognized four tools and applications-related themes: AR-enabled tools, AR applications, AR-enabled Apps and AR-based techniques. This review provides the first systematic exploration of the existing literature on usage of augmented reality in the context of tourism and hospitality value chain.

Keywords: augmented reality, tourism and hospitality, mapping study, systematic review

Sustainable Food and Wine Tourism Can Improve Destination Knowledge and Loyalty

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Abstract

The demand for unique and experiential tourism is on the rise, with travelers increasingly seeking out unconventional travel experiences. One emerging trend is food and wine tourism, which provides authentic and co-creative experiences, contributing to sustainable tourism. As a result, the influence of food and wine on tourism has significantly expanded. The perspective of food operators is crucial in understanding the spread of food tourism. Through the analysis of 200 valid questionnaires from Italian food operators in the food and wine industry, we examine how the economic, environmental, and social sustainability of food and wine tourism positively impacts the co-creative experience of tourists and accordingly their destination knowledge and loyalty. Providing a co-creative experience results in heightened loyalty among tourists towards the destination and deepens their understanding of both the culinary heritage and the destination itself. This research adds to the growing body of literature on food and wine tourism and sustainable tourism, with implications for tour operators looking to collaborate with local operators to enhance the sustainability of their offerings.

The COVID-19 pandemic has accelerated the demand for creative and experiential tourism, leading travelers to seek out new and unique travel experiences. Food and wine tourism is among the emerging trends in this regard (Andersson, Mossberg, & Therkelsen, 2017). Food plays a key role in the sustainable tourism experience providing authentic (Wondirad, Kebete, & Li, 2021) and co-creative experiences (Carvalho, Kastenholz, & Carneiro, 2023). Thus, the influence of food and wine on tourism has expanded. Travelers choose travel destinations based on the expected food experiences, and to seek out food-related activities (Andersson et al., 2017). Food and wine tourism (F&WT) involves choosing a destination primarily for food and wine tasting or for the experience of interacting with food and beverage (Rachão et al., 2019).

The researchers used Qualtrics Panel to collect 200 valid questionnaires from Italian food operators involved in the food and wine industry. Food operators' perspective is considered as key to unraveling the spread of food tourism (Carvalho et al., 2023). The data collected were analyzed using the structural equation modeling technique (SEM). All the constructs used in the study were adopted from well-established research and adjusted to fit the context of the study. The constructs were sourced from several studies such as Rachão et al. (2021), Su, Cheng, and Huang (2021), Testa et al. (2019), and Wu (2016). The questionnaire items were measured on a five-point Likert-type scale where 1 meant strongly disagree and 5 meant strongly agree. The researchers assessed the reliability and validity of the model before testing the structural paths.

The results highlight that the economic, environmental, and social sustainability of food and wine tourism positively impacts the co-creative experience of tourists. As a result, offering a co-creative experience leads to increased loyalty among tourists towards the destination and enhances their knowledge of both the culinary heritage and the destination. This study contributes to the emerging food and wine tourism literature and the sustainable tourism literature. Implications support tour operators involved in collaborating with local operators to improve their food and wine sustainability offer.

Keywords: food and wine tourism, destination knowledge, destination loyalty, sustainable tourism experience, co-creative experience

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A Comparative Analysis of Sustainable Tourism Initiatives' Opportunities and Challenges: Suggestions for Stakeholders

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Abstract

A sizeable portion of the global tourism industry causes adverse impacts on the environment, and it is also exposed to environmental hazards at the same time. To reduce damages, new regulations and updates regarding sustainable tourism are being introduced (Suleiman, 2023). These sustainable tourism initiatives promote corporate sustainability and responsible business practices. Although these developments are promising, there are deficiencies in how these initiatives are evaluated by stakeholders (Hatipoglu et al., 2016; Haro Aragu et al., 2021). Moreover, organizations, individuals, and events interact throughout tourism in a number of different subsystems. Because of the complexity of interconnected systems, the future of sustainable tourism studies depends on a dialogue between tourism and interdisciplinary research. This could be beneficial for sharing knowledge and defining gaps. From this point of view, this study aims to evaluate the opportunities and challenges of sustainable tourism initiatives from the perspective of tourism professionals and scholars in Turkiye. Given that opportunities and challenges are sets of various dimensions (environmental, social, economic, cultural, etc.), multi-criteria decision-making (MCDM) techniques are employed. The study offers several contributions to the existing literature. First, we conduct preliminary interviews with experts by adopting the Delphi method. These interviews provide a comprehensive outlook regarding the opportunities and challenges of sustainable tourism initiatives in Turkiye. Second, opportunities and challenges are evaluated from the perspectives of tourism professionals and scholars, since both groups have different motivations. To do so, opportunities and challenges are weighted through the Best-Worst Method (BWM), one of the quantitative analysis methods newly developed in the literature and offering a user-friendly application, to determine their importance

level (Rezaei, 2015). Findings from two different perspectives are compared, and similarities and differences are determined. It is believed that the findings of the study provide important implications for tourism stakeholders. Comprehending opportunities and challenges from a holistic perspective makes the sustainable tourism process smoother and more efficient. Discovering opportunities and challenges regarding sustainable tourism initiatives also assists regulatory authorities in redesigning sustainable tourism policies. In addition, determining importance levels will enhance the allocation of scarce resources in the tourism industry.

Keywords: sustainable tourism, multi-criteria decision making, delphi, best-worst meth

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Service Robot Interactions in Tourism: The Role of Engagement and Expectancy in Creating Recommendation Intention

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Abstract

Technology has significantly changed the way tourists behave and enjoy the travel experience. As the use of artificial intelligence tools becomes more widespread day by day, the use of service robots in tourism service delivery systems will be indispensable in the future. In this context, service robots may tempt a transformation in the tourism service delivery systems. Despite many existing studies investigating factors that predict the adoption of AI devices in services, this study fills a gap in tourist-robot interaction and its values beyond tourist engagement, experience expectancy, psychological ownership, and value co-creation for AI devices in tourism services. Previous studies have claimed that service robots improve customer experience, and psychological ownership plays a critical role in influencing the attitude of travelers. As it can trigger an emotion in the tourist, it encourages engagement. Also, despite the advantages of AI service devices, scholars argue that factors such as anthropomorphism may affect users' acceptance. Three objectives underpin the research. First, the present study researches the effects of tourist engagement on tourists' expectancy of robotic service experience, value co-creation and psychological ownership. Second, the research proposes that tourists' expectancy of robotic service experience positively affects value co-creation and psychological ownership, which results in recommendation intention by examining the mediation effects of experience expectancy, value co-creation and psychological ownership in the relationship between tourist engagement and recommendation intention. Finally, anthropomorphism is proposed as a moderator on the impact of tourist engagement on experience

expectancy. Thus, the model provides crucial insights into the theory and practice of tourism by highlighting the antecedent of service robot experience expectancy, value co-creation and psychological ownership. This study uses a methodological stimulus (video) using a scenario approach. 254 respondents from the United Kingdom who travelled last year completed the survey via Prolific. The present research uses structural equation modeling to test the hypotheses. Results confirmed the anticipated direct effects. In addition, a few paths in the model serially mediated the relationship between tourist engagement and recommendation intention. However, anthropomorphism doesn't moderate the effect of tourist engagement on experience expectancy. The findings indicate that collaboration with service robots increment engagement with hospitality industry and develop as critical standards to direct future inquire about and practice in this area. To adapt to this new service delivery concept, lodging directors can increase their benefit preferences by empowering visitor interaction given by service robots providing robot administrations to improve traveler engagement. When viewed from this angle, this study fills a crevice in tourist-robot interaction and its values past visitor engagement, experience expectancy, psychological ownership, and value co-creation for AI gadgets in tourism administrations.

Keywords: service robots, tourist engagement, experience expectancy, psychological ownership, value co-creation, recommendation intention

Investigating the Motives, Habitus, and Taste of Greek's Tourism Consumption

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Abstract

The approach of French Sociologist Bourdieu summarizes that society is divided into a social stratum which has been created due to the unequal distribution of capital and are governed by three components: economic, social, and cultural capital. Habitus, compared to cultural capital is the way of perception and expression and shapes behaviors, influencing peoples' preferences and practices (Panagiotopoulos, 2018). Bourdieu (2013) in addition to habitus, referred to aesthetics of taste, which is the systematic taste of each social group and is used as a means of social distinction compared to other social stratum. Taste includes all kinds of aesthetics in a wide range of people's daily life and is shaped according to their social origin. Researchers have identified that motives within the context of tourism are associated with preferences of tourists travelling to a chosen destination. Furthermore, Giron & Vanneste (2018) concluded that tourists with different social and cultural capital have different travel motivations and different levels of scope of a tourist destination. Similar, Travelers reveal their choices through an act of preference with their habitus and in conformity with their taste, although there are various paths for habitus adaptation that have remained unstudied in tourism. This quantitative study examines the travel motives and tourist attitudes towards tourism consumption regarding the permanent residents in Greece, through the prism of habitus, taste, and distinction. A questionnaire was developed to investigate the relationship between Greeks' tourist social and cultural capital and their tourist motivations. The questionnaire consisted of four sections: a) demographic characteristics of the respondents (gender, age, marital status, educational status, yearly income and professional occupation), b) travel information sources based on the questionnaire identifying 18 information sources, c) travel motivations adapted from the Travel Motivation Scale from Seyitoglou (2019) and d) social mediated typologies of tourism lifestyles and choices adapted by Ahmad (2014).

The travel motivation scale explored the factors of novelty and learning (4 items), socialization (2 items), escape and relaxation (3 items) and self- development (2 items) and the agreement to the statements were based on a five-point Likert scale ranging from strongly agree to strongly disagree. The questionnaire was tested for reliability (Cronbach's $\alpha = 0.76$) indicating the values acceptable and stable. The social mediated typologies of tourism lifestyles explored the traveler (6 items), the tourist (5 items) and the virtuoso (5 items) based on a five-point Likert scale ranging from strongly agree to strongly disagree. The questionnaire was tested for reliability (Cronbach's $\alpha = 0.81$) indicating that the values for stable and consistent. Both questionnaires were back- translated into Greek language for the easier understanding of the Greek community. To test the proposed objectives, this study employed descriptive statistics and statistical techniques including correlation tests. Initially 250 questionnaires were electronically distributed through random sampling and the overall response rate was 78%. Several respondents ($n = 113$) did not travel or did not have any intention to travel in the next year, and consequently the sample that remained for this study was in total $n = 132$.

Out of the 132 respondents, 89 were women, 40 men and 3 self-identified as other gender. The average age was 51-60 (38,64%) years and 56,06% were married, 28,79% unmarried, 12,88 % divorced and 2,27% widowed. Regarding their education level, most participants held a bachelor's degree (37,88%) and worked for the private sector (31,82%). Finally, most participants stated that their yearly income amounted to 20.001 – 30.000 Euros (43,94%). Furthermore, participants stated that they prefer to stay during their vacations at a hotel (68,94%) instead of family and friends' houses (18,18%), camping facilities (5,3%), rented villa (3,03%) and rented rooms (4,55%) and their average overnight stays is Mean = 5,73, Std = 2,67, Minimum = 1 & Maximum 14.

Greek participants visiting foreign countries used various kinds of information sources such as internet (59,85%), tourist destination sites (59,05%), words from friends (54,62%), blogs (25,76%), travel guides (14,39%) and tourist agencies (13,64%). The average mean factors for the tourism motives were calculated and showcased that the factor Novelty and Learning (Mean = 4.92) was the dominant one. The following was the factor of Escape and Relaxation (Mean = 4.79), the factor socialization (Mean = 4.12) and last was the factor of self-

development (Mean = 4.12). Thus, Greek residents when travelling abroad are keen in learning about new places, experience new and different things and like to develop knowledge of the country they visit. Additionally, this study indicated that the typology of the tourism lifestyle that Greek's follow is the lifestyle of a tourist (Mean = 4,73) the lifestyle of the traveler (Mean = 4.66) and lastly the lifestyle of virtuoso (Mean = 4.11). A one-way analysis of variance indicated a significant difference between the categorical variable marital status and the factor of Socialization ($F=4.25$, $p=.003$). The Bonferroni Post hoc test showed that the pairwise group comparison married-divorced has a p value less than 0.05 and thus it can be assumed that the groups are significantly different. Additionally, a one-way analysis indicated a significant difference between the educational status and the factor of Escape and Relaxation ($F=3.7$, $p=0.1$) and the Bonferroni post hoc test revealed that the pairwise group bachelor's degree and secondary school degree had a p-value less than 0.05 and thus it can be assumed that the groups are significant different. Lastly, for the typology of the traveler, one-way analysis was performed and indicated a significant difference with the educational status ($F=4.42$, $p<0.001$) and the Bonferroni post hoc test showcased that the pairwise group master's degree and high school diploma had a value less than 0.005.

In conclusion, the typology of the Greek traveler was found comparatively high on social capital, consuming tourism as an adventure and authenticity seeker. The main motive for Greek travelers is to experience new and different things and develop knowledge about the history and culture of new places. This study holds significant implications for the Greek tourism industry and the Greek travel agencies, as the factor of Novelty and Learning is the basic motivator factor which is linked to the behavior of Greek tourists when choosing a destination. Furthermore, this study holds another significant implication for the tourism researchers as habitus and taste indicates a positive relation between social and cultural capital and tourism consumption.

Keywords: social capital, habitus, taste, motives, tourism consumption

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Narratives in Tourism Studies: A Systematic Review and Future Research Agenda

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Abstract

In the dynamic landscape of the tourism industry, narratives hold considerable influence on how individuals perceive and experience tourism. Past research in our field has proven that storytelling can have a positive effect on both consumer behavior and a destination's evolution (Moscardo, 2010; Avraham & Baum, 2022). Narratives, ranging from destination stories to personal travel accounts, have the potential to influence emotions, expectations, and overall satisfaction of tourists (Moscardo, 2020; Pachucki, Grohs & Scholl-Grissemann, 2022). This study aims at: (a) offering insights into the intricate dynamics of narratives in tourism, (b) understanding the progress in the literature and detecting the key contributors, and (c) identifying typologies of narrative investigated in past research. Thus, this contribution addresses the need for a more nuanced understanding of the evolving role of narratives in shaping tourists' experiences.

The paper used both a systematic review and a bibliometric analysis of past studies. The data collection process was executed using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology, ensuring a rigorous and transparent approach to identifying and selecting relevant papers. The database used were Web of Science, restricted to the category "Hospitality, Leisure, Sport & Tourism", and Scopus. The outcomes yielded a total of 247 peer-reviewed papers, of which 120 were deemed eligible for inclusion. Subsequently, bibliometric analysis was employed to systematically assess the quantitative aspects of the collected literature, providing insights into publication trends and key contributors. Additionally, papers were categorized, and content analyzed to identify diverse typologies of narratives mentioned in the

literature, adding a qualitative dimension to the systematic examination.

The review delves into the intricate relationship between narratives and tourism experiences, unraveling the threads of narrative construction and consumption. Specifically, this study examines the distinctions between destination stakeholders and personal travel narratives, and classifies narrative typologies used within tourism. Furthermore, it investigates the impact of technological advancements on the evolution of narratives within the field, examining how innovations shape the way stories are crafted and consumed in the modern tourism landscape. By shedding light on these aspects, the review seeks to provide valuable insights for researchers, industry professionals, and policymakers, fostering a nuanced understanding of narrative dynamics within the tourism ecosystem and laying a foundation for future research and practical applications.

Keywords: stories, storytelling, UGC, destination, communication, systematic review, bibliographic analysis

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Exploring the Role of Tourists in Value Co-creation and Co-destruction: A Crucial Nexus for Loyalty in Halal-Friendly Restaurants

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Abstract

Halal tourism, catering to the preferences of Muslim travelers, has been experiencing growth in recent years driven by an increasing middle class in Muslim-majority countries, rising disposable incomes, and growing awareness of halal travel options. As the global tourism landscape undergoes transformation towards more inclusive practices, this study investigates the nuanced relationship between tourists' value co-creation and co-destruction at halal-friendly restaurants. The conceptualized framework underpinned by perceived value theory (Sheth et al., 1991) and the Service-Dominant (S-D) logic framework are employed to analyze how tourists actively contribute to the co-creation of value - fostering a sense of loyalty based on the interaction between tourist-and-tourist (T-T) and tourist-and-restaurant (T-R). Concurrently, the research illuminates the paradox of less-explored facet of co-destruction that may impact the destination's offerings negatively. This study would uncover how functional drivers could enhance value co-creation while identifying dysfunctional factors that trigger co-destruction. Data was collected from 622 Muslim inbound travelers to Malaysia and analyzed using structural equation modelling and multi-group analysis methods. It can be concluded that dysfunctional or co-destructive behaviors among T-R and T-T were significantly influencing Muslim tourists' perceived value although it is more prevalent in casual dining establishments. Conclusively, in different service setting and context, value co-creation and value destruction can coexist creating a paradox where there are two forces at play in any system (Zha et al., 2024) The

implications of this research offer practical strategies for dining establishments, managers, and policymakers to optimize the tourist experience in halal-friendly environments. By fostering value co-creation and mitigating co-destruction, destinations can enhance tourist loyalty, contributing to the sustained growth of halal tourism.

Keywords: halal tourism, hospitality management, service-dominant logic, value creation

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Foreign Customers' Evaluations in the Hotel Industry During the COVID 19 Pandemic: An Investigation on Online Customers' Reviews

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Abstract

The COVID-19 has caused major global changes in social and economic areas. The tourism industry was one of the first sectors to be deeply impacted by the pandemic. Customer satisfaction theories suggest that epidemics and pandemics might have an impact on customers' evaluation of hospitality services. The aim of this study is to investigate changing patterns of foreign customers in Sapanca hotels during the COVID 19 outbreak through online customers' reviews. Sapanca region is a popular destination in tourism in terms of both location and hotel diversity. Customers' evaluations were taken from tripadvisor.com.tr web site, findings were revealed by thematic analysis method and the MAXQDA 24 qualitative analysis program was used in the study. In order to analyze change, foreign customers' evaluations in 2019 and in 2023 have been taken into account and to detect pre-pandemic and post-pandemic situations. According to findings, new themes have emerged after the pandemic phase and identified ten most discussed topics after pandemic. The study also found that main sources of dissatisfaction have changed. Findings of this study will help managers of hotels to improve as well as developing countries in providing new and effective services that can satisfy customers.

Keywords: customer evaluation, COVID 19 Pandemic, hotels, online customer reviews, customer satisfaction

Exploring the Relationship Between Individual Traits, Conspicuous Consumption and Consumer Behavior in the Luxury Hotel Industry: Insights From Qualitative Interviews

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Abstract

Conspicuous consumption refers to the behavior of individuals who seek to enhance their social status by purchasing and using easily noticeable products and services (Tor & Yağcı, 2021). This study investigates this behavior within the luxury hotel context, which plays a significant role in status showcasing (Catrett & Lynn, 1999). Understanding the role of individual traits on consumers, the research investigates the relationship between these traits and conspicuous consumption. Through semi-structured interviews, insights were gained into the motivations and mechanisms managing these behaviors within the luxury hotel industry. This qualitative study conducted interviews with 5 premium hotel guests in Ankara to investigate the interconnection between individual traits, conspicuous consumption and subsequent consumer behavior. The interviews helped identify key areas, such as understanding why individuals showcase their status through conspicuous consumption and the channels they prefer. Findings will serve as a source for a subsequent quantitative study exploring consumption habits and social media usage based on interviews. The insights will aid the development of a conceptual model and guide the design of a survey questionnaire for the following study. This research deepens understanding of luxury consumption among high-income individuals in the hotel industry, focusing on individual traits, conspicuous consumption, and consumer behavior.

Keywords: conspicuous consumption, luxury hotels, individual traits, consumer behavior

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Virtual or Real? Attitudes of Generation Z Towards Virtual Reality in Sports and Sports Tourism

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Abstract

Virtual reality (VR) technology has made a strong entry into tourism, but there are still debates about whether VR is a replacement or an incentive for real travel. While most previous studies are quantitative in nature, this exploratory qualitative study seeks to better understand users' experiences of using VR technology and their attitudes towards the appropriateness of using this technology in sports and sports tourism. Based on data collected in three focus groups with members of Generation Z who used VR headsets and corresponding software applications, the results show that there is no fear of being replaced by VR technology for sports and tourism. The use of VR headsets was a fun and interesting experience for the majority of respondents, although some pointed out certain disadvantages of using this technology. In addition, the majority of respondents believe that VR technology can be a good addition to, but not a complete replacement for sports and sports tourism. The results contribute to the deepening of knowledge about the acceptance of new technologies in the field of sports and tourism.

Keywords: virtual reality (VR), sports tourism, generation Z

Customized Games and Routes for Cultural Heritage and Arts - CULTURATI

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Abstract

CULTURATI, an acronym for Customized Games and Routes for Cultural Heritage and Arts, stands as a Horizon Europe RIA project funded by the European Commission with a budget of €3.1 million. Bilkent University coordinates this initiative, leading an interdisciplinary consortium of 14 partners. This consortium comprises computer scientists, professionals from cultural and creative industries, academics from various disciplines, SMEs, public authorities, and non-profit community initiatives in Türkiye, Germany, Finland, Spain, Italy, and the United Kingdom. The cultural and creative industries (CCIs), especially venue-based ones like museums and theaters, have been severely impacted by the pandemic due to social distancing measures, leading to closures and financial challenges. Reports from OECD and UNESCO highlight the widespread closure of museums (90% globally), with around 13% facing a permanent shutdown. Despite these challenges, CCIs have demonstrated resilience through digital innovations and marketing efforts, such as virtual tours and online performances (OECD, 2020; UNESCO, 2021). While larger CCIs have adopted digital solutions like timed ticketing and contactless payments for reopening, smaller entities, often with limited budgets, struggle to implement such technologies. Given that CCIs contribute significantly to global GDP and employment, there's a pressing need for accessible systems and management tools to enhance their resilience (Museum Booster, 2021; OECD, 2020). UNESCO emphasizes the importance of supporting cultural sectors, particularly community media, to ensure a diverse range of content and broaden audiences for the future (Bateman, 2022).

CULTURATI aims to revolutionize engagement with cultural heritage and arts across Europe through an innovative online platform. This global content hub delivers customized games and routes to end-users, fostering closer connections with cultural experiences. Targeting venue-based CCIs, creative professionals, and citizens, CULTURATI facilitates active participation in content creation for heritage and arts. Functioning as a content curator, CULTURATI utilizes a collective database produced by CCIs and citizens. It tailors content based on end-users' preferences, presenting information in an engaging manner through games and routes. By harnessing the creative potential of cities and regions, CULTURATI co-produces cultural experiences, enhancing visitor engagement. Employing cutting-edge technologies like cloud and mobile technologies, IoT, sensors, and AI, CULTURATI optimizes on-site visitor experiences. Its algorithm dynamically manages visitor flows, respects carrying capacities, and ensures social distancing during pandemics. CULTURATI's overarching objective is to establish a sustainable and inclusive cultural-educational ecosystem. This aligns with strategic objectives, including fostering collaboration, increasing accessibility, enhancing audience experiences through technology, preserving cultural heritage, and promoting economic and socio-cultural development.

Operational Objectives

Objective 1: Technological Development

Develop, verify, and evaluate mainstream technologies for CULTURATI, focusing on content and visitor-flow management. This includes creating an online global platform for collaborative content creation through games and routes. Employing user-centered design, the project aims to deliver a mobile application for end-users to access cultural content both onsite and online.

Objective 2: Testing and Verification

Test and verify technological outcomes through two pilot studies. This involves evaluating the capabilities of CULTURATI's components to ensure relevant information dissemination and assess system performance and scalability. Pilot venues include Ankara Citadel and Rahmi M. Koç Museum in Türkiye.

Objective 3: Prototype Demonstration

Demonstrate a fully functional prototype at five pilot venues across Europe. Validate and assess user experiences and satisfaction to enhance the prototype. Pilot sites include Meridaunia (Italy), Porvoon Kaupunki (Finland), Blenheim Palace (UK), Ankara Citadel (Turkiye), and Rahmi M. Koç Museum (Turkiye).

Objective 4: AI Integration

Integrate AI into CULTURATI for automated content management and enhanced technological performance. This includes utilizing AI to help CCIs and citizens produce creative content, generate questions for games, curate content, and optimize visitor locations based on carrying capacities.

Objective 5: Communication and Dissemination

Communicate and disseminate CULTURATI to build an inclusive cultural-educational ecosystem. Collaborate with CCIs, stakeholders, and citizens to encourage platform use and promotion for broader audience engagement across Europe.

Objective 6: Exploitation

Exploit CULTURATI's outcomes by promoting on-site tests with end-users, encouraging social media sharing of experiences, involving stakeholders in the value chain, identifying business models, and devising strategies for tourism recovery.

The project's R&I maturity progresses from idea to application, with a Technology Readiness Level starting at TRL 3 – experimental proof of concept and reaching TRL 7 – system prototype demonstration in the operational environment by project completion. As part of Objectives 3 and 4, we will conduct formative and summative research on CULTURATI users across the five pilot sites. Collaborating with social scientists, we will validate CULTURATI based on a conceptual model incorporating theories from experiential marketing, cultural consumption, sociology, and anthropology.

Keywords: CCIs, cultural consumption, innovation, inclusive society, sustainability, AI

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Modelling the Travel Desire - Travel Intention Nexus of German Tourist Long-Haul Travel

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Abstract

Pent-up demand for travel and tourism is a widely acknowledged residual effect of the COVID-19 pandemic (McKercher, 2021). However, some tourism studies (Matiza & Kruger, 2021; Rastegar et al., 2023) have shown that the desire for travel and tourism may be weakened by an increasingly uncertain post-crisis global environment influenced by extrinsic pressures such as the Russia-Ukraine war, financial crises triggered by the COVID-19 pandemic; the European energy; as well as climate change around the impact of CO₂ emissions associated with long-haul air travel. Decision-making becomes more complex in an increasingly uncertain global tourism market (Gohary et al., 2022), especially in inter-continental long-haul travel and tourism. The study explored the influence of German tourists' travel desire on their intention to engage in long-haul travel to South Africa. Underpinned by Perugini and Bagozzi's (2001) Model of Goal-directed Behavior (MGB), a structural equation model (SEM) was developed based on data generated from a sample of $n=2021$ German potential international tourists, according to data from Statistics South Africa. (2022), Germany is one of the top three international tourist source markets for South Africa. Hence, the existing bilateral tourism between Germany and South Africa made the sample of German tourists most suitable to model long-haul travel to South Africa.

Using SmartPLS4 to test how travel desire influences travel intention, the SEM also modelled the potential mediating effects of attitude, subjective norms, and perceived behavioral control; leisure and nature-based attributes; and the potential moderating effect of long-haul travel intention in the travel desire - intention to travel nexus. The PLS-SEM model [based on the Q^2 and R^2 statistics] had predictive relevance and explained a substantial variance in the travel intentions of German tourists. The PLS-SEM results showed that German tourists'

travel desire directly influenced their intention to travel to South Africa. Additionally, behavioural aspects [tourist attitude and subjective norms] and extrinsic pull factors [nature- and leisure-oriented attributes] positively nuanced the travel desire - travel intentions nexus. Moreover, it emerged that long-haul travel intention moderated and strengthened the hypothesized positive effects of travel desire and destination attributes on travel intentions. The study has both theoretical and practical importance to the literature and tourism practice. From a theoretical perspective, the results extend the scope of MGB theory to inter-continental long-haul travel and tourism, enhancing the understanding of the model in international tourism. From a practical standpoint, the model predicts inter-continental travel and tourism between the global North (Germany) and the global South (South Africa) in times of increased uncertainty, thus contributing critical *in situ* data-driven insights for tourism practitioners into complex crisis-induced tourist behavior. A better comprehension of long-haul travel decision-making may aid in mitigating the impact of long-haul travel on climate change through contemporary management tactics like tourism-oriented social marketing. The results interest German outbound tourism service providers like international airlines and package tour organizations. At the same time, destination marketing organizations (DMOs) in long-haul destinations such as South Africa may better harness the travel desire of German tourists to promote bilateral tourism between Germany and South Africa.

Keywords: destination attributes, goal-directed behavior, long-haul travel, travel desire, travel intention

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The Role of Hotels in the Sustainable Tourism and Awareness of Local Food Usage

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Abstract

Sustainable tourism seeks to attain sustainable growth by taking into account the economic, environmental, and social requirements of stakeholders within the destination (Buckley, 2012). The ongoing progress in regional development, considering both economic and nature-preserving aspects, is more being shaped by the crucial impact of local food (Chang, Kivela, & Mak, 2011; Zhang, Chen, & Hu, 2019; Kim, Park, & Lamb, 2019). Furthermore, the importance of local food in contributing to the sustainable development of tourism activities at the destination is highlighted (Choe & Kim, 2018; Zhang et al., 2019). Maintaining traditional culture, drawing in tourists, and bolstering local economies emphasize the essential role of local food in promoting sustainable development (Sims, 2009; Okumus, Okumus, & McKercher, 2007). This research aims to examine the awareness of local food in the context of sustainable tourism, especially in all-inclusive accommodation establishments in Alanya, Türkiye. The study reveals the perspectives of 11 food and beverage department managers working in hotels in Alanya by applying semi-structured interview techniques. The findings illuminate a need to increase sustainability and local food awareness in the all-inclusive hotel system. The findings of this research offer valuable insights to the current academic body of knowledge regarding the intersection of local food and sustainable tourism.

Keywords: local food, sustainable tourism, hotels

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Change in Touristic Consumer Preferences: Guides' Use of Digital Tools

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Abstract

Technological opportunities used in the travel planning process have begun to influence the entire travel process over time. As a matter of fact, digitalization is taking place in all areas of daily life, especially smartphones, tablets and computers. Tourists who travel can also use digital opportunities to the fullest. The research conducted in this direction is to understand the technological device usage experience of travel guides as a consumption object in the light of digital developments. Guides who traditionally convey oral information or cultural text to tourists have become interested in advanced technological systems. In this context, by applying the consumer value perspective to a technological object, it is to determine the relevant value dimensions of the guides that perform their duties and the reasons underlying their use. Given the exploratory nature of the research, a qualitative study design was chosen, and twelve in-depth interviews were conducted. In light of the findings, tourist guides' use, and value of digital objects appear to be strongly linked to emerging Information and Communication Technologies (ICTs). While information needs evolve due to technological development, the fact that online information is constantly accessible, and edible are other notable results. In addition, it is observed that the temporal dimension of the information needs of the travel participants changes and the curiosity for specific in-depth research increases. It is stated that tourist guides have improved their feelings of efficiency, effectiveness, entertainment, attention and focus thanks to their use of digital tools. It is recommended that more observational and experimental research be conducted on the subject. In this way, it will be possible to test different ideas and approaches on a subject-specific basis.

Keywords: tourism, guide, digital, consumer choice

The Effect of Emotions on Recovery Satisfaction and Behavioral Intentions in the Hospitality Industry: The Moderating Role of Failure Severity

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Abstract

The hospitality industry is characterized by intangibility, heterogeneity, perishability, and simultaneous production and consumption, which can lead to service failures. Therefore, hospitality organizations should develop effective recovery methods to turn negative consequences of service failures into positive outcomes. This study examines the impact of service failure severity on the effect of recovery type on behavioral intentions in the context of positive and negative emotions. In this regard, four scenarios ($2 \times 2 = 4$) were developed with combinations of two service failure severities (high/low) and two service recovery methods (apology/coupon). The study examines the relationships in the low and high severity failure groups using multi-group SEM. The results showed that negative emotions have a negative effect, while positive emotions have a positive effect on recovery satisfaction. This, in turn, positively affects advocacy and tolerance behaviors. The multi-group SEM results indicate that the relationship between positive and negative emotions and recovery satisfaction was not influenced by failure severity. However, the relationship between recovery satisfaction and advocacy and tolerance intention is moderated by the failure severity. At low severity service failures, recovery satisfaction is more effective in encouraging advocacy and tolerance behaviors. However, at high severity service failures, this effect decreases.

Keywords: service failure, recovery satisfaction, emotions, hospitality industry

The Effect of Source Risk, One of the Online Perceived Risk Dimensions in Individuals' Tour Purchasing Behavior on Webrooming Behavior

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Abstract

In today's conditions, in addition to online purchasing being common, information can also be sought before purchasing. This behavior of consumers who turn to physical channels and make purchases after searching for information is defined as webrooming in the literature. It is very important to determine the underlying causes of these behaviors. Since the behavior in question is a transition from online to physical, it is important to determine whether this is related to trust in the channel or not in terms of understanding the issue. Based on this idea, this study aims to determine the effect of source risk, one of the online perceived risk dimensions, on webrooming behavior in the tour purchasing behavior of individuals who live in Istanbul and have purchased a tour from a physical tour agency in the last year. The survey prepared for this purpose was applied to 403 individuals on a voluntary basis. As a result of the Linear Factor Analysis conducted to determine whether the scales were collected under a single dimension in the research, it was determined that both scales provided the 3-item single-factor dimension in their original structure. When Cronbach's Alpha, CR and AVE values were evaluated to determine the reliability of both scales, it was determined that both scales were valid and reliable scales. Structural Equation Modeling was conducted to determine the effect of participants' source risk perceptions on their webrooming behavior. As a result of the analysis, it was determined that source risk, one of the risk factors perceived online, had a positive effect on webrooming behavior.

Keywords: perceived risk, source risk, webrooming behavior

Travelling in the Digital Era: A Systematic Literature Review of Digital Technologies' Influence on the Travel Experience

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Abstract

The far-reaching impact of digitalization has fundamentally transformed the travel industry, reshaping business models and altering how travellers access services. This transformation is primarily attributed to the widespread adoption of mobile devices and especially smartphones (Wang et al., 2014; Tanti & Buhalis, 2017). In this dynamic milieu characterised by increasingly connected and informed travellers, understanding the customer journey (Lemon & Verhoef, 2016; Yachin, 2018) has become pivotal for deciphering traveller experiences and informing strategic decision-making. This research contributes to the expanding body of knowledge investigating the influence of digital technologies on the travel experience (TX) (Ballina et al., 2019; Pencarelli, 2020; Grundner & Neuhofer, 2021; Lima et al., 2023; Kartika & Nasution, 2023; Tsiotsou & Goldsmith, 2023). The novelty of this study lies in its holistic approach, offering a comprehensive understanding of how digital technologies influence the traveller experience throughout all stages of the customer journey. This approach addresses a key limitation in existing literature in the tourism field, where studies have often focused on specific stages of the customer journey (e.g. pre-purchase stage, Simoni et al., 2022; booking phase, Pencarelli et al., 2021) or specific technologies (e.g. social media, Pop et al., 2022; artificial intelligence, Bisoi et al., 2020; metaverse, Zhong et al., 2023). The study explores the evolution of the academic discourse on the relationship between the travel experience and digital technologies (RQ1); examines the influence of the digital technologies on the travel experience along the customer journey (RQ2); and sheds light on how the digital technologies drive the travel experience at each stage of the customer journey (RQ2a). It initially employed a quantitative approach to map the literature, using bibliometric analysis conducted

with open-source software Biblioshiny 4.2.3 from RStudio. Subsequently, a qualitative approach based on content analysis is adopted to understand how people use technologies during the travel experience. A systematic literature review (SLR) was conducted, following Kitchenham's scheme (2004) and incorporating the PRISMA statement (Moher et al., 2015). The analysis examined 584 English articles published in the period 2013-2024, focusing on the domains of "customer journey," "digital technology," and "travel" within the article title, abstract, or keywords. The preliminary results of our research indicate a significant influence of digital technologies on TX. Quantitative analysis revealed a substantial increase in publications on this topic in recent years, with a primary focus on technologies such as smartphones and social networks (Wozniak et al., 2018; Cuomo et al., 2021; Hu & Olivieri, 2021). In parallel, the qualitative approach offered detailed insights into how travellers use technologies at different stages of the TX. The study demonstrates that digital technologies can enhance TX in terms of autonomy, personalisation, efficiency, and engagement, aligning with previous research findings (Ponsignon & Derbaix, 2020; Flaviàn et al., 2021). Furthermore, it introduces the concept of the Traveller's Digital Journey (TDJ), contextualising the use of digital technologies at the stages of TX, offering a theorisation of the TDJ that enriches the existing literature from a theoretical perspective. From a managerial standpoint, industry players can leverage data and analytics to codify ad hoc marketing strategies to deliver tailored experiences that align with the evolving needs of travellers in the digital landscape. Further research is imperative, particularly concerning emerging technologies such as virtual and augmented reality, artificial intelligence, and the metaverse, to comprehensively comprehend their potential impact on the tourism industry. Additionally, forthcoming studies should prioritise exploring the ethical dimensions associated with the integration of technology in travel, addressing concerns such as privacy and responsible use of data. Recognising the escalating significance of digital well-being is crucial to promoting positive and sustainable tourism experiences.

Keywords: customer journey, travel experience, digital technologies, traveller's digital journey, tourism

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Which Dimension of Sustainability Matter for Visitors? An eWOM Analysis of Iceland Attractions

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Abstract

Sustainable tourism is now a widely used paradigm in both tourism research and tourism industry, aiming at balancing the economic, environmental, and socio-cultural aspects of tourism development (Mihalic, 2020). However, usually the environmental dimension is the most adopted from the supply side and is the most well recognized by visitors (e.g. Confente & Scarpi, 2021). The socio-cultural dimension is rapidly assuming momentum as well, particularly when it comes to considering destinations struggling with overtourism (Helgadóttir et al., 2019; Mihalic, 2020). In this vein, sustainability research in tourism has been increasingly focused on social issues, mainly exploring the perspective of residents (e.g. Scarpi et al., 2022), host communities (Zhang et al., 2017) or small tourism enterprises (Zhang & Zhang, 2018); notably, the tourist perspective has been neglected in extant literature on the social dimension (Aydın & Alvarez, 2020). Hence, despite a few exceptions encompassing the three dimensions of sustainability for tourism, there is a need for more research including the socio-cultural dimension together with the well explored environmental one, as perceived by tourists. Tourist social responsibility awareness is defined as the responsibilities of tourists in protecting and improving the socio-cultural interests of a visited destination (Luo et al., 2020; Agapito et al., 2023). An example of socially responsible tourists includes the following review snippet: The guide was a true expert and Island native. I loved going to the new Viking exhibit and hearing about the traditions of this wonderful community! My whole family enjoyed the tour. Tourists can significantly contribute in such direction by behaving socially and environmentally responsibly, thus being actively involved in the multidimensional sustainability of tourism destinations (Ferrari et al., 2021). In addition, tourists' perceptions of the social and

environmental sustainability of the destination are fundamental to loyalty and future behavior (e.g. re-visit intention, WOM/eWOM) (Kim et al., 2018; Ferrari et al., 2021). Previous studies have related destination social sustainability to tourists' intention to visit (Su et al., 2020) and tourists' positive WOM (Saleh et al., 2023); it is worth noting that, in extant literature, this was analyzed mainly through surveys. Other studies that consider real eWOM behavior were mainly focused on the hospitality industry and on environmentally framed eWOM (D'Acunto et al., 2020, 2023; Mariani & Borghi, 2020).

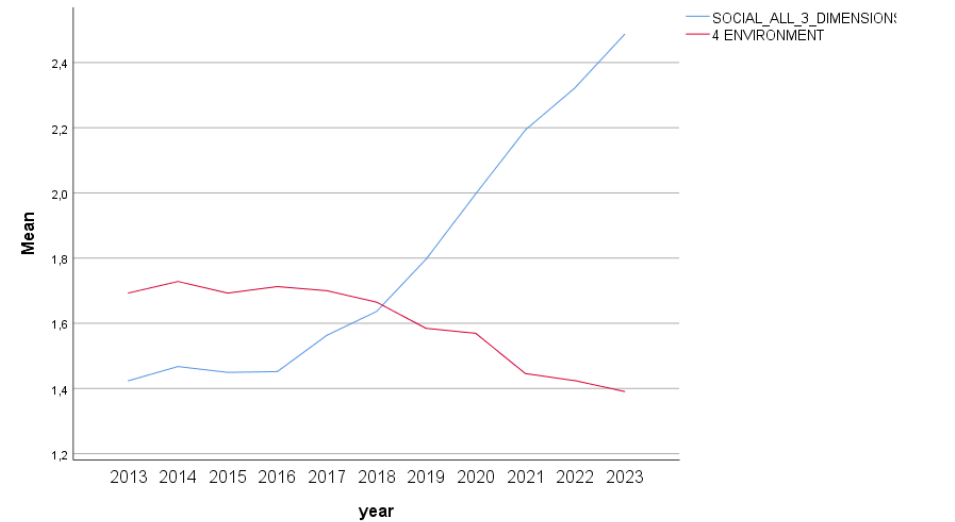
This study explores to what extent tourists travelling to a destination (i.e. Iceland) discuss online on the social and environmental aspects when reviewing online their attraction experience. Although it was long considered a remote and not easily accessible tourism destination (Sæþórsdóttir & Hall, 2021), Iceland is now suffering from overtourism (Helgadóttir et al., 2019; Sæþórsdóttir & Hall, 2021), since it has seen an exponential growth of tourism arrivals, ranging from 303,000 arrivals in 2000 and reached 2 million arrivals in 2019 (Icelandic Tourist Board, 2023), with overall negative consequences on tourists' satisfaction (Sæþórsdóttir & Hall, 2021).

Around 350,000 online travel reviews of 1445 Iceland attractions (including museums, nature & parks, nightlife, sights & landmarks, spas & wellness, water & amusement parks, zoos & aquariums, fun & games) were collected from TripAdvisor by means of a specific data crawler developed with Python. Data covers over ten years (2013–2023) including the COVID-19 period. The fields collected include reviewer demographics (e.g. age, gender, country of origin), type of trip (e.g. business, couples, families, friends, solo), the device of posting (mobile, laptop), the reviewer performances on the platform (e.g. n° of contributions, n° of followers, total points, badges, helpful votes received), the review rating (scale 1-5) and both the review textual (e.g. review text, review title, review answer) and visual (e.g. review pictures) content. The social and environmental-related content in reviews were detected with text analytics relying on a specific dictionary developed for the study social and environmental sustainability (Pencle & Malaescu, 2016) already adopted in the tourism domain (Mariani & Borghi, 2023; D'Acunto et al., 2023), and the analysis were carried out by LIWC.

The preliminary findings exhibit how, since 2016, travelers have started paying an increasing attention to the social aspects (e.g.

employees, human rights, social and community) of sustainability when reviewing online their attraction experience, overcoming the environmental ones starting from 2018. Conversely, the environmental content in reviews seems to follow a decreasing trend over the 2013-2023 period.

Figure 1. Socio-Cultural and Environmental Aspects Discussed in eWOM Over-Time



Attractions labeled under Fun & Games and Sights & Landmarks are respectively associated with the highest (2.282) and lowest (0.846) levels of social-related content in reviews, while ($F = 3351.039$. $p < 0.01$) while Sights & Landmarks and Nightlife are respectively associated with the highest (2.543) and lowest (1.151) levels of environmentally related content in reviews ($F = 1886.238$. $p < 0.01$) Furthermore, a comparison between domestic and international tourists exhibits how Icelanders report higher levels of social-related content in reviews (1.945) compared to international tourists (1.731; $F = 55.072$. $p < 0.01$), thus suggesting how domestic tourists pay greater attention to social aspects of sustainability when reviewing attractions online. In addition, domestic tourists have started paying higher attention to social aspects than environmental ones earlier (2016) than their international counterparts (2018).

This research will contribute to the sustainable tourism literature, highlighting that visitors do care about different aspects of sustainability and express their concerns and experiences through online reviews. In particular, a rising interest towards the social

dimension can be underscored in the online discussions among tourists. Destinations, especially those suffering from overtourism, should recognize the increasing importance of this dimension of sustainability for visitors and, thus, for the destination's competitiveness. Future research should go deeper into the data by qualitatively exploring the recurring topics discussed in socially framed reviews as well as understanding the valence of tourists' narratives in socially framed reviews.

Keywords: socio-cultural sustainability, UGC, overtourism, text analytics, TripAdvisor

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Utilization of Knowledge Sharing in Social Media and Crisis Communication Within the Context of Tourism

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Abstract

Crisis communication in the tourism industry has evolved significantly, transitioning from traditional one-way approaches to modern, interactive methods facilitated by technologies such as social media. This paradigm shift allows both authorities and citizens to engage in information analysis and dissemination during crises by fostering a two-way communication channel (Coombs, 2022; Falco, 2018). Effective crisis communication in tourism is paramount for relationship-building, safety assurance, and information sharing (Lastres, 2021). Social media plays a pivotal role in mitigating negative impacts and serving as a vital source of information during emergencies (Stieglitz, 2017). However, the unpredictable nature of crises presents challenges, hindering timely responses in the tourism industry (Park, 2019). Technological hurdles and the potential misuse of crisis communication for covering up mistakes further complicate effective communication (Li, 2021; Thielsch, 2020). Managing the narrative, ensuring privacy and ethical considerations, and dealing with numerous stakeholders pose additional challenges (Jamal, 2020; Kim, 2019). Despite these challenges, effective crisis communication remains crucial to ensure successful message delivery (Elbanna, 2019). The research gap identified is the limited understanding of how knowledge-sharing behaviours and governance practices influence social-mediated crisis communication in the tourism industry (Stolarek-Muszynska et al., 2022; Barroga, 2022; Seyfi, 2020). Scholars differ on the relationship between knowledge and information, with some distinguishing information as a flow of messages and knowledge as derived from information (Nonaka, 1994; Stenmark, 2002). Addressing the knowledge-sharing gap between social media users

and organizations is crucial to prevent confusion and panic (Hansson, 2020). This study aims to explore the use and impact of knowledge-sharing in social-mediated crisis communication and extend the Collaborative Governance theory for knowledge-sharing behaviour in tourism. In collaborative governance, public and private institutions engage in a consensus-oriented decision-making process (Ansell, 2008; Emerson, 2012). The proposed Collaborative Crisis Governance Theory (CCGT) aims to enhance social-mediated crisis communication through a collaborative approach between various stakeholders (Bichler, 2019; Varghese, 2016; Sentanu, 2023). Methodologically, this study employs a qualitative approach, conducting semi-structured interviews with media corporations in Sri Lanka. Aiming to conduct 20 interviews, participants will be selected using self-sampling and snowball sampling techniques (Ghaderi, 2022). The study embraces an interpretivist approach, aiming for a deeper understanding of people's experiences and perceptions of crisis communication in the tourism industry. Data will be analysed using both context and thematic analysis. The objectives of this study are to, investigate the role of social-mediated crisis communication in the tourism industry, to examine the knowledge-sharing behaviours among stakeholders during crises, to develop and propose the Collaborative Crisis Governance Theory (CCGT) and to provide practical insights into improving crisis communication practices in tourism. The anticipated outcomes include valuable insights into how social-mediated crisis communication manages knowledge-sharing behaviour in the tourism industry and how collaborative crisis communication practices benefit tourists and ultimately support individuals during a crisis. By exploring this area, the researcher aims to contribute to knowledge and offer practical recommendations for enhancing crisis communication and governance in tourism.

Keywords: crisis communication, knowledge sharing, social mediated crisis communication, collaborative governance theory, collaborative crisis governance theory

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A Pilot Study of Consumer Behaviour in Purchasing Leisure Travel Through Discount Websites

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Abstract

This study examines the phenomenon of discount websites, focusing on platforms that offer daily deals or flash sales. The study uses an extended Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003) as a comprehensive framework to extend the understanding of factors influencing consumers' behavioural intentions. Given the widespread availability of online platforms offering discounted travel options and the rising cost of living, it is imperative for researchers and practitioners in the travel industry to understand the factors that influence consumer behaviour when purchasing leisure travel through discount websites. To extend the UTAUT model, the study introduces additional constructs that relate specifically to the use of discount websites. These additional factors include perceived risk, which includes financial risk, performance risk, and time risk (Lin et al., 2022), and perceived value, which includes emotional value, social value, functional value, and monetary value (Sweeney & Soutar, 2001). The main objective of this study is to present the initial results of a pilot study that shed light on the reliability and validity of the proposed measurement scale and conceptual model.

This study follows a quantitative approach employing a convenience sample for data collection. The survey instrument consists of three main sections: 1. Questions on consumer travel behaviour, including surveys on the number of domestic and international trips taken in the last year, the types of products/services purchased through discount websites, and similar aspects. 2. Extended UTAUT variables specifically tailored to this study and including factors beyond the

traditional UTAUT framework. 3. A standard set of demographic questions on age, gender, education level and employment status. The survey reached respondents via various social media platforms and was supplemented by a direct email approach to ensure a broad distribution within the international target group. A total of 325 valid responses were analysed using multivariate statistics to validate the research instrument.

Principal component method of factor analysis with Varimax rotation was applied to the pilot study data for each scale. It was ensured that the Kaiser-Meyer-Olkin measure and Bartlett's test of sphericity were satisfied for each scale before analysing the rotated component matrix. Five variables were excluded from the scales due to factor loadings below 0.40 and thus considered non-significant for interpretation purposes (Hair et al., 2010). The results of the UTAUT scale showed that the performance expectancy and effort expectancy items were grouped together, while the remaining variables clustered into the social influence and facilitating conditions factors as theoretically suggested. A similar pattern emerged for the perceived value scale, where the monetary and functional value variables were grouped on the same factor, while the remaining variables were categorised into the emotional value and social value factors. The items for perceived risk were clustered into three theoretically proposed factors: performance risk, time risk and financial risk. The construct of behavioural intentions was represented by four items with high loadings. In addition, a reliability analysis was conducted by calculating the Cronbach's alpha coefficients of the extracted factors. The analysis showed that all factors are very reliable. The Cronbach's alpha coefficients are between 0.716 and 0.890, well above the minimum acceptable value of 0.60 (Hair et al., 2010).

These results represent preliminary findings from a more comprehensive study. Structural Equation Modelling - Partial Least Squares (SEM-PLS) will be employed to further investigate the relationships between the research variables. The results of this study contribute to theoretical advances in consumer behaviour research and provide practical insights for marketers and managers seeking to optimise their strategies in the highly competitive online travel market.

Keywords: discount website, consumer behaviour, UTAUT model, pilot study

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Social Media Influencer in Hospitality and Tourism - A Systematic Literature Review and Future Research

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Abstract

This study provides a systematic literature review of social media influencers in tourism and hospitality management. The objective of this study is threefold: (1) provide a quantitative mapping analysis of social media influencers in tourism and hospitality management; (2) explore and investigate key research topics; (3) discuss future research areas. Fifty-eight journal articles were analyzed using a systematic literature review approach. Results are assessed in terms of descriptive findings, theoretical underpinnings, co-occurrence analysis, co-citations analysis, bibliographic coupling, and thematic analysis. Gaps are discussed, and fruitful directions for future research are offered. The output will be an integrated framework on the role of social media influencers in hospitality and tourism.

Keywords: social media influencers, systematic literature review, hospitality, tourism

Adapting the Digital Sustainability Scale in Institutions Into Turkish: A Study on Tourism Academics

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Abstract

The business world is changing rapidly as a result of developments in environmental conditions, especially technology. Digitalization, which is one of these development areas, is one of the main tools that businesses of all sizes should apply to maintain their competitiveness. In this context, businesses can ensure their sustainability by making smart technological investments. By providing digital transformation, businesses can benefit in terms of efficiency, innovation and competitiveness in business processes. In this way, they can gain sustainability advantage and find the opportunity to grow economically. In this context, digital sustainability is an area that should be prioritized for businesses. Digital sustainability can be defined as the practice of "creating, using and organizing digital resources today and in the future in order to maximize their value for society". Digital sustainability is achieved through the production, development, maintenance, access, preservation, protection and promotion of digital artifacts that support the creation and use of digital artifacts and archives. Digital resources include information and cultural artifacts represented in digital form, such as text, images, audio, video or software. When sustainability is defined as the ability of a system to maintain and renew itself continuously, providing the highest level of access to digital resources with minimum restrictions and reusing these resources will ensure digital sustainability. Since the concept of sustainability is addressed in environmental, social and economic terms, it is necessary to work on the use and management of the potential of digital technologies for business, societies and individuals. The concept of digital sustainability, which is the subject of this study, refers to the use of digital technology to support

environmental, social and economic sustainability. For this purpose, it is necessary to develop sustainable digital products and services, and to ensure that these digital contents are protected and promoted. There is a limited number of studies on the subject in literature. There is only one scale developed to measure digital sustainability. Within the scope of the study, the Turkish adaptation of the scale in question was carried out. According to the results of the analysis, depending on the results of the data obtained from 318 participants, the data, which were 4 dimensions and 16 items in the original version, were determined as 3 dimensions and 16 items in the Turkish adaptation version. In this context, there was no need to remove any item. In future studies, a new scale can be developed by considering the criticized aspects of this scale and new information can be produced by associating this scale with different managerial variables.

Keywords: digital sustainability, sustainability, digitalization

Travel Planning With Artificial Intelligence: Let's Discover Istanbul

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Abstract

Depending on the technological developments, the use and application areas of Artificial Intelligence (AI) are increasing rapidly as a result of its accurate and appreciable results. The tourism sector also takes its share from AI in this regard. AI is becoming an effective tool in travel planning by providing personalized recommendations, optimizing travel programs and improving user experiences. In this study, the impact of AI on tourists' decision-making processes before and during their travel planning will be examined in a comparative way. In this research, ChatGPT, a widely used and productive AI language model, was used to create travel plans in different scenarios. In the given commands, it was asked to create various travel plans for the city of Istanbul where the MTCOON congress will take place. The results obtained will be compared with the data of the Ministry of Culture and Tourism, Google Maps and travel websites and the effectiveness of Artificial Intelligence in travel planning will be evaluated comparatively. The results show that Generative AI is an effective tool in travel planning and provides great convenience to tourists before travelling. However, it is seen that the answers given to some commands are outdated and misleading. It is predicted that this situation will be overcome with technical updates and that Generative AI will be actively used in the tourism sector in the future.

Keywords: artificial intelligence, travel planning, Istanbul

Is the Destination Card a Free Lunch? A Microeconomic Approach

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Abstract

Destination cards have been recognized in the literature as effective tools for destination marketing and management (Angeloni, 2016). However, their potential to operate as inter-organizational coordination mechanisms has garnered limited attention, despite their critical role in enhancing destination competitiveness. Effective coordination among the independent firms co-located within a destination is pivotal, given their interconnectedness in the creation of the tourism product. While tourists perceive this product as an integrated experience, it consists of a bundle of complementary and substitute goods and services provided by multiple firms (Zach & Hill, 2017). Consequently, the tourism product has an anti-common characteristic in that it constitutes a resource whose property is fragmented among multiple firms (Candela, Figini, & Scorcu, 2008). This fragmentation often leads to underproduction and social efficiency losses in tourist markets, which can be addressed through inter-firm coordination agreements facilitated by tour operators, destination management organizations (DMOs), and travel agents (Álvarez-Albelo & Martínez-González, 2022). In this context, destination cards represent initiatives characterized by coordination, public-private partnerships, and service bundling organized at the destination level through the combined efforts of DMOs and local stakeholders (Zoltan & Masiero, 2015). Therefore, this study undertakes a theoretical examination of destination cards initiated by local governments to provide free transportation to tourists staying in hospitality establishments within a destination. Building on prior research, the study employs a duopoly model (Hotelling, 1929) to investigate competition strategies, market equilibria, and social efficiency outcomes associated with such cards, compared to a benchmark model where firms, in the absence of a destination card,

set competitive prices through uniform pricing. Two research questions guide the development of this study: (i) what are the social efficiency outcomes associated with the introduction of a destination card initiated by a local government? (ii) what is the optimal taxation arrangement? The study seeks to contribute to the existing literature by providing a more theoretically sound perspective on the coordination problem when complementarities exist.

Keywords: coordination, tourism destination, destination card

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Analysis of Instagram Content of the UN Tourism (United Nations World Tourism Organization)

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Abstract

The United Nations World Tourism Organization is an international organization operating in the fields of travel and tourism. This organization carries various missions such as supporting the development of tourism in the world in line with universal values, especially in member countries, creating and implementing tourism policies and creating tourism statistics (Güney, 2022). Especially in recent years, United Nations World Tourism Organization has important duties in ensuring the sustainability of tourism activities due to various problems such as the fact that tourism mobility in the world has come to a standstill after the Covid 19 pandemic process and the loss of attractiveness of important tourism centers due to increasing environmental pollution. At this point, the United Nations World Tourism Organization puts forward comprehensive strategies for the revival of tourism activities, including ensuring sustainability in tourism, spreading tourism activities to 12 months, making participation in tourism activities more accessible, protecting local culture, and integrating digital and innovative solutions in tourism enterprises, especially the campaigns launched under the slogan of tourism again after the Covid 19 pandemic (UNWTO, 2023). Countries should be informed about the strategies determined by the United Nations World Tourism Organization in terms of increasing tourism revenues, sustainable development in tourism and diversification of tourism products and should direct their tourism policies according to these strategies. Therefore, this study aims to find out what kind of posts are shared on the official Instagram page of the United Nations

World Tourism Organization and general information about the account (number of followers, followed and posts, etc.). For this purpose, content analysis method was used to analyze the content shared by the United Nations World Tourism Organization through Instagram. In this context, the United Nations World Tourism Organization posts between 01 January 2023 and 01 January 2024 (one year) were analyzed. During this period, 213 pictures shared on UN Tourism official Instagram account were analyzed. Videos were not included in the content analysis. Besides, comments written under the photos were not taken into account. As a result of the content analysis, it was determined that UN Tourism had 141,000 followers, 476 followers, a total of 2,747 posts including pictures and videos on 23.01.2024. In addition, the total number of likes and comments on 213 pictures shared between January 01, 2023 and January 01, 2024 (one year) are 162,058 and 2193 respectively. Considering the content of the United Nations World Tourism Organization's posts, **celebration** (*new and lunar new year, christmas, ramadan, eid, easter and the founding of the united nation*), **country promotions** (*Egypt, Ecuador, Croatia, Colombia, China, Chile, Austria, Argentina, Thailand, France*), **tourism statistics** (*International Tourism Revenues, Recovery of international tourist arrival, Best- performing destinations and Pre pandemic international tourist arrivals*), **tourism reports** (*Tourism investment 2023/ global greenfield investment trends in tourism, report of understanding and quantifying mountain tourism and Travel Restrictions report*), **guidelines** (*Tourism Education and Tourism Doing Business*), **declaration** (*Glasgow declaration - Climate Action Plans*), **tourism programs and strategies** (*Digital futures programme small and medium enterprises, Global strategy for sustainable consumption and production 2023-2030, Comprehensive investment strategy: Connect stakeholders globally, fostering growth, job creation, and resource mobilization for a sustainable tourism impact and One planet Sustainable Tourism Programme*), **important days** (*International day of Epidemic Preparedness, International Human Solidarity Day, International Mountain Day, International Migrants Day, International Civil Aviation Day, Children's Day, World Cities Day, International Day of Food Waste Awareness, World Tourism Day, International Youth Day, Sustainable Gastronomy Day, Africa Day, World Water Day, Happiness Day, International Women's Day, International Tourist Guide Day and International Day of Human Fraternity*), **announcements** (*sustainable destinations summit, gastronomy tourism startup competition, event tourism startup competition, Startup competition for island destination,*

Unwto general assembly, education forum, global investment forum, world forum on gastronomy tourism, delegation and committee meetings, sustainable investment seminars, best tourism villages competition, sports tourism congress, ITB Berlin fair and best tourism villages competition), **news** (*sustainable development, innovations in tourism, safe and responsible travel tips, digital tourist, reducing the amount of plastics, invest in people's talent and ideas, climate change, promoting tourism education, tourism online academy and definition of tourism*), **tourism types** (*sustainable tourism, gastronomy tourism, responsible tourism, rural tourism, mountain tourism, greener tourism, event tourism, marine tourism, indigenous tourism and sport tourism*) and **tourism ambassadors** (*Winston Duke*) therefore, 12 main themes were identified. According to these themes, it was determined that the UN Tourism attaches particular importance to strategies for ensuring both environmental and cultural sustainability in tourism, innovation and digitalization practices in tourism, global climate change and the development of tourism education. In addition, it has been determined that the UN Tourism focuses on the development of alternative tourism types that spread tourism in destinations for twelve months, reduce environmental destruction, protect local cultural values and transfer them to future generations, and provide tourists with different experiences. This study contributes to literature by presenting the tourism strategies and tourism types recently emphasized by UN Tourism. The study also has two important practical contributions for tourism practitioners. First, it will guide countries in shaping their tourism policies by emphasizing the types of tourism and strategies that should be focused on in order to rapidly develop their tourism activities again after the COVID-19 pandemic. Secondly, it enables countries to be aware of various tourism events such as forums, meetings, summits, fairs and congresses supported or organized by the UN Tourism.

Keywords: UN, tourism, Instagram, social media

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Towards to Zero Waste Management: The Island of Tilos

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Abstract

Ecotourism has been identified as an emerging paradigm in the travel business. The aim of ecotourism is to create a harmonic connection between tourism, environmental conservation, but also local community empowerment. According to Das and Chatterjee (2015) ecotourism is environmentally conscious, it actively engages and supports local communities and places a high value on environmental preservation and conservation; that is, it goes beyond leisure tourism. A viable path for sustainable tourism is presented by the incorporation of zero waste concepts into ecotourism activities and engaged community involvement (De Grosbois & Fennell, 2022). Zero waste is an all-encompassing strategy that reduces, reuses, and recycles garbage in an effort to lessen the negative effects of human activity on the environment. When used in reference to ecotourism, it refers to methods that aim to eradicate or manage waste produced by visitor activities in an ethical manner. The involvement of the local community in ecotourism can have an impact on the success of sustainable tourism initiatives. When the local community is more actively involved in decision-making, favorable results for that community are more likely to occur (Wang et al., 2021). For instance, a balance between economic prospects and cultural preservation can even ensure long term sustainability on the destination. Tilos is the first Greek island to achieve zero waste in their landfill.

To that extent, our aim is to examine the main drivers of community involvement in waste management on Tilos Island and the role of education in improving local community comprehension and adherence to Ecotourism's zero waste practices. To answer this, the study adopted a qualitative approach. It incorporated informal interviews (Local Residents – Study Group 1 and in-depth interviews (Public Sector- Study Group 2. Data were analyzed based on the social exchange theory and applied a thematic analysis. Findings revealed

residents' high level of interest in preserving their land and spreading awareness of their practices. Based on the mobilization and active participation of the local community, all waste generated on the island drastically reduces the impact on the natural environment of Tilos. By doing so, the destination image is expanded, introducing sustainable practices to the visitors.

The case of Tilos island will offer practical and theoretical contributions. Private and public stakeholders may further examine and analyze the practices and policies. For example, destination marketing organizations should further analyze in depth sustainable practices and adopt similar strategies. Another contribution lies in examining more sustainable practices that involved residents' participation in sustainable tourism destination development.

Keywords: ecotourism, sustainability, zero waste, community involvement, governance

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Tourism Trends and Policies in OECD Countries: Issues, Challenges and Opportunities

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Abstract

The objective of this research is to examine the tourism trends and policies implemented by OECD countries between 2010 and 2023. To achieve this, a document analysis technique was employed to gather data for the study. The analyses were conducted using the MAXQDA-24 program. Throughout the analysis process, more than 38 thousand coding were made under the themes. Specifically, approximately 8 thousand codes were attributed to policy sub-themes, while another 6 thousand codes pertained to emerging trends within the main theme. Visual tools were employed to facilitate the analysis, and the findings were subsequently documented and reported. According to the results of the study, cultural heritage, rural tourism and camp & caravan tourism are the main trends in OECD countries. Besides accommodation, transportation and service quality are the main policies in OECD countries. Based on developing tourism trends, OECD countries produce infrastructure and superstructure-oriented tourism policies that will meet the needs of tourists.

Keywords: tourism, new tourism trends, tourism policies, OECD, MAXQDA

Exploring Bleisure Tourism: A Quest for Dimensions and Connections via Qualitative Content Analysis

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Abstract

Bleisure is the portmanteau of business and leisure. Bleisure tourism, which blends business and leisure activities during travel, has become more famous recently. This study aims to explore multiple dimensions and related connections from the various definitions of bleisure based on the comprehensive literature review for the in-depth qualitative analysis. With the help of NVivo ver. 14 software, qualitative data was analyzed by applying the six-step content analysis approach proposed by Krippendorff. These steps included unitizing, sampling, recording, reducing, inferring, and narrating. Multiple visualizations were produced such as word frequency, word clouds, tag clouds, tree maps, and word trees, particularly for the development of inferences based on abductive reasoning. The key common concepts of bleisure were identified based on word frequency. The findings of the study not only helpful for the academic directions but also provide pathway to the practitioners to understand and promote bleisure tourism.

A mind map with 'bleisure' at the center. The main branches are:

- business trip**
 - a few days on a private basis, business plus entertainment
 - business travel and leisure: The combination of work and vacation
 - adding personal (leisure) days to his or her
 - relax or turning a leisure trip into a
 - their trip, to relish leisure activities at the destination visited
 - tail of business trips by mixing them with leisure time
 - with business travel, which is referred to as **bleisure travel**
 - activities during their full- time business trips has revealed the
 - blending of business- oriented trips with personal time. The neologism
 - duties with leisure can be called **bleisure travellers** the term
 - in which individuals incorporate leisure activities into their business trips
 - leisure travel with business travel, which is referred to as
 - tourism combines business and leisure travel Business with pleasure is
 - vacations, or the combination of business trip with vacation days
 - who combine their work duties with leisure can be called
- travel**
 - the industry buzzword for travellers
 - The situation in which an employee i
 - has been used in some places to mea
 - a
 - blending of busin
 - combination of o
 - the combination of business
 - tourism combines business and leisu
 - Bleisure is a blending
 - falls into category of:
 - is
 - a terminol
 - defined as
 - the combin
 - travellers is commonly used to define i
 - traveling i implies the mixture of busi
 - travellers The term **bleisure travellers**
 - trend Individuals who combine their

Figure 1 shows word clouds while Figure 3 shows Tree Map based on the repetition of words in the textual data used for the content analysis. While Figure 2 shows a word tree to depict what kind of words and the statements exist before and after the word bleisure.

business	leisure	trip	days	defined	used	mean	type	additive	basis	buzz	called	category	character	comment		
								complex	complicated	continuing	conversion	duties	either	employment	end	
					employees	blend	people	enjoy	full	fun	implied	incorporated	industry	label	length	
				personal		destination	pleasure	entrepreneur	manager	neologism	new	novel	occupation	often	one	
					vacation			especially	many	onto	plus	private	profession	prolonged	reference	
travel	pleasure	combination	time					expatriate	meets	oriented	regular	self	shun	since	stay	
				activities	extend		situation	extra	mixing	participate	relax	takes	toil	trade	trend	
						individuals										
					adding		tourism	falls	mixture	places	relish	term	turning	usual	visits	
						involves		form	need	pleasant	reveals	terminating	typically		young	

Keywords: blend, business, entertainment, leisure, personal, travel trip, vacation

The Impact of Social Media on Healthy Eating Attitudes in Gastronomy Students

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Abstract

Emerging adulthood is a pivotal period for establishing lifelong health behaviors, making interventions targeting college students' health attitudes crucial (Yu-Hua, 2008). This is particularly relevant for gastronomy and culinary arts students, as healthy eating habits can influence personal well-being, professional performance, and ability to promote healthy choices to others. Social media platforms have emerged as powerful influences on food choices and eating habits (Watabe-Ito, Kishi, & Shimizu, 2020). However, the specific impact of social media on healthy eating attitudes among these students remains unclear. This study aimed to fill this gap by investigating the influence of social media on healthy eating attitudes among gastronomy and culinary arts students using a PLS-SEM approach. Findings indicate that social media has a direct influence on students' healthy eating habits ($\beta = 0,784$, $p < 0,000$) and attitudes ($\beta = 0,701$, $p < 0,000$). Thus, it is possible to say that social media plays a significant role in shaping students' dietary behaviors and perceptions and, exposure to social media content can nudge students towards adopting healthier dietary choices and developing more positive views on healthy eating. However, it is important to acknowledge that social media content can be a double-edged sword. While some content may promote healthy habits, others may glamorize unhealthy food trends or unrealistic body ideals. Therefore, by encouraging students to critically evaluate social media content and promoting exposure to positive food role models online, educators can empower them to make informed dietary choices that contribute to both personal well-being and professional success.

Keywords: social media, healthy eating habits, healthy eating attitude, gastronomy and culinary arts

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Decentralized Autonomous Organizations (DAOs) in Tourism: A Theoretical Perspective and Real-World Paradigms

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Abstract

As the world moves beyond the era of traditional internet, characterized by centralized data and controlled by big corporations, we gradually enter a new era marked by the rise of Web3. This transition represents more than just technological evolution; it's a paradigm shift redefining how we interact digitally. Web3 introduces blockchain applications such as smart contracts, Non Fungible Tokens (NFTs), Decentralized Autonomous Organizations (DAOs), Central Bank Digital Currencies (CBDCs), and cryptocurrencies, unlocking a broad array of possibilities across all economic sectors, including tourism. DAOs, particularly, refer to digital communities where members collaborate as ecosystems towards a common goal, without centralized control. All decisions and activities within a DAO are facilitated through the utilization of blockchain applications. These organizations challenge traditional hierarchies and their operation is fully governed by automated rules in the form of code, embedded in smart contracts (Kondova & Barba, 2019; Almeida, 2022; Bellavitis et al., 2023). In more detail, DAOs utilize cryptocurrency tokens to grant their members voting rights, allowing for universal participation in decision-making on all organizational issues. Thus, they establish a democratic management model and a significant transformation in organizational practices (Far & Bamakan, 2022; Murad et al., 2022). Collective decisions are made by members, allowing them to play an active role in defining the path to be taken and shaped. Each proposal on a critical issue represents a unique piece of code. As members vote, they are essentially contributing to the collective writing of these contracts, shaping the trajectory and decisions of the decentralized organization. Consequently, the dynamics of DAOs offer potential for decentralized governance and coordination, enabling participants to

self-govern through self-executing rules on the public blockchain (Oguntegbe et al., 2023). This flexibility reduces bureaucracy in organizational workflows, opening avenues for novel forms of interaction and collaboration (Lombardi & Dounas, 2022; Park et al., 2022; Park et al., 2023; Santana & Albareda, 2022). DAOs facilitate decision-making across various fields, such as architecture, engineering, design, and tourism, providing coordination tools for competitive and collaborative purposes (Ioannidis, 2023; Lombardi & Dounas, 2022; Park et al., 2022; Santana & Albareda, 2022). Despite their benefits, research indicates that decision control in DAOs today tends to concentrate in a few entities, rather than achieving decentralization and democratization, as they are poised to. This can be partly due to the still limited popularity of this emerging technology (Wang et al., 2019). A well-governed DAO, however, can significantly contribute to ecosystem's evolution in terms of communal and technology solutions. This includes the creation, improvement, and expansion of DAO networks, enhancing the applications and uses of decentralized digital assets for societal benefit (Appel & Grennan, 2023; Kondova & Barba, 2019; Kaal, 2021). Currently, the DAO model faces several challenges in the tourism industry due to its limited adoption, as does blockchain technology, primarily because they are still in their early stages of development. Nonetheless, there is a huge potential for DAOs to have a significant impact on shaping the evolution of both organizational structures and the digital landscape within the tourism industry in the near future, particularly as blockchain adoption gradually increases.

The current study is the first, to our knowledge, to identify and analyze early cases of DAOs in the tourism industry, showcasing their reason to be, vision and objectives. Additionally, it explores how DAOs can transform governance and coordination in tourism, with the goal of bridging the existing gap in the literature of DAOs in tourism by illustrating real-world cases. Due to the limited number of cases and their early stage of development, the current desk research utilized two methods: a scholarly literature review and a web search. Academic databases such as Web of Science and Google Scholar and non-academic sources, such as Google Search and Research Gate were explored to identify as many cases of tourism DAOs as possible. The combination of scholarly with non-scholarly literature is broadly recommended for phenomena in its infancy and cases with limited information (Godin et al., 2015; Benzie et al., 2006), thus, it was deemed appropriate for the investigation of DAOs in tourism, as it

allows for a comprehensive investigation. Moreover, the multimethod approach of scholarly and non-scholarly review facilitated a holistic understanding of the studied phenomenon, incorporating both the theoretical foundation and real-world case studies. The research took place in December 2023 and led to the identification of 8 cases of tourism DAOs.

Dominance of intermediaries emerges as the overarching impetus for tourism DAOs. By fostering disintermediation, DAOs aim to reduce costs for both providers and tourists, while instituting democratic decision-making through community voting on critical matters. Additionally, DAOs address transparency issues in provider-tourist interactions, through smart contracts. The study identifies dearth of data as another challenge hindering personalized travel packages. DAOs address this issue by incentivizing community to share personal data, facilitating tailored offerings from providers. Noteworthy is another case, whose creators envision national tourism development through efficient promotional campaigns voted by DAO members and funded by NFT and token sales. The findings resonate with existing literature, highlighting DAOs as a promising solution for issues such as disintermediation (Saurabh et al., 2023), need for lower travel costs (Biehl, 2018), and communal decision-making (Garavaglia, 2023) in the tourism sector.

Keywords: DAO, blockchain, tourism, governance, smart contracts

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Decision-Making Processes Among Chinese Generation Z for European Destinations

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Abstract

Generation theory has been widely applied to understand tourists' behavior. Within this literature stream, some studies have been dedicated to exploring the dynamics of decision-making within the unique context of Generation Z (Chen et al., 2022). The key behavioral constructs that have been explored include information search and processing, memory, image and perception, trip planning, emotions, intention and loyalty. However, previous literature falls short of mapping out the cognitive decision process of alternatives in the destination choices of younger travelers. This demographic cohort, characterized by individuals born between the mid-1990s and early 2010s, exhibits distinct cognitive processes with influential factors that shape their choices, prompting a comprehensive inquiry into the multifaceted nature of their decision-making process (Chiu & Ho, 2023). Apart from the behavioral distinctions from the predecessors, the traits of Chinese Gen Zers were also found to vary from those from Western countries (Serravalle et al., 2022).

Therefore, this study aims to examine the evaluations of European destinations among younger Chinese travelers from Gen Z. To unravel the cognitive reasoning process of the destination decision-making process, photo elicitation is employed to prompt participants' reflection and enhance their engagement. We plan to interview young Chinese people belonging to Gen Z who intend to travel to Europe on their own for the first time. Participants will be recruited based on gender and their city of origin. A balance of gender in research will make the sample more representative and increase the validity of findings. The city where a participant comes from matters because there are huge cultural and economic differences within China. The

participants will first be selected from the interviewer's social circle and then more will be added by snowball sampling. Before photo elicitation, the interviewer will inform the participant of what type of and how many images they can bring to the interview. The interviews will be conducted online in Chinese and will be recorded based on participant consent. Once the photo-elicitation interview has been transcribed, verbatim transcriptions of the digitally recorded interviews are analyzed using semiotics. The first stage of a semiotic analysis is to identify the basic building blocks of an image: its denotative signs. The transcripts will be coded and categorized by identifying denotative elements. Meanwhile, the connotative accounts of visual objects will also be decoded according to the participants' interpretation in the photo elicitation interview. The findings will shed light on the elusive decision-making process of Chinese Gen Z when selecting European destinations.

Keywords: Chinese generation Z, destination decision-making, photo elicitation

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Resident Perceptions of Tourism-Induced Change: The Case of Batanes Islands, Philippines

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Abstract

While recognizing that resident perception of tourism induced change is a much-studied subject, there remains a practical need to continue such studies. This is due to the need for data to inform management decisions, and resident participation itself is a learning experience that theoretically increases community cohesion. This may be particularly important in cases where scattered or multiple islands fall under one administrative region, yet the island communities can discern differences between them. This longitudinal study focuses on the Batanes archipelago with an estimated population of 18,831. Of the ten islands, three are inhabited and popular among tourists: Batan, Sabtang, and Itbayat. Its capital is Basco, and the province is home to the indigenous people, the Ivatans. The province was reported to have received 45,439 tourists in 2019. Batanes is legally mandated as a Protected Landscape and Seascape due to its unique flora and fauna, pasture landscape, diverse marine ecosystem, and limestone cliffs. The remote Chavayan village on Sabtang Island is known for its stone houses, inscribed on the UNESCO World Heritage Tentative List. On 16 June 2024, the Batanes Islands joined the United Nations World Tourism Organization (now UN Tourism) - International Network of Sustainable Tourism Observatories (UNWTO-INSTO). The INSTO Program was developed by the UNWTO in conjunction with the United Nations Development Programme to support the objectives of the United Nation's Sustainable Development Goals (unwto.org). This paper reports some findings from a sample of 1,056 Ivatans across the Batan, Sabtang, and Itbayat islands. A survey was conducted from April 7 through 30, 2022, after a series of stakeholders' engagement throughout a period commencing 2019. It examines the Ivatans'

perceptions of sustainability, tourism-induced change, and place meaning. Assessments of the current impacts of tourism show widespread support for the development of tourism by the residents in a manner consistent with the Batanes' natural setting and the Ivatans' cultural heritage. Additionally, the factors of culture and environment accounted for approximately half of the current understanding of sustainable action. However, it was found that there were statistically significant differences in responses between the islands, but it was noted that place attachment scored highly across the three islands. A strong sense of place is fostered by the interconnectedness of the dynamic cultural process compounded by the satisfaction of their needs and the activities by which they strive to satisfy those needs (Ramos-Tumanan & Dela Santa, 2023; Dela Santa et al., 2022) The efficacy works through living in mutual benefits with nature, their home and family member (Hornedo, 2000). The paper suggests that examining Ivatan's views of the impacts of tourism warrants micro, macro, and meso levels of analysis. The imperatives of reflexivity, interdisciplinarity, and plurality of voices define the *suis generis* reality of their perception of long-term sustainability in the province. Finally, this paper supports the mandate of INSTO by providing baseline measures of residents' perception of the impacts of tourism to contribute to wider planning considerations.

Keywords: Batanes Islands, Philippines, Ivatan, resident attitude, UN tourism-INSTO

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Investigating the Impact of Innovative Behavior on Customer Experiential Value and Satisfaction in the Airline Omnichannel Environment

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Abstract

Amidst the ever-changing landscape of the aviation industry, where technological advancements, regulatory shifts, and market fluctuations occur regularly, airlines face the challenge of transitioning from merely selling flight tickets to curating immersive travel experiences. In this fiercely competitive environment, the traditional approach of ticket-centric sales no longer suffices, especially in the era of digitalization. Airlines must adapt to this dynamic setting by redefining their offerings to cater to evolving consumer demands. Beyond facilitating travel for business or leisure, airlines now strive to provide a holistic experience encompassing various ancillary services, from airport amenities like lounge access and fast track security to onboard enhancements such as spacious seating, gourmet meals, and Wi-Fi connectivity. Furthermore, airlines are expanding their scope beyond conventional partnerships with hotels and car rental companies, venturing into specialized services like pet care and door-to-door baggage handling to enrich the travel journey further. This shift towards comprehensive service provision underscores the pivotal role of practical innovation in enhancing customer experiential value within the airline industry. Innovation makes it easier for customers and service providers to collaborate and share knowledge, which in turn enhances the co-creation of value and the travel experience as a whole. This study delves into the influence of innovative practices on shaping customer experiential value within the context of airline omnichannel strategies. By exploring the relationship between innovation and customer satisfaction, this research enhances our understanding of how service innovation evolves within the airline sector. It investigates data obtained from 285 airline passengers using Partial Least Squares Structural Equation

Modeling (PLS-SEM) to assess the links suggested in our study approach. The findings underscore the significant positive impact of innovative behavior on customer experiential value, highlighting innovation's critical role in enhancing the travel experience. Furthermore, It is identified customer experiential value as a key mediator between innovative behavior and customer satisfaction, emphasizing its importance in driving positive outcomes. Moreover, it was found that some elements of customer experience value, like entertainment, convenience, and self-esteem, functioned as bridges between innovation and satisfaction. However, other dimensions like monetary savings, exploration, and status exhibited no significant mediation effect, indicating a nuanced relationship between innovation, experiential value, and satisfaction. This study offers valuable insights for airline management seeking to thrive in a competitive market environment by emphasizing the strategic significance of innovation in delivering exceptional customer experiences. The findings have theoretical implications for advancing service innovation research and practical implications for airlines aiming to maintain a competitive edge in the digital era.

Keywords: customer experiential value, innovation, customer satisfaction, airline omnichannel

Influence of Tourism on Social Collective Memory: Museum Visitors' Perspectives

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Abstract

This research aims to explore touristification in museums, its influence in shaping social collective memory from visitors' perspective. Touristification, the transformation of the original, to make it more tourist attractive, is argued to contribute to the evolving role of museums and in shaping collective memory. It includes interlinking concepts such as the democratization of information and monetization. Exploring the role played by each of these concepts in shaping social collective memory at museums, from visitors' perspective is crucial to understand the influence. To achieve the aim, a deductive thematic qualitative methodology within a constructive paradigm was adopted. Purposeful and snowballing sampling has been used to gather respondents from different backgrounds, who have visited the three main historical and cultural museums in Singapore namely, National Museum of Singapore, National Gallery of Singapore, and Asian Civilization Museum. The results from the visitors' perspectives implied five main themes: soft advocacy, nation building, loss & sadness, pre-colonial history, and post-colonial history. Themes support destination image, nation building efforts yet influencing collective memory.

Keywords: museums, touristification, social collective memory, sociology of tourism, destination governance, tourism planning

Destination Management Organizations (DMOs) Targeting Family Travelers: The Role of Specialized Influencers

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Abstract

Destination Management Organizations (DMOs), tasked with overseeing destination marketing, must diligently monitor market trends. Given the substantial influence of social media and influencers within the tourism sector, DMOs targeting family travelers must remain abreast of current insights to inform their strategic planning. Family travel introduces heightened complexities across various stages of the decision-making process, spanning from information retrieval to trip planning, as well as throughout the tourist experience itself (Gursoy, 1999; Kang & Hsu, 2005; Kozak & Karadag, 2012; Jia, Yao & Fan, 2023; Yen et al., 2023). Brand destination narratives disseminated via social media platforms assume a pivotal role in influencing prospective visitors' decision-making processes (Hudson & Thal, 2013; Hua et al., 2017; Sigala & Gretzel, 2018; Rather, 2020; Tham, Mair & Croy, 2020; Wong, Lai & Tao, 2020; Femenia-Serra, Gretzel & Alzua-Sorzabal, 2022; Zhou, Sotiriadis & Shen, 2023). Previous research further underscores the significance of congruence and trustworthiness for travel influencers (Xu & Pratt, 2018; Pop, Săplăcan, Dabija & Alt, 2022). Thus, family travel influencers and their content can serve as invaluable resources for examining the destination experience from the perspective of family travelers. Drawing upon theories of source credibility and signaling, an exploratory qualitative study was conducted to examine the role and content of family travel influencers. Seventeen prominent British influencers specializing in family travel, along with 125 of their blog posts recounting family travel experiences, were selected as input for content analysis. Findings show that family travel influencers serve as signalers, reducing information asymmetry by offering family travelers practical advice, insights to overcome perceived obstacles, inspiration and encouragement to travel with children. Leximancer analysis corroborates the centrality of children and their needs in shaping key aspects of family travel decision-making and destination experiences. Activities tailored to children, such as museum visits and

beach outings, emerge as central themes of the experiences, alongside considerations of time and budget, which are particularly salient. Examination of influencers' profiles reveals various personas, reflecting diverse lifestyles and sub-segments within the family travel market (e.g., adventure enthusiasts, luxury seekers, budget-conscious travelers). The study underscores the imperative for DMOs targeting family travelers to leverage social media not merely for promotional purposes but also as a valuable tool for identifying the specific needs, priorities, barriers, and aspirations of potential visitors. This insight can inform the design of tailored, captivating experiences that differentiate destinations and distinguish them from competitors. Distinctions in family life cycle stages, family models, psychographics, lifestyles, needs, travel motivations, and individual aspirations can be harnessed for effective segmentation of the family travel market, guiding appropriate positioning and targeting strategies. Consequently, destination marketers can identify family travel influencers whose positioning aligns with their strategic objectives. Extending source credibility and signaling theories in the less-explored field of family travel influencers, this study sheds light on their role as purveyors of diagnostic and credible information both for family travelers and DMOs, emphasizing the significance of their content in mitigating information asymmetry within the specified context while also acting as a source of inspiration. Limitations of the study include the restricted scope of analyzed content, its sole origin from a single country, and the exclusion of engagement reactions and photographic materials from the analysis.

Keywords: influencers, family travel, destination marketing, targeting strategies

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Collaborating With Competitors: Coopetition-Based Associationism Toward Regional Tourism Destinations

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Abstract

Coopetition capacity is a paradoxical construct Rai, Gnyawali, and Bhatt (2023) considered a blend of cognition (mindset) and behavior. Coopetition is an interplay of competition and cooperation with a mutually reinforcing nature, and it is an intrinsic behavior in associationism. Business associations promote mediated coopetition since they are hubs of cooperation among sectorial players (Wang et al., 2013) and help to balance the inherent tension of coopetition. Associationism can foster the outputs of coopetition and regional development. This research aims to identify the motivators and inhibitors of coopetition strategies to boost associationism toward creating regional tourism destinations from touristic circuits. It is a computer-assisted qualitative data analysis (CAQDAS). We used the R pour Analyses Multidimensionnelles de Textes et de Questionnaires (IRAMUTEQ) software as its techniques overcome data analysis's quantitative and qualitative dichotomy since they employ multivariate statistical calculations on qualitative, textual variables (Oliveira-Ribeiro, Chim-Miki, & de Araújo Machado, 2021). Data collection was from in-depth interviews with business associations of a touristic route that covers 20 cities of the Brejo Paraibano, a Brazilian regional destination. Firstly, we performed a Content Analysis using codes adapted from the analysis categories of Wang et al. (2013): motives and inhibiting factors to regional collaboration. Second, we performed a Similarity Analysis based on graph theory to identify the co-occurrences of words and define their connections and hierarchy.

Results showed a roadmap to collaborating with competitors to create coopetition-based associationism in regional tourism destinations. The primary motivator factors are based on shared goals such as social awareness of cooperation, developing regional tourism products, and strengthening the destination. On the other hand, the inhibitor factors are related to individual behaviors, for instance, political interferences and low citizenship. Also, our analysis pointed out elements managers should promote since they are facilitating factors of coopetition-based associationism: create a joint regional strategic plan, promote previous experiences on collaborating networks, incentives to cooperative projects, and create actions to foster the commitment and engagement of citizens with the tourism networks. Findings showed that players identified the coopetition outcomes promoted by tourism associations as establishing a regional governance system, creating new shared regional tourism products, valorizing the tourism chain, and economic results. These outputs feed the roadmap of coopetition-based associationism, producing a positive loop in regional tourism destinations. In conclusion, coopetition is the basis for associationism and the creation of regional tourism destinations.

Keywords: association-oriented coopetition, associationism, regional tourism destination, touristic route

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With a Little Help From my Region: How Coopetition Affects the Creation of Tourism Social Value in Low-Density Territories From Regional Development

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Abstract

Coopetition is a strategy of cooperating with competitors to combine idiosyncratic and complementary resources to obtain benefits through different types of value creation, such as economic, knowledge, or socio-environmental value (Volschenk, Ungerer, & Smit, 2013). Tourism is a vector of development and a source of social value creation that can be enhanced by coopetition networks (Chim-Miki, da Costa, & Oliveira-Ribeiro, 2023). The socioeconomic, cultural, and environmental net benefits produced by tourism in the host destinations are the social value of tourism (Narangajavana et al., 2016). The focus of society-centered tourism development is the generation of social value and its creation of opportunities for the sustainable development of many territories. The term 'Low-Density Territories (LDT)' arises from southern European countries to recognize the specificities and weaknesses of places with sociocultural, economic or geographic development lower than the national average. Due to these regional asymmetries, LDTs are an important context of study. Considering these assumptions our research question is? Can coopetition improve the creation of social value in LDTs from tourism regional development? To answer this question, our research objective was to verify how coopetition affects the creation of Tourism Social Value in LDTs in regional destinations. We proposed a model and confirmed it through partial least squares structural equation modelling (PLS-SEM), as it has a causal predictive nature recommended for testing hypothesized models and providing managerial recommendations. Also, we performed a robustness check using a Necessary Condition Analysis (NCA) to eliminate the random

effects. Measure scales are adapted from the literature. We collected data in the Portuguese tourism region of Douro River through face-to-face questionnaires with residents and stakeholders of tourism, obtaining a sample of 126 respondents. Our results pointed out that regional tourism development is a necessary but not sufficient condition to create social value from tourism in Low-Density Territories. Our findings further showed that, for regional Tourism development to generate social value in LDT, it is necessary to use coopetition strategies as networks to integrate the region and diffuse tourism development. The coopetition strategy is a determinant and necessary condition to create social value in tourism in Low-Density Territories. Therefore, public policies should promote coopetition networks to guarantee the social value creation in LDTs that will improve the capture of benefits of regional development associated with tourism.

Keywords: coopetition, tourism social value, low-density territory, society-centric tourism development

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Sustainable Tourism Observatories: An Evolutionary Toolkit

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Abstract

UNWTO INSTO observatories have a catalyst role in creating a baseline for tourism systems based on social, economic, and environmental impact indicators (Scuttari et al., 2023; Blancas et al., 2018). Since 2004, the INSTO network has focused on creating collaborative platforms to monitor the tourism sector, including various stakeholders and DMOs. The INSTO framework offers minimum dimensions and indicators for monitoring the effects of tourism. Tourism is affected by many risks, crises, behaviors, and market changes (Aliperti et al., 2019). Thus, tourism indicators and destination competitiveness models change over time (Aguiar-Barbosa et al., 2021). Some tourism destinations implement the INSTO framework, but adaptations to their context generated a learning curve (Scuttari et al., 2023). Thus, our research question is: How is the INSTO Network and its empirical framework evolving? Our research aims to identify the new dimensions and indicators added to the INSTO framework by the outstanding INSTO Network tourism observatories. The study used qualitative methodology. We performed a benchmark study focused on the usability approach. Data were examined through a Content analysis. The sample was nine tourism observatories chosen since they met the following criteria: 1) Minimum of 2 years as INSTO membership; 2) had published at least one progress report; 3) have a website with reports, infographics, and dashboards with updated, monitoring or forecasting information; 4) have an organizational system in a governance format or a participatory network of different stakeholders. We performed a Co-word analysis using a methodological design adapted from Ronda-Pupo and Guerras-Martin (2012) to verify the extracted indicators of the best cases of tourism observatories integrated into the INSTO network. A timeline

demonstrates the evolution of tourism indicators from the INSTO baseline. Results suggested a geographical concentration in outstanding tourism observatories in the INSTO Network. Also, the cases included regional and local tourism destinations. Regarding the indicator's framework evolution, there is a greater concentration on environmental and economic indicators and few governance indicators, despite the destinations meeting the INSTO baseline. The observatories have incorporated additional indicators related to social, cultural, economic, and technological impacts. Benchmark results showed that some remarkable tourism observatories evolved from monitoring to predicting tourism effects from technological tools associated with tourist behaviors. The empirical framework of INSTO was based on the tripod of sustainability. However, we concluded that the observatories created a second and third generation of tourism monitoring labs, including additional viewpoints and tourist behaviors for better decision-making at the firm level. This evolutionary path represents a theoretical-empirical stream of monitoring-evaluation-prediction. Our main limitation was the low number of outstanding tourism observatories in the INSTO Network since most are recent INSTO memberships. Also, our analysis procedure is not automatized; thus, it can generate some bias. To minimize this problem, two independent researchers made the classification, and a third researcher confirmed it. Our study provided an integrative update of tourism assessment indicators that can be the basis for creating further destination monitors and, at the same time, monitors that meet the INSTO criteria. The additional focus generated by the usability approach showed different inclinations of footprint assessment in the observatories, such as: 'Tourism firms' environmental and economic footprints at the micro level; tourism sociocultural and sustainable tourism consumption and production footprints at the society level; and footprints of sustainable land use, environmental education, and tech evolution at the destination level. Besides, the findings showed the theoretical timeline of the tourism competitiveness monitoring framework, providing an evolutionary toolkit matrix of destination management.

Keywords: tourism observatory, indicators, tourism destination, tourism assessment

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The Difficulties Vegan Tourists Face

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Abstract

Some changes are required in the tourism industry due to global environmental challenges. One of these changes is to engage in radically changing food services (Gössling, 2020). According to a 2021 study, 81% of visitors stated they intend to book a sustainable accommodation choice in the upcoming years. Over the six years since the survey was performed, the percentage of environmentally conscious tourists has increased steadily. (Hollander, 2023). There is a growing consumer interest in plant-based meals and sustainability (Pettit, 2023). It is thought that healthy eating and vegetarianism are an increasing phenomenon today. People have much more diverse food consumption habits. (Rachão et al., 2020). Vegan Society (2023) defined veganism as a philosophy and lifestyle in which all forms of exploitation and persecution (to the fullest extent possible) against animals for eating, clothing, or other purposes are avoided. Veganism supports the development of animal-free alternatives for the benefit of humans, animals, and the environment. Vatan and Türkbaş (2018) defined a vegan tourist as a person who consumes goods and services produced by tourism businesses that do not use animals for food, clothing, or other purposes while traveling with tourism motivation. The Meat Atlas Report (2014) shows that the number of people worldwide who choose a vegetarian or vegan diet is estimated to be more than 600 million. This market will play an important role in the tourism industry. It is necessary to ascertain the challenges vegan tourists face. This study investigates the difficulties vegan tourists face. In this direction, the question of present research is “What are the challenges for vegan tourists in the hospitality industry?”. As a qualitative research tool, semi-structured interviews with 30 vegan tourists were selected as the primary data collection method. The sampling method of the research was determined to be snowball sampling. Thematic analysis is employed on the data. The lack of vegan

hygiene products, the use of animal products like leather and feathers for decoration, limited and inadequate vegan choices/menus in all types of tourism establishments, and the lack of awareness of veganism among tourism employees are some of the research results. Current approaches also make it difficult to travel with pets, and some employees do not take into consideration the requests of vegans, according to the results of research. In summary, increasing the awareness of tourism employees that veganism is a philosophy rather than just a food-related preference is important for customer satisfaction.

Keywords: vegan, vegan tourist, sustainability, plant-based diet

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A Comprehensive Review on Tourism Efforts/Initiatives to Healthy Ageing: A SDGs Lens

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Abstract

The United Nations Decade of Healthy Ageing (2021-2030) is a multidisciplinary and transdisciplinary effort to create a multisectoral transformation aligned to Healthy ageing enshrined in the Sustainable Development Goals. Given that there is almost half a decade to evaluate the Goals, the study seeks to summarize efforts launched directly to address older adults in community settings using tourism as the driver for change, particularly in the Sub-Saharan African tourism region. Sub-Sahara African context is scant in the ageing and tourism debate. The paper aims to establish comprehensive scientific evidence on tourism initiatives that further healthy ageing from 2015-2023. The paper will contribute as a baseline against which to track progress and identify gaps to propose future research agenda. The research methodology adopted the capability approach guided the worldview for the study. Systematic literature review on extant research indexed in Web of Science, Scopus, and Google Scholar enabled data generation using inclusion and exclusion criteria. Braum and Clarkes (2022) thematic analysis guided the manual data analysis and Atlas.ti eight augmented analysis process. The findings reflect that out of 605 peer-reviewed articles identified, only 30 were eligible for the review, and out of 43 grey literature generated, only 16, namely ten reports and six policy appraisal documents. The reviewed documents fostered scant and heterogenous scientific evidence on initiatives targeting older adults as informed by SDG 1 (no poverty), SDG3 (good health and well-being), SDG 5 (gender and equality), SDG 10 (reduced inequalities) and SDG 11 (sustainable cities and communities), SDG 13 (climate action), and SDG 16 (peace and justice). A conceptual model emerged from the reviewed literature. However, the majority of areas covered by research reflect initiatives with limited overlapping implications on aspects like accessible tourism and intersectionality of disability from impairments acquired by reduced functioning as a result of ageing. The findings uncovered assertions which oppose ageism—however, limited tourism efforts towards aligning with dominants of age-

friendly environments in the World Health Organisation framework. The conclusion nurtures the need to be more documentation of tourism initiatives that aim to address healthy ageing from a geospatial distribution of tourism developments. The limited nature of tourism initiatives is evident from a legislation framework, leisure and recreation, tourism experiences, trends, constraints, workforce competencies, resilience and coping (adaptive and mitigative) strategies to ageism. The limitedness of multidisciplinary and interdisciplinary approaches to healthy ageing and tourism has implications for buy-in and political will among stakeholders in various geopolitical and socio-economic contexts of destinations around the globe.

Keywords: ageing, disability, impairment, senior/older adults, healthy ageing, tourism initiatives

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Unveiling the Dynamics of Community Citizenship Behavior: A Study on Community Engagement, Psychological Ownership and Value Co-creation in Rural Tourism Destinations

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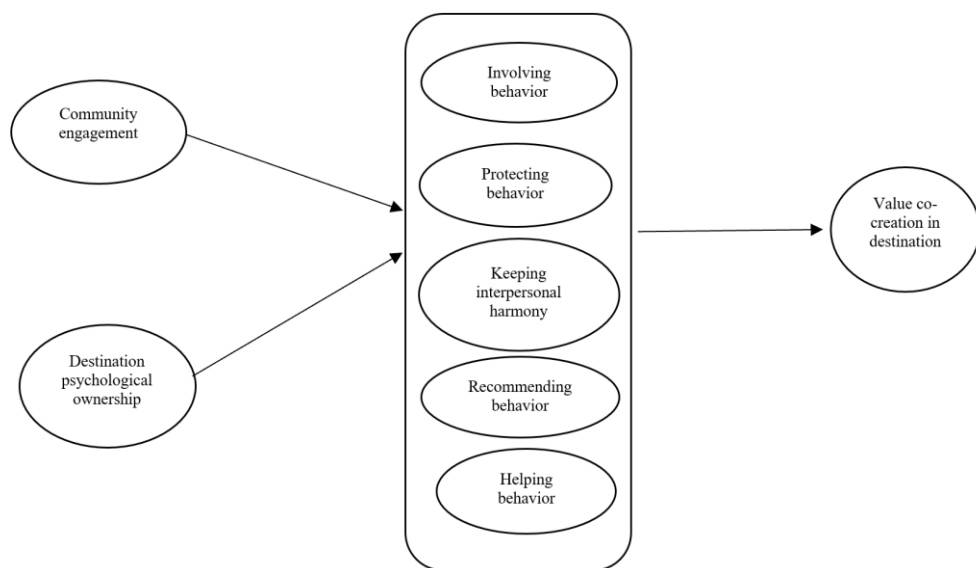
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Abstract

Local people actively participate in developing tourism destinations and value co-creation (Badurina & Frleta, 2022; Johnson & Neuhofer, 2017). Local people in a destination engage in many beneficial behaviors, such as supporting tourism activities and keeping the area clean. This situation provides economic, social, environmental and hedonic benefits for locals and contributes to tourists' unique experiences (Assiouras et al., 2019; Lee et al., 2021; Perić & Vitezić, 2023). For example, the hospitality of local people can enhance tourists' experiences and encourage tourism development (Xu, Xue, & Gursoy, 2022). The concept of community citizenship behavior (CCB) is critical in community development and in solving the problems of communities (Xu et al., 2022). Community citizenship acts as a catalyst for improving local people's quality of life and welfare. Although community citizenship is widely used in organizational behavior, in recent years, it has begun to be addressed in the context of tourism and destinations, and the need to investigate the relationship between local people and the community for tourism development has come to the fore (Xu et al., 2022).

As seen in Figure 1, current research focuses on identifying the antecedents and consequences of community citizenship in a rural tourism destination. In understanding the antecedents of CCB, the impact of psychological ownership, which has been the subject of much research in recent years, has been examined.

Figure 1. Community Citizenship Behavior



Strong psychological ownership leads to greater community involvement, which is crucial for sustaining the well-being of a community (Lee et al., 2023). Similarly, the hot topic of recent years, engagement is considered as actions aimed at solving social problems or improving the quality of life for the whole community, based on the fact that community engagement can make a difference in community development (Procentese & Gatti, 2021). The reason for choosing a rural area for the study is that the relationship between local people is more intimate and trusting in rural areas. Therefore, hospitality and participation in certain activities and communities for community benefit are high (Rosalina, Dupre, & Wang, 2021; Zhang & Xu, 2019). In addition, the community-based characteristics prevalent in rural tourism destinations become critical for value co-creation & destinations' competitiveness and overall success (Wu et al., 2022; Zaeri, Sepehrmanesh, & Vatankhah, 2023). Specifically, local people's community citizenship behaviors contribute to providing a memorable and authentic experience for tourists (Chen, Cottam, & Lin, 2020), create positive emotions in individuals, support all kinds of activities to be carried out in the region and ensure value co-creation. In this context, the current study aims to clarify the concept of community citizenship emerging in rural tourism destinations and the concept of community engagement and psychological ownership and to determine its impact on value co-creation. Tourism destinations vary greatly in size and level of governance, from small villages to cities, states and countries. The pro-environmental dimensions of CCB can contribute to better management of the public natural

environment in rural destinations. This would increase the sustainability of rural destinations. More importantly, participating in CCB will ultimately benefit the well-being of hosts. This may include a more satisfying living environment, better public facilities, better preserved local culture and an improved quality of life. Hosts with such positive emotions will develop a higher sense of belonging, pride and identity in their communities, which will contribute to their subjective well-being.

Keywords: community citizenship behavior, community engagement, psychological ownership, value co-creation

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Unveiling the Dynamics of Sharing Economy Services: A Study on Benefits, Psychological Ownership, and Consumer Engagement

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Abstract

This study investigates the factors influencing consumer engagement in the sharing economy from both a consumer benefit and a psychological ownership perspective based on social exchange theory. Social exchange theory focuses on interpersonal interactions that are motivated by individual engagement (Kim, Yoon, & Zo, 2015). As a result, these exchanges influence whether partnerships are maintained or terminated based on perceived benefits and costs. In this view, social exchange theory provides a useful lens for understanding individual participation in the sharing economy, which is defined by interactions between individuals (Boateng, Kosiba, & Okoe, 2019). Some studies show that despite the increase in sharing platforms, usually a one-time trade relationship due to different value perceptions of the actors and a significant number of platforms do not reach sufficient consumer demand (Camacho Otero, Pettersen, & Boks, 2020). This-increases the risk of value co-creation (Scaraboto & Figueiredo, 2022). On the contrary, some platforms in the sharing economy (SE) play a significant role in user interactions and benefit from a high level of user engagement (Baker et al., 2021). This relationship is expressed through the concept of customer engagement (Nangpiire, Silva, & Alves, 2022). Consumer engagement contributes to value co-creation, as it emerges through consumers' co-creative experiences in the service relationship (Brodie et al., 2013). In the studies, the importance of engagement has not been clearly emphasized while the benefits of the sharing economy overcome the difficulties in creating value co-creation (Scaraboto & Figueiredo, 2022). While consumer engagement emphasizes an individual's

positive cognitive, emotional, and behavioral perspective towards a brand or service provider (Brodie et al., 2013), psychological ownership focuses on an individual's sense of an object as mine (Baker et al., 2021). While psychological ownership suggests that individuals develop feelings of ownership for both tangible and intangible assets, there is a scarcity of research examining the extent to which intangible assets, such as services, may replace tangible objects as extensions of the self. In the context of service access of SE, psychological ownership of specific material products must be thoroughly investigated. Besides, previous research has examined the factors that influence engagement in the sharing economy through the lens of benefits (Hamari, Sjöklint, & Ukkonen, 2016; Yang et al., 2017), the relationship between psychological ownership and, consumer engagement, despite their conceptual similarity, remains largely unexplored. Furthermore, cultural orientation has a significant effect on sharing economy practices. Investigating the impact of cultural orientation on the sharing economy allows us to see the phenomenon through a wider macro lens. Gupta et al. (2019) investigated cultural differences in the sharing economy. Recognizing cultural nuances is critical, given the variability of cultural values, tastes, beliefs, and customs among countries (Gupta et al., 2019; Hofstede, 1980). Notably, each culture's sharing rituals are unique, making a global approach to encouraging product and service exchanges in the sharing economy impossible (Gupta et al., 2019).

This study integrates the fields of consumer engagement (Brodie et al., 2013; Hollebeek et al., 2014) and psychological ownership (Baker et al., 2021; Morewedge et al., 2021), bringing them together within the framework of the sharing economy. By doing so, we intend to evaluate the influence of individualism and collectivism by incorporating cultural factors. As a result, the research categorizes the consumer benefits provided by platforms and aims to assess their relative impact on psychological ownership. Moreover, it aims to examine the moderating role of co-creation of value, an important factor in the sharing economy, on psychological ownership. Besides, the research also bridges the gap between cross-cultural analysis by focusing on Türkiye as a collectivist nation and the UK as an individualist nation.

Keywords: sharing economy, consumer benefits, psychological ownership, consumer engagement, value co-creation

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Bridging the Gap: Fine-Tuning Artificial Intelligence (AI) Chatbots for Tourism

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Abstract

Generative pre-trained transformers (GPTs) are subsets of large language models (LLMs) that are designed to understand, generate and interact with human language (ChatGPT). GPTs are trained with vast amounts of data in order to answer queries in a human-like manner. As a member of the broader GPT family, OpenAI's ChatGPT is regarded as a game changer artificial intelligence (AI) chatbot because it allowed public to access LLMs complex world in a user-friendly way (Dai et al., 2023). Users of ChatGPT can easily handle queries such as domain-specific questions, content generation, statistical analyses, language-based corrections (Ali, 2024), thus, it provides useful tools for customer services in diverse businesses (Nah et al., 2023). ChatGPT has promising opportunities for tourism & travel industry in terms of dealing with guest services, automating specific tasks, facilitating more dynamic social media, increasing the efficiency of the staff, fostering marketing activities, enhancing travel-related decision making, therefore tailoring a better guest experience (Carvalho & Ivanov, 2023; Wong et al., 2023). AI chatbots have also raised the interest of tourism & hospitality academia due to their potential benefits (Cai et al., 2022; Rather, 2024; Tosun et al., 2024; Gursöy et al., 2023; Pillai and Sivathanu, 2020; Wong et al., 2023).

Despite the advancements in natural language processing (NLP), chatbots still struggle with some conversational abilities while interacting with its users (Hosseini, 2020). There could be problematic issues such as (1) generation of non-sensical or misleading content by the chatbot which is called hallucination, (2) insufficiency or low-quality of training data, (3) difficulties regarding the update of real-

time data (Nah et al., 2023; Gurs0y et al., 2023). In addition to these, GPT-4, which is the most advanced and recent language model of ChatGPT has a data cut-off date of April 2023 (ChatGPT), which indicates that the language model has been trained at the very latest at that time. For these reasons, Hsu et al. (2024) called for a tourism-specific generative AI concept according to the industry needs. They advise that LLMs could be trained specifically with domain-specific, trustful tourism data. Because these LLMs are pre-trained models, fine-tuning them with up-to-date data might be useful and beneficial (Hsu et al., 2024; Dai et al., 2023; Brown et al., 2020). Fine-tuning allows users to feed their language model periodically to keep it up-to-date and train them with context specific data. By doing so, pre-trained LLMs will act more accurately for tourism-specific contexts in which ChatGPT exhibits deficient or false responses.

One of the most attractive tourism-specific contexts that requires domain-specific data could be regarded as enotourism (wine tourism), which is progressively growing in Trkiye. Trkiye stands as fifth in grape production worldwide, processing 4.2 million tons of grapes (in 2022), thereby reaching a level of 62.2 billion liters of total wine production yearly (in 2022) (OIV, 2022a: 5,7; <https://www.oiv.int/what-we-do/data-discovery-report?oiv>). Historically, Anatolias organized wine production could be dated back to 4000 BC (McGovern et al., 2017; Grsoy, 2021: 15). Therefore, grape cultivation and wine production was always an important cultural heritage aspect of Anatolia, which makes Trkiye to be able to produce unique types of wine-grapes nowadays. This leads to the research question of this study. Although there is sufficient information about recognised Anatolian wine-grapes such as Boğazkere, kzgz, and Çalkarası, relatively lesser-known and indigenous grapes that are grown in specific local-regions often lack comprehensive and accurate information. Preliminary search revealed that this information lacks in both online search engines and ChatGPTs (and other AI Chatbots) latest versions. ChatGPT provides erroneous and misleading results about indigenous grapes, thus requires a proper fine-tuning with reliable data.

This researchs objective is to develop a fine-tuned AI chatbot to answer users and potential tourists queries. Proper fine-tuning was aimed to train the chatbot, so the necessary text-data to be trained was decided. Mardin and Şırnak regions located in southeastern Trkiye host unique grape types that are known as Syriac (or Assyrian) wine-

grapes. Data about these indigenous wine-grapes (called Mazrona and Kerküş)-which are being used to produce the famous Syriac wine (a unique cultural heritage value for Turkiyes enotourism), was obtained. Then these steps were followed, respectively:

- An assistant API was generated from openAIs platform
- In order to fine-tune the data, openAIs guidelines were followed (<https://platform.openai.com/docs/guides/fine-tuning>)
- For assistant preference, OpenAIs recommendation was compiled (gpt-3.5-turbo-0125)
- Appropriate fine-tuning data was obtained from a licensed local (Syriac/Mardin) tourist guide
- json, jsonl, docx, pdf and txt types of data were used during testing process
- Code interpreter and retrieval options were tested separately

As a result of the fine-tuning process, the txt document type was found to be the most effective training data for chatbot. It gave the most human-like and appropriate answers regarding the specific Syriac wine-grape queries. The trained assistants' responses were superior to base (untrained) ChatGPT 3.5/4. Besides, base ChatGPT displays misleading or deficient answers to questions, and were prone to hallucination. Consequently, while AI chatbots are powerful tools for tourism, their effectiveness is limited regarding local heritage, culture or custom-specific queries, unless they have been specifically trained by tourism professionals (Hsu et al., 2024; Wong et al., 2023). The tourism and travel industry has many diverse subsets to be trained, offering unique fine-tuning opportunities. Therefore, the context of this research should be extended to niche domains of tourism such as local cuisines, cultural routes, alternative types of tourism and historical & archeological heritage.

Keywords: artificial Intelligence, ChatGPT, fine-tuning, enotourism, OpenAI

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Utilizing Visual Research Methods and Service Logic to Understand Families Experiences at a Heritage Visitor Attraction

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Abstract

It is through our methods that we can attempt to see the world as our participants do – from the inside (Charmaz, 2006). Despite the multisensory and embodied nature of the visitor experience, there remains an overwhelming reliance on verbal data in tourism research (Rakić & Chambers, 2010). This inhibits our attempts to understand the complex process when tourists consume an experience. Visual research methods (VRM), including videography and photography, can greatly assist researchers' attempts to understand tourists' behavior, particularly the contextual and processual consumption of service provision (Echeverri, 2005).

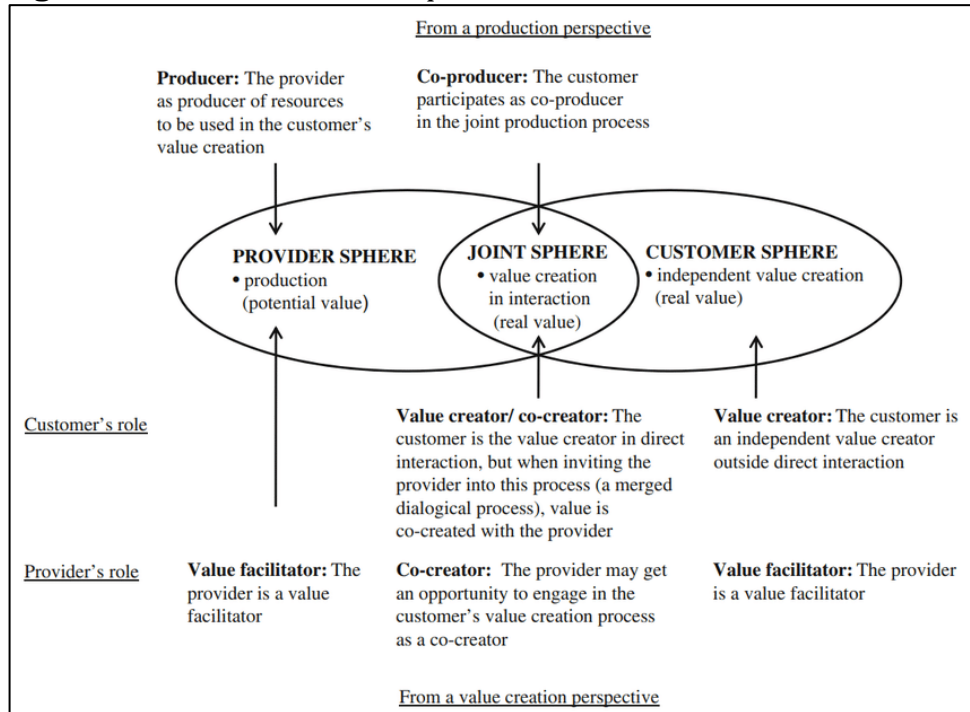
In the ongoing quest to challenge current assumptions and better grasp contemporary tourism phenomena, this study addresses two of the key research priorities identified by Timothy (2018): the need to better understand the visitor experience and how different visitor groups engage with tourism providers. The core tourism product is the beneficial experience gained by the visitor (Pernecky & Jamal, 2010; Prentice, Witt & Hamer, 1998) though more empirical investigation is needed (Minkiewicz, Evans & Bridson, 2014). Also, families have long been neglected in the tourism literature (e.g. Kerrane et al., 2012; Poria & Timothy, 2014; Stringer, 1984), with most tourism research featuring, ... *a solitary, disembodied subject without family, children or friends*. (Obrador, 2012: 402). To answer research calls (e.g., Schänzel, Yeoman & Backer, 2012; Miyakawa & Oguchi, 2022), this study aims to better understand families' interactive behaviors within an HVA, Edinburgh Castle.

A service logic (SL) lens was selected to analyze families' experiences. Rooted in relationship and interactive marketing within the Nordic school of marketing, SL (Grönroos, 2008; Medberg & Grönroos, 2020) emerged due to divergent views on some of the fundamental tenets of

service dominant logic (Vargo & Lusch, 2004) on value creation/co-creation. In short, SL places greater emphasis on: key constructs of interactions and relationality (FitzPatrick, Varey, Grönroos & Davey, 2015), acknowledges the potential for positive and negative outcomes from the value creation process (Echeverri & Skålén, 2011), and crucially differentiates between value cocreation, where the customer(s) and organization interact to cocreate mutually-beneficial outcomes (Vargo & Lusch, 2016), and value creation, where the customer(s) utilize their own resources without the service provider, to create value by themselves (Grönroos & Voima, 2013; Grönroos, 2023). It is the organization's responsibility to facilitate customers' value creation and cocreation (Grönroos & Voima, 2013), and help them realize more of the value that is only latent within the service environment (Vargo & Lusch, 2012). Figure 1 shows these consumer sphere interactions and joint sphere interactions.

For this multi-stage and multi-method qualitative study, pre- and post-visit interviews with 15 local families were conducted. These were complemented by observations of non-participating visitors, allowing the researcher to become more familiarized with the HVA service environment and different visitors' interactive behaviors. Families were issued with devices which could take videos and photographs.

Figure 1. The Value Creation Spheres



Source: Grönroos and Voima (2013, p. 141)

VRM helped to identify 7 distinctive value creating activities (Melvin, Winklhofer & McCabe, 2020) and the creation of a matrix of family members orientations towards value creating and cocreating situations (Melvin, 2024). Family-generated videos and photos were a vital research tool, providing a 1st-person insight into their interactions in both the customer and joint spheres, helping family members to recall and account for important incidents (Rakić & Chambers, 2010; Wan et al, 2023) and allowing children and adults to contribute more equally (Christensen, James & Jenks, 2000; McCarthy & Muthuri, 2018).

Keywords: families, visitor experience, visual research methods, value creation, service logic

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Business Anthropology Approaches in Tourism: A Scoping Review

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Abstract

Tourism studies employing anthropological methods assess various business aspects. However, as a branch of anthropology to solve actual business problems, business anthropology is rarely used to illuminate the business aspects of integration with tourism. Hence, this paper reviews the leading literature that contains an intersection of tourism and business anthropology to ascertain which areas are focused. Adopting Arksey and O'Malley's (2005) protocol and Smith's (2004) methodology of prioritizing documents, this paper searched 2091 documents sourced from Scopus, ProQuest, and Web of Science between 2000 and 2023. Two highly and fourteen moderately relevant studies were ultimately included. The review identified six themes: 1) cultural tourism commodities (highly); 2) advertising and marketing, functional and theoretical models, future development, corporate culture, and education (moderately). It found that many of the moderately relevant articles used only the term 'business anthropology' in the abstracts or titles without deeper analysis. This paper also identified and compared branches similar to business anthropology (e.g. industrial and commercial anthropology). Finally, this research offers a conceptual framework for the discussion of tourism within the business environment. Overall, this review suggests greater scope for the deployment in the study of tourism and its application to the tourism industry.

Keywords: business anthropology, anthropology, tourism, scoping review, conceptual framework

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The Role of Interactivity With Twitter in Enhancing Tourist Behavior: Destination Context

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Abstract

The dynamic nature of interactivity paves a direct path for users to connect, share ideas, and build relationships. In online marketing, interactivity is defined as *"the user's perception of engaging in two-way communication with a mediated persona"* (Labrecque, 2014, p. 136). This plays a crucial role in shaping customer involvement within social media marketing communities (Bozkurt et al., 2021). Therefore, future research should prioritize investigating how it influences customer reactions to marketing initiatives on social media platforms. Scholars extensively recognize interactivity as a crucial driver and component of traditional marketing strategies, aiming to strengthen the customer-brand relationship and enhance factors like behavioral intention (Bozkurt, Gligor, & Babin, 2021), customer engagement (Aljuhmani et al., 2022), and brand experience (Zollo et al., 2020). A handful of researchers have integrated different contexts to study social media marketing tools in the destination sector (Özgüre, Dülğaroğlu, & Ataman, 2023). Consequently, marketing scholars strive to gain a deeper understanding of how interactions evolve and develop (Aljarah, Dalal, & Ibrahim, 2021; Bozkurt et al., 2021; Labrecque, 2014). This emphasizes the call for robust empirical studies in diverse contexts to solidify the theoretical framework underpinning interactivity. This study aims to contribute to understanding how interacting with Twitter (as it is currently known X) influences customer outcomes related to travel destinations. Specifically, we investigate the impact of interactivity on online engagement, positive attitude towards the destination, and perceived value. Additionally, we explore the mediating role of these factors in the relationship between interactivity and travelers' continuance intention to use Twitter for

destination information. Our study focuses on travelers who have used Twitter to search for information about Istanbul within the past three months. We will recruit participants by approaching individuals following reputable Turkish tourism accounts on Twitter that post content relating to Istanbul. We will then post a call for participation on these accounts, inviting users to complete an anonymous questionnaire hosted on SurveyMonkey. The questionnaire begins with screening questions to ensure participant eligibility. These questions assess:

- Are you comfortable answering the questionnaire in English?
- Do you follow and engage with tourism-related accounts and groups on Twitter?
- Do travel posts on these accounts/groups sometimes inspire you to visit a particular destination?

Only participants who answer *yes* to all three questions will be eligible to complete the full survey.

Keywords: interactivity, Twitter, tourist behavior, engagement, social media, destination

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Starting Route: Istanbul Street Food

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Abstract

Developed based on specific products, dishes, or ethnic culinary cultures, gastronomy routes emphasize the comprehensive presentation of culinary identity along with the cultural, historical, and natural heritage elements of the region. The gastronomy routes, which have the functions of diversifying tourism products, increasing the gastronomy tourism quality, creating attraction, and contributing social and economic development, are thought to be especially necessary in Istanbul. Istanbul has a strategic advantage in promoting Turkish culinary culture internationally due to its location and rich cultural heritage. Integrating Istanbul's historical, cultural, and natural structure with the city's street food and turning them into a route is considered beneficial in various aspects. Istanbul stands out in terms of the diversity of street food and meeting the demands of tourists who aim to explore the city's culinary culture. The history of Istanbul street food of Istanbul dates back to the Ottoman period. Along with its deep-rooted history, the strategic location of the city, its role as a host to different civilizations, and both global and domestic migration movements have been effective in the formation of rich street food variety along with Istanbul's culinary culture. Istanbul hosts more than 30 types of street food, and these have the power to represent Turkiye's culinary culture. In various studies conducted with local and foreign tourists, it is noteworthy that satisfaction with Istanbul street food is high and that their recommendation and revisit behaviors are positive. However, relevant research has revealed that tourists want to know more about street food, but encounter a language barrier. Also, the suggestions given by different researchers in the literature include adding street food spots to gastronomy tours in Istanbul, creating maps and gastronomy tours related to Istanbul street food, emphasizes the importance of creating an Istanbul street food route. Considering all these factors, it is thought that presenting street food in Istanbul within a route will be beneficial for tourists visiting Istanbul to discover its street food, which is a gastronomic value of the city. In this context the aim of the research is to create an outline for an

Istanbul street food route, considering the potential and advantages of it. In order to achieve the goal, gastronomy-themed routes in Istanbul were analyzed in this research. In the study qualitative research method and case study design were adopted. The sample of the research was determined by the criterion sampling method. The data was obtained from secondary sources and accordingly, 36 Istanbul gastronomy-themed routes on TripAdvisor were examined. The data was subjected to content analysis using the MAXQDA program. The data examined within the themes such as; route width, duration, language option, food categories included, districts included in the routes, places visited or passed and experiences offered. Additionally, the street food varieties presented within the routes and the districts which they were experienced were examined with relational coding. Findings suggest that although street food is frequently included in gastronomy-themed routes in Istanbul, a route that includes only street food has not yet been created. In the existing gastronomy-themed routes only a few of the street food varieties are prominent, neglecting most of the rich selection. Additionally, among the districts where street food is presented in the routes, only two districts come forward such as Kadıköy and Taksim. Also, the language option is limited to English except for the few of the routes and the unique feature of Istanbul connecting two continents was emphasized. According to findings an Istanbul street food route should include neglected street food varieties, the feature of connecting Asia and Europe, and more advanced language options. Also, it is considered to be beneficial to expand the route to ensure mobility outside the prominent districts. Therefore, routes should be formed around districts which have strong potential for a street food route but neglected in the existing ones; such as Sütlüce, Fatih, Adalar or Üsküdar. Since this study only aimed to form an outline, for future studies it is suggested to create distinct street food routes covering Istanbul.

Keywords: gastronomy route, Istanbul, street food

Impact of Sustainable Business Model Innovation on Hotel's Sustainability Performance and Overall Performance

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Abstract

Sustainable business model innovation (SBMI) in the tourism industry is increasingly recognized as a pivotal factor for enhancing both the competitive edge and sustainability performance of hotels. While a business model describes how an organization proposes, creates, and captures value for its business, customers, and stakeholders (Teece, 2010), SBMI aims to incorporate economic, social, and environmental considerations in the value creation and capture activities of BMs perspective. SBMI is recognized as a holistic approach that integrates economic, social, and environmental considerations into the core strategy of hotels, thereby not only enhancing sustainability performance but also overall business outcomes. There are several recent studies highlighting the importance of business model innovation in the tourism industry. Avasiloei (2022) underscores the potential of transitioning towards business models based on the circular economy and innovation to improve the sustainability and overall performance of hotels. Also, Achmad et al. (2023) emphasize the importance of open innovation, stakeholder involvement, support system facilities, and environmental dynamism adaptation in elevating the tourism industry's performance and sustainability. Baiocco and Paniccia (2023) provide insight into the sustainable entrepreneurship of small accommodation firms in Italy, showing how internal and external factors co-evolve to support business model innovation for sustainability. Presenza, Petruzzelli, and Natalicchio (2019) delve into the ways business model innovation enables firms in the tourism and hospitality industry to focus on sustainability goals, thereby improving their competitiveness. Despite the demonstrated benefits of BMI, a notable gap in the literature is the lack of research investigating the specific types of sustainable business model innovations in the tourism sector and its impacts on the sustainable performance and overall performance of hotels. This gap highlights the need for further studies to explore different SBMI strategies and their contribution to enhancing both sustainability outcomes and business competitiveness.

within the hotel industry. This study, therefore, is designed to understand sustainable business model innovation types in Tourism Industry, which include, (1) sustainable value proportion innovation; (2) sustainable value creation and delivery innovation; (3) and sustainable value capture innovation and if these innovations contribute to sustainability performance and overall performance of hotel firms in Türkiye. Secondary data analysis using content analysis of hotel sustainability reports was chosen as the methodological approach. 10 five-star hotels were selected by using a convenient sampling model. Two consecutive sustainability reports of each hotel were compared and look for innovation evidence between these periods. (For exmp. (2019-2021) and (2021-2023)) SBMI is assessed based on three criteria (value proposition, value creation, value captured). Hotel performance is assessed based on internet customer ratings and sustainability performance is assessed through gained sustainable certificates (GSTC, Blue Flag, Travel Gold, Green Star and Green key). Results of the research indicated that half of the hotels have sustainable innovation in value proportion, % 70 of the hotels have sustainable innovation in value creation and delivery and finally % 70 of hotels have sustainable innovation in value capture. Results also showed that customer ratings related with hotel's innovations but not related with earned sustainable certificates. Very few hotels have sustainability culture and conduct all types of sustainable innovations. These are highest rated hotels. Although hotels have very similar daily practices and improvements, strategic handling of the issue makes the difference.

Keywords: sustainable business model, innovation types, hotel's sustainability performance

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First-Class Air Travel: Historical Leadership Shifts and Contemporary Innovations

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Abstract

This study examines the leadership shifts in innovation among international legacy airlines in first-class travel over the last five decades. We employed a periodization technique to distinguish time-phases in cabin innovations, among North American, European, Asian and Middle Eastern airlines. To conduct a comparative analysis with manageable collection of airlines, six international passenger carriers were selected based on their competitiveness and leadership in first class service transformations: American Airlines, United Airlines, Lufthansa, Air France, Singapore Airlines, Cathay Pacific, Emirates and Etihad. Using the disruptive product innovation model, this presentation reviews the business intentions and market strategy that explains changes in the first-class cabins. The data synthesized in this study suggests that innovations in first class cabin are determined by market and geo-economic realities and this in turn has an impact on the airlines' leadership in the aviation sector. The contribution of this study lies in the important role innovation plays in a competitive first-class air travel environment and adds a global perspective factor to the model of disruptive product innovation.

Keywords: first class travel, luxury, disruptive product innovation model, airlines leadership

Seven-Steps Formation Model in Organizational Innovation: Coopetitive Scheme for Sustainable Tourism

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Abstract

Tourism entrepreneurs are increasingly aware of the need to adopt sustainable practices to contribute to developing local circular economies. While many operation improvements could enhance circularity, certain circular solutions might be prohibitive for a single firm to implement. These challenges include low market power, high capital costs, high R&D costs, high innovation costs, high organization and time costs, and the lack of economy of scale. The collective effort could be an organizational solution to counter these challenges for some sustainable solutions, particularly in the tourism and hospitality sector, where we find diverse operators and many SMEs. A form of collective, coopetition is the collaboration among the normally competing firms, in which the advantages of cooperation and competition are combined to generate value (Lee & Roh, 2023; Manzhayanski & Biedenbach, 2023). The aim and nature of a coopetitive scheme can range from a simple one-off arrangement to a more complex longer-term investment and operation. For example, it could be negotiating for better prices of sustainable packaging (economies of scale) to joint ownership of assets like a bio-digester. The coopetition scheme could be both formal, involving legal agreements, or informal, where a high level of trust exists among the participating partners. Furthermore, these decisions are influenced by various factors, including the potential participants, organization, and estimated benefits. Also, the availability of resources, like practical knowledge (how-to), and other more general factors like government regulation and policy influence the choice and outcomes of such initiatives.

This study conceptualizes a seven-step model for the formation process of a coopetitive scheme for circular economy in tourism and hospitality, based on the literature (e.g., Weijs et al., 2022; Wang et al., 2022) and real-world cases from the sector and other sectors. The model is designed to introduce circular economy principles into innovation decisions, creating financial, social, and environmental values. The seven-step model encourages firms to identify needs and explore ideas, then form a partnership, formally or informally. They could then apply sustainable principles to their supplier selection and consider the management and the implications for end-of-life products and services.

- Step 1: Identification of needs and exploration of ideas.
- Step 2: Formation of partnership
- Step 3: Specification of the scheme and its organization
- Step 4: Selection of Suppliers
- Step 5: Establishment of the Scheme
- Step 6: Operations and Management
- Step 7: Evaluation, Sustaining Innovation, and End-of-life Preparation

We conducted a coopetitive scheme trial and monitored the formation processes from 2021-2023. The trial is one of the pilots supported by the European Union Interreg 2Seas project: FACET. It was held in Hemsby, Norfolk, in the UK. The project set up a deposit-return scheme for reusable cups in association with local café owners. The scheme was spearheaded by members of the local authority, working with the FACET project team. The findings of the reusable cup scheme demonstrated a strong willingness of entrepreneurs to trial new, sustainable practices but also highlighted the core role of a local champion in facilitating the establishment of the cup-sharing scheme. Innovation champions have been identified as key persons in innovation adoption and diffusion literature (Simpson, 2018; Pascaris et al., 2021). They have certain personality types and psychological profiles, with the ability to mobilize support, such as procedural and resource support, as well as social and cognitive support (Coakes & Smith, 2007).

While innovations for circularity and sustainability have gained momentum in recent two decades (Hjalader, 2010; Pikkemaat et al., 2019), the innovation in organizations and their formation process are less understood (Wang et al., 2022). This study found that the

formation process, despite being designed as a linear process, was rather iterative, dynamic, and fuzzy, as found in many innovation processes (Leydesdorff et al., 2013; Li et al., 2024). Moreover, this research provides a practice guide to the community of tourism and hospitality businesses to form a collective and cooperative scheme in their innovation journey to a circular economy.

Keywords: coopetitive, circular economy, sustainability, local champion, innovation process

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An Adapted Framework for Assessing Sustainable Tourism Development on Small Island Developing States: The Case Study of Bluefields Bay, Jamaica

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Abstract

Many international development agencies, such the UNWTO, and the World Bank promote sustainable tourism as the best viable option for rural development, poverty alleviation, economic diversification, and as an incentive for cultural preservation and natural resource conservation. Various tools have been developed for assessing the perceived and tangible benefits of sustainable tourism at the destination level. Existing models include the DIT-ACHIEV Model (Fitzgerald et al, 2012), TOMM (GHRP, 2017), Community Capitals Framework (Emery & Flora, 2006), and a practitioner-based assessment manual developed by Conservation International, George Washington University, and USAID (Gutierrez et al., 2005), among others. A gap exists as to a model that assesses community resident's understanding and expectations of tourism in Small Island Developing States (SIDS) like Jamaica. The current study employs these tools to develop a model for assessing local people's perceptions of and aspirations for sustainable tourism. Data were collected using questionnaires, semi-structured interviews, and focus group discussions. The study is guided by the Global Sustainable Tourism Council (GSTC, 2019) sustainable tourism development holistic principles that support the long-term sustainability of destinations driven by community participation and ensuring direct benefits to the local people while preserving local cultures and protecting the natural environment.

Keywords: sustainable tourism, SIDS, local community, tourism development, Bluefields Bay

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Exploring the Impact of AI Innovations in Consumer Products on Consumer Brand Loyalty

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Abstract

Artificial Intelligence (AI) – a key driver of innovation today. This research brings value to the brand innovativeness body of knowledge. The purpose of this research is to investigate the potential moderating effect of AI product knowledge on the relationship between brand innovativeness and customer loyalty. The dearth of literature on AI simplifying and amplifying innovation and its effect on brand innovativeness proves this is a novel concept. The study adds to the literature by proposing an extension of the well-established Theory of Planned Behaviour. The hypotheses are tested using a positivist philosophy, underpinned with a quantitative methodology adopted to establish causality using a survey-method, stratified random sampling of 209 UK consumers with knowledge of AI innovations and usage within the Amazon Brand app. Using Smart PLS-SEM software for data analysis, the model tests the causal relationships of the hypothesized relationships of the conceptual model. The findings support the hypotheses of AI product knowledge moderating effect on brand innovativeness and brand loyalty. The significance of this study will impact the hospitality industry to enable managers to understand the antecedents of AI innovativeness on customer loyalty in tourism.

Keywords: artificial intelligence, AI, consumer behaviour

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A Bibliometric Analysis of Travel Motivation Based on Web of Science Database

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Abstract

Motivation can be explained as a primary internal drive that arouses and directs human behavior. Sectors try to understand their consumers' motivations and develop and implement various strategies based on the results. Motivation, a critical explanatory concept of tourist behavior, is also considered important in tourism research. Travel motivation is defined as a set of psychological and personal needs that guide people's behavior and push people to participate in tourism activities. The moment tourists decide to travel is related to travel motivation. Bibliometrics refers to a field in which scientific publications and the relationships contained in these publications are analyzed with numerical data. It is a tool that shows how scientific knowledge is produced and its impact. Within the scope of the research, a bibliometric analysis of the articles scanned in the Web of Science database, including the concept of Travel Motivation in the title and the keywords, was created. The database contains 655 articles about the concept between 1994 and 2024. %59 of these articles is listed in the SSCI, %33 in the ESCI, %11 in the SCI-Expanded and the rest are in other indexes.

Keywords: travel motivation, bibliometrics, web of science database, tourist motivation

The Innovation Ecosystem of the Tourist Cultural Cluster in the Ancient Villages of Southern Anhui

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Abstract

World Heritage Sites (WHS) are locations rich in cultural resources where tourism and economic growth must be balanced with heritage conservation. WHS status enhances the attractiveness of a tourism destination while encouraging innovation in the design of new tourism products and marketing approaches (Gao et al., 2023; Cassel & Pashkevich, 2014). Effective destination management drives regional competitive advantage, with art and culture contributing to regional revitalisation (Yasuda, 2020). The Ancient Villages of Southern Anhui (Xidi and Honggun), inscribed in the UNESCO World Cultural Heritage List in 2000, are living heritage sites where local communities still live and work in protected buildings. The architecture in both villages is typical of the late feudal Chinese society, where dwellings of exquisite craftsmanship embody the regional Huizhou culture. Founded in the Song Dynasty, Xidi now covers an area of nearly 13 hectares. There are three ancestral halls, one archway, and 224 ancient dwellings built from the 14th to the 19th century. Xidi architectural style is typical of ancient villages in the Ming and Qing Dynasties. Hongcun covers an area of 19.11 hectares and was built in AD 1131. There are 137 ancient buildings also in the Ming and Qing Dynasties' style.

Unlike other innovation sites, such as industrial parks and business incubators, WHS constitute *cultural* innovation clusters. Innovation clusters play an important role in economic growth and international competitiveness. An innovation cluster builds on the industrial cluster concept, which includes enterprises, scientific research institutions, universities, intermediaries, and other organizations, where knowledge and skills exchanges occur, leading to new technologies and products. Cluster development policies are pertinent to SMEs as they are more locally rooted and lack internal innovation resources

(Hervás-Oliver et al., 2021). Cultural innovation clusters are networks of geographically co-located interdependent entities characterized by special commodities such as creativity and intellectual property (Santagata, 2002). Cultural tourism clusters describe agglomerations of natural, historical and social resources. Amenities and cultural experiences are integrated into the tourism space: cultural and creative industries provide cultural facilities and services that enable certain cities and regions to become tourist destinations, contributing to broader socio-economic development (Le Blanc, 2010). However, the existing innovation ecosystem model does not fully explain the phenomenon of a cultural tourism innovation cluster.

The tourism cultural cluster in Xidi and Hongcun is perceived as a social network involving local and external actors, and their linkages, such as collaboration, funding, advice, and value chain relations. External actors are based in Southern Anhui Province, other parts of China or, in some cases, overseas. This study employed social network analysis (SNA) to analyse the structure of the social networks in relation to the attributes of individual actors. A questionnaire survey was administered face-to-face in September 2023 with cultural tourism organizations (41) located in Xidi and Hongcun WHS to collect information about organizational attributes and their relations in collaboration projects, funding, advice, and value chain. Survey participants were identified from secondary data available from the local government and the Tourism Bureau of the county. The organizations are coded and classified according to their location and main area of activity, while each of the four relations is represented as a separate network. UCINET software is used to describe the overall network structure and the network position of individual actors so that actors with more influential roles can be identified. Moreover, overall network cohesion and heterogeneity indicate how network structure can enable resource flows and creativity. To understand the network and role of cultural tourism and creative industry actors, a new relational model dedicated to the cultural tourism innovation cluster is established. The directed networks of funding, value chain and advice are analysed as examples. The funding network contains information about the sources and the value of financial flows. The value chain network includes the links to customers and suppliers. The advice network addresses how firms receive and provide advice.

The preliminary findings and conclusions of the three networks are summarized as follows:

(1) In the funding network, cultural tourism organizations in Xidi and Hongcun mostly choose local funding providers, and the main sources of funds are banks and the government, among which most organizations choose state-owned banks and rural financial institutions, and a few choose collective banks. The government agencies that provide financial support are the local administrative departments related to cultural tourism.

(2) In the value chain network, the types of organizations are more diversified; the interviewed cultural tourism organizations are more inclined to choose local retail companies and construction companies as suppliers, because these companies have a better understanding of the local market environment and architectural style, and can launch cultural tourism products and services suitable for the local market environment; when choosing travel agencies, they prefer to choose those based in Huangshan City-the prefecture-level city where Xidi and Hongcun are located. The city serves as a passenger flow hub, which directs tourists to various scenic spots in the province. Travel agencies in Huangshan City can transport a large number of tourist groups to cultural tourism organizations in Xidi and Hongcun. When choosing technology companies, Internet companies and online tourism agencies, most of the cultural and tourism organizations interviewed chose those based in Beijing, Shanghai, Hangzhou, Shenzhen, and other economically developed cities in China. These cities have industrial clusters, large populations, and large universities, which can develop tourism technology products with high scientific and technological content and stable performance.

(3) In the advice network, most of the suggestions received by cultural travel organizations come from local governments, including suggestions on business norms and policy interpretation. In addition, the cultural travel organizations also exchange business experiences with peers.

Keywords: world heritage sites, innovation ecosystem, cultural cluster

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Technology Driven Marine and Coastal Tourism for A Better World With the Blue Growth

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Abstract

The World Tourism Organization envisions a surge in global tourism, with a projection of 1.8 billion foreign visitors by 2030 positioning the sector as one of the largest industries globally employing one in every 11 people. Coastal and marine tourism, encompassing diverse activities such as swimming, diving, surfing, beach tourism, sailing, yachting, cruising and ecotourism, plays a vital role in the tourism sector. Furthermore, the sector significantly contributes to blue growth which aims to foster the sustainable use of marine ecosystems, enhance social, economic and environmental well-being, and safeguard local cultures, traditions and heritage (Aguayo & Eames, 2023; Kaźmierczak et al., 2021). Technologies driving the development of marine and coastal tourism's smart, inclusive, and sustainable growth potential is examined in this study by systematically extracting contributor technologies from scholarly literature, web and traditional and contemporary media sources. The analysis is complemented with the insights from national, regional and international projects and best practices from the private sector concurrent with the supporting policies, initiatives and programs.

Results indicate that digital transformation emerges as a key game-changer in the development of the sector's potential. In this process, e-tourism (marketing, purchasing, reservation), digital compatibility of tourism businesses, customer relations and experience management, innovative, value-added new business models and useful digital e-services, social media use and new sector value chains are being developed in the form of mobile networks, user-friendly neurodynamic smart software designs including games, NFC, marketing materials, big data and information management. The digital tourism ecosystem is reshaping the sector featuring virtual experiences like virtual tours and guides by integrating AR/VR/XR and metaverse applications. These technologies also make artificial diving possible by digitalizing the undersea image and sound data collected by autonomous or remotely controlled smart robots with geographic

information systems. Smart Cruise Ecosystem incorporates multiple technologies and enables cruise passengers to interact dynamically. Mechatronic devices produce artificial waves, meeting the expectations of surfers in tourist areas. A knowledge-based approach to tourism and citizen science such as jellyfish/pollution monitoring are also supported by digital opportunities. With the support of regional cooperation, the production of combined products and high value works to draw common navigation or cultural routes comes to the agenda. Technology-driven growth of the sector is supported by several policies and initiatives, such as the Smart and Sustainable Tourism, the European Tourism Strategy and EU Digitalization Initiatives for Tourism.

In conclusion, the study provides a comprehensive perspective on the symbiotic relationship between technology and marine and coastal tourism. As we navigate the future of marine and coastal tourism, these insights, coupled with the collective efforts acknowledged from previous studies (e.g. Bayar et al., 2023; Buhalis, Papathanassis, & Vafeidou, 2022; Bülbül, 2022; Çelteç, 2022; Chakraborty et al., 2023; Erol & Ülkü, 2022; Ioannidis & Kontis, 2023; Özşeker et al., 2023; Prodinger & Neuhofer, 2023; Topsakal, Baha, & Yüzbaşıoğlu, 2022; Yoon, Do, & Jeong, 2022; Zheng & Wu, 2023), projects and sectoral applications, serve as a guiding compass towards a better world through sustainable blue growth.

Keywords: marine and coastal tourism, emerging technologies, digital transformation, blue growth

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The Effect of Price Fairness Perception on Customer Satisfaction: A Study on Customers Staying in Five-Star Hotels in Istanbul

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Abstract

The purpose of this study is to reveal whether the perception of price fairness has an effect on the satisfaction of customers staying in five-star hotels in Istanbul. In recent years, with the increase in the number of five-star hotels serving in Istanbul and increasing competition, ensuring customer satisfaction has become increasingly important. Istanbul is an important tourism destination in terms of both the number of visitors and accommodation capacity. According to Istanbul Directorate of Culture and Tourism (2024), there are 151 five-star hotels in Istanbul and yearly occupancy in 2023 is % 59. Also Istanbul was the most visited city in the world in 2023 with number of 17.370.030 tourists. In 2023, Türkiye is 5. most visited country in the world but 13. in terms of tourism income. For this reason, this study was conducted in order to increase the accommodation ratio in five-star hotels in Istanbul and to contribute to the increase in tourism revenues. In this context, it is thought that determining the effect of the perception of price, which is one of the important factors affecting the purchase decision, on the satisfaction of the customer's perception of price perception as fair will help hotel businesses to determine their price policies. In this context, a questionnaire was applied to customers staying in five-star hotel establishments serving in Istanbul. According to the analysis of the pilot study applied to 50 people, customers' perception of price fairness has a significant effect on customer satisfaction. Finding supports previous studies (Çilesiz & Gökalp, 2018; Hanaysha, 2016; Hassan et al., 2013; Kwortnik & Han, 2010; Xia et al., 2004). Another aim of the study is to determine whether the perception of price fairness changes according to the demographic characteristics and travel purposes of the customers. In the light of this information, it is thought that the results of the

research will contribute to the market segmentation strategy and price policies of hotel businesses.

Keywords: price fairness, customer satisfaction, five-star hotels

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Understanding the Process and Functions of Storytelling: The Theory of Consumption Perspective

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Abstract

Nowadays, stories play a significant role in tourist experiences. They help service providers and customers emotionally connect during the service encounter, leading to the memorability of the experience. This study conceptualizes the relationship between the storytelling function of service providers and the perceived value of customers. It can be concluded that service providers should carefully link the five dimensions of consumption value with the stories perceived by customers. Customer engagement and co-creation process requires, interactive, personal, relational, and contextual process, where the integration of resources and values are central to the process. And co-creation of the storytelling experience take place through the communication between the agents of tourism such as guides and tourists (Doyle & Kelliher, 2023). Good stories resonate, meaning they are told again and again (Stone, Machtynger, & Machtynger, 2015). Despite increasing interest on storytelling, there are still some unanswered questions exists such as the impact of context on the structure of a story, the balance of uniqueness, fun, and cultural respect (Aslan, 2023). In addition, despite high number of studies and research on storytelling, there is also still some gaps in the literature such as the different psychologic mechanisms that makes storytelling a powerful tool for communication and participation aspect is still under-examined (Arslan, 2023). To clearly answer these questions, and understand the process, what kind of values are attributed to a story? is proposed one of the questions to be answered in this study. Thus, building on the Theory of Consumption Values (Sheth, Newman, & Gross, 1991) and the literature on storytelling, this study aims to conceptually investigate if/how consumption values can explain storytelling mechanisms. To fill the gap and understand the mechanism, the consumption values are proposed as the tools of storytelling process, especially in the tourism context.

It is essential to understand the functions and values of a story for several reasons:

- The stories are easily digestible (Bryon, 2012; Davey & Benjaminsen, 2021); therefore, has a quick and effective impact on the consumer experience.
- Storytelling connects participants themselves and their values (Campos, Guerreiro, & Beevor, 2023), and transmitting values is one of the patterns for different aims (Denning, 2004) through the experience process; and
- Tourists become the main actors of storytelling (Bryon, 2012), which increase the satisfaction and intention for WOM.

The theory of consumption (Sheth et al., 1991), which is utilized to understand storytelling process, motivations, and mechanisms proposes five main values for consumption behavior. Functional value, that is mainly the perceived utility and performance of a product/service (Sheth et al., 1991) through tangible and utilitarian benefits (Wei, Torres, & Hua, 2017), Emotional value, that is the perceived utility as the outcome of feelings or affective states (Sheth et al., 1991) such as fear, anger, loyalty, nostalgia, and excitement, Social value, that is mainly utility through the membership of certain groups (Sheth et al., 1991), and judgement of social identities based on other individual/ groups (Dagevos & van Ophem, 2013) such as social class, symbolic value, conspicuous consumption, reference groups and opinion leadership, Conditional value, the benefits of specific situations (Sheth et al., 1991), and Epistemic value, that is the benefit triggered curiosity or desire of obtaining knowledge (Sheth et al., 1991) when the consumers are appealed by new products and their novelty and originality.

From the perspective of tourist, a cultural experience has two aspects: 1) model; the representation of aspect of life via various platforms; 2) influence; the created or changed feeling or belief. These two dimensions are connected in a medium and medium can refer face to face interactions, gatherings, or TV and even films (MacCannell, 2013) and stories provide these interactions on their own and within the other platforms and mediums such as social media, marketing agents and so forth. Thus, storytelling requires even more attention on the perspective how audience see or hear rather than what is being told (Stone et al., 2015), therefore, these mediums provide tourists

memorability as the part of experience. Stories are not only the integrated part of tourist experience (Kim & Youn, 2016) but also the tool for engagement and co-creation (Doyle & Kelliher, 2023). In fact, it is not the service provider who creates the experience; it is consumer. And the role of the service provider is only providing the required atmosphere for a memorable experience (Mossberg, 2008). In the tourism context it is proposed that, tourists return their home with tangible souvenirs and intangible experiences because they are the way of their presence and without these tangible and intangible reminders it is not easy to be present in the modern culture (MacCannell, 2013).

It can be concluded that, the physical object (functional), and the meaning commonly attributed to those objects (social), the feeling triggered by the object (emotional), the specific conditions unique to that subjects' circumstances and/or places (conditional) and the sense of exploring a novel aspect and obtaining the symbolic subject of it (epistemic) shapes the values a tourism product. The tourist decodes the previous experiences but simultaneously create new ones by interaction with agents around them such as other tourists, guides, buildings and objects (Urry & Larsen, 2011). Therefore, a tourist experience is the combination of previous experience, and the creation of future/potential stories. Arslan (2023) argues, storytelling in tourism emerged as a response to developing social and cultural practices. Designed narratives, created experiences, and social media pieces are the vital part of the tourism marketing stories (Arslan, 2023). These interactions are essential since MacCannell argues the fact that from the tourists' perspective, the worldviews produce the groups; rather than groups producing the world views (MacCannell, 2013).

In short, based on the literature on storytelling, it can be concluded that a story not only emotionally connects the service provider and tourists, but also functionalize the abstract concepts and reshape them in a tangible format. every single value proposed by the Theory of Consumption can effectively inform the storytelling process and in addition to emotional connections; functional, social, conditional, and epistemic connections through the values are essential to clearly understand the storytelling motivations and functions. From the theoretical aspects, following the theory of consumption values, it can be argued that, although a story generally explained through the emotional value and its function of emotional connections; this study

argues that, more cognitive aspects, such as functional, epistemic, and conditional values are the vital components of a story. In practice, this conceptual study proposes the service providers should include affective components in a story to effectively communicate their unique promises. This study conceptually linked storytelling, and consumption values as an essential part of tourist experience. Although lack of empirical evidence could be one of the limitations for deeper understanding, a clear and detailed conceptual background still needed. Therefore, although qualitative and quantitative studies are needed, lack of conceptual evidence from the perspective of consumption values is still needed. Future studies could provide deeper links and connections between stories and consumption values both conceptually and empirically.

Keywords: storytelling, theory of consumption value, tourism

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Content Analysis of Academic Studies on Artificial Intelligence in Tourism Journals

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Abstract

This study examines the content analysis of research on artificial intelligence in the field of tourism. Within the scope of the research, articles published in tourism journals indexed in the Social Sciences Citation Index (SSCI) in the Web of Science database between 2018 and 2024 were analyzed. Using the keyword artificial intelligence, this analysis aims to explore the intersection of tourism and artificial intelligence. In this context, a total of 79 articles were analyzed. The content analyses of these articles provide information about how artificial intelligence is applied in the tourism sector, the methods used and potential future areas of application. Additionally, the study serves as an important resource for researchers and practitioners about the relationship between tourism and artificial intelligence.

Keywords: tourism, artificial intelligence, content analysis

Leisure, Tourism, and the Valorisation of Proximity to Water: A Perspective From Portugal's Resident Population

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Abstract

The relationship between the proximity of water and human beings is intrinsic. Blue Spaces are the most populated and most visited territories. The literature has centered on the salutogenic effects of water on the resident population. This study addresses leisure in places of residence and adds the valence of choosing tourist destinations when residents travel. The premise is that good places to live are good places to visit. To this end, an online questionnaire was applied to the resident population in Portugal using LimeSurvey; it was shared on the main social networks and disseminated by municipal public and private entities to their populations. The main results indicate that water played a decisive role in the choice of place of residence and visitation destinations. The reasons for their choice are leisure activities (more space for walks, water sports, etc.), the landscape/view, better conditions for well-being, and tranquillity. In the last 12 months, most respondents have travelled frequently to tourist destinations where water is present. This study allows territory managers to invest in and enhance structures and activities that promote the quality of life of residents and consequently attract visitors with a view of promoting health and well-being.

Keywords: leisure activities, residents, proximity to water, tourist destinations, Portugal

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Glance to the Future: Tourism and Artificial Intelligence (AI)

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Abstract

In a dynamic world, along with rapid development and transformations in knowledge, technology, lifestyle, communications, and innovation, especially in the tourism industry, issues such as smart automation and artificial intelligence have not been necessarily addressed. Of course, every emerging phenomenon has significant positive characteristics, but it also poses challenges in human life. The benefits of these phenomena include facilitating and speeding up processes, preventing waste of time and energy, and globalizing virtual systemic communications, but due to the replacement and substitution of human labor, it leads to employment's reduction. As a result of this modernization, face-to-face communications have been ignored, and human sentiment has been lost in virtual relationships. This descriptive article will address the positive effects and challenges of artificial intelligence (AI) by using library resources, scientific articles, and the researcher's own experience.

Keywords: smartization approach, artificial intelligence, tourism industry, human life

The Impact of Health Protocols Against COVID-19 Pandemic on Food and Beverage Production and Supply: The Case of the Greek HoReCa Sector

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Abstract

The implementation of the health protocols, while aiming to reduce the spread of the Covid-19 disease, led to the operational readjustment of the departments producing and supplying Food and Beverage products and services in the HoReCa sector, by affecting their key operational factors: Organizational Design, Customers Service and Labor Relations. This paper aims to assess the impact of the Covid-19 health protocols on the above key operational factors and to suggest policies that will support managers to better respond to the challenges posed. Through three research rounds from July 7, 2021 to March 28, 2022, qualitative and quantitative data were collected from Greek HoReCa education professionals and HoReCa executives through the implementation of the Delphi research method. It was found that the F&B supply departments, in contrast to the food production departments, were affected intensely and negatively on the three key operational factors and that the management should, through HRM policies, empower their human resources to overcome the challenges that arise. These conclusions are characterized by originality and scientific and practical utility since no other study has investigated the impact of the Covid-19 health protocols on the above-mentioned operational factors of the F&B departments of businesses in the HoReCa sector.

Keywords: COVID-19 health protocols, HoReCa sector, organizational design, customers service, labor relations

The Power of the Competency Formula: Fostering Creativity in Uncertain Conditions

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Abstract

Due to the unpredictable nature of the hotel industry's environmental challenges, there is an increasing demand to address them by adopting effective competitive strategies. This research illuminates a formula from the lens of competency management; the extent to which the effect of organizational and individual factors buffer against environmental uncertainty toward creative performance. The data were collected from 319 hospitality employees. Data were analyzed using SPSS to conduct an exploratory factor analysis and SmartPLS to conduct a confirmatory factor analysis and to test the hypotheses. Findings indicate that three types of uncertainty are negatively related to two domains of creativity. Moreover, findings indicate that the introduced competency management package mediates the negative impacts of uncertainty and enables employees to take creative behavioral actions. Informed by the dynamic capability, personality trait, and confusion theories, this study attempted to fill this gap and provide theoretical contributions to the hospitality industry. Dealing with different types of uncertainty, which lead to positive outcomes, requires competency strategies and comprehensive strategic management processes. The findings provide a formula to demonstrate that having capable forces with enough freedom of action can enable them to make appropriate decisions, develop coping strategies to reduce potential risks and improve creativity.

Keywords: uncertainty, creativity, conscientiousness, training, empowerment

The Conceptualizing of Attendees' Proactive Motivational Orientation in Driving Attendee Entertainment Loyalty

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Abstract

This conceptual paper provides a holistic research model in order to understand how proactive motivational orientation of entertainment event attendees drives their personality-event fit, which increases loyalty. Drawing on proactive motivation theory, this research aims to examine the role of attendee motivation to attend the international concert in Thailand and how the selected event fit with their personality. If the event attendees' personality becomes fit with the event, they may engage in the event activities and become loyal to the event. A purposive sampling approach has been employed to gather data through online surveys. International concerts performance which are organized in Thailand will be the site of the study. The target samplings of the study will be selected from people who have attended. Major international concerts in Thailand between the years 2023 and 2024. The analysis of the proposed model will be formulated through Structural Equation Modeling (SEM). The expected outcomes of the study need to deeper understand when event attendees proactively motivate and engage in the event environment and offering. Especially, when they become engaging in the event environment, they may increase the level of the fit between their personality and event offerings. If event attendees feel they match with the event environment and offering, they will contribute to loyal with the event such as referral, advocacy, and intention to revisit in the future.

Keywords: entertainment event motivation, proactive motivation orientation, person-event fit, event loyalty

Gaining Spiritual Experiences With Leisure Activities: A Qualitative Analysis

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Abstract

The aim of this study is to examine motivations, the psychological, cognitive and social benefits of activities carried out for the purpose of gaining spiritual experience, and the coping behaviors and methods exhibited by individuals as a result of not meeting spiritual experience needs. Qualitative research method was used in the study with a structured interview form. During the interview process, six questions were asked to fifteen participants. Content analysis technique was used to analyze the findings obtained within the scope of the study. The results revealed that individuals' motivations can be divided into two categories namely intrinsic and extrinsic motivations. Secondly, the benefits obtained from the activities were examined in terms of psychological, cognitive and social dimensions. Finally, participants' coping methods and behaviors were specified separately in case the need for spiritual experience could not be met. From the results of the analysis some important conclusion remarks determined in practical and theoretical terms. As a result of these results it is suggested that universities, municipalities and recreation planners have a responsibility to develop and ensure sustainable activities that will meet the spiritual needs of the society.

Keywords: leisure, spiritual experiences, motivations, benefits, coping

Placebo or Nocebo? A Conceptual Misunderstanding in Consumer Behavior Research

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Abstract

The convergence of a series of complex factors shapes consumers' purchasing decisions. Some of these factors reside within individuals' subconscious. Therefore, understanding consumer behavior requires examining the features of products and services and the assessments that take place within the consumer's mind. In this context, the placebo effect merits consideration. Commonly recognized in medicine, the placebo effect is now being explored beyond its traditional boundaries, finding application in marketing and tourism marketing to enhance understanding of consumer behavior. This study addresses how the placebo effect can be interpreted in relevant research and discusses its impacts on consumers' perceptions and behaviors. A literature review conducted within this scope has revealed that many studies contain conceptual issues and there is a misunderstanding about the placebo effect. Therefore, we first defined placebo and nocebo –terms from medical pharmacology– before offering a definitive interpretation of the placebo effect. Following the critical paradigm, this study has revealed the conceptual issues and logical flaws in the relevant literature, provided a significant perspective on the field of consumer behavior, and contributed to future research investigating the placebo effect in tourism.

Keywords: placebo, nocebo, consumer behavior, marketing, tourism marketing

Developing New Recipe With Geographically Indicated and Local Products: A Sweet Touch From Nevşehir to Tourism

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Abstract

In this study, it is aimed to develop a new and value-added gastronomic product, cookie, by using local products representing the geographical indication and cultural heritage of Nevşehir region, to create a standard recipe, to promote it and to provide suggestions for gastronomic souvenirs for tourism. In this context, considering the shortage of gastronomic souvenirs in the region, an alternative gastronomic product has been designed. This product will contribute to the development of the region, protect the cultural heritage and help transfer it to future generations. The methodology of the research includes two-stage sensory analysis tests, namely the Ranking Test and the Hedonic Scale Test. Through these tests, four different gastronomic products were evaluated by 3 trained panelists and the two most liked products were identified. The two selected gastronomic products were applied to 113 untrained consumer panelists with a scale prepared within the Hedonic Scale Test. The results of the study were unveiled by analyzing the questionnaire data using sensory analysis techniques within a statistical package program, reflecting the nature of this research endeavor. By determining the frequency and averages of the data obtained, the most liked gastronomic product was determined, and a standard recipe was created. A name and logo were designed for the promotion of the developed gastronomic product. This study is important in terms of expanding the usage areas of geographically marked local products, supporting local producers, contributing to the regional economy and contributing to sustainable tourism development. The study was concluded by presenting suggestions on how to integrate the new gastronomic product into tourism.

Keywords: geographical indication, new product development, tourism

Students Attitudes of Artificial Intelligence: An Application on Vocational School Tourism Students

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Abstract

The study aims to determine the attitudes of artificial intelligence among tourism students, who constitute the potential workforce in the tourism sector. To this end, a sample of 349 associate degree tourism students was formed for the study. The survey technique was used as the data collection method in the study. The dimensions of the scale were determined as positive perception and negative perception. In this context, first, the tendencies of students attitudes towards artificial intelligence in each statement were examined. Then, the averages of statements determining positive and negative perception were calculated. Anova analysis was conducted to determine whether there were differences among students demographic characteristics (program, class, age, income), and LSD analysis was performed to identify which variables showed differences. As a result of the research, it was found that students generally have high levels of positive attitude of artificial intelligence according to the averages, and positive attitude of artificial intelligence vary depending on the program they are enrolled in.

Keywords: industry 4.0, artificial intelligence, tourism

Examining Levels Among Tourism Employees: A Research in City Hotels in Elazığ Province

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Abstract

Professional vitality, consisting of passion, vigor, facility, and job satisfaction levels that employees serve while doing their jobs, has critical importance, especially in labor-intensive sectors such as tourism. The main objective of the research initiated based on this importance is to determine if professional vitality levels show significant differences among tourism professionals. The research population consists of tourism personnel working in hotels with tourism operation certificates in Elazığ province. In this context, the required data has been collected from 195 tourism employees who were able to represent the population using a face-to-face survey technique. The obtained data has been analyzed by subjecting them to t-tests and Anova tests through the SPSS statistical program. As a result of the analysis, it has been found that the facility dimension of the employees according to their ages and the departments they work in; vigor dimension according to working status and departments worked; the passion dimension according to the length of time working in the profession showed significant differences. Hypotheses have been tested in line with the findings and presented in the conclusion section of the study comparatively with the literature.

Keywords: professional vitality, passion, vigor, facility, job satisfaction

What Makes a Lake Memorable? A Netnographic Research on the Case of Lake Salda

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Abstract

The aim of this study is to determine the experiences of tourists visiting Lake Salda within the scope of the experience dimensions of Pine and Gilmore. In the study, 1080 comments and evaluations shared online on the Tripadvisor website between November 2014 and November 2023 were used as research data. The data were examined within the scope of the main themes of education, entertainment, esthetics and escape experiences. Within the scope of the analysis of the data, all comments were first transcribed, and patterns were obtained by considering the dimensions of experiences. Subsequently, codes were obtained from the patterns and classified according to four dimensions of experience. Of the 1080 reviews about Lake Salda, 58.61% are excellent, 21.57% are very good, and 11.57% are moderate. However, 4.81% of online reviews were rated as bad and 3.42% as terrible. According to findings, it has been determined that tourists visiting Lake Salda have experiences in all dimensions of experience, especially aesthetic experience. In the light of the findings obtained, some suggestions are presented for the relevant stakeholders.

Keywords: tourist experience, Lake Salda, online reviews

Content Analysis for Fatsa Culinary Culture

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Abstract

In this study, the local foods and culinary culture of the Fatsa district of Ordu province were examined. In the research, first of all, information was collected in five categories to determine the elements of Fatsa's culinary culture. These; culinary culture in the context of meals, table manners and service procedures, holy days, traditions and customs, and entertainment purposed activities. The research was conducted with five volunteer participants living in Fatsa, using a semi-structured interview technique. The data obtained was analyzed using content analysis and thematized with qualitative data analysis in MAXQDA. As a result, local people; It has been determined that participate in activities such as death, wedding, sending off soldiers, cooperative cooperation, and festivals and they continue their traditions by helping each other in activities such as Georgian dishes from old food cultures, cooperatively collecting hazelnuts, and breaking beans. It has been determined that kitchen utensils such as stoves, cookers, trays, and copper were used in their kitchens, in addition to the kitchen utensils used today, that mostly herb dishes, keşkek and roasted meat, especially Georgian roast, were consumed at meals, and that pastry with feta cheese filling was mostly made from pastries.

Keywords: culinary culture, gastronomy, Ordu, Fatsa

Tourism Diplomacy as a Soft Power

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Abstract

Tourism diplomacy, which is recognized as a form of diplomatic marketing, has not yet been fully explained in the literature. This research was conducted to explain tourism diplomacy based on the limited number of studies conducted in the past. The study carried out bibliometric analysis, which has a descriptive approach, was used in the study. In past studies, it is understood that bilateral agreements between states have inspired researchers and research has been carried out in countries with agreements. Research focuses on tourism co-operation between countries with tourism demand in terms of population and purchasing and countries where tourism is experienced intensively. Clear and sufficient information on how tourism diplomacy is conducted in theory and practice is still limited. This research reveals how tourism diplomacy is conducted in theory.

Keywords: international relations, cultural diplomacy, tourism diplomacy, intercultural attractions, international marketing, diplomatic tourism marketing

Evolution of Social Tourism Policies in Türkiye

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Abstract

Social tourism has been a recognised phenomenon in both developed and developing countries since the World War II. Despite facing changes driven by various conjunctural developments, social tourism continues to be a significant component of the tourism industry. These developments include the rapid expansion of mass tourism globally, shifts in the welfare state paradigm, neoliberal economic transformations, and evolving perspectives on sustainability. Different experiences have emerged due to the unique socio-economic and socio-cultural conditions of each country. The origins of social tourism in Türkiye can be traced back to government initiatives to shape society in the early years of the Republic. These initiatives have included the establishment of the legal framework, structure and economic foundations of domestic tourism and its integral part, social tourism.

Keywords: social state, social tourism, social tourism policies in Türkiye

Incorporating Culinary Intangible Cultural Heritage in Tourism Marketing Strategy

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Abstract

Culinary heritage is included in tourism marketing strategies to promote the local cuisine and attract more tourists. This study aims to examine the use of elements related to culinary culture listed in Turkey's file in the UNESCO List of the Intangible Cultural Heritage of Humanity in Turkey's tourism marketing strategies. The research is conducted using document analysis method, and the data of the research have obtained from secondary sources as official websites related to the promotion of Turkish tourism. The data obtained have been analyzed using content analysis method. It is considered that the suggestions regarding the evaluation of cultural heritage related to culinary culture as a tourism product will contribute to the preservation and sustainability of the relevant elements. Moreover, the research results will contribute to the enrichment of tourism in terms of quantity and quality in line with Turkey's strategic branding goals.

Keywords: intangible cultural heritage, culinary heritage, tourism marketing, Türkiye

SCRM in Business Hotel Management: Evaluation of Service Quality Dimensions from the Perspective of CRM Managers

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Abstract

Nowadays, globalization provides hotels with advanced and cheaper technological infrastructure and everyone has easier access to technology and two-way communication on social media platforms. In this way, consumers are aware of all kinds of services and demand more complex and specific requests in the hotels. To meet these special and diversified demands, customer relationship management departments aimed to improve their service quality and gain competitive advantage in the market by equipping customer relationship management in hotels with technological infrastructure which is called Social Customer Relationship Management (SCRM). The main aim of this study is to understand the descriptive nature of the SERVQUAL concept in CRM manager's perspective. Consequently, hotel managers are aware of their consumer's expectations and try to give superior customer service quality in their SCRM activities. Quick response and effective communication, together with qualified and experienced personnel, constitute one of the most important parts of the SRCM process in business hotels.

Keywords: customer relationship management, social CRM, service quality, SERVQUAL, tourism management, customer satisfaction

Flavor Meeting Charcoal: Brazilian Barbecue and Turkish Grilling Culture

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Abstract

The Brazilian barbecue, locally known as Churrasco, epitomizes a traditional grilling method deeply rooted in the gaucho-style culinary heritage of Brazil. Characterized by the slow cooking of substantial cuts of meat over an open flame, this culinary practice has become synonymous with a rich gastronomic experience. The purpose of this study is to compare the traditional Churrasco culture of Brazil with the barbecue culture of Türkiye and to examine barbecue traditions in both countries. The barbecue tradition in both countries is a for understanding cultural differences and similarities. This study involves individuals residing in Brazil-Rio De Janeiro and Türkiye-Istanbul. The individuals participating in the study are those who are regularly familiar with barbecue culture, aged 30 and above. In conclusion, study reveals that barbecue culture in Brazil has gained international recognition, especially becoming popular worldwide, whereas in Türkiye, grill culture has a more limited visibility.

Keywords: Brazil, Türkiye, BBQ, grill, culture

Physical Therapy and Rehabilitation Centers With Accommodation: An Evaluation in Terms of Health Tourism

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Abstract

Türkiye has recently been performing some efforts on various aspects of health tourism to enhance competitiveness in tourism and health industries in the world. However, in Türkiye, where there are opportunities to provide a wide range of services and produce a wide variety of products, the commonly known kinds of health tourism seem to be limited to medical and thermal tourism. In this regard, all industry participants have redefined health tourism and started to reposition it by putting in some effort. As a result of this, several kinds of facilities have been defined to offer services related to health tourism in line with the relevant regulations. Additionally, the need to obtain a Health Tourism Authorization Certificate has been introduced to the objectives in order to regulate and supervise the services provided by these facilities. One of these facilities, Physical Therapy and Rehabilitation Centers with Accommodation, has started to offer various complementary and alternative therapies in the industry after getting the authorization certificate. The aim of this research is to evaluate the services and treatment types offered by these physical therapy and rehabilitation centers with accommodation in terms of health tourism. The 17 physical therapy and rehabilitation centers with accommodation that are listed as approved health facilities by the General Directorate of Health Services constitute the research population. In this research, the websites of these centers were examined for information on treatment opportunities; features such as website design and readability are excluded. Frequency and percentage analyses were carried out on the collected data. The position of these facilities will also be discussed in relation to other forms of health tourism.

Keywords: health tourism, physical therapy and rehabilitation centers with accommodation, wellness, competitiveness, Turkiye

God Make Me Again - The Relationship Between Loneliness and Duration of Participation in Recreation Activities: A Happiness Perspective

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Abstract

From the initial experimental inquiries into loneliness to contemporary discussions, its causes, interacting factors, and remedies have predominantly been explored within psychology. Global bodies like the World Health Organization stress the multifaceted nature of loneliness, advocating for interdisciplinary discourse. This study aims to scrutinize the correlation between weekly engagement in recreational activities among tourism students and loneliness, viewed through the lens of happiness. Employing a correlational research design, data were collected via stratified sampling from four distinct tourism faculties in the Central Anatolia Region. Results indicate a tendency for loneliness scores to diminish with increased participation in recreational activities, albeit the 8 to 12-hour group exhibited the highest loneliness average. In conclusion, while a significant negative correlation was observed between recreational activity duration and loneliness, gender demonstrated no substantial influence on happiness levels. This study underscores the potential of recreational engagement in mitigating loneliness among tourism students, highlighting avenues for further investigation into effective interventions.

Keywords: loneliness, happiness, recreation, recreation activities, tourism faculty student

Religious Centers of Anatolia in Faith Tourism From the Perspective of Tourism Marketing: A Bibliographic Analysis of the Seven Churches

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Abstract

The aim of the study is to contribute to the literature about the seven churches, which are extremely important in terms of faith tourism in our country and are the first centers of the Christian religion in history. At this point, there are many religious centers from the past to the present, the geographies where Christianity first sprouted on the territory of our tolerant country, which hosts many religions, are visited by many individuals or communities who want to fulfill the duty of pilgrimage today. At this point, not only countries but also travel agencies and tour operators have big duties to perform, and it is necessary to make careful progress in the preparation and presentation of these tourist products. Because it will both contribute to the national economy and will undoubtedly play a key role in terms of promoting the country. This research, which was carried out in order to draw attention to the importance of the issue, has the nature of a review study. While bibliometric analysis, which is one of the qualitative research methods, was applied in this study, the data were obtained from secondary sources. According to the study findings, mostly data related to faith tourism were determined and then studies related to destination marketing and faith tourism and destination marketing were reached. In addition, most of the studies were prepared by two authors and prepared in 2022, 2019, 2023 respectively. The main reason for this is promotion and marketing, it can be said that the diversification of tourist products is increasing rapidly today with the development of technology. Another finding is that the qualitative method is usually preferred as the method used in the studies.

Keywords: faith tourism, Seven Churches, religious tourism, tourism marketing, destination marketing

Do Michelin Green Star Restaurants use Sustainability as Niche Marketing on Their Websites?

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Abstract

The aim of this study is to examine how restaurants with Michelin Green Star use the green star emblem, which represents sustainability, as a niche marketing strategy on their websites, by content analysis method. This approach of Michelin Green Star restaurants, which is shaped around the framework of the sustainability principle that wants to gain superiority in competition and wants to be preferred, due to reasons such as rapid change, globalization, global warming, change in consumption habits, increase in environmental sensitivity and this feature has become important in product preferences. It has provided valuable insights into restaurants' sustainability practices and marketing strategies. Noma (Denmark) restaurant, which is considered among the best restaurants in the world and has both 3 Michelin stars and green stars, was considered as a case study, and the data of this study were taken from the restaurants' websites on February 29, 2024 and analyzed in the MAXQDA program. It has been determined that only 1 of the 5 Michelin Green Star restaurants in Türkiye does not have a website and the Michelin Green Star emblem is on the front of the websites of Neolokal, Vino Locale, Hiç Lokanta and OD Urla restaurants. Noma restaurant does not use the Michelin Green Star emblem on its website, but all aspects developed regarding FAO sustainability principles are included on the site. Considering that the data may change constantly, the study period was kept short, and a retrospective search was not performed.

Keywords: Michelin guide, Michelin green star, niche marketing, restaurants, sustainability, Türkiye

Tourism Statistics Literacy (TLS) and Destination Management: The Case Study of the Greater Miami Convention and Visitor Bureau (GMCVB)

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Abstract

Tourism Statistics Literacy entails understanding, analyzing, and utilizing statistical data pertinent to the tourism sector. This skill is essential for stakeholders, including government agencies, businesses, and researchers, aiming to tap into the vast potential of tourism. It involves exemplifying interpreting critical indicators such as tourist arrivals, accommodation occupancy rates, and economic contributions, from one hand, measuring the impact of economic, social, and environmental sustainability, measuring the effects of seasonality, and assessing the impact of spending activities in a specific destination, on the other hand. Proficient tourism statistics literacy enables decision-makers to develop effective strategies, allocate resources efficiently, and adapt to changing market dynamics. Moreover, accurate data interpretation is integral to destination management and marketing, as it allows for targeted promotion, better visitor experience management, and strategic planning. Thus, tourism statistics literacy is a foundation for fostering resilience, innovation, and optimal management within the complex tourism ecosystem. Finally, the specific case study reporting the experience at the Greater Miami Convention and Visitor Bureau (GMCVB) is shortly analyzed.

Keywords: statistical literacy, tourism literacy, DMO, destination marketing

Employee Resilience in the Hospitality and Tourism Industry: A Systematic Literature Review

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Abstract

Resilience has been a prominent concept of positive psychology recently. Resilience is a core concept that helps employees in the tourism and hospitality sector to adapt positively physically and psychologically despite challenging and unfavorable conditions. The purpose of this study is to systematically analyze the tourism and hospitality literature about employee resilience in terms of theoretical approaches, definitions, antecedents, and outcomes. The study used PRISMA statement. Data were collected from articles in Scopus, Taylor and Francis, and Web of Science electronic databases. In total, 50 articles were selected for analysis in systematic literature review. This study revealed that the highest number of publications was in 2023, with 18 articles, and the first publication on resilience was in 2014. The journals with the most articles published were the International Journal of Hospitality Management and the International Journal of Contemporary Hospitality Management. This study identified a lack of consensus among tourism and hospitality researchers regarding the theoretical foundations of resilience research.

Keywords: positive psychology, employee resilience, systematic literature review, hospitality, tourism

Gastronomy Tourism Swot Analysis of Edirne Province

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Abstract

The aim of this study is to determine the gastronomy tourism potential of Edirne province. For this purpose, the gastronomy tourism potential of Edirne province was revealed through SWOT analysis method. The current study is also important in terms of revealing the gastronomy tourism potential of Edirne by using SWOT analysis method. In order to conduct SWOT analysis, the literature was reviewed in detail. SWOT analysis was carried out as a result of the data obtained from the literature. As a result, strengths such as the fact that Edirne province is located on the border and acts as a bridge between continents and has hosted many civilizations throughout history as well as the Ottoman Empire; weaknesses such as the fact that the local people who come with migration do not know the local dishes, not all of the local dishes with geographical indication are available in the city businesses; opportunities such as the tourism potential of gastronomy tourism in every season, the province is open to development; threats such as the increase in fast-food establishments for the young population were identified, local cuisine products are less preferred because they are costly and laborious.

Keywords: gastronomy tourism, Edirne, SWOT analysis

A Qualitative Study on the Challenges Faced by English Licensed Tour Guides in Foreign Language Usage

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Abstract

This research aims to explain and provide solutions to the challenges in using the foreign language of tour guides when they communicate with foreign tourists. Language plays a significant role in our lives as it facilitates the establishment of interpersonal communication. Communication provides many benefits, such as expanding one's knowledge base, facilitating information exchange, and creating opportunities for socialization by forming friendships. The main aim of this study is to present the difficulties and reasons of the challenges faced by tour guides in our country when serving to foreign tourists in using a foreign language and to provide appropriate recommendations for the development of skills that will help them overcome these difficulties. As a result of interviews conducted with 13 tour guides applying a semi-structured questionnaire adapted from relevant literature, this study revealed that tour guides have challenges in understanding different accents and they may fail to use the correct vocabulary during their narrations.

Keywords: English licenced tour guide, foreign language, difficulties in the usage of foreign language

An Evaluation on Sustainable Tourism Certificate and Accommodation Businesses

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Abstract

Millions of people participate in tourism activities every year and the tourism industry are growing rapidly. Due to its nature, the tourism industry is directly or indirectly linked to many sectors. In this regard, the importance of sustainable tourism, which focuses on the social, economic, and environmental impacts of tourism, is increasing and it is important to manage tourism sustainably. With this study, which benefited from secondary data using the document review technique, the purpose, and criteria of the Türkiye Sustainable Tourism Certificate program, which was established in 2022 by the Ministry of Culture and Tourism and the Türkiye Tourism Promotion and Development Agency (TGA) were evaluated and suggestions were made to accommodation businesses.

Keywords: sustainable tourism, accommodation businesses, sustainable tourism certificate

A Case Study on Smart Hotel Technologies

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Abstract

Hotel businesses operating in the tourism industry: To increase the satisfaction of their guests and the operational efficiency of their businesses, they tend to use advanced technologies such as artificial intelligence, augmented and virtual reality, cloud computing, and the Internet of Things. These technological advances radically change service delivery processes and offer innovative approaches to communication with guests and employee management. This study aims to evaluate the transformation created by technological applications in hotel businesses and the effects of this transformation on guest experience and hotel operations from different perspectives. For this purpose, case study analysis, one of the qualitative research methods, was utilized. Five cases were analyzed in terms of marketing strategies and competitiveness, potential risks, and tourists. **Keywords:** smart tourism, smart hotel, smart room technologies

Evaluation of the Literature in the Field of Artificial Meat by Bibliometric Analysis

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Abstract

The basis of a healthy diet is a balanced and adequate intake of macronutrients. Especially a diet rich in protein sources is important for the continuity of life. The need for protein-rich meat and products is provided from animal-derived products. The rapid increase in the world population causes an increase in the demand for protein sources. However, meeting the increasing demand deepens problems in areas such as environmental health, economy, public health and animal welfare. In addition, changes in consumer preferences have made it necessary to turn to new protein sources as an alternative to traditionally produced meat. Various studies have been conducted on artificial meat, which is an important topic among alternative protein sources. In this study, bibliometric analysis method was used to present the studies in the literature on artificial meat to the attention of researchers and bibliometric analysis of the works published between 2018-2023 according to certain variables in order to determine the orientation of the studies on this concept. On February 16, 2024, a search was made in the Scopus database by typing "artificial meat" and 46 articles were reached as a result of this search. Scopus, a database frequently preferred by researchers, is used to reveal trends, analyze and visualize the results of studies conducted in the relevant field. Because of these features, Scopus database was preferred in this study. In addition, Web of Science and Google Scholar data were not used in the Vosviewer software because it is easier to extract data from a single database. This constitutes the limitation of the research. The articles were evaluated on the subject and 34 articles were analyzed according to parameters such as "the most collaborating authors, countries, institutions and the most used keywords". The bibliographic data obtained from the Scopus database were transferred to the VOSviewer bibliometric analysis program and analyzed. As a result of the analysis, 57 keywords and 16 clusters of

related keywords were identified in the publications on artificial meat. The first 4 words that stand out in the visual map are artificial meat, in vitro meat, plant-based meat, cultured meat. When we look at the distribution of studies in this field according to countries, it was seen that the most studies were conducted in China with 19 studies, followed by France with 6 studies. In total, only three of the 14 countries working in this field are in cooperation and these countries are Algeria, Ireland and Spain. According to these results, it can be said that there is an increasing literature on the subject, but many studies are needed to better understand the subject.

Keywords: artificial meat, bibliometric analysis, Scopus, VOSviewer

Brand Identity and Image Alignment: Challenges Posted by Cocreation

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Abstract

Brand management has undergone significant evolution over recent decades, becoming a strategic and multidisciplinary field in response to market dynamics, technological advancements, and the need for accountability. Its role as a key driver of business success is increasingly acknowledged (Veloutsou & Guzman, 2017). Key transformations include the shift from viewing the brand as a transactional tool to recognizing it as a co-creative endeavor; the transition from singular consumer-brand interactions to engaging consumer communities around the brand; the move from mere brand consumption to focusing on brand experiences; and the shift from emphasizing tangible brand attributes to valuing brand personality traits (Veloutsou & Delgado-Ballester, 2018). Strong brands stand out through a high degree of alignment between their associated values and their consumers' rational and emotional needs (De Chernatony & Dall'Olmo Riley, 1998). This alignment fosters strong loyalty, even amid intense competition, by differentiating products for consumers, thereby reducing the perceived risk of purchase and post-purchase cognitive dissonance (Nandan, 2005). To gain a competitive edge, a brand must strategically position itself in the market by delivering unique benefits that not only set it apart from competitors but are also sought after by consumers (Siguaw, Matilla, & Austin, 1999; Wood, 2000; Fetscherin, Veloutsou, & Guzman, 2021).

A company tries to convey a certain brand identity, but consumers evaluate the message conveyed in the light of their subjectivity, thus creating the brand image in their minds. The brand message is codified as brand identity, which represents the company's reality, and decoded by the consumer as brand image, which represents their perception (Nandan, 2005). Thus, brand identity originates within the company and seeks to convey its uniqueness and distinctive factors to

the relevant audiences (Nandan, 2005). Veloutsou and Delgado-Ballester (2018) refer to brand identity as the symbols and set of associations of the brand, which represents its fundamental character, and which its creators aspire to create, or maintain, as identifiers of the brand for other people. This identity is carefully curated by firms aiming to shape the desired consumer perception. However, the literature suggests that consumers now actively contribute to shaping a brand's image through their experiences and word-of-mouth, leading to a co-creation of the brand image (Merrilees, Miller, & Yakimova, 2021; Borges-Tiago et al., 2021). Thus, the brand image appears as the consumer's perception and incorporates a set of beliefs they have about the brand (Nandan, 2005). Veloutsou and Delgado-Ballester (2018) added that the perception formed in the mind of an external audience about the brand reflects a real or mental experience with it. The brand message, as crafted by the company, is the brand identity, reflecting the firm's reality. In contrast, brand image is the consumer's interpretation of this message, shaped by personal subjectivity and forming their perception of the brand. This dynamic highlights the intricate interplay between a company's intentional messaging and the consumer's interpretation, shaping the overall perception of the brand in the marketplace (Nandan, 2005).

In their comprehensive analysis of brand management, Veloutsou and Guzman (2017) highlight the critical nature of perceiving brands as personalities in effective positioning strategies. Moving away from the traditional view of brands as static, inanimate products or mere descriptors of services, they propose a perspective where brands are seen as dynamic, living entities capable of engaging in dialogue, connecting with consumers, and fostering enduring relationships. Furthering this notion, Borges-Tiago et al. (2019) demonstrate that a brand's personality is not static; it evolves not just based on how people perceive the brand but also on its endorsers, indicating the fluid nature of brand personality. This dynamic is further influenced by the increasing use of Artificial Intelligence (AI) in consumer decision-making, raising questions about AI's role in co-creating brand image. Despite the growing interest in the topic of co-creation of brand personality (Lin & Ryan, 2016; Borges-Tiago et al., 2021), few studies are looking at branding and brand co-creation from an airline perspective (Schlesinger Díaz & Cervera Taulet, 2008).

To investigate this, a qualitative study analyzed the alignment between brand personality traits communicated by the top 10 airlines in 2023, according to SKYTRAX, and the brand image as perceived by consumers and AI tools. Data was collected from the official websites and their social networks Facebook and Twitter, and TripAdvisor pages, and responses from ChatGPT and Bard. To address the potential bias caused by a disparity in the number of reviews, companies with a significantly lower count - specifically, those with less than 20 percent of the highest number of reviews - were excluded from the study. This led to a focus on six airlines: Air France, Cathay Pacific, Emirates, Qatar Airways, Singapore Airlines, and Turkish Airlines. These companies collectively amassed a substantial total of sixty-seven thousand one hundred and seventy-four evaluations, providing a robust dataset for the analysis. The results show a variance in some airlines' brand alignment, indicating a need for improved brand management strategies. The reviews expressed by customers on TripAdvisor transmit Sincerity as the most intense dimension, at a significant distance from the others, with Sophistication coming in second. In the firms' communication, the most communicated dimension is Competence, which was seen in all the companies, with Sincerity taking second place in five of the six companies. In third place comes Sophistication, followed by Enthusiasm, and finally Robustness as the least communicated personality dimension. Although highly based on content provided by different users online, the personality traits communicated by AI tools are different, reflecting a less aligned assessment. Thus, the study highlights that, in addition to consumers, AI tools are also becoming significant in shaping a brand's image. This new dynamic suggests that firms must consider the impact of both human and AI interactions on their brand's perception in the market.

Keywords: brand identity, brand image, cocreation, airlines, reviews, artificial intelligence

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The Frontiers of Metaverse for Tourism and Hospitality

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Abstract

In recent years, the concept of the metaverse has captured the attention of businesses (Kumar et al., 2023; Mancuso, Petruzzelli, & Panniello, 2023) and consumers alike (Hadi, Melumad, & Park, 2024; Sung, Kwon, & Sohn, 2023) as the fundamental technologies required for its implementation have been evolving, making it increasingly feasible (Kovacova, Machova, & Bennett, 2022). Its implementation and application to various everyday areas will fundamentally change perceptions, behaviors, and how consumers operate (Sung et al., 2023). Consequently, how businesses interact with their consumers will adapt to this new reality (Du et al., 2023). This research aims to relate the development of this new virtual space to the tourism and hospitality field (Buhalis, Leung, & Lin, 2023; Gursoy, Malodia, & Dhir, 2022; Koo et al., 2023), seeking to demonstrate how it will be a new space for interaction that requires understanding from marketing professionals so that they can communicate and interact effectively and relevantly.

For this purpose, in the first stage, a bibliometric analysis was conducted to substantiate the assertions related to firm-consumer interactions and map the spectrum of existing topics and the current state of research on this subject, using two strategic approaches: a traditional bibliometric analysis with data retrieved from Web of Science and an artificial intelligence-based bibliometric analysis using Dimensions.ai. This combined approach allowed the retrieval of 928 publications. Mapping the research field provided a perspective on its intellectual state, which may assist in conducting future research on this topic. Exploring the intersection of the metaverse, tourism, and hospitality unveils a dynamic and evolving landscape where virtual

reality (VR) and digital innovations reshape traditional experiences and business models. With 928 documents analyzed, this inquiry highlights the transformative potential and the myriad implications these technologies harbor for the sector. The metaverse is poised to revolutionize the tourism and hospitality industry, offering many opportunities to enhance customer experiences, improve operational efficiency, and expand global reach. However, it is crucial to consider both this emerging technology's potential benefits and challenges. Thus, in the second stage, the different approaches found were analyzed, considering the advantages and disadvantages of each solution for tourism and hospitality. Integrating Virtual Reality (VR) and the Metaverse in tourism is revolutionizing the industry, offering opportunities and challenges across various sectors. Research by Dang, Tran and Nguyen (2023) underscores the significant role of digital technologies like AI and the Metaverse in creating personalized, immersive experiences that add value for customers, suggesting a critical shift towards more engaging and customized tourist experiences. Perspectives from industry experts delve into the future possibilities and hurdles of the Metaverse in service industries, indicating a broad spectrum of applications that could redefine hospitality and tourism. Together, these insights reveal a transformative phase in tourism and hospitality, driven by digital innovation and the emergence of virtual and Metaverse technologies, indicating a significant shift towards enhanced customer engagement and value co-creation in the industry.

The most explored topic was related to the widespread user adoption of the metaverse, which is still in its early stages. The primary evidence pointed to the firms' need to consider the potential barriers to adoption, such as technological accessibility, comfort levels with virtual experiences, and user familiarity with the platform. One of the less explored topics was the over-reliance on the metaverse for customer engagement and marketing, which can potentially distract from real-world experiences and interactions. Further research is needed on this topic, with evidence pointing to the need to balance promoting virtual experiences and maintaining a strong physical presence. Firms can significantly benefit from integrating Virtual Reality (VR) and the Metaverse into their operations by creating immersive experiences, such as virtual tours and interactive

accommodations, that enhance customer engagement and interest. Utilizing VR for employee training simulates real-world scenarios, improving service quality and operational readiness, while Metaverse's platforms for virtual collaboration can reduce costs and boost productivity. Personalizing customer journeys through data collected in the Metaverse enhances satisfaction and loyalty, and integrating these technologies into marketing strategies helps connect with tech-savvy consumers and younger demographics, offering unique brand experiences. Additionally, Metaverse facilitates new business models, like virtual events, that can reach a global audience without physical constraints. Partnering with technology providers enables firms to stay at the forefront of innovation, ensuring a competitive advantage in delivering state-of-the-art customer experiences.

Given the results obtained, the current discussion in the research field aims to determine the implications and opportunities that the metaverse and its associated technologies may bring. Thus, it is proven that the metaverse constitutes the next frontier of digital marketing and that there is concern in understanding how firms will function in this new space. In this sense, suggestions for future research lines based on existing research are also presented. Future research in VR and the Metaverse within tourism and hospitality encompasses a comprehensive agenda aimed at enhancing user experience through optimized UI/UX design for greater engagement and comfort, analyzing the economic impact including revenue potentials and employment effects, and investigating sustainable practices for reducing travel's carbon footprint. It also covers the exploration of cultural and ethical dimensions of virtual tourism, the integration of emerging technologies like AI, blockchain, and IoT for improved interactions, and the psychological implications on well-being from prolonged virtual exposure. Additionally, the potential for transforming education and training, understanding market segmentation and consumer behavior, addressing privacy and data security challenges, and the possibilities for cross-industry collaborations highlight the multidimensional nature of this research. This integrated approach aims to fully grasp the transformative impact of VR and the Metaverse on the sector, focusing on innovation, sustainability, and societal benefits.

Keywords: metaverse, tourism and hospitality, advantages, disadvantages, marketing

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Exploring Hotel Consumer Purchase Intentions Through Web Analytics: A PLS-SEM Approach

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Abstract

Consumer purchasing behaviour is a multifaceted process influenced by various factors, from personal and psychological to social and cultural influences (Kotler, 2010). Factors such as age, life-cycle stage, education, and economic status play a role in shaping individual preferences and choices. Moreover, psychological factors like motivation, perception, learning, beliefs, and personality attitudes significantly impact consumer decision-making processes (Duffett, 2015). The increasing prevalence of online hotel booking has attracted considerable attention from academic researchers (Cantoni et al., 2011). Consumers now rely extensively on digital channels to explore, evaluate, and ultimately make reservations for accommodation. This paradigm shift in consumer behaviour necessitates a deeper examination of the psychological and behavioural factors that influence online purchase intention, particularly in the context of hotel bookings. Various studies have identified information quality, website quality, perceived price, brand, and trust as crucial factors influencing purchase intention in the online hospitality industry (Law & Hsu, 2005; Rong et al., 2009). However, while these factors are widely recognized, there is still much to explore regarding their interplay and relative importance. Leveraging web analytics tools like Google Analytics provides valuable insights into consumer behaviour and website performance. These tools enable firms to measure customer purchase intention, track website traffic, understand demographics and interests, and identify popular web pages (Lu et al., 2010). By analysing web analytics data, hospitality firms can optimize their marketing efforts, improve customer acquisition and retention strategies, and make informed decisions to enhance their strategic decision-making processes (Mnyakin, 2023). By employing Partial Least Square Structural Equation Modelling (PLS-SEM) (Jöreskog & Wold, 1982) on web analytics data, the study aims to provide a comprehensive analysis of the factors that influence consumers'

decision-making processes when booking hotels online, exploring the intricate relationships among Trust, Brand Orientation, and Engagement attitude. Our estimation model treats the collected information as constructs to estimate latent variables related to guest buying activity. This approach differs from previous studies (Rosenman et al., 2011) that have relied on survey questionnaires to gauge consumer engagement, citing concerns over accuracy and response bias. Our research, instead, follows those scholars (Liu et al., 2021) who have increasingly turned to analysing consumer engagement through behavioural data collected from the web and social media platforms as an alternative method. Our model serves as an example of the kind of information that can be extracted from the big amount of data a hotel generates daily. Managers should recognize the value of this knowledge as it is critical for developing strategies, planning future business advancements, and optimising the use of their resources. Furthermore, in a rapidly evolving and competitive industry, knowing the guest's path and her/his level of trust can be crucial for tailoring more customized products and services. Leveraging web data allows revenue and hospitality management to adopt more comprehensive, science-based predictions, incorporating scenario analysis, decision support, and yield management.

Keywords: Google analytics, PLS-SEM, hospitality management, consumer behaviour

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Exploring the Impact of New Technologies on Sport Tourism Experiences: A Comprehensive Review

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Abstract

New technologies have emerged as promising avenues for enriching sport tourism experiences by immersing participants in virtual environments. The study aims to shed light on how these emerging technologies can enhance not only the sports experience itself but also the overall tourism experience. By synthesizing existing literature, the study seeks to unveil the potential benefits and challenges associated with incorporating virtual reality (VR), mixed reality (MR), and augmented reality (AR) into sport tourism settings. Employing a systematic review methodology, the analysis draws upon relevant studies identified from Scopus and Web of Science. Throughout the review, key themes surrounding the fusion of new technologies with sport tourism are identified, encompassing technological attributes, tourist receptiveness, practical efficacy, and technology acceptance. The review underscores the importance of thoroughly examining the technical capabilities of these technologies, along with tourists' receptiveness to their use, and the tangible effects they have on enhancing the overall sporting experience. Additionally, the review delves into the myriad of challenges and opportunities stemming from the integration of VR, MR, and AR within the context of sport tourism. This includes taking into account the aspect of technology acceptance among both tourists and athletes in general. In essence, this systematic literature review endeavors to investigate the current landscape of research concerning the integration of new technologies in sport tourism and contributes to a deeper comprehension of the transformative role played by these technologies in shaping sport tourism experiences. Through the synthesis of existing knowledge, this study provides valuable insights that are beneficial for researchers, practitioners, and policymakers who are eager to leverage technology acceptance to enhance visitor engagements in sport-related settings. It

provides a comprehensive overview of the present research landscape, identifies knowledge gaps, and recommends avenues for future exploration and pragmatic application in the realm of sport tourism.

Keywords: sport tourism, virtual reality, mixed reality, augmented reality, literature review

The Role of Tourist Guides in Responsible Tourist Behavior From a Society 5.0. and 6.0. Perspectives

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Abstract

The change in social life on a global scale has initiated a new process of change and transformation. This process is called the era of digital transformation (Sarfraz et al., 2021). The concept of society 5.0, which can be described as human-centered and aims to bring cyber and physical systems to society to solve various national problems, is defined as people who try to increase the welfare of people and use technology effectively for these purposes (Çallı, 2021). The responsible tourist, on the other hand, acts in line with these principles and aims to contribute to the local economy by acting with an understanding of sustainability towards local cultures and the natural environment (Mihalic, 2016). In this context, responsible tourism and tourists with this travel approach have similar travel experiences. With the emergence of responsible tourism, touristic activities have gained a new perspective (Hysa, Karasek, & Zdonek, 2021). The focus of this study is on the role of tourist guides in promoting responsible tourist behavior with society 5.0. and 6.0. Tourist guiding, which represents a profession that provides tourists with information about destinations, guides them and enriches their experiences, is developing with the increasing role of technology in the tourism sector with society 5.0., 6.0. Therefore, the impact of society 5.0 on the tourism guiding profession promotes a balance approach that aims to balance technology and human interaction and enhance the tourist experience (Bahar & Topsakal, 2019). This research aims to examine the role of responsible tourist behavior of tourist guides from a society 5.0. and 6.0. perspectives. Within the scope of the research, the relationship between community 5.0. and 6.0. and responsible

tourism, and the relationship between tourist guides and community 5.0., 6.0. perspective will be examined in the light of existing research. As part of the research, the view of tourist guides on the subject will be collected. For this purpose, semi-structured interviews will be organized, and tourist guides will be asked questions about the concepts of community 5.0, 6.0. and responsible for tourism. These recommendations will contribute to increasing the applicability of the Society 5.0 perspective in the tourism sector and to the spread of responsible tourism.

Keywords: tourist guide, responsible tourist, tourist behavior, society 5.0

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Designing Climate-Resilient, Women Entrepreneurs in Turkiye: Pathways of Reducing Poverty and Inequalities Example of Sinop

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Abstract

Entrepreneurship is the journey of initiating and growing a financially viable enterprise, innovating products and services with unrealized potential (Bird, 1989; Yıldırım, Tarınc, & Kılınc, 2020). In Turkey, the journey for women to actively participate in the business sphere and secure certain professional roles has been protracted. Women are emerging in business due to various motivations, allowing them to break free from economic and social reliance. While economic exigencies undoubtedly influence their choices, the aspiration to independently lead their businesses, steering clear of conventional employment, also holds significant sway (Goetting & Muggli, 1988; Ufuk & Özgen, 2001). Turkey can reduce poverty and gender inequalities by creating climate change-resilient women entrepreneurs through financial, training, and technical assistance, and by developing policies and programs. In this way, the potential of women entrepreneurs in Turkey in the fight against climate change can be increased and a significant contribution can be made to a more sustainable future (Gurbuz & Ozkan, 2020). In research conducted in Istanbul and Izmir, İnce Yenilmez (2018) identifies that women's engagement in entrepreneurship is primarily steered by the imperative need for income and independence, driven more by necessity than opportunity. The burden of domestic responsibilities constricts the scope of women's entrepreneurship, leading to

concentration within specific sectors. In the study conducted by Özbebek Tunç and Alkan (2019), financial support accessibility emerges as a primary obstacle for women venturing into entrepreneurship.

This article explores climate change resilience, women's entrepreneurship, and poverty reduction in Turkey. Semi-structured interviews with women entrepreneurs in the Sinop region reveal the challenges they face, particularly in agriculture and small-scale businesses. These issues disproportionately affect women in terms of entrepreneurship, highlighting the need for more inclusive and sustainable practices. Women entrepreneurs in Turkey face socio-cultural challenges like gender roles, limited social networks, and inadequate business skills (Sak et al., 2023). Empowering them through climate-resilient strategies can alleviate poverty and inequalities. This article considers economic, social, and environmental factors to enhance climate resilience among women entrepreneurs.

Keywords: Turkey, women entrepreneurs, inequality reduction, climate resilience

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Analyzing the Accommodation Tax in Türkiye on a Provincial Basis

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Abstract

Accommodation tax, which is one of the tax types specific to the tourism sector, is defined as *"a special type of tax collected from tourists staying temporarily on a nightly basis"* (Göktaş, 2020). This type of tax, which is known by different names such as city tax, hotel tax, tourist tax, bed tax in many countries of the world, started to be applied in Türkiye as of 1 January 2023. When the European Union member countries are examined, it is seen that there are different payment models such as payment per person per night, payment per room per night, payment at the rate determined for the room fee. In Türkiye, in the Accommodation Tax Implementation Communiqué published in the Official Gazette dated 14 December 2022, the accommodation tax rate was determined as 2% over the rate of expenditure made in the accommodation facility. The aim of the study is to examine the accommodation tax, which is applied for the first time in Türkiye, on the basis of provinces and regions and to evaluate the effectiveness of this tax practice. The data of the study was obtained from the General Government Budget Statistics on the official website of the Ministry of Treasury and Finance (Ministry of Treasury and Finance, 2024). As a result of the study, it was revealed that the highest accommodation tax in Türkiye in 2023 was realized in Istanbul, Antalya and Ankara provinces, respectively. When the ratio of accommodation tax at the regional level is analyzed, it is determined that the Marmara Region and the Mediterranean Region have 39% and 35% accommodation tax shares, respectively. In addition, when the share of accommodation tax in the goods and services taxes levied on a provincial basis is analyzed, it is observed that this rate is much higher in Antalya province compared to other provinces. Finally, when the collection rates of the accrued accommodation tax are analyzed, it is found that Malatya, Kahramanmaraş, Hatay and Adıyaman provinces, which were greatly affected by the Kahramanmaraş-centered earthquake, have very low rates of accommodation tax collection. This study is thought to contribute to the literature, policy makers and the tourism sector in

terms of reflecting the first results of the accommodation tax, which has been implemented for the first time in Türkiye since 2023.

Keywords: accommodation tax, general budget statistics, Ministry of Treasury and Finance

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Big Data-Driven Guest Experience Analysis: eDataLabHQ Case Study

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Abstract

The tourism sector, with its continuous evolution driven by technological advancements, necessitates adaptability and constant change. The dynamism of this sector relies on the ability of tourism businesses to anticipate changing trends to sustain their competitive edge and ensure long-term success. Cappadocia, with its unique geographical and historical richness, stands as a prominent tourism destination renowned worldwide (Coban & Yildiz, 2019). Evolving data analysis techniques, particularly Big Data analysis, emerge as a significant strategic tool in determining tourism trends and forecasting the future (Emmer & Holešinská, 2020; Mariani & Baggio, 2022; Miah et al., 2017; Serçek & İlhan, 2023). This study aims to examine how Big Data analysis in Cappadocia is integrated into the process of determining guest experiences. Big Data analysis is a process utilizing analytical techniques on large datasets (Russom, 2011). This analysis is conducted through the collection, processing, and analysis of data obtained from various sources (Atan, 2016). Data analyses in the tourism industry play a critical role in identifying tourist behaviors, preferences, and trends (Li et al., 2018; Zarezadeh, Rastegar, & Xiang, 2022; Zengin & Bayhan, 2023). These analyses assist in more accurately predicting future demands by utilizing a broad range of data encompassing tourists' visit preferences, spending habits, travel patterns, and social media interactions. Big Data analysis in Cappadocia provides stakeholders in the tourism industry with a

significant tool for predicting future demands and developing business strategies. For instance, it can facilitate offering more tailored tourism experiences to the target audience by identifying demographic characteristics, interests, and preferences of tourists visiting Cappadocia. Similarly, analyses derived from data such as tourists' travel habits and preferences, social media interactions, and reservation data can predict future travel trends. Big Data analysis enables businesses to optimize their marketing strategies and utilize resources more efficiently by utilizing data such as hotel reservations, restaurant preferences, and usage of tourist activities. By adopting data-driven approaches, tourism businesses can gain a competitive advantage and support sustainable growth (Mariani, Bresciani, & Dagnino, 2021; Stylos, Zwiigelaar, & Buhalis, 2021).

This research focuses on the perception and interpretation of guest experiences by computers through sentiment analysis conducted on comments made by guests in accommodation establishments located in Nevşehir province. In this context, Big Data analysis is employed to understand customer preferences and trends. Within the scope of the research, fundamental analyses such as Sentiment Analysis, Natural Language Processing (NLP), Machine Learning (ML), and Artificial Intelligence (AI) were conducted using approximately 95,000 comments obtained from the websites of 593 accommodation establishments and popular travel websites (Booking, Expedia, Agoda, Tripadvisor). During the project, the process of collecting comments online within a specified date range is conducted using various methods, including web scraping and IP-based data collection techniques. The collected data are disaggregated on a per-business basis and subjected to various analyses such as categorization of comments as the positive, neutral, or negative, response rate of the establishment, rating, sentimental rating, country, travel method, and accommodation preference. Additionally, comparisons are made regarding the Travel Experience Score (TES) and comment reception compared to previous years. The comment data are primarily grouped under the languages in which the comments were written and subsequently examined both on a destination and hotel basis, yielding reputation results. Consequently, the analyses enable narrowing down areas such as relevant regions, provinces, districts, or hotel groups for detailed analysis. Furthermore, all analyses and results provide the opportunity to compare with the data of the main hotel and select five different competitor hotels. Thus, businesses can evaluate and benchmark their performance against competitor hotels. The findings

of the research offer a valuable roadmap for businesses to identify areas for improvement, manage future guest comments more effectively, and gain a competitive advantage.

Keywords: big data analysis, guest experience, tourism industry, Cappadocia

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Evaluation of Cappadocia Region in Terms of Big Data Based Revenue Management

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Abstract

Revenue management is a comprehensive and systematic model designed to generate high income and efficiently utilize capacity by concentrating on fixed-capacity service production. The primary goal of this model is to manage the demands of fixed-capacity businesses in the service sector to maximize profit (Talluri & Ryzin, 2004). Aspects such as demand forecasting, accurate demand management, access to and interpretation of correct information, and rapid communication of acquired information to consumers are among the significant subtopics of revenue management (Azadeh, Marcotte & Savard, 2015; Denizci Guillet & Mohammed, 2015; Queenan, Ferguson, & Stratman, 2011). Successful implementation of these elements allows enterprises to gain a competitive advantage and chart a sustainable success trajectory. From this perspective, revenue management is of critical importance, especially for enterprises operating in the tourism industry, as failure to effectively market the service can result in financial losses. Tourism enterprises can gain a competitive advantage by influencing the experience they offer to customers. Therefore, revenue management for tourism enterprises is not only financially focused but also oriented towards customer satisfaction and experience.

In the widely applied revenue management in the tourism industry, maximizing today's revenue seems more attractive than retaining tomorrow's customers (Wang, 2012). Accurate demand forecasting enables enterprises to optimize capacity usage and better adapt to demand fluctuations, leading to cost reduction and revenue increase. Moreover, demand forecasting allows for more effective planning and implementation of marketing strategies (Farouk El Gayar et al., 2011). Quick access to and effective interpretation of data improve decision-making processes for enterprises. Data analytics and technological tools enable enterprises to analyze large datasets and identify trends, providing a competitive advantage (Haynes & Egan, 2017; Mazaraki et al., 2022). Rapid communication of acquired information is crucial for customer relationship management in tourism enterprises. Understanding customer expectations and responding quickly to these expectations help enterprises increase customer satisfaction and build a loyal customer base, contributing to long-term sustainable success (Noone, Kimes, & Renaghan, 2003). Therefore, in practice and theory, revenue management is often addressed in the context of tourism enterprises (Kaya, 2008).

This study, based on revenue management, aims to assist accommodation enterprises in the Nevşehir province in effectively implementing revenue management using big data contributing to optimizing their revenues and gaining a competitive advantage using pricing data. In this context, strategy recommendations are developed to help accommodation enterprises in the region adopt a more conscious approach to revenue management. The study analyzes price focused competitor analysis, average room price analysis by periods, and decreasing stock (number of rooms) analysis using price and review information obtained from the websites of 593 accommodation enterprises operating in the province and travel websites (e.g., Booking.com, Expedia, Agoda, TripAdvisor).

As a result of these analyses, the current situation of enterprises regarding revenue management is revealed. According to the preliminary results of the price analysis conducted in the Nevşehir province, it was observed that approximately 40% (240 accommodation enterprises) of the 593 facilities prefer direct sales from their websites (direct booking). This indicates that 60% of

existing accommodation enterprises in the destination operate directly under commission. In addition, it was found that among the randomly selected 60 enterprises from the analyzed 593 accommodation establishments, some made fixed price entries through Online Travel Agencies (OTAs) and did not change their prices throughout the year. In light of these data, it can be observed that accommodation enterprises face challenges in actively leveraging digital marketing and determining pricing strategies.

Keywords: revenue management, hotel enterprises, pricing strategies

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Views of Kitchen Chefs of Public Institutions Towards Innovative Cuisine: Ankara Province Example

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Abstract

The nouvelle cuisine movement, which has been a representative of minimalization in the field of gastronomy since the 1970s, and the postmodernist culinary movements that followed this movement, played very important roles in both the updating of the practices in the food and beverage sector and the diversification and development of the knowledge emerging in the field of gastronomy and culinary arts. The possible sectoral effects of innovative culinary practices can be interpreted in terms of updating existing recipes through the reinterpretation of technology and cultural background, the emergence of different cooking techniques and/or expansion of usage areas, and changes in the hierarchy and job descriptions of kitchen employees. These movements have had an impact not only on the culinary elements of dominant cultures, but also on the representation of national cuisines around the world and have led to various changes. It can be stated that the food and beverages, which constitute the essence of Turkish cuisine, tend to stretch their authenticity and locality in terms of raw materials, materials and equipment, and preparation, cooking, presentation and storage techniques, in line with this comprehensive understanding of culinary culture, and standardize with the influence of global trends. In order for such a broad and comprehensive development to be sustainable, it is considered important to reveal whether Turkish cuisine practitioners are open to innovation, their level of belonging to the renewed kitchen and working environment, and their satisfaction level with working conditions. In this study, which was carried out with the aim of revealing the effects of the change in question on the kitchen staff working in public institutions, it was also aimed to reveal information and opinions about the applicability level of modern and postmodern kitchen movements within the scope of Turkish cuisine. For the

purpose of the research, a pool of expressions for measurement was prepared by scanning the literature. After evaluating the literature, expert opinions were included. In this context, a semi-structured interview form was prepared from qualitative research methods and the data obtained as a result of interviews with 15 kitchen chefs working in public institutions in Ankara were subjected to descriptive analysis and content analysis. The findings obtained from the research show that the kitchen staff whose opinions were consulted within the scope of the study do not have sufficient knowledge and equipment about innovative kitchen applications, and that they do not make an effort to implement the changes examined within the scope of the study in terms of the recipes, equipment, raw materials, materials and methods they use, or that they do not feel the need for this situation. Although the kitchen workers included in the research stated that their sense of belonging to the institution they work for changed over time, no data could be obtained regarding the connection of this change with the changing kitchen trends over time.

Keywords: kitchen staff, culinary movements, nouvelle cuisine, institutional

The Turkish Adaptation of the Perceived Impact of Tourism Scale

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Abstract

Tourism constitutes a large part of the world economy. Countries have to put forward innovative and entrepreneurial ideas in order to increase their share of the cake in this regard. In this context, it is seen that researchers frequently focus on the effects of tourism (Woo, Uysal, & Sirgy, 2018). In order to make a difference in tourism, it is very important to take visitors, employees and local people into account, that is, all stakeholders, and make a difference in every aspect.

The aim of this study is to adapt The Perceived Impact of Tourism Scale to Turkish and to enable its use in Turkish by testing its reliability and validity (Karaçam, 2019). Although developing a new scale to measure a concept is an alternative, it is also possible to culturally adapt and use an internationally valid and reliable scale with the right steps. There are many scales that specifically measure the issue of tourism's impact but in this study a scale that is the most up-to-date and reflects the perspective of the local people was preferred (Ap & Crompton, 1998).

In this context, the scale developed by Godovyh et al. in 2023 was included in the scope of this study. To translate the scale into Turkish the steps and procedures given by International Test Commission were followed. In this context, the research method was designed according to the recommendations and what needs to be done in the scale adaptation process is as follows (International Test Commission, 2018):

- Requesting permission for translation from the author or authors of the original study,
- Group translation consisting of at least two people,
- Back-translation phase consisting of at least two people,
- Expert opinion,

- Pilot study and main survey collection phase.

The permission for the translation of the scale was obtained from the authors who developed the scale and approval was also obtained from the ethics committee to conduct the study. In the study, firstly, translation, back-translation and re-translation were carried out, and then the data was collected by convenience sampling method. In this study, both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were used to carefully analyze whether the items had the same effect in Turkish. It was observed that the study met the threshold values in the literature regarding validity and reliability. In addition, the negative impacts and positive impacts dimensions revealed in the original study were confirmed by the research and no changes were made.

This study will guide all researchers and stakeholders who will want to measure the impact of tourism through Turkish samples in the future.

Keywords: tourism impact, scale adaptation, Turkish

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Role of Flow Experience in Fostering Travel Intentions of Youth in China and the Effect of Augmented Reality

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Abstract

In the aftermath of the COVID-19 pandemic, virtual reality (VR) has emerged as a significant factor in revitalizing and bolstering resilience within the tourism market. The advent of 'smart tourism,' driven by advancements in information technology, is reshaping tourism services to enhance competitiveness and visitor experiences through technological innovations such as augmented reality (AR) (Bulchand-Gidumal, Camison, & González-Reverte, 2024). While VR's efficacy in immersing users in virtual environments and eliciting positive emotional responses is well-documented, AR adoption remains nascent, with many destinations still relying on traditional promotional methods (Melo, de Souza, & Bragança, 2022). The digitalization of tourism operations is becoming crucial in the post-pandemic landscape, positioning AR as a promising tool to enhance service offerings. Although AR integration is in its early stages, its potential to revolutionize tourist experiences by providing immersive interactions and enhancing conventional promotional methods is evident (Ghesh, Sundararajan, & Sharma, 2023). This study aims to integrate the technology acceptance model (TAM) with flow experience theory to achieve three main objectives: (1) investigate the role of interactivity and vividness in determining a potential traveler's flow experience, (2) evaluate the feasibility of AR technology investment by exploring the mediating influence of flow experience on travel intentions, and (3) examine the moderating effect of media types in facilitating an enriched flow state and fostering positive travel intentions. Interactivity is defined as the extent to which a user can customize media content and form during the experience (Noort, Voorvelt, & Reijmersdal, 2012). AR's robust interactivity allows users

to explore new layers of reality, generating dynamic experiences (Kounavis, Kasimati, & Zamani, 2012; Yovcheva, Buhalis, & Gatzidis, 2012). Vividness, the ability of technology to produce a rich sensory environment, enhances the flow experience (Steuer, 1992; Giasiranis & Sofos, 2017). Flow experience, characterized by complete involvement and enjoyment in an activity, significantly impacts travel intentions (An & Huang, 2021; Aitamurto, Porat, & Heller, 2022).

This study employs a questionnaire-based methodology, analyzing data from 200 respondents using structural equation modeling. The findings confirm that interactivity and vividness significantly impact flow experience, which in turn mediates the relationship between these factors and travel intentions. The results indicate that AR can significantly enhance user engagement and travel intentions, providing valuable insights for tourism practitioners and managers in leveraging AR to attract travelers, particularly among Generation Z Chinese tourists.

Keywords: augmented reality; flow experience; user travel intention; interactivity; vividness; perceived usefulness

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Leveraging Avatars for Environmental Stewardship in the Hospitality Sector

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Abstract

The global aging population presents unique challenges, particularly in adapting to rapidly evolving technologies (United Nations, 2020). Older adults often experience technophobia, complicating their interaction with new technologies (Leonardi et al., 2008). This study focuses on participants aged 60 and over, recognizing their increased technology adoption yet ongoing challenges (United Nations, 2020). Significant disparities in technology use among older adults highlight the need for inclusive technological solutions (Pew Research Center, 2023). Technological innovations offer cost-effective solutions for older adults, promoting independence, better health outcomes, and enhanced well-being (Chen & Schulz, 2016). However, many older adults face social isolation and inadequate support. Recent research highlights the benefits of technology use among older generations, including enhanced well-being and self-esteem through communication technology (Leonardi et al., 2008). Virtual reality (VR) and augmented reality (AR) offer significant benefits for older adults, such as cognitive rehabilitation and physical therapy (Gupta & Smith, 2020; Johnson & Lee, 2023). Governments and organizations are implementing measures to enhance the digital literacy of older adults, fostering inclusive urban structures and improving accessibility (WHO, 2023). Despite these initiatives, older adults remain underserved in tourism and hospitality innovations. Avatar-guided virtual tours offer a promising solution, providing immersive and personalized travel experiences (Gilbert & Forney, 2015). This study explores how avatar-guided virtual tours can enhance the travel intentions of older adults by increasing travel confidence and reducing stress.

The study employs two between-subjects experiments to compare the effects of emotion-driven and knowledge-centric virtual tours on older adults. The first experiment examines the influence of tour focus (emotion-focused vs. knowledge-focused) on engagement, travel confidence, and stress reduction. The second experiment investigates the moderating effect of positive psychological cues on these relationships. Participants aged 60 and over were recruited and randomly assigned to the experimental conditions. They engaged in 10-minute avatar-guided virtual tours, followed by questionnaires assessing their engagement, travel confidence, stress reduction, and travel intentions. Manipulation checks and attention checks ensured data quality. Emotion-focused virtual tours significantly increased engagement and travel intentions among older adults compared to knowledge-focused tours. Travel confidence and stress reduction mediated the relationship between virtual engagement and travel intentions. Positive psychological cues moderated these effects, enhancing the impact of emotion-focused tours.

The study provides actionable insights for tourism industry stakeholders to develop avatar-based virtual tours tailored to the emotional and cognitive needs of older travelers. This approach can create more accessible and satisfying tourism experiences, promoting inclusive tourism. This study highlights the potential of avatar-guided virtual tours to enhance travel intentions among older adults by boosting travel confidence and reducing stress. It underscores the importance of inclusive technology in addressing the needs of older travelers and extends the socioemotional selectivity theory to metaverse travel.

Keywords: environmental stewardship, hospitality, aging

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Local Restaurant Research: A Bibliometric Analysis

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Abstract

Food has been the essential focus and has been examined in various contexts utilizing bibliometrics analysis. For example, Dzhunushalieva and Teuber, (2024) approach the topic from a sustainability perspective and found that most of the food studies have been conducted at the macro-level. Food packaging has been examined via bibliometrics analysis to reveal the potential future trends by Zhang et al. (2024). The study by McManus, Pendergast, and Kanasa, (2024) map knowledge on food literacy concept and categorized the constructs. The most examined areas were nutrition and dietetics, sustainability and environment, agriculture, green and sustainable studies and so forth. Among the high number of categories, local food has not been addressed as one of the topics emerged in the analysis. Local restaurants that support sustainable food and the continuity of food culture are the samples of this research. A bibliometric analysis was conducted by using VOSviewer, a software tool that visualizes bibliometric networks. Considering the risks of bibliometrics analysis as being inherently qualitative and objective; theoretically it helps discovering knowledge clusters in the field, understanding social patterns, and revealing the knowledge gaps and evolutionary nuances. In practice, bibliometrics analysis enables objective assessment of research productivity and impact, and social dominance and hidden biases (Lim & Kumar, 2024). 101 publications published between 1991 and 2023 with the theme of "Local Restaurant" in the Web of Science database were analyzed and classified based on their years and types. The publications examined in this study are also listed by country, author, sources, and institution. This work also provides information about the most frequently used keywords, the most active countries, and institutions. The results show that local restaurant-themed studies have increased in academic literature in the last two decades. The institutions that do the most research and publications on the subject are universities in the United States. In addition, China, Norway, and Italy are among the top countries after the United States. It is noticeable that the studies are generally single-authored and there is a

lack of collaboration. This research will contribute to future academic and social studies by showing how the local restaurant theme is reflected in academic literature.

Keywords: gastronomy, sustainability, bibliometric analysis, local restaurants

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Risk Perception of Frontline Service Robots in Tourism: Applying the UTAUT Model

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Abstract

Service robots have become an essential part of the tourism and hospitality industry (Kuo, Chen, & Tseng, 2017; Park et al., 2021) and in so-called service encounters (Tuomi, Tussyadiah, & Stienmetz, 2021). Service robots are already being used in numerous hotels and restaurants worldwide. Some perform repetitive tasks, while others have direct social contact with the customer (Belanche et al., 2020), creating new forms of interaction and customer care, and consequently, new tourist experiences (Kuo et al., 2017). However, despite the growing interest in service robotics, it is still unclear how customers may react to these robots in different service contexts (Kao & Huang, 2023). Special attention should be paid to the increasing concerns of consumers regarding perceived risks of service robotics. This risk is higher when there is more uncertainty about malfunction, errors, or technical inaccuracies (Seo & Lim, 2021). This research aims to address this research problem by developing and testing a theoretical model using the Unified Theory of Acceptance and Use of Technology (UTAUT), one of the most recent and comprehensive theories regarding technology acceptance models (Yee-Yeoh & Nie-Chin, 2022). The model provides a tool for optimal decision-making by managers, formulating strategy, and evaluating successful introductions of new technologies. It also allows recognizing the factors that drive individuals to accept a technology and designing a strategy aimed at those users less inclined to adopt and use new technologies (Porubčinová & Fliderová, 2020). Therefore, the main objective of this research is to extend the UTAUT model to determine customer behavior towards service robots in the tourism and hospitality industry. In particular, the aim is to analyze the dimensions of perceived risk related to the use of service robots and their relationship with the intention of behavior and the actual usage

behavior of service robots. Although previous studies have developed qualitative analyses examining perceived risk as antecedents of consumer decisions (Wu et al., 2021), further quantitative research is still needed on how perceived risk affects decision-making (Seo & Lee, 2021). Especially, while the UTAUT model has been applied in studies on human-robot interaction, most research has focused on the educational sector (Han & Conti, 2020) or healthcare (Yeoh & Chin, 2022). Only few studies have considered extending the UTAUT model for a more comprehensive explanation of user behavior regarding service robots in tourism.

Keywords: service robots, tourism, perceived risk, consumer behavior, UTAUT model

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How Servant Leadership Fosters Radical Innovation in Hotels via Increasing Internal Communication: Is This Effect Greater in Family-Owned Hotels?

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Abstract

The pursuit of firm radical innovation is crucial for establishing a sustainable competitive advantage, particularly in the hotel industry where technological adoption, such as service robots, is becoming increasingly prevalent. In this industry, radical innovation, that develops from the application of ground-breaking ideas and techniques, is pivotal for hotels to attain leadership, and the extent to which communication freely flows within the hotel can be key for that purpose. Drawing on the Upper Echelons theory we argue that the servant leadership practiced at the top, with its emphasis on serving, community building, and emotional healing could engender such flow of internal information, especially in family-owned hotels where, according to a Socio-Emotional Wealth Theory, there is a strong interest for building ties for and between all involved in the firm. The empirical analysis conducted on 176 hotels in the Canary and Balearic Islands using Partial Least Squares (PLS), confirms that CEO servant leadership fosters radical innovation by positively impacting the flow of internal communication. Notably, this mediated effect is more pronounced in family-owned hotels, highlighting the suitability of adopting a servant leadership style in family businesses to enhance the flow of internal communication and consequently the achievement of radical innovation. This research therefore sheds new light on how the adoption of servant leadership practices at the top can help engender internal communication and, consequently, enhance radical innovation. It interestingly explores how to strengthen these effects, by focusing attention on vivifying the unique socio emotional wealth characteristics of family businesses.

Keywords: servant leadership, hotel, radical innovation, internal communication, family business

Understanding Service Robots in the Tourism and Hospitality Industry: A Bibliometric Analysis Approach

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Abstract

Labor shortages, high employee turnover (Koerten & Abbink, 2022) and high human resources costs (Ahmat et al., 2022) are pressing challenges faced by businesses in the tourism and hospitality industry (Tussyadiah, 2020). Those challenges are a serious matter to deal with as they might compromise the economic contribution of the hospitality industry which is one of the drivers of economic growth and employment in the world (Thommandru et al., 2023). For this reason, services robots are increasingly used in the industry provoking debates among tourists and scholars. In fact, service robots being just intelligent machine (Tussyadiah, 2020), implementing them in the tourism and hospitality industry might result in scarifying customers' experience (Forgas-Coll et al., 2023) giving the fact that in this industry, human touch is an integrated part of the service (Lei, Fong, & Ye, 2023).

To map the state of the art on robot usage in our field and the conflicting situation that emerges from it, this study performs a bibliometric analysis of the literature on service robots in the tourism and hospitality industry. The data collection process was executed using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) methodology, ensuring a rigorous and transparent approach to identifying and selecting relevant papers using the Scopus database. In total 193 journal articles and reviews related to this topic were collected and deemed appropriate for this study. Subsequently, bibliometric analysis was employed to systematically assess the quantitative aspects of the collected literature, providing insights into publication trends and key contributors. Two categories of bibliometric tools were used: (1) performance analysis tools to have a quick overview of the state of literature; and (2) science mapping tools which focuses on the relationships between research elements to have an in-depth understanding in the analysis. The result suggests that International Journal of Contemporary Hospitality Management is the

journal with more citations and co-citations related to this topic, the most cited and co-cited authors and the most frequent keywords were identified. Additionally, papers were categorized, and content analyzed to identify diverse possible typologies mentioned in the literature, adding a qualitative dimension to the systematic examination.

Conclusively, the results show that the literature is still more focused on generic aspects of the topic such as technology acceptance, human-robot interaction, and customers' assessment as well as on the use of robots and technology during the COVID-19 pandemic period. Suggestions for future research and a research agenda are proposed. The references used for the bibliometric study are available upon request.

Keywords: service robots, artificial intelligence, tourism and hospitality industry

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Shaping Perception: The Influence of Glass Design on Brand Image, Customer Attitude, and Behavioral Intentions

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Abstract

In the vibrant arena of hospitality, the presentation of beverages extends beyond mere functionality to become a cornerstone of the customer experience. As dining out becomes more popular and frequent, restaurants are working hard to remain competitive by staying up-to-date with consumer preferences and dining trends (Lu & Chi, 2018). Glassware varies widely in form, capacity, and design, and its design is increasingly recognized as crucial for marketing, significantly influencing sales (Stead et al., 2014). For a restaurant, ensuring that the glassware aligns with its overall aesthetic is crucial. This commitment to matching the glassware with the restaurant's style not only enhances the dining experience but also underscores the establishment's dedication to quality and attention to detail (Billing, Öström, & Lagerbielke, 2008). The impact of visual cues, such as the imagery of drinks and whisky glassware, on consumer behavior can be profoundly understood through the lens of the Elaboration Likelihood Model (ELM). This model distinguishes between two paths of information processing: central, requiring deliberate cognition, and peripheral, involving minimal cognitive effort (Petty, Cacioppo, & Schumann, 1983). Visual elements, particularly in the context of restaurant items marketing, harness the peripheral route to influence consumer preferences and attitudes. Images, with their ability to convey information vividly and evoke emotions or associations effortlessly, are processed more holistically and swiftly than text (Meyvis, Goldsmith, & Dhar, 2012). This efficiency in processing makes visual advertising, such as well-crafted images of whisky in appealing glassware, a potent tool for shaping consumer perceptions. Such imagery can trigger positive emotions or associations, like the anticipation of relaxation associated with drinking whisky, thus influencing consumer attitudes towards the product with minimal cognitive engagement (Townsend & Kahn, 2014). Leveraging visual aesthetics in marketing strategies, therefore, becomes crucial for brands aiming to attract and engage consumers effectively,

particularly in industries where presentation and product experience are closely intertwined, as in the case of whisky.

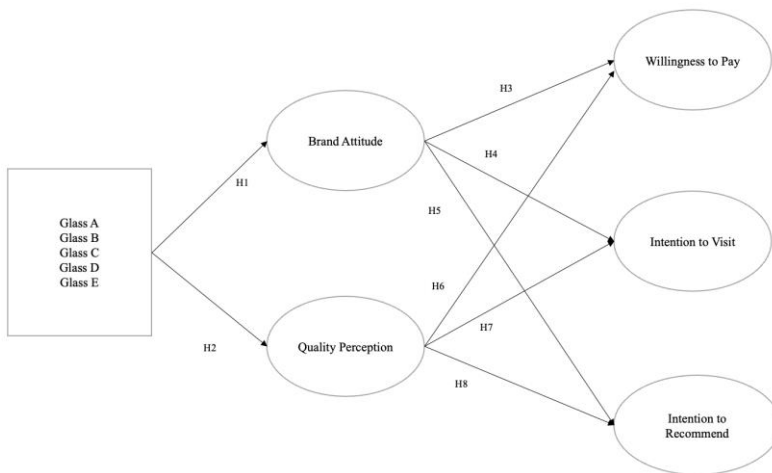
Prior research has largely concentrated on the influence of glassware, notably wine glasses, on the sensory perception of its contents (Wan et al., 2015). Yet, investigations into how glassware used in marketing materials affects consumer perceptions of establishments, particularly within the whisky sector, remain limited. Amidst the whisky industry's rapid expansion and innovation (Whiskey Market Size, 2023), exploring how glassware shapes customer perceptions and enhances their experience is essential for developing effective brand differentiation and marketing tactics. This study intends to explore the significance of glass design in the marketing and branding efforts of bars and restaurants. It will evaluate how various whisky glass shapes can either augment or detract from a brand's value from the consumer's perspective. Furthermore, it aims to dissect the nuanced role of appropriateness—how well the glass design aligns with restaurant brand image and consumer expectations—in influencing consumer attitudes and behaviors. This research is poised to offer invaluable insights for whisky producers, marketers, and brand strategists, providing a deeper understanding of consumer psychology, enriching brand appeal, and refining product design to meet consumer demands.

Employing the Stimulus-Organism-Response (SOR) (Mehrabian & Russel, 1974) model as a theoretical lens, this research aims to dissect the intricate relationship between the stimulus (the design of the glassware) and its influence on the organism (the customer's internal state), culminating in a specific response (behavioral intentions towards the bar or restaurant). Through an experimental design this study examines how the choice of glassware, tailored to enhance the sensory experience of whisky consumption, can elevate, or undermine the establishment's brand image in the eyes of the consumer. Furthermore, it explores how these perceptions shape customer attitudes toward the establishment and influence their intentions regarding revisit and word-of-mouth advocacy. The current research is aiming to test the following hypotheses:

- H₁: Whisky glass A will lead to higher restaurant brand attitude perception than B, C, D, E glasses.
- H₂: Whisky glass A will lead to higher restaurant quality perception than B, C, D, E glasses.

- H₃: Restaurant brand attitude will significantly and positively influence willingness to pay.
- H₄: Restaurant brand attitude will significantly and positively influence intention to visit.
- H₅: Restaurant brand attitude will significantly and positively intent to recommend.
- H₆: Restaurant quality perception will significantly and positively influence willingness to pay.
- H₇: Restaurant quality perception will significantly and positively influence intention to visit.
- H₈: Restaurant quality perception will significantly and positively intend to recommend.

Figure 1. Theoretical Model



This quantitative study will be designed as an independent measure online scenario-based experiment. This study will be using five different types of whisky glasses between-subjects experimental design. Participants will be randomly assigned to one of the five experimental conditions. A questionnaire will be developed on the Qualtrics platform and distributed online via Prolific. A sample size of 500 participants will be targeted, they must reside in the US and be over 21. A pre-qualifying question will be asked at the beginning of the survey. Real photos taken by a professional in a neutral and constant background will be take on the five stimuli and a manipulation check test will be conducted online.

Keywords: stimulus-organism-response, whisky glasses, brand attitudes, quality perception, elaboration likelihood model

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Protected natural sites: Accessibility tourism infrastructure and perception; The case of Cappadocia

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ABSTRACT

Accessible tourism is a necessity to annihilate discrimination among tourist in a destination and let all type of tourists enjoy and have the same opportunity. Though the conception of accessible tourism is related with physically disabled tourists, the concept consists different type of disabilities as well. On the other hand, due to the World Health Organization (WHO) 15 % of world population, over a billion people, have different form of disabilities. Those who may need special services like accessible roads, buildings, hospitals, shopping centers, museums are reaching to an important level in many EU countries. For instance, currently in the EU almost 20 percent of total population is over aged 65. On the other hand, 19,3% of the American population (It represents approximately 50 million people of the USA population) are living with different type of disabilities. Indicated population's annual income is more than 200 billion USD and almost 7% of this income is been spent for the travel and holiday. By 2030, this number is expected to double therefore this consumer group is indicated as one of biggest minority who has a great potential in regard of tourism spending in the world. Therefore, analyzing accessibility of Göreme and Rock Sites of Cappadocia has many important points particularly for increasing the value of the destination and prepare it for the destination competitiveness.

Keywords: Sustainable Tourism, Tourism for All, Accessibility, Disabled Person, Cappadocia, Turkey, Universal Design

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