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Tourism for a Better World

BOOK OF ABSTRACTS

**The 6th Conference on Managing Tourism
Across Continents
MTCON'2025**

**April 30-May 03, 2025
İstanbul - Türkiye**



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The 6th Conference on Managing Tourism Across Continents (MTCON'2026)

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ISBN 000-0-00000-00-0

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Foreword from the Conference Chairs



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Dear Colleagues,

It is with great pleasure that we welcome you to the 6th International Managing Tourism Across Continents Conference (MTCON 2025), held in the vibrant city of Istanbul April 30 to May 3, 2025.

MTCON has grown into one of the leading international platforms for scholars, practitioners, policymakers, and industry leaders to share research, exchange ideas, and foster collaborations that shape the future of tourism, hospitality, and events. The conference brought together over 600 participants from 50 countries.

The Book of Abstracts you hold represents the breadth and depth of research presented at MTCON 2025. Contributions span diverse areas including sustainable tourism, digital transformation, cultural heritage, hospitality management, innovation in destination marketing, and the role of tourism in advancing the UN Sustainable Development Goals. Together, they reflect the richness of our field and the collective commitment to making tourism a force for positive change across continents.

We would like to thank all contributors, reviewers, and members of the scientific and organising committees for their dedication and support. A special note of appreciation goes to our partners, sponsors, Doğuş University and the University of Wolverhampton, whose collaboration has made this event possible.

With warm regards,

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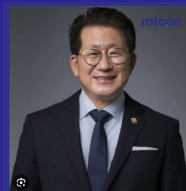
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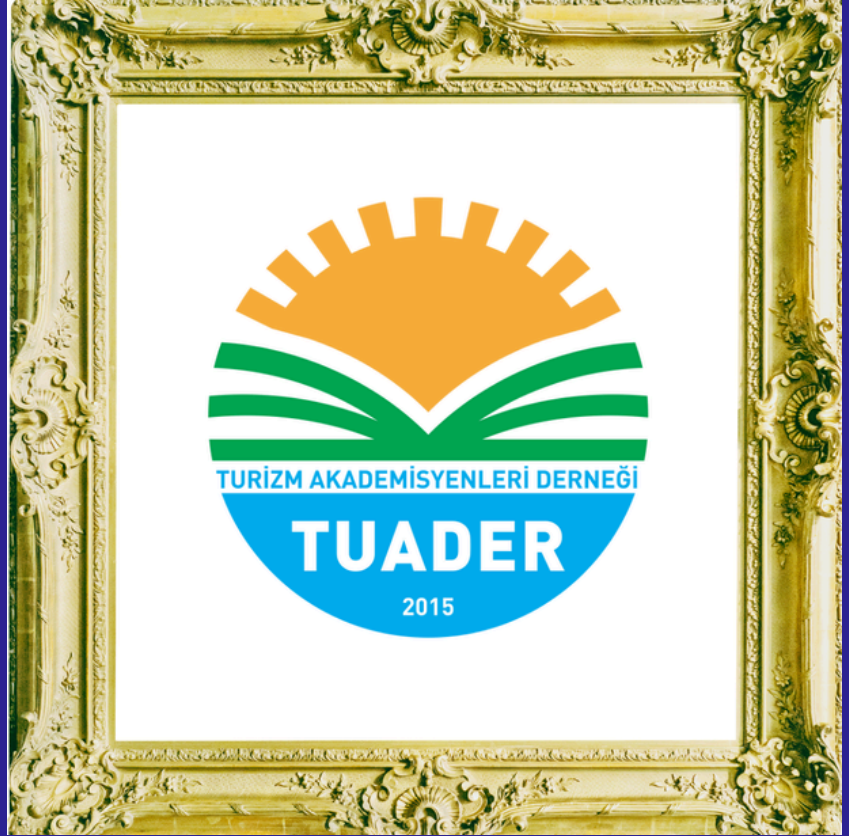


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(MTCO'25) April 30 – May 3, 2025

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Exploring the Interplay between Green Self-identity, Psychological Ownership and Subjective Well-being in Luxury Hotels

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Abstract

Purpose: In the last few years, the intersection of luxury and sustainability has garnered significant attention due to escalating environmental concerns and the imperative to enhance subjective well-being among tourists. This study explores the relationship between consumer green self-identity and sustainable consumption behavior as well as between green self-identity and subjective well-being among luxury consumers.

Study Design/Methodology/Approach: Primary data (n=357) was collected using an online questionnaire-based survey with users of luxury and upscale hotels through a research firm and analyzed using AMOS 25 and PROCESS SPSS Macro.

Results: Results of the study indicated a positive and significant relationship between consumer green self-identity and sustainable consumption behavior as well as between green self-identity and subjective well-being among luxury consumers. Psychological ownership was found to have a mediating impact between consumer green self-identity and sustainable consumption behavior.

Originality/Value: The present study contributes to green hospitality and tourism literature using Psychological ownership theory to test the proposed relationships.

Keywords: Green Consumers, Sustainable Consumption Behavior, Eco-Conscious Behavior, Subjective Well-Being, Perceived Consumer Effectiveness

An Exploration of the Use of AI Innovations within Mobile Apps on Consumer Brand Loyalty

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Purpose: The aim of this study is to examine how consumers' understanding of AI technology in products might influence the connection between a brand's innovativeness and customer loyalty. Specifically, the exploration involves identifying whether a customer's knowledge of AI in products acts as a moderating factor in this relationship. The scarcity of research examining how AI facilitates innovativeness, and its impact on brand innovativeness, underscores the novelty of this concept. This extension of brand theory (BVC) offers a framework for understanding consumer behavior in the age of AI-driven services.

Study Design/Methodology/Approach: A quantitative online survey of 209 respondents was questioned for their use of Amazons UK App using established measures 7. Likert scales, analyzed via PLS-SEM analysis.

Results: The findings of the study prove the importance of AI knowledge as a moderator and optimizing AI has a strong correlation with brand loyalty.

Originality/Value: The study offers empirical evidence of the critical role of AI innovations and brand innovativeness to equate to brand loyalty. The limitations include respondents based in the UK, though other countries may not use the App as often, and longitudinal studies may have extended the sample size, however, regular innovative updates shift the focus of AI innovation within the App.

Keywords: Marketing, Artificial Intelligence, AI, Consumer Behavior, Brand Innovativeness, Brand Attitude, Mobile Apps, Customer Experience

Web Augmented Reality (WebAR) Marketing in Museums: Examining its Effect on Visitor Intentions in the Service Industry

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Abstract

Purpose: This study investigates the effectiveness of web-based augmented reality (WebAR) in marketing museum exhibits during the pre-visit phase. It aims to address gaps in AR marketing research in the tourism and hospitality industry and to identify the drivers of visitor intentions influenced by AR experiences.

Study Design/Methodology/Approach: Using the stimulus–organism–response (SOR) model, the study examines how enjoyment and engagement with WebAR influence attitudes toward the service, curiosity and exploration, and museum perception, which subsequently drive destination visit intentions. A WebAR experience featuring a lifelike Tyrannosaurus model was developed, and 306 participants interacted with it before completing a structured questionnaire. Data were analysed using structural equation modelling to evaluate relationships among constructs and the moderating role of technology innovativeness.

Results: WebAR experiences significantly enhanced participants' attitudes, curiosity, and perceptions of the museum, with enjoyment emerging as the strongest predictor across all constructs. Curiosity and exploration were identified as the most influential drivers of destination visit intentions. Moderation analysis revealed that technology innovativeness slightly reduced the effects of enjoyment and engagement on curiosity and museum perception, particularly for tech-savvy participants.

Originality/Value: This research contributes to the understanding of WebAR's potential as a seamless, accessible marketing tool in the pre-visit phase. By highlighting the emotional and motivational drivers of visitor intentions, it provides practical insights for marketers and theoretical advancements in experiential and AR marketing within the service industry.

Keywords: Augmented Reality, Exhibit Marketing, Museum Marketing, Destination Visit Intentions

AI and Work-Life Balance for Women in Hospitality: Leveraging Automation to Reduce Job Stress

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Abstract

Purpose: This study explores the impact of artificial intelligence (AI) and automation on work-life balance and job stress among women in the hospitality industry. Given the industry's demanding nature, particularly for female employees who often face long working hours and societal caregiving expectations, this research examines how AI-driven automation can alleviate job-related stress while also presenting challenges such as job displacement fears and gender biases in AI adoption.

Methodology: A qualitative research design was adopted, utilizing secondary data from peer-reviewed journal articles, published literature, and conference proceedings. The study synthesized existing research on AI applications in hospitality, gender-related workplace challenges, and AI-driven work-life balance improvements.

Results: Findings indicate that AI-powered tools, such as chatbots and predictive analytics, significantly reduce employee burnout by streamlining routine tasks and enhancing scheduling flexibility. However, barriers persist, including gender disparities in AI training, concerns over automation-driven job loss, and the cultural resistance to women adopting AI-related roles. Additionally, algorithmic biases in AI systems further exacerbate workplace inequalities.

Originality: This study contributes to the growing discourse on AI integration in hospitality by highlighting its dual impact on female employees. It underscores the need for gender-inclusive AI adoption strategies to ensure that women benefit equally from technological advancements.

Keywords Artificial Intelligence, Work-Life Balance, Flexible Scheduling, Job Stress Reduction

The Role of Tourism Diplomacy on Destination Branding

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Abstract

Purpose: This research aims to theoretically clarify the relationship between tourism diplomacy and destination branding. In this respect, it first aims to clarify the terminology of tourism diplomacy, which has recently become a popular topic, and to provide new information about how it is carried out in practice. Then, it aims to clarify what destination branding represents regionally and nationally. Finally, it aims to define the possible link between tourism diplomacy and destination branding and to reveal their similarities and differences.

Study design/methodology/approach: The research examines the semantics between tourism diplomacy and destination branding in a theoretical framework. For this reason, firstly the concept of tourism diplomacy and then the concept of destination branding are tried to be clarified theoretically. Then, the theoretical semantics between tourism diplomacy and destination branding are tried to be revealed theoretically.

Results: The multi-channel structure of tourism diplomacy especially strengthens the attitude formed in the minds of the audience. In other words, tourism allows the audience to experience the attitude reflected. This strengthens the image of countries, regions or destinations individually or cumulatively.

Originality/value: This study theoretically reveals the relationship between tourism diplomacy, which is a new concept in the relevant literature and has been analysed at a limited level, and destination branding. In the related literature, no research testing the correlation between both variables has been found yet.

Keywords: Tourism Diplomacy, Destination Branding, Nation Branding, Diplomatic Marketing

Hospitality and hospitableness: implications for the perception of well-Being in health and aesthetic establishments

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Abstract

Purpose: This study aims to understand the relationship between hospitality, hospitableness, and the perception of well-being in health and wellness establishments in the city of São Paulo. The research explores how hospitality and the qualities of hospitableness influence customer experience and their sense of well-being.

Study design/methodology/approach: The methodology adopted was qualitative, with data collected from customer reviews on digital platforms such as TripAdvisor, Facebook, and Google. Content analysis was used to analyze the testimonials, identifying key themes and insights.

Results: The results indicate that effective hospitality and hospitableness practices, such as cordiality, respect, and attentiveness of hosts, strengthen the bonds between hosts and customers, contributing to creating memorable experiences and promoting customers' well-being.

Originality/value: The study highlights the originality of integrating the concepts of hospitality and hospitableness in the health and wellness sector, offering a new perspective on the impact of customer experience on well-being, a topic that remains underexplored in this context.

Keywords Hospitality, hospitableness, well-being, health and wellness, customer experience, São Paulo.

“Throw Out a Sprat to Catch a Mackerel”: Analyzing the Benefits to Tour Operations Provided by Businesses

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Abstract

Purpose: This research aims to reveal the benefits offered by businesses providing services to tour operations and the underlying reasons for providing benefits.

Study Design/Methodology/Approach: Grounded theory methodology has been used in this research. Qualitative research has been conducted to achieve this aim. 17 business managers have been interviewed. The data have been analyzed using content analysis.

Results: The findings have revealed that the benefits offered by businesses providing services to tour operations need to be grouped by considering beneficiaries: benefits to travel agencies, benefits to tour staff and benefits to the tour group. The benefits offered to beneficiaries have been themed as free service, refreshments, hosting, discount and tipping. The findings also reveal that the underlying reasons businesses provide services to tour operations are grouped into four themes: financial benefits, sustainable trade, business promotion and customer satisfaction.

Originality/Value: This research sheds light on the nature of the social exchange relationship between tour operations and businesses.

Keywords Tour Operations, Businesses, Benefits, Sustainable Trade, Grounded Theory.

Modeling Pro-Environmental Behaviors in Adolescents through Climate Policy Messaging: A Novel Experimental Framework

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Abstract

Purpose: This study aims to understand how targeted climate policy messages influence pro-environmental behaviors in adolescents. By integrating simulated and real-world behavioral tasks, it examines the roles of emotional engagement, cognitive understanding, and self-efficacy in driving sustainable actions.

Study Design/Methodology/Approach: Using a robust experimental framework, 200 adolescents aged 15-18 in Dubrovnik, Croatia, were exposed to mitigation- and adaptation-focused climate policy messages. Behavioral simulations, real-world decision-making tasks, and biometric analysis were employed to measure responses. The experimental group engaged in workshops reinforcing these messages, while the control group received no additional stimuli. The study's design adheres to Social Cognitive Theory (SCT), emphasizing observational learning and reciprocal determinism.

Results: As data collection is ongoing, findings will be finalized by the conference. Preliminary analysis indicates the potential for climate policy messaging to significantly enhance pro-environmental behaviors and self-efficacy in adolescents.

Originality/Value: This research contributes a novel methodological framework combining simulated scenarios and real-world behavior measurement. It offers actionable insights for educators and policymakers to design impactful climate communication strategies.

Keywords: Climate Policy, Pro-Environmental Behavior, Social Cognitive Theory, Adolescents, Biometric Analysis, Behavioral Simulations

Branding the Future: How Smart City Technologies Reshape Tourism and City Branding

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Abstract

Purpose: This study explores how smart city technologies contribute to shaping city branding and tourism strategies in urban contexts. It investigates the integration of technological tools such as artificial intelligence, IoT systems, and data-driven applications into the strategic branding efforts of cities aiming to enhance their global visibility and appeal.

Study Design/Methodology/Approach: A qualitative research design was employed, based on expert interviews conducted in three global cities—Amsterdam, Berlin, and Istanbul. Thematic analysis was used to examine how smart city strategies are aligned with urban branding narratives, focusing on institutional frameworks, stakeholder engagement, and policy integration.

Results: The findings reveal that while all three cities actively engage in smart city development, their branding approaches differ significantly. Amsterdam demonstrates a cohesive integration of smart technologies within its “I amsterdam” brand, emphasizing innovation and inclusiveness. Berlin maintains a fragmented but innovation-driven narrative grounded in startup culture and scientific advancement. Istanbul, on the other hand, presents a citizen-oriented smart city model with emerging efforts toward international branding. Strategic alignment and governance structures play a critical role in shaping how technology supports branding.

Originality/Value: This study bridges the gap between smart city practices and city branding strategies by providing comparative insights into how different governance models and local priorities influence digital urban identities. The findings offer valuable guidance for urban planners, branding professionals, and policymakers seeking to leverage technology for competitive urban positioning.

Keywords: Smart City, City Branding, Urban Innovation, Tourism Strategy, Digital Transformation

Semiological Analysis of Istanbul's 2024 Tourism Advertising Campaign

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Abstract

Purpose: The objective of this study is to reveal the extent to which the images presented in the 2024 advertising campaign of the Turkish Tourism Promotion and Development Agency (TGA) accurately construct and position Istanbul as a tourism destination, in order to attract the intended target audiences. The analysis will further explore whether these target audiences are correctly defined according to the tourist profile that Türkiye needs to attract.

Study Design/Methodology/Approach: The research comprises a comprehensive review of the extant literature on destination image and positioning. Subsequently, a detailed semiological analysis of all frames in the advertising film is conducted from the perspective of Roland Barthes, and the connotations identified are subsequently interpreted. Furthermore, the advertising strategy of the campaign is analyzed.

Results: A review of the campaign's advertising strategy has identified certain missteps and the target audience has been identified as misguided. It is recommended that further market research be conducted to determine the target audience that can generate the most revenue and benefit for the destination. Once this audience is defined, the campaign should be redesigned accordingly.

Originality/Value: The application of semiological analysis to the Istanbul advertising film represents a novel methodological approach, with implications for scholars and practitioners in various fields. The findings of the study have the potential to inform future research by providing a methodological framework and a theoretically grounded research topic. This research aims to contribute to the literature by focusing on the destination image concept, particularly in terms of advertising strategies and target audiences, using a semiological method. Such studies are limited in number in the literature and studies focusing on this advertising film are non-existent.

Keywords: Advertising Strategy, Positioning, Semiotics/Semiological Analysis, Tourism Destination Image, Istanbul Brand

**The Characteristics of The Sustainable Turkish Restaurant with The Michelin Green Star and
The Gault & Millau Awards**

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Abstract

Purpose: The present study investigates the sustainable restaurants in Türkiye that have been awarded Michelin and Gault & Millau guides.

Study Design/Methodology/Approach: Document analysis was selected as the qualitative method of choice for the evaluation of data pertaining to the sustainable restaurants criteria. The websites of restaurants that had received awards from the Michelin and Gault & Millau guides were selected as a source of data. A web content analysis was implemented under the three titles of food procurement, preparation and presentation.

Results: The implementation of a website content analysis revealed that the selection of local food was highlighted by restaurant chefs, with the local food either being sourced from local producers or being part of the restaurant's farm-to-table initiative.

Originality/Value: This study has been undertaken to enhance consumer and restaurant awareness of sustainable practices. It has been achieved by implementing sustainable practices in high-profile Turkish restaurants that have been awarded prestigious accolades.

Keywords Sustainability, Sustainable Restaurants, Turkish Sustainable Restaurants, Michelin Green Star, Gault & Millau Sustainable Reward

The Use of Artificial Intelligence Applications in Tourism Education

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Abstract

Purpose: This study explores the use of artificial intelligence (AI) applications in education, with a particular focus on their role in tourism education. AI in education (AIE) is becoming increasingly prevalent; however, there are different perspectives regarding its application in both education and research.

Study Design/Methodology/Approach: This research is based on secondary data and consists of a literature review. It synthesizes findings from primary sources to provide a comprehensive overview of AI applications in education. The study was conducted by analyzing scholarly articles on AI and examining recent technological advancements.

Results: AI can process educational, psychological, and social data, making it a valuable tool for both students and educators. AI applications enhance the efficiency of educational systems by streamlining tasks and improving learning outcomes. As universities strive to remain competitive, they increasingly adopt AI technologies to attract students and enhance their academic offerings. In tourism education, practical training is essential for gaining industry experience; however, it may create time management challenges for students. AI applications support students academically by offering personalized learning and flexible study options.

Originality/Value: There is limited research on AI in tourism education, making this study a valuable contribution to the literature. By providing insights into AI applications in tourism education, this research helps bridge the gap and supports future studies in the field.

Keywords: Artificial Intelligence in Education, Educational Sciences, Tourism, Tourism Education

Restaurant Revenue Management: A Bibliometric Analysis

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Abstract

Purpose: The purpose of this study is to examine the research on restaurant revenue management through bibliometric analysis and provide a general framework on the topic.

Study design/methodology/approach: In the study, publications on restaurant revenue management available in the Web of Science (WoS) database were searched using the keyword “Restaurant Revenue Management.” No time limitation was applied during the search. As a result, a total of 25 articles published between 2003 and 2024 were identified. These articles were analyzed using various bibliometric methods with the R package.

Results: A total of 25 articles on restaurant revenue management have been published in nine different journals. These articles have received a total of 486 citations, with an average of 22.09 citations per year and 19.44 citations per article. The h-index of these studies is 12. A total of 112 keywords were used in these articles, with "Restaurant Revenue Management" and "Revenue Management" emerging as the most frequently used keywords.

Originality/value: This study is the first to comprehensively examine the existing literature on restaurant revenue management using a bibliometric approach. It reveals the scope and development of the literature aimed at improving revenue management strategies for restaurants, providing insights into how research in this field has evolved over time. Based on the analysis of 25 articles available in the WoS database, the study investigates the most-cited works, frequently used keywords, and the impact of publications, offering researchers the opportunity to evaluate the effectiveness of restaurant revenue management practices and explore new directions in this field. By systematically addressing the literature on restaurant revenue management, this study establishes a foundation for future research and offers practical implications for restaurant operations.

Keywords Revenue Management, Restaurant Revenue Management, Bibliometric Analysis

Sexual Harassment Awareness and Management Practices in Hotels

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Abstract

Purpose: Sexual harassment in hospitality and tourism is a serious issue with many attendant implications. Academics and practitioners for decades have drawn attention to its scope and impact yet there are gaps to be filled. This study aims to examine the awareness of sexual harassment among hotel practitioners in Nigeria and Ghana and explore the relationship between organization's commitment to managing sexual harassment and employee performance with employee sexual harassment conformance behavior as moderator.

Study Design/Methodology/Approach: Utilizing Dual Process Theory (DPT), this paper explored the effect of organizations practices in managing sexual harassment (MgtPract) on employee performance (EmpPerf) with consideration of employee's tendency to adopt tolerance/conformance behavior (ConBehv) and/or develop awareness of sexual harassment (ASH) in two developing countries - Nigeria and Ghana. A total of 712 completed questionnaires were collected. Partial least squares structural equation structural modelling (PLS-SEM) using SmartPLS version 4.0 was employed in assessing the research model.

Results: Results revealed that EmpPerf is positively influenced by MgtPract. However, commitment of management to manage sexual harassment on its own is not as effective as when employees develop awareness and follow organizations' procedure in dealing with incidents.

Originality/Value: Theoretical contributions were discussed and implications for practice were also identified.

Keywords: Hotel Employees, Dual Process Theory, Sexual Harassment, Employee Performance, Organizational Commitment

Investigating the Impact of Green Supplier Selection and Waste Reduction Practices on Organizational Citizenship Behavior for the Environment with Restaurant Ethical Attitudes as a Mediator

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Abstract

Purpose: This research was designed to draw the attention of chefs to promote environmental sustainability, selecting green supplier and practice of waste reduction. Therefore, this paper aims to empirically investigate the impact of green supplier selection and waste reduction practices on organizational citizenship behavior for the environment with restaurant ethical attitudes as a mediator within the sample of casual dining' chefs.

Study Design/Methodology/Approach: From the perspective of stimulus–organism–response (SOR) theory, in this study a logical model of “green supplier selection and waste reduction practices (stimulus)–restaurant ethical attitudes (organism)– organizational citizenship behavior for the environment (response)” was developed. The proposed research model was empirically tested by using a survey of 476 chefs with the convenience sampling method from casual dining restaurants in Turkiye. Path analysis, using structural equation model was employed to estimate the hypothesized relations among the variables in this study.

Results: The analyses show that it highlights the direct role of green supplier selection and waste reduction practices in determining restaurant ethical attitudes and similarly, green supplier selection and waste reduction practices were found to have a positive and direct relationship with organizational citizenship behavior for the environment and lastly restaurant ethical attitudes have positive and direct relationships with organizational citizenship behavior for the environment. By introducing the restaurant ethical attitudes as a mediator, the effects of green supplier selection and waste reduction practices on organizational citizenship behavior for the environment were reduced with a significance level. As these mediation effects are all positive and significant, they have been categorized as the “complementary type” or “partial mediation”, as suggested by Zhao, et al. (2010).

Originality/Value: This paper provides a theoretical framework that academics and practitioners with a comprehensive perspective draw attention on to the environmental sustainability on what types of stimulus trigger in chefs' environmental behavior. While this research aims to reveal the relationships between variables within the framework of the conceptual model, it also aims to increase the awareness of restaurant businesses, especially chefs, about environmental sustainability.

Keywords: Green Supplier Selection, Waste Reduction Practices, Organizational Citizenship Behavior for the Environment, Sustainable Environment, Restaurant Ethical Attitudes

A Participant Observation on Tourist-to-Tourist Interaction in a Guided Tour of the Black Sea Region

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² Burdur Mehmet Akif Ersoy University, Türkiye

Abstract

Purpose: This study aims to explore the nature and consequences of tourist-to-tourist interactions during guided tours.

Study Design/Methodology/Approach: The study employed a qualitative research approach, utilizing the participant observation technique for data collection. Field data were collected during a guided tour of the Black Sea region, in which 41 adult Turkish tourists participated. The data were collected between September 7th and September 12th, 2022. The field notes were transcribed digitally, and their content was analyzed.

Results: The findings revealed that tourist-to-tourist interactions occur through themes such as criticizing or seeking support, calming others, sharing experiences and emotions, exchanging ideas, forming friendships, and fostering community. While often overlooked in tourism research, these dynamics are crucial to understanding how tourists influence each other's experiences during guided tours.

Originality/Value: Despite growing interest in the social dynamics of tourism, previous research primarily focused on tourist-local and tourist-staff interactions, often overlooking the equally significant tourist-to-tourist interactions, particularly in guided tours. By employing participant observation as a methodological approach, this study provides a nuanced and comprehensive understanding of tourist-to-tourist interactions, contributing to the social interaction theory.

Keywords: Tourist-To-Tourist Interactions, Guided Tours, Social Interaction Theory, Participant Observation

Do The Hotel Circular Economy Practices and Green Attributes Influence The Tourists' Booking Behaviour?

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Abstract

Purpose: The study analyses the role of the circular economy in the hotel room booking process, aiming to 1) identify the CE actions or practices and the green attributes the hotel industry can implement to help attract customers engaged in sustainable practices, and 2) assess their willingness to book and pay.

Study Design/Methodology/Approach: The study uses an experimental online hotel booking simulation to identify the circular or green practices and attributes preferred by the different customer segments, to evaluate their impact on booking behaviour, and to identify those segments with stronger pro-circular behaviour. Data was collected from a sample of 340 participants.

Results: Specific segments, such as tourists that are travelling without children, those selecting higher star rating hotels and environmentally conscious individuals, exhibit a greater willingness to engage with circular economy (CE) practices in their booking preferences.

Originality/Value: The research provides insights in four key areas: 1) It examines tourists' circular behaviour, emphasizing circular practices rooted in the 3Rs, expanding beyond the narrower 2R approaches. 2) It offers an in-depth customer segmentation analysis based on pro-circular and green attitudes. 3) It provides actionable insights for destination management organizations and hotel marketers to attract long-term sustainable demand in the online booking process.

Keywords: Circular Economy, Hotel, Willingness to Book, Willingness to Pay, Segmentation

Exploring Workers' Familiarity, Interest, and Motivation for Micro-Shift Hotel Jobs

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Abstract

Purpose: This study examines workers' familiarity with, interest in, and motivations for micro-shift hotel jobs, their willingness to adopt a micro-shifts app, and explores demographic differences in these factors.

Study Design/Methodology/Approach: Data were collected via an online survey with 2,400 respondents. Descriptive statistics, correlation analysis, t-tests, ANOVA, and chi-square analysis were employed for data analysis.

Results: The findings reveal a general lack of awareness of micro-shifts but moderate interest in such positions, with financial incentives and flexible work schedules being the primary motivations. Despite limited familiarity, 83.4% of respondents expressed a willingness to download the app, indicating significant potential for leveraging digital platforms to address labor shortages in the hospitality industry. Additionally, younger workers (18-24), part-time employees, and hospitality sector workers show a higher interest in micro-shifts.

Originality/Value: These findings suggest that targeting younger, part-time, and hospitality sector workers while increasing awareness of micro-shifts and related apps may provide a viable strategy to alleviate staffing challenges in the hospitality industry.

Keywords: Micro-shift, Labor Shortage, Share Economy, Digital Platform, Technology Adoption

Advancing Accessible and Sustainable Tourism Through Generative AI: A Conceptual Framework

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Abstract

Purpose: Generative Artificial Intelligence (GenAI) has the potential to advance inclusion and sustainability in digital tourism by improving the accessibility of tourism experiences for people with disabilities (PwD). However, GenAI's expansion and versatility simultaneously create challenges as tourism stakeholders must consider various factors and make numerous decisions while exploring the possibilities. To manage this complexity, this paper aims to create a conceptual framework for guiding tourism stakeholders in the process of creating accessible, digital, and sustainable tourism services that actively leverage GenAI's capabilities at every stage.

Study Design/Methodology/Approach: The conceptual framework was formed by reviewing the literature on digital accessibility, sustainable tourism, and GenAI applications to identify the stages for developing accessible digital and sustainable tourism services and ways to integrate GenAI.

Results: The findings highlight a preliminary framework that outlines its guiding principles and key stages, allowing the effective integration of GenAI at different phases of the development cycle.

Originality/Value: This paper provides a novel framework that guides tourism stakeholders in strategically integrating GenAI tools to develop and deliver services that address the unique needs of PwD while contributing to the broader goals of digital inclusion and sustainable tourism.

Keywords: Generative Artificial Intelligence (GenAI), People with Disabilities, Conceptual Framework, Digital Accessibility, Sustainable Tourism, Smart Tourism, Assistive Technologies

The Effect of Artificial Intelligence Technologies on Job Satisfaction of Employees in the Hotel Industry

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Abstract

Purpose: The purpose of this study is to investigate the effect of hotel employees' perception of artificial intelligence on job satisfaction.

Study Design/Methodology/Approach: This study collected data using a survey method and measured the demographic characteristics, perception of artificial intelligence, and job satisfaction of the participants. The data were analyzed using statistical methods such as reliability, factor analysis, and Kruskal-Wallis test.

Results: According to the results, the perception of artificial intelligence varies according to age and experience. The perception of job satisfaction also varies with age and education level. A weak relationship was found between artificial intelligence and job satisfaction.

Originality/Value: Studies in the relevant literature have generally focused on the impact of technology on employees through productivity and workload, and less on the impact of artificial intelligence on job satisfaction. In this regard, the research is expected to contribute to the relevant literature.

Keywords: Artificial Intelligence Applications, Hotel Businesses, Job Satisfaction.

The Role of Women Entrepreneurs in Sustainable Gastronomy: Sinop Example

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Abstract

Purpose: This research, which was conducted to determine the contributions and advantages of women entrepreneurs and women cooperatives to the destination region, aims to emphasize the importance of women entrepreneurs and women cooperatives. It is aimed to determine the role of women cooperatives and women entrepreneurs in ensuring the local economy and sustainable development in the destination branding process. In addition, it is expected that this research will contribute to the clarification of the values that affect the entrepreneurial behavior of women entrepreneurs, to make definite judgments on how women's entrepreneurship perception is shaped, and to the determination of entrepreneurial roles.

Study Design/Methodology/Approach: The study used a quantitative research method and utilized the survey technique. The research data were obtained from the responses to the survey form applied to women entrepreneurs and women's cooperatives operating in Sinop province. In this context, the findings of the study were obtained as a result of interviews conducted with 33 women registered in the Sinop Chamber of Tradesmen and Craftsmen and the Sinop Chamber of Commerce and Industry. As a result of the responses to the survey questions, the added value of women entrepreneurs and women's cooperatives in the formation of the brand image of Sinop province, the added value of women entrepreneurs to the region in terms of the benefits and advantages they provide to regional development were examined.

Results: As a result of the answers given to the survey questions, it was concluded that the number of women's cooperatives and women entrepreneurs should be increased in the formation of the brand image of Sinop Province. It is also thought that women's cooperatives should be encouraged more.

Originality/Value: The fact that women's cooperatives are engaged in gastronomy and GI entrepreneurship provides opportunities for small-scale and local products to be prepared by the enterprises. As a result, it is seen that it makes a great contribution to the field of sustainable gastronomy. In the literature on the subject, there are not many studies directly addressing the impact of women entrepreneurs and women's cooperatives on sustainable gastronomy. However, it is seen that there are some studies on the role of women entrepreneurs and local people in alternative tourism types. In terms of the benefits and advantages provided to regional development in the formation of the brand image of Sinop Province, the added value of women entrepreneurs to the region was examined and it was concluded that the number of women cooperatives and women entrepreneurs should be increased. It is also thought that women cooperatives should be encouraged more.

Keywords: Women's Cooperatives, Women Entrepreneurs, Sinop, Destination Image, Brand Value

**Tourism and Hospitality Students' Values in Acceptance of Innovative Technologies:
Discussing Holo-Zoo in Tourism Context**

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Abstract

Purpose: Using the Value Attitude Behavior (VAB) as the theoretical framework, this study aims to examine the influence of tourism and hospitality students' values (i.e., enjoyment, relevance, and positive expectation) in Holo-Zoo on their attitudes, intentions, and behaviors towards Holo-Zoo.

Study Design/Methodology/Approach: Using convenience sampling, data was obtained from 379 tourism and hospitality students' who has experience about Holo-Zoo.

Results: Most of the hypotheses (eight out of nine) received support in our study. The results indicated that enjoyment and relevance in Holo-Zoo significantly impacted both attitudes and subjective norms, while the relationship between positive expectation in Holo-Zoo and subjective norms wasn't supported. In turn, both attitudes and subjective norms significantly affected behavioral intention to visit Holo-Zoo. Furthermore, this behavioral intention was a significant predictor of their satisfaction.

Originality/Value: The current study employs a theory-based model and a quantitative methodology to assess the opinions of tourism and hospitality students' about Holo-Zoo in the context of tourism industry that provides a novel aspect to literature. As far as our knowledge, this will be the first quantitative study has been conducted at Holo-Zoo in the field of tourism. According to the study findings, the study provides theoretical and practical insights with implications for academic understanding and managerial applications.

Keywords: Tourism and Hospitality, Holo-Zoo, SEM, SDG, Sustainability, Tourism and Technology

Revisiting Sustainable Tourist Behavior and Future Research Agenda

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Abstract

Purpose: This study explores the concept of sustainable tourist behavior and provides an overview of existing research in the field.

Study Design/Methodology/Approach: A literature review and bibliometric analysis were conducted to examine the concept and research trends. VOSviewer software was used to categorize data from the Scopus and Web of Science (WoS) databases. The analysis included 16 articles from WoS and 102 articles from Scopus.

Results: The study identifies key themes, influential authors, associated theories, and concepts related to sustainable tourist behavior.

Originality/Value: By focusing on sustainable tourist behavior, this study aims to contribute to the sustainable tourism field and propose future research directions. It emphasizes the need for hospitality and tourism stakeholders to understand, promote, and encourage sustainable behaviors among tourists.

Keywords: Sustainable Tourist Behavior, Tourist Behavior, Sustainability, Tourism, Hospitality

Community Leaders' Perceptions on the Level of Community Involvement and Participation in Tourism Precinct Development in Thohoyandou

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Abstract

Tourism precincts are vital for tourists offering suitable spaces for playful forms of leisure. As such, their development facilitates is necessary. This study sought to assess the development of a tourism precinct in Thohoyandou, from a community leader's perspective. The study attempts to fill the current gap in tourism precincts research by providing a glimpse of how residents in the Thohoyandou area in the Vhembe district perceive the various impacts of tourism development on their domain-specific and general well-being. A qualitative research approach was employed through interviews with 15 community leaders specifically ward councillors. The researcher choose ward councillor for this study as leaders in the communities because they have responsibility to speak on behalf of the community and advocate for the resolution of the issue which arise withing that specific community. Data obtained from interviews was thematically analysed. The study revealed that the tourism precincts are widely accepted by the majority of the local community in the study area, but are not actively involved in tourism-related operational activities due to a lack of information and less participation in tourism development.

Keywords: Local Community, Tourism Development, Community Participation, Sustainable Tourism, Community Support

Revolutionizing Hospitality: Managerial Insights into Digital Transformation in Tourism

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Abstract

Purpose: The study investigates the perceptions and experiences of managers regarding digital transformation (DT) in the tourism and hospitality industry. By analyzing their adaptation to and competence with digital technologies, the research aims to provide empirical insights into the integration of digital tools in daily managerial tasks and strategic operations. The study focuses on understanding how digital technologies influence managerial practices, including their knowledge, adaptation, and operational use. It addresses the question: "What are the perceived and experienced digital technologies at the managerial level in the tourism and hospitality industry?" Using a stakeholder approach, it examines how DT has revolutionized hotel operations and managerial experiences, drawing on current real-life business practices in North Cyprus.

Methodology: A qualitative research design is employed, incorporating in-depth interviews with department heads and participant observations at selected hotels. A case study approach enables an in-depth exploration of DT processes and their practical implications.

Originality: This research bridges significant gaps in the existing literature by offering empirical insights into DT in hospitality. It provides actionable recommendations for practitioners while advancing academic understanding of DT's role in fostering innovation and competitiveness in the sector.

Keywords Digital transformation, hospitality industry, managerial experiences, tourism innovation, technological adoption

Chatbots in Hospitality: Exploring Hotel Managers' Approach to Technology Adoption

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Abstract

Purpose: Despite the potential benefits of chatbots in enhancing communication, service delivery, and customer experience, their adoption in hospitality remains limited. In this context, this study explores hotel managers' views on adopting artificial intelligence-powered chatbots and their decision-making process in integrating such technology into hotel operations.

Design/methodology/approach: A qualitative design based on semi-structured, in-depth interviews will be used with hotel managers from five-star hotels in Türkiye that have not yet implemented chatbots. The Technology Acceptance Model (TAM) (Davis, 1989) serves as the guiding framework. In line with Glaser and Strauss (1967), data saturation will determine the number of interviews. Data will be analyzed through a three-stage content analysis (reduction, display, and conclusion-drawing/verification) (Miles & Huberman, 1994) to identify key themes related to concerns, barriers, motivations, and expectations.

Findings: The study aims to reveal factors shaping managers' perceptions, motivations, and decision-making regarding chatbot adoption. Evaluations based on usability, perceived usefulness, cost, customer expectations, and organizational requirements are expected to clarify the dynamics of technology adoption.

Practical implications: The study offers insights to guide hotel managers in developing strategies for effective chatbot implementation and technology-driven service improvement.

Originality/value: This research enriches limited hospitality literature by examining managerial perspectives through the TAM framework.

Keywords: Chatbots, The Technology Acceptance Model, Hotel Managers, Content Analysis, Qualitative Research

Marketing of Street Foods in Türkiye and Around The World

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Abstract

Purpose: This study explores the role of street foods in Türkiye's gastronomic culture and examines the marketing strategies used to promote them both domestically and internationally. The research focuses on how digital marketing and urban planning can enhance the sustainability and visibility of street food culture.

Study design/methodology/approach: A qualitative research design based on secondary data was employed. Academic articles, industry reports, and case studies were analyzed to identify key themes related to the economic and cultural role of street foods, their marketing strategies (e.g., social media, festivals, and food trucks), and the challenges they face, particularly in hygiene and regulation. Comparative analysis was conducted to highlight differences and similarities between Türkiye and other countries.

Results: Findings show that social media and video blogs significantly promote street foods. In developed countries, street foods are successfully integrated into gastronomic tourism, while Türkiye requires structured marketing strategies, hygiene regulations, and designated street food zones to enhance its sector's international reputation.

Originality/value: The study contributes to the growing literature on street foods by presenting Türkiye's position within the global street food industry and proposing innovative marketing solutions, such as hygiene certification, permanent gastronomic zones, and the expansion of food trucks. Recognizing Türkiye's culinary heritage and aligning it with global trends can strengthen its competitive advantage in gastronomic tourism.

Keywords Street food, Marketing, Tourism

A Study of Metaverse, Virtual Technologies, and Artificial Intelligence from the Perspective of Professional Tourist Guides

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Abstract

Purpose: The main purpose of this research is to examine the perspectives of tourist guides, who are an indispensable element of the tourism sector, on these developing technologies within the framework of tourism activities.

Study Design/Methodology/Approach: The study is based on qualitative research techniques as a method, and the data were obtained from professional tourist guides through snowball sampling and semi-structured interview forms. The face-to-face and telephone interviews conducted with 16 tourist guides participating in the research were examined with ethnographic summary, and the repeated important comments were conveyed with the help of quotations.

Results: It was determined that professional tourist guides generally viewed these technologies positively and thought that they mostly provided convenience in the practice of the profession. However, they stated that with the spread of technological developments such as artificial intelligence, virtual reality, metaverse, and virtual museums, the demand for traditional guiding services may decrease and employment problems may be experienced.

Originality/Value: Digitalization directly affects the tourism sector, and the use of metaverse, virtual reality technologies, and artificial intelligence is important for professional tourist guides. There are studies in the literature on the effects of the mentioned technologies on tourists or tourism facilities, but due to the insufficiency of research addressing the issue from the perspective of tourist guides, this study will fill a research gap.

Keywords: Professional Tourist Guides, Metaverse Tourism, Virtual Technologies, Artificial Intelligence, Guided Tours

Sustainable Travel: A Gender Perspective

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Abstract

Purpose: This research investigates the development of sustainable travel destinations with a special focus on gender, particularly the needs and preferences of Muslim female travellers. As the demand for environmentally responsible, socially equitable, and economically viable travel experiences grows, understanding how gender dynamics influence travel choices becomes crucial. The study aims to identify how sustainable tourism practices can better accommodate and appeal to women, enhancing destination inclusiveness and attractiveness.

Study Design/Methodology/Approach: Using a narrative research approach, this study explores the personal stories and experiences of female travellers to understand their expectations, motivations, and challenges in leisure spaces. It identifies key factors that female travellers consider when choosing destinations, such as safety, privacy, cultural sensitivity, and opportunities for authentic experiences. The study also examines how sustainable tourism practices align with the values of Muslim female travellers, emphasizing respect and equality.

Results: Findings indicate that women travellers value not only the environmental aspects of sustainable tourism but also destinations that offer meaningful cultural interactions, prioritize safety and privacy, and provide opportunities for personal growth. Based on these insights, the study proposes a comprehensive framework for developing sustainable travel destinations tailored to the needs of Muslim female travellers, promoting ethical and responsible tourism practices.

Originality/Value: This research enriches the sustainable tourism discourse by emphasizing the importance of gender considerations in designing and marketing travel destinations. By adopting a gender-sensitive approach, destinations can offer inclusive, equitable, and appealing experiences for all travellers, advancing sustainability goals in tourism.

Keywords: Sustainability, Female Tourists, Gender, Travel Experiences

Predictors of Net Promoter Scores (NPS) of Recommending Istanbul as a Historical, Cultural, Or Vacation Destination

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Abstract

Purpose: This study aims to assess the likelihood of recommending Istanbul as a historical, cultural, or vacation destination using the Net Promoter Score (NPS) and to explore the impact of demographics and trip behaviors on these scores.

Study Design/Methodology/Approach: An online survey collected data from 398 international tourists who visited Istanbul in the past five years. Net Promoter Score (NPS) was calculated, and multinomial logistic regression was conducted using SPSS.

Results: The NPS scores varied by type of tourism, with cultural destination receiving the highest scores (NPS = 33.4), indicating a stronger likelihood of recommendations. The regression analysis identified significant predictors of NPS scores, including length of stay as a key factor across all tourism types, followed by demographic factors such as age and education.

Originality/Value: This study fills a critical gap in the literature by applying NPS in measuring tourist satisfaction and loyalty, and by examining the differences in predictors among three types of destination NPS. It also demonstrates the practical application of NPS in destination image studies and offers actionable insights for tourism practitioners to address significant influencing factors and enhance Istanbul's appeal.

Keywords Net Promoter Score (NPS); Predictors; Perception; Cultural

Analyzing Seasonal Trends in European Cruise Routes Through Sequential Pattern Mining

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Abstract

Purpose: This study finds out cruise route patterns in the European market and emphasizes seasonal variations to enhance passenger satisfaction and optimize operational strategies.

Study Design/Methodology/Approach: Data mining is the process of discovering meaningful patterns, trends and relationships in large datasets. Maximal sequential pattern mining is a data mining technique that identifies the most significant frequent sequences in an ordered dataset while ensuring conciseness by eliminating patterns that are subsequences of longer frequent patterns. First, four different transactional datasets based on the departure seasons; Winter, Spring, Summer, and Autumn are created from 1,151 cruise routes. Next, maximal sequential frequent pattern mining is applied to these datasets to uncover key destinations and travel patterns for each season.

Results: The analysis reveals distinct seasonal trends in cruise itineraries, highlighting key destinations that vary across different seasons of the year. These findings provide insights into passenger preferences and seasonal demand fluctuations.

Originality/Value: This study is among the first to integrate maximal sequential frequent pattern mining with seasonal segmentation in cruise tourism research and it offers a novel approach to identifying popular cruise routes.

Keywords Data Mining, Sequential Pattern Mining, Cruise Tourism, Tour Planning, Destination Marketing

The Impact of Unforgettable Restaurant Experiences on Guests' Satisfaction with Businesses and Their Intention to Revisit: A Comparison between Turkiye and the USA

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Abstract

Purpose: In the rapidly developing food and beverage sector, it has been observed that guests have recently demanded some changes in their requests and expectations such as interacting with the local and regional region that the restaurants they visit belong to, getting to know the local food culture and lifestyle, and wanting to have unique and unforgettable adventurous experiences. Knowing that ensuring the satisfaction of the guests is an important determinant in making them choose the businesses again and visit the destination region again, restaurants have started to try to offer unique and unforgettable experiences to the guests. The aim of this research is to examine the effect of unforgettable guest experiences on customer satisfaction and revisit intention in the context of adventure tourism.

Study Design/Methodology/Approach: In this respect, food and beverage businesses providing services with artificial intelligence and augmented reality in Turkey and America represent the universe of the research. Quantitative research method was adopted in the research and survey technique was used as the data collection method. A total of 385 surveys were included in the research and were provided from participants who volunteered to participate. The collected data were evaluated by performing reliability, factor analysis and regression analysis.

Results: As a result of the analysis, it was observed that unforgettable restaurant experiences affected the satisfaction of the guests and aroused their curiosity and interest. Therefore, it was concluded that the intention of the guests to visit again was positively affected. It was seen that the research results supported the literature.

Originality/Value: As a result of the research, the fact that the study measuring customer satisfaction and repeat visit effects on unforgettable experiences of augmented reality and artificial intelligence used in restaurants could not be included in the literature reveals the originality and importance of the study. In this context, at the end of the research, some suggestions were presented that are thought to be useful to restaurant managers, food and beverage businesses, sector representatives and researchers who will conduct future studies on this subject.

Keywords: Restaurant experience, Unforgettable Restaurant experience, Gastronomy 4.0, Customer Satisfaction, Repeat Visit Intention

Redefining Innovation in Hospitality: Exploring the Role of Entrepreneurial Leadership in Shaping Employees' Innovative Behavior Through the Lens of Creative Self-Efficacy

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Abstract

Purpose: The hospitality industry thrives on constant innovation to meet ever-evolving customer demands. Entrepreneurial leadership (EL), characterized by vision, adaptability, and a proactive mindset, plays a critical role in fostering innovative behavior (IB) among employees. This paper investigates how EL influences IB in the hospitality sector and examines creative self-efficacy (CSE) as a mediating variable. The study aims to provide insights into how leaders can empower employees to generate novel ideas, improve service quality, and drive organizational success.

Study/Design/Methodology/Approach: A quantitative research design was employed to test the hypothesized relationships between EL, IB, and CSE. Data were collected from 473 employees in the hospitality industry of China through a structured survey. The partial least squares-structural equation modeling (PLS-SEM) using Smart-PLS was applied to assess the direct and indirect effects of EL on IB via CSE.

Results: The findings demonstrate a significant positive relationship between EL and IB ($\beta = 0.305$, $p < 0.001$). EL was also found to positively influence CSE ($\beta = 0.444$, $p < 0.001$), which, in turn, significantly impacted IB ($\beta = 0.380$, $p < 0.01$). Mediation analysis revealed that CSE partially mediates the relationship between EL and IB, accounting for 16% of the total effect. These results highlight that entrepreneurial leaders not only directly foster innovative behavior but also enhance employees' confidence in their creative abilities, which subsequently drives innovation. Department-specific analysis indicated that CSE had a stronger mediating effect in frontline roles compared to back-office roles, emphasizing the role of customer interaction in stimulating creativity.

Originality/Value: This study contributes to the literature by integrating EL and CSE as key drivers of IB in the hospitality sector. While prior research has explored leadership styles and innovation, limited studies focus on the mediating role of CSE in this dynamic. The findings provide actionable insights for managers seeking to cultivate a culture of innovation through entrepreneurial leadership. By understanding the pivotal role of CSE, leaders can implement targeted interventions such as training and mentorship programs to enhance employees' creative confidence and innovation capabilities.

Keywords: Entrepreneurial Leadership, Innovative Behavior, Creative Self-Efficacy, Hospitality Industry, Structural Equation Modeling

Towards Conceptualizing Tourism Diplomacy: Memetic Theory Perspective

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Abstract

Purpose: This research aims to conceptualize tourism diplomacy through the lens of memetic theory. The paper systematically reviews the current literature related to tourism diplomacy, exploring the drivers, characteristics, pathways, and outcomes of tourism diplomacy.

Study design/methodology/approach: This study employs qualitative research methods, utilizing a systematic literature review and in-depth interviews to gather data and explore the conceptualization of tourism diplomacy.

Results: This study presents a conceptual framework that integrates tourism diplomacy and memetic theory. The results indicate that tourism diplomacy is shaped by multiple factors, including diplomatic policies, image-building needs, ideology, travel demands, the development of the tourism industry, and international public opinion.

Originality/value: This study explores the intersections between tourism, diplomacy, and communication studies, highlighting peace as both a driving force and an outcome of tourism diplomacy.

Keywords: Tourism diplomacy, peace, memetic theory, cultural evolution, conceptualization

The Effect Of Workplace Anxiety Of Tourism Employees On The Psychological Well-Being: A Cross-Cultural Comparison

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Abstract

Purpose: Purpose: The aim of the study is to reveal the effect of workplace anxiety on tourism employees on their psychological well-being through cross-cultural comparison. For this purpose, the study was carried out with employees of tourism sector businesses operating in England, Thailand and Turkey.

Study Design/Methodology/Approach: Quantitative research method was adopted in the preparation of the study. Data obtained from 218 participants through the survey were analyzed and interpreted using SPSS statistical data analysis software. In addition to descriptive statistics, parametric tests were also applied to analyze the data.

Results: As a result of the analyses, it was determined that workplace anxiety affects psychological well-being. Significant differences were detected between the research variables and some demographic variables.

Originality/Value: This study is the pilot study of our ongoing study. Our work continues on a wider platform, with the view that the study yields successful results, regardless of the possible problems we may encounter during the research process. The fact that the research is carried out on a variety of individuals ensures that the comprehensive research results.

Keywords Tourism, Workplace Anxiety, Psychological Well-Being

Leveraging Digitalised Tourism Supply Chains To Promote Value Co-Creation in Small Micro and Medium Enterprises (SMMEs)

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Abstract

Purpose: This study investigates the impact of digitalised tourism supply chains on value co-creation and performance improvement in small, micro, and medium enterprises (SMMEs) in the tourism industry within the KwaZulu-Natal and Eastern Cape provinces of South Africa. It aims to provide SMMEs with actionable insights on leveraging digital technologies to enhance their supply chain efficiency and value co-creation capabilities.

Study Design/Methodology/Approach: The research design for this study is a quantitative research survey. Data was collected through an online questionnaire administered to the study participants. The data was analysed using descriptive statistics and inferential statistics to identify the impact of digitalised tourism supply chains on value co-creation in SMMEs

Results: The results validate the findings by Ivanov and Dolgui (2021), who found that value co-creation was more often instrumental in enhancing SMME efficiency, thereby creating critical synergies deemed pertinent to the business. Besides, this kind of setup will further improve information flow and expedite processes regarding business-client interaction.

Originality/Value: the study underscores the significance of value co-creation as important in driving the tourism supply chain network within SMMEs. The results of this study offer a new perspective relating to the role of value co-creation towards enhancing business efficiency through digitalisation. This mediated test presented in this study enhances our understanding of how and under what circumstances value co-creation can influence supply chain networks toward improved business performance.

Keywords: Value Co-Creation, Digital Supply Chains, Supply Chain Networks

Assessing digital technology affordance and rural community-based tourism (CBT) enterprises as a collaborative framework for sustainability

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Abstract

Purpose: This article underscores the need to accelerate the promotion of affordable digital technology adoption and use among rural community-based tourism enterprises for socio-economic development and sustainability in the sub-Saharan Africa context. Hence, this study seeks to equip CBT actors with practical knowledge about how to use digital technologies innovatively to boost socioeconomic initiatives and promote sustainability.

Study Design/Methodology/Approach: This study's research design is qualitative and seeks to provide in-depth information enabling the exploration of issues in their context. A cross-sectional study was conducted, and the participants were identified through snowballing and opportunistic sampling.

Results: The CBT actors acknowledged knowing different types of digital technologies and their use. These results indicate that digital marketing dominates the Internet with many engaged in social media and digital platforms such as (Facebook, WhatsApp, Instagram, TikTok), Google and Gmail. The findings also indicated the use of community radios for information transmission. However, despite knowing the identified digital technologies, their usage for professional marketing and online content creation is limited, hence the need for more upskilling through synergies with other stakeholders.

Originality/Value: the study underscores the significance of affordable innovative digital technologies in promoting socioeconomic initiatives and sustainability in rural CBT. The results of this study offer a new perspective relating to the adoption and effective utilisation of affordable digital technologies towards enhancing CBT performance and ultimately promoting socioeconomic development and sustainability.

Keywords: Community-based Tourism, Rural, Digital Technology, Affordance, Sustainability

Political Image and Its Influences on Tourist Behavior

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Abstract

Purpose: This research tested a Political Image of Destinations Scale to measure political image of Türkiye to identify its dimensions and their influences on visitor behavior variables including cultural affinity, social affinity, emotional solidarity, and destination loyalty compared to influences of its close correlate, destination image.

Study Design/Methodology/Approach: The research model was evaluated through a quantitative study that involved a tourist survey. The survey was conducted by one of the authors and three interviewers who were familiar with the research objectives. The survey was conducted in July and October 2024, during the peak tourist seasons, targeting visitors to Antalya, Türkiye.

Results: The results showed that political image is a six-dimensional construct exerting significance influences on cultural affinity, social affinity, and emotional solidarity of visitors, all of which imposing significant influences on destination loyalty.

Originality/Value: Even though destination image is a widely-researched phenomenon for several decades (Tasci & Gartner, 2007), political image of destinations has not been studied thus far. The current research measures this concept and its nomological network to substantiate its significance in explaining tourist behavior.

Keywords: Political Image, Destination Image, Cultural Distance, Social Distance, Emotional Solidarity, Destination Loyalty

Systematic Literature Review on Hospitality and Leisure in The Context of The Metaverse Tourism

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Abstract

Purpose: The objective of this study is to examine how hospitality and leisure in the context of the metaverse have been addressed in scientific publications in tourism since 2022, when this topic emerged in society.

Study Design/Methodology/Approach: This article presents a systematic literature review combined with a narrative review.

Results: A multitude of extant studies have indicated that the metaverse is redefining hospitality and leisure by offering immersive virtual spaces with digitally customizable services.

Originality/Value: The concept of hospitality and leisure in the metaverse is frequently linked to the recreation of conventional experiences within a highly immersive virtual environment, incorporating innovative components such as avatar-based interactions and customized services.

Findings/conclusions: The concept of hospitality and leisure in the metaverse encompasses not only the extension of conventional practices but also the potential for their reinvention, through the integration of technology, culture, and innovation. This integration fosters the creation of tourist experiences that transcend the boundaries between the physical and virtual realms, thereby establishing a phygital environment.

Keywords: Metaverse, Metaverse Tourism, Hospitality and Leisure, Hospitality Tourism, Metaverse Hospitality, Immersive Experiences

Tourism Opportunity Spectrum: The Case of Protected Area Tourism

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Abstract

Purpose: This on-going study utilizes the Tourism Opportunities Spectrum (TOS) framework by Butler and Waldbrook (1991) to analyze essential tourism conditions, such as site access, compatibility with other uses, regulation, impacts, on-site management, and social perceptions. It aims to assess how the Ivatans, the Indigenous People of the Batanes Islands in the Philippines manage their ecological resources while safeguarding their environment and cultural heritage. The findings will support evidence-based policy-making that fosters holistic, innovative, and inclusive protected area tourism.

Study design/methodology/approach: The study will employ mixed-methods involving a series of FGDs and surveys with residents and local administrators. The survey will measure the knowledge and practices regarding land, water, and food resource management and sustainability. In the qualitative phase, participants will respond to questions about destination importance and indicate the need for site improvements.

Results: This study is the first to use the TOS framework in the Philippines, specifically for a protected area. Subsequently, the tool that will be created can be further refined to ensure its effectiveness and applicability to all destinations.

Originality: The application of TOS is essential for assessing a destination's social carrying capacity. Methodologically speaking, it aids future research in evaluating ecological resource management, as tourism sites are categorized based on their attributes. Furthermore, this understanding supports proactive and effective tourism planning, promotes product diversification, and highlights necessary changes in existing site conditions, ultimately enhancing visitor satisfaction and benefiting destinations.

Keywords Tourism Opportunity Spectrum, Batanes Islands, Ivatans, Protected Area Tourism

Pet-Friendly Tourism in Çeşme: Exploring Hotel Policies

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Abstract

Purpose: This study aims to explore hotel policies on pet-friendly accommodation and to reveal the specific acceptance policies in the case of Çeşme, Turkey.

Study Design/Methodology/Approach: Both qualitative and quantitative studies are conducted to determine the pet policies of hotels in Çeşme. Descriptive statistics are adopted to determine the percentage of pet-accepting hotels whereas coding and categorization as qualitative analysis are provided for the identification of hotels pet accept policies.

Results: It was observed that common restrictions, such as weight limits and additional fees, highlight the challenges faced by pet owners. Nearly half of the hotels included in the data collection accept accommodation with pets, while acceptance rate is higher in boutique hotels compared to 4 and 5 star hotels. Most hotels do not identify themselves as pet-friendly hotels.

Originality/Value: Although pet-friendly tourism is a modern phenomenon globally, hotel policies have not been examined yet in detail. It is thought that this study will contribute to the development of pet-friendly tourism by determining the current applications of hotels regarding pet policies.

Keywords: Pet-Friendly Tourism, Pet-Friendly Accommodation, Hotel Policies

Collaboration Between Tourism Education and The Industry in Fostering Digitalization and Entrepreneurship

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Abstract

Purpose: This study investigates and analyses the collaborative pathways between tourism education and industry in fostering digitalization and entrepreneurship through an Afrocentric approach like Ubuntu—that can enhance academic-industry partnerships, promote inclusive growth and address systemic challenges within the South African tourism sector.

Study Design/Methodology/Approach: This study adopts a qualitative research design and peer-to-peer dialogue to explore collaborative pathways in tourism education and industry among six facilitators from different institutions, 45 postgraduate students, and six industry leaders. The methodology integrated primary and secondary data collection methods, ensuring a comprehensive and nuanced analysis. Semi-structured interviews with key stakeholders helped to capture experiences, insights, and perspectives on digitalization and collaborative practices.

Results: Findings underscored the importance of digital innovation, creative teaching tools, and direct engagement with industry practitioners in preparing students for dynamic careers. Adopting an Afrocentric lens grounded in Ubuntu enriches the discourse on tourism collaboration by embedding principles of empathy, solidarity, and shared humanity. This approach aligns with the cultural values of South Africa whilst providing a universal model for fostering meaningful partnerships and sustainable development in the global tourism education landscape.

Originality/Value: Framed within the Ubuntu philosophy, which is an Afrocentric framework emphasizing interconnectedness and mutual support, it provides a strong theoretical foundation for exploring collaborative pathways in tourism education and industry in fostering digitalization and entrepreneurship.

Keywords Tourism Education, Entrepreneurship, Digitalisation, Collaborative Pathways

Performance Measurement of Environmental Sustainability Indicators: The Case of Turkish Airlines

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Abstract

Purpose: Environmental sustainability can be defined as ensuring the continuity of natural resources by avoiding environmental harm and utilizing all renewable and non-renewable resources efficiently and effectively. According to UNWTO 2023 data, it is observed that 58% of global travel and 70% of travel in Turkey is carried out via air transportation. In this context, the sustainable use of existing resources in a way that does not deprive future generations of environmental benefits is a critical issue for airline companies.

Study Design/Methodology/Approach: This study analyzes the environmental sustainability indicators included in Turkish Airlines' 2023 Corporate Sustainability Report, evaluated under 10 headings, using the ENTROPY and EDAS methods. The Entropy method is a technique used to measure the amount of useful information derived from existing data, explaining the highest or lowest level of uncertainty (Wu, 2011; Kaya & Öztel, 2018). On the other hand, the EDAS method facilitates the selection of the best alternative by ranking the options' numerical values (Ulutaş & Karaköy, 2019). In other words, it identifies the optimal result by maximizing the positive distance value and minimizing the negative distance value (Kiracı & Bakır, 2018).

Results: The weight coefficients used for ranking Turkish Airlines' environmental performance between 2019 and 2023 were calculated using the ENTROPY method. As a result, it was determined that the "*Amount of Waste Disposed*" (0.57544) had the highest weight coefficient. Other significant coefficients were identified as "*Total Water Withdrawal*" (0.13543) and "*Electricity Usage Per Employee*" (0.12663). According to the EDAS method results, 2020 was the most successful year for environmental performance for Turkish Airlines, while 2023 was the least successful year.

Originality/Value: Considering the direct and indirect impacts of airline companies' environmental sustainability performance on the tourism sector, this study is significant in determining the years and sub-themes in which Turkish Airlines has been more or less successful in environmental sustainability.

Keywords: Turkish Airlines, Environmental Sustainability Indicators, ENTROPY, EDAS

Investigation of Information Sharing and Internal Crisis Communication in the context of the Sri Lankan Hospitality industry

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Abstract

This study examines the role of information sharing in enhancing internal crisis communication within Sri Lanka's hospitality industry, addressing a gap in existing research. While internal crisis management has received general attention, the specific dynamics of information sharing in hospitality organisations remain underexplored. Using Collaborative Governance Theory, the research investigates how hierarchical structures and stakeholder engagement influence crisis management effectiveness.

A qualitative, interpretivist approach was adopted, with data collected through 36 semi-structured interviews with operational managers and front-line employees. Thematic and contextual analyses were employed to identify key challenges, including hierarchical barriers that limit front-line input, technological constraints, and inconsistent training.

Findings highlight the need for inclusive practices, transparent communication, and shared decision-making to overcome these challenges and improve crisis response. By emphasising collaboration and engagement across all organisational levels, this study provides practical recommendations for enhancing internal crisis communication and contributes to the broader understanding of crisis management in the hospitality sector.

Keywords: Internal Crisis Communication, Information Sharing, Collaborative Governance Theory, Hospitality Industry

Social Innovation in Tourism: Challenges and Enablers for Social Entrepreneurs Driving Value Creation

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Abstract

Purpose: This study aims to analyze the social innovation implemented by social entrepreneurs in tourism to identify barriers and enablers to value creation for society.

Study Design/Methodology/Approach: The methodology is a qualitative exploratory with a thematic content analysis technique. A priori axial coding system was adopted based on analysis categories defined by the literature. Data analysis was performed by NVivo + Lumivero AI Assistant using the software NVivo. The textual corpus originated from data collected through in-depth interviews with social entrepreneurs in tourism in Portugal.

Results: The analysis showed that social entrepreneurship has a transformative impact by promoting environmental and cultural preservation, social cohesion, and economic development, in addition to meeting the demands of the tourism sector. Among the main facilitators are collaborative networks, which connect players to share resources, and active community participation, which legitimizes the initiatives and promotes collective appropriation of the results. The entrepreneurs face some barriers, such as financial limitations, discontinuity of public support, bureaucratic challenges, lack of sustainable practices awareness, and the impact of real estate speculation

Originality/Value: Findings offer insights for social innovation in tourism, promoting sustainable development in vulnerable territories and highlighting the role of social entrepreneurs as catalysts for change.

Keywords Social innovation; Social entrepreneurs; Tourism; Social value creation.

Spectrum of Social Value of Tourism: Insights from Event-Based Experiences

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Abstract

Purpose: This study aimed to identify the spectrum of social value generated by local events.

Study Design/Methodology/Approach: The methodology is based on Exploratory Factorial Analysis (EFA) and Confirmatory Factor Analysis (CFA). From the literature review 58 positive impacts of local tourism events were the basis for a questionnaire using an on-line data collection. Respondents were residents of the Brazilian city that hosts a major annual event lasting 30 days called "*O Maior São João do Mundo*" (The Biggest São João in the World).

Results: EFA results indicated eight factors representing different community values, but the CFA excluded one factor. The findings showed a spectrum of social value with seven factors in tourism from event-based experiences: Understanding and cooperation, tourism citizen-oriented public management, Community facilities, Economic benefits, social harmony and security, Social inclusion, and Environmental improvements.

Originality/Value: This study goes beyond the traditional classification of events into social, environmental, and economic impacts. It helps to create scales for the spectrum of value generation for the host society by events. Our results respond to a local need to understand the effects of an event that has been long-standing and, at the same time, controversial.

Keywords: Social Value; Tourism Events; Society-Centric Tourism Development.

Generative AI in Tourism: Exploring its Role in Engagement, Value Co-Creation, and Destination Evangelism

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Abstract

Purpose: Grounded in the service-dominant logic and uses and gratifications theory, this study examines how Generative Artificial Intelligence (GAI) communication quality - credibility, accuracy, and competence - drives tourist engagement, value co-creation, and destination evangelism.

Study Design/Methodology/Approach: Data were collected from two generational cohorts, Gen Z (N=405) and Gen Y (N=522) consumers from a purposive sample of respondents that have interacted with AI-driven tourism platforms.

Results: Results reveal the critical role of tourist engagement and value co-creation in fostering destination evangelism. Personalized travel recommendations moderated the relationship between Generative AI communication quality (credibility, accuracy and competence) and tourist engagement.

Originality/Value: Our study offers a novel perspective on the generational differences between Gen Z and Gen Y in terms of their engagement with generative AI in tourism.

Keywords: Generative AI, Communication Quality, Tourist Engagement, Value Co-creation, Destination Evangelism, Personalized Travel Recommendations

Travel Vlogs Make a Place Wonderland? A Grounded Theory of Tourism Imaginaries

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Abstract

Purpose: This study aims to delineate a comprehensive picture of how tourism imaginaries circulate public values as a cognitive system, based on the production and consumption logic of travel vlogs. This study also seeks to provide theoretical guidance and practical reference for online destination marketing.

Study Design/Methodology/Approach: This study integrates video elicitation interview technique into constructivist grounded theory and designs two analytical blocks targeting the production (vloggers) and consumption (audiences) sides of travel vlogs. One hand, this study explores how vloggers attribute values to destinations through video content analysis of travel vlogs; the other, this study clarifies how audiences perceive values destinations through interviews content analysis.

Results: This study expected to depict the entire process by which travel vlogs construct tourism imaginaries through the interaction between vloggers and audiences, and to provide a reasonable explanation for the value distortion of online destinations.

Originality/Value: Theoretically, this study proposes a framework of tourism imaginaries as a cognitive system and offers empirical cases for audiences of travel vlogs as active agents. Practically, this study focuses on managerial insights into destination marketing, by optimizing the coherence of value delivery in future destination content marketing and even destination development.

Keywords: Tourism Imaginaries, Travel Vlogs, Constructivist Grounded Theory, Video Content Analysis, Video Elicitation Interview Technique

Metaverse as a strategy for global tourism destinations with territorial brand: Digital tools for sustainability in tourism

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Abstract

Purpose: The objective of the study is to analyze strategies employed by tourism destinations in the metaverse, based on case studies of multiple destinations. The research seeks to understand how these strategies are developed, what technologies are used, and what social, economic, and cultural impacts emerge from this process.

Study Design/Methodology/Approach: The methodological approach is qualitative, with a multiple case study that analyzes tourist destinations such as the Colosseum in Italy, the Dubai Frame in the United Arab Emirates, the Eiffel Tower in Paris, Seoul City in South Korea, and Thailand.

Results: The findings suggest that the strategic implementation of the metaverse by tourism destinations has proven effective in reaching a broader and more diverse audience, while concurrently offering innovative experiences. Destinations such as Seoul and the Eiffel Tower employ augmented reality to integrate historical and cultural elements into virtual tour, while Seoul utilizes digital twins for interactive simulations.

Originality/Value: This work offers an original contribution by exploring the intersections between tourism and the metaverse, presenting a comprehensive analysis of technological strategies applied to the branding and promotion of destinations. The research underscores the significance of the metaverse as an innovation instrument in the tourism sector, demonstrating its potential to enhance accessibility, engagement, and sustainability of destinations. The incorporation of multiple case studies provides a global perspective on the implementation of these strategies, facilitating the identification of common trends and challenges.

Keywords: Metaverse tourism, Tourist destinations, Destination management, Technological strategies, Territorial brand, Technology in tourism.

Digital Cultural Tourism and Territorial Brand: The Sustainable Preservation of The Patrimony of The Pyramids of Giza

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Abstract

Purpose: The aim of this study is to explore how digital technologies, especially augmented reality (AR), can be applied to the preservation and promotion of the historical heritage of the Pyramids of Giza in Egypt and its territorial brand.

Study Design/Methodology/Approach: The research adopts a qualitative approach, using the case study method to analyze the use of augmented reality in the Pyramids of Giza, as well as exploring the connection between this case and the territorial brand.

Results: The results suggest that the application of digital technologies at the Pyramids of Giza provides an immersive and educational experience for tourists and helps preserve the heritage by preventing physical damage to the site, leading to sustainable practices. In addition, AR has a positive impact on the territorial brand of Egypt's pyramids and the brand of the country itself.

Originality/Value: This study is innovative in exploring the use of AR to preserve and promote historical heritage. The research contributes to the integration of new technologies into sustainable cultural tourism, providing another way of interacting with world heritage and opening up new avenues for tourist engagement, digital preservation and the use of territorial brand.

Keywords: Territorial Brand, Digital Cultural Tourism, Sustainable Tourism, Emerging Technologies, Augmented Reality.

Digital Evolution of Heritage Tourism: Exploring Locals' and Tourists' Perspectives on the Site Visiting Experience through Next-Gen Apps

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Abstract

Purpose: This study explores the motivations and experiences of Tunisian and tourist visitors to the Carthage archaeological site, focusing on the "Dourb'ia" mobile application and its role in enhancing cultural tourism.

Study Design/Methodology/Approach: Qualitative research through semi-structured interviews with 14 Tunisian and 16 tourist visitors. Thematic analysis identified key factors affecting app use and desired improvements.

Results: Visitors are motivated by curiosity and historical interest, but face challenges like lack of signage and technical issues. Both groups are interested in the app but concerns about data usage and app performance hinder adoption. Improvements suggested include enhanced features, usability, and new content.

Originality/Value: This study offers insights into how mobile apps can improve cultural tourism experiences, with actionable recommendations for the "Dourb'ia" app to better serve visitors and support sustainable tourism.

Keywords: Heritage Tourism, Cultural Tourism, Mobile App, Tourist

ChatGPT in Tourism and Hospitality Field: A Review and Bibliometric Analysis

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Abstract

Purpose: This study analyzes existing research examining ChatGPT in the tourism and hospitality field. The purpose of this research is to demonstrate the usage of ChatGPT in the tourism and hospitality field and the gaps that exist in the literature.

Study Design/Methodology/Approach: In this study, bibliometric methodology was applied based on the synthesis of the literature articles, and the current state of ChatGPT usage in tourism and hospitality fields was investigated by a systematic literature review. We used the Scopus database for research, and a total of 95 studies were included in the review.

Results: As a result of scanning the Scopus database, 206 studies were reached. After the elimination process, 111 studies were excluded. Authors from 46 different countries contributed to the 95 studies included in the review. The keywords with the highest number of occurrences are ChatGPT, generative artificial intelligence, artificial intelligence, tourism, and large language models. According to reviewed articles, the majority of the literature's recommendations for future research focus on analyzing ChatGPT's impact on travel behavior.

Originality/Value: Given the current surge in scholarly research on ChatGPT's application in the tourism and hotel industry, this study is significant for clarifying the scientific structure in this field. Furthermore, identifying the gaps that exist in the literature on the subject is essential for further research.

Keywords: ChatGPT, Generative Artificial Intelligence, Large Language Models, Tourism and Hospitality, Chatbots

Boosting Customer Brand Commitment by Designing Ethical AI Systems in the Hospitality Industry

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Abstract

Purpose: The current study seeks to explore the influence of the ethical design of AI systems on customer brand commitment while investigating the serial mediating impacts of the perceived trustworthiness of AI systems and the level of customer trust in such technologies. Additionally, the moderating effect of customer technological readiness in applying AI-driven tools, and their impact on brand commitment will be explored.

Study Design/Methodology/Approach: This study will employ a quantitative research method to examine the aforementioned relationships. Customers of airlines in North Cyprus will be the targeted participants in examining their perception of trustworthiness, customer trust, and technological readiness.

Results: This study is expected to uncover the role of ethically designed AI systems in the formation of customer brand commitment. Additionally, the study findings will reveal the potential mediating effects of customer trust and trustworthiness in AI tools. Finally, the study will identify if technological readiness moderates the abovementioned links.

Originality/Value: The originality of this paper lies in its new perspective on the influence of the ethical design of AI systems on customer brand commitment in the tourism industry. This study differs from previous studies by focusing on mediating roles of perceived trustworthiness and customer trust in AI incorporating the stakeholder's theory, trust theory, and the technology acceptance model.

Keywords Ethical AI, Perceived Trustworthiness, Customer Trust, AI in Tourism, Customer Brand Commitment

The Role of International Students' Social Media Posts in Türkiye's Tourism Marketing

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Abstract

Purpose: This study aims to explore the role of international students in Türkiye in promoting tourism through social media.

Study Design/Methodology/Approach: Using a qualitative case study approach, Semi-structured interviews were conducted with 15 international students in Türkiye.

Results: The results showed that international students actively use social media, such as Instagram and Facebook, to share their experiences about culture, tourist attractions, and cuisine in Türkiye. These posts influence their audiences, such as family and friends, by increasing their interest in visiting Türkiye. The students act as unofficial cultural ambassadors, promoting both popular and lesser-known destinations.

Originality/Value: The study highlights the potential of social media as an effective tourism marketing tool through international students' personal narratives and informal sharing.

Keywords: Social Media, Tourism Marketing, International Student

Scaling Management Priorities: Mountain Tourism in Coastal and Inland Territories

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Abstract

Purpose: The study had two main objectives: (1) to identify management priorities for developing socioeconomic benefits from mountain tourism, and (2) to examine the differences in these priorities between coastal and inland territories.

Study Design/Methodology/Approach: We used the SmartPLS software to process three techniques: Partial Least Squares Structural Equation Modeling, Importance-Performance Map Analysis, and Multi-Group Analysis. Data were collected through an online questionnaire the mountainous territories of Portugal.

Results: Endogenous resources and management have a positive impact on the development of mountain tourism. Surprisingly, while sustainability also contributes positively, its impact is less significant. Greater mountain tourism development leads to greater value generation for the host society. Managers should prioritize the effective management of endogenous resources to maximize socio-economic benefits. Multigroup analysis revealed no significant differences in results between inland and coastal mountain destinations.

Originality/Value: Mountain tourism needs more studies because many countries have this geographical configuration, with small communities that need to diversify economic activities. This study demonstrates policies for mountain tourism can be homogeneous because despite the different territories, the particularities of mountain tourism, which is more of a village-based tourism, are maintained whether on the coast or inland.

Keywords Mountain Tourism; Coast; Inland; Management Priorities; Socio-Economic Benefits

The Role of Strategic Resource Entitlements in Value Creation and Appropriation: Insights from Indonesian Tourism

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Abstract

Purpose: This study aims to explore the role of initial strategic resource entitlements of local tourism micro and small accommodation businesses (MSABs), both internally and through business networks, to create and appropriate value for sustainable competitive advantage.

Study Design/Methodology/Approach: This study, carried out by a qualitative design using the Gioia method, involved 62 in-depth semi-structured interviews with tourism MSAB owners and managers, their business networks, and government institutions in three of Indonesia's "super-priority" tourist destinations.

Results: The findings reveal three types of entitlements that emerge in MSABs' attempt to acquire strategic resources: personal, relational, and legal-based entitlements. Hence, the capabilities enhance the deployment of entitlements to strategic resources in the interactions of intra-firm, inter-firm, and experiential value co-creation, enabling value appropriation at multiple levels, including in micro (personal fulfilment, and business growth), meso (competitive position in the market), and macro (social-based development).

Originality/Value: The originality of this study lies in the novel contributions to tourism and entrepreneur domains by expanding the current understanding of initial resource entitlements for value co-creation and enriching their interrelated process for value appropriation from multiple perspectives.

Keywords: Strategic Resources, Resource Entitlements, Value Creation, Value Appropriation, Micro and Small Business

Personalised Journeys with a Purpose: AI's Role in Sustainable Tourism

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Abstract

Purpose: This study explores how Artificial Intelligence (AI) enhances sustainable tourism by personalizing experiences and supporting environmental conservation. It examines AI's role in optimizing tourism operations and resource management.

Study Design/Methodology/Approach: Using a qualitative approach, the study reviews case examples of AI-powered systems in tourism, such as Travel Bird an AI-powered travel recommendation platform - and AI-driven sustainability initiatives in tourism and analyses secondary data to highlight AI's impact on sustainability and operational efficiency.

Results: AI is expected to enhance personalized experiences, optimize resource use, and contribute to environmental conservation in the tourism industry. This study will also explore potential drawbacks, such as the risk of AI reinforcing mass tourism patterns and its limitations in addressing nuanced sustainability challenges. While challenges such as ethical concerns and data privacy remain, we anticipate that integrating AI with other technologies will provide solutions to these issues, ultimately promoting a more sustainable tourism sector.

Originality/Value: The research offers a unique perspective on AI's potential to drive sustainability in tourism, focusing on qualitative insights from real-world applications, including AI-driven sustainability programs in hotels and smart destinations.

Keywords: Artificial Intelligence, Sustainable Tourism, Personalised Experience

Emotional Structure of Online Hotel Reviews

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Abstract

Purpose: The purpose of the project is to examine the emotional structure of online hotel reviews and test the applicability of the peak-end rule in this context.

Study Design/Methodology/Approach: More than 200,000 hotel reviews from the Yelp dataset were divided into samples with 3 to 20 sentences. Sentiment scores for each sentence were extracted. Descriptive analyses visualized the emotional structure of reviews, and regression analysis tested the effect of each sentence and peak sentiment on review ratings.

Results: Two types of emotional structures emerge in this storytelling context. Short reviews start with highly emotional sentences, with emotionality decreasing gradually. In longer reviews, U-shaped emotional structures are evident. Furthermore, there is no evidence of the peak-end rule in any of the samples. Conversely, the sentiment score of the first sentence has the highest impact on review ratings.

Originality/Value: Few studies have applied the peak-end rule to hospitality and tourism settings. As people reconstruct experiences from their memories, moments with peak and final experiences are alleged to have the highest impact on the overall experience. There is no knowledge of whether this is true when we reconstruct these memories through writing, such as in the case of online reviews. The findings contradict expectations.

Keywords: Peak-End-Rule, Sentiment Analysis, Psycholinguistics, Dramatic Structure, Online Hotel Reviews

Agritourism in Andalusia, Spain: Challenges and Opportunities

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Abstract

Purpose: This Fulbright Association funded research project aims to investigate the challenges and opportunities of agritourism entrepreneurs in Andalusia, Spain. Agritourism offers rural communities an opportunity to diversify income beyond traditional agriculture (Che, 2008). By integrating tourism, farmers can generate additional revenue, create employment opportunities, stimulate local economies, and provide an alternative to destinations experiencing overtourism (Iannucci et al, 2022).

Study design/methodology/approach: After developing a database of 150 agritourism enterprises in Andalusia, we randomly selected 30 entrepreneurs for the purposes of conducting an online structured survey and 10 enterprises where we conducted semi-structured 2-3 hours interviews.

Results: Both quantitative and qualitative results provided insights into the challenges and opportunities faced by agritourism enterprises. Quantitative research demonstrated that networking, integrative experiences and activities, and marketing and social media expertise were among the priorities. The face-to-face interviews revealed that infrastructure, permits and marketing were important also.

Originality/value: The data suggest how agritourism can contribute to more sustainable tourism practices by providing insights into the resources and support agritourism entrepreneurs require to succeed. By identifying the barriers such as regulatory hurdles, marketing, social media, and competition with conventional tourism, this research informs policy recommendations and support systems that can foster the growth of agritourism.

Keywords: agritourism, Andalucía, barriers, opportunities, challenges

Assessment of Environmental Sustainability Governance and Other Sustainability Standards at Selected Private Lodgings in National Parks

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Abstract

Purpose: This study examined ESG adoption and efficacy within private game lodges in Kruger National Park, South Africa. The study's principal objective was to explore the initiatives private lodges take to address their ESG commitments and identify the challenges faced in that regard.

Study Design/Methodology/Approach: This study adopted a qualitative research approach which utilised key informant interviews with lodge management and owners (n-10) and field observations to arrive at results and conclusions.

Results: This study found varying levels of ESG adoption. One of the key drivers of lodge sustainability is addressing climate change and ensuring compliance and resource efficiency in order to ensure tourist satisfaction. Lodges, among other things, are invested in ensuring that water and energy savings and efficiency are at the core of sustainability. Some of the challenges that lodges face in ensuring sustainability are the cost of capital investment in some of the technologies for sustainability and the attitude of tourism role players.

Originality/Value: This is critical, as it makes important recommendations on how tourists' and employees' knowledge and behaviour shape sustainability in private game lodges. Such findings are critical for fostering sustainability in fragile and protected areas and in the tourism industry.

Keywords: Climate Change, Lodges, ESG, SDG, Green Tourism

Examining The Impact of STR Regulation in The United States: Impacts on Housing Supply and Affordability and Hotel Industry Performance

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Abstract

Purpose: Cities have implemented various short-term rental (STR) regulations, ranging from lenient to restrictive, often aiming to preserve housing affordability and supply. However, little is known about the effectiveness of these regulations or their potential role in protecting the hotel industry. This study seeks to evaluate these impacts.

Study Design/Methodology/Approach: We will conduct a policy analysis of 50 U.S. cities, collecting data from government websites and desk research to document STR regulations, their enactment, and enforcement timelines. This data will inform an empirical counterfactual analysis using Airbnb data to assess the regulations' effects on STR supply, housing prices, and hotel performance.

Results: The study addresses three key research questions:

1. What types of STR regulations have U.S. cities implemented?
2. Which regulations influenced STR supply and housing markets?
3. How did these regulations impact hotel performance (Occupancy, ADR, RevPAR)?

Originality/Value: Given the diverse regulatory approaches, policymakers risk uninformed decisions without understanding which are most effective. This research fills a critical gap by providing insights and recommendations for optimizing STR regulations to balance community needs, housing affordability, and industry interests.

Keywords: Airbnb; Short-Term Rental; Regulation; Housing; Hotel Performance

**The Effect of Board Members' Background on Firm Operating Efficiency and Risk:
Evidence From New Director Appointments in The Hospitality and Tourism Industry**

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Abstract

Purpose: Recent reports indicate that several publicly traded hospitality and tourism groups have appointed new directors to their boards. The current study aims to identify the effect of new director appointments and directors' backgrounds on the performance of hospitality and tourism (HT) firms.

Study Design/Methodology/Approach: A series of regression analyses will be used to test the proposed relationships. Twenty-five years of historical data of HT firms collected from Compustats and BoardEx will be used for the analysis. The propensity score matching method and Stochastic Frontier Analysis are used to construct the dependent variables.

Results: The results are expected to show that appointing new directors enhances the operational and market performance of HT firms. Industry experience and individual network size will positively moderate the effect. In addition, directors' educational background will enhance the positive effect of director appointments when the director possesses considerable industry experience.

Originality/Value: Most corporate governance research studies the board of directors as one collective group and assesses the effect of group characteristics on firm performance. The current study focuses on the individual background of the directors on the board and provides empirical evidence about the qualifications of new directors that benefit the firms' internal and external performance.

Keywords: Hospitality and Tourism, Director Appointment, Board Background Characteristics, Operational Efficiency, Stock Price

Hospitality Resilience: How Turkish Hotels Innovate in Times of Economic Hardship

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Abstract

Purpose: The rising cost of living, which represents a challenge for hospitality firms, raises questions about the current status and future of the sustainable innovation. Hence, the purpose of this study is to understand how rising cost of living affects sustainable innovative practices of Turkish hotel firms.

Study Design/Methodology/Approach: Using a qualitative reflective content analysis, this study examined publicly available sustainability information from the official websites and annual reports of Turkish hotel chains. Through purposive sampling, the sustainable innovation practices of 12 Turkish large hotel firms were analyzed.

Results: The findings of the current study provide important insights into the opportunities and challenges that hotel firms face when managing sustainable innovation during the times of increased cost of living. Moreover, the results highlight the courses of action, which hospitality firms can adopt to innovate sustainably when they face pressure from the rising cost of living.

Originality/Value: This study extends the current literature by exploring success factors and challenges of sustainable innovation in hotel firms amid soaring costs and integrating the findings into a conceptual framework that links sustainability, innovation, and crisis. The results also provide valuable implications for practitioners to innovate sustainably at the times of increased cost of living.

Keywords: Hospitality Resilience, Sustainable Innovation, Content Analysis, Economic Hardship

Leadership and Conflict Management at Five Stars Hotels

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Abstract

Purpose: This study examines conflict dynamics in tourism institutions and explores effective management strategies to enhance organizational performance. It investigates the causes, types, and resolution methods of conflicts in the tourism sector, emphasizing leadership's role in shaping conflict outcomes.

Study Design/Methodology/Approach: Literature reviews revealed that most studies used a quantitative method. Therefore, this research will use a qualitative method through interviews to get deep information about the tourism leadership at five-star hotels in Marmaris, Mugla as a case study.

Results: This study underscores the necessity of proactive conflict management in the hospitality industry. Internal staff conflicts are prevalent when employees believe they are being treated unfairly. Communication issues between departments, unclear expectations, and high-pressure situations contribute further to disagreements. Without proactive management, these triggers can accumulate, leading to a hostile work environment that affects both service quality and employee well-being. Additionally, industry stakeholders should consider implementing regular conflict management training to equip employees with the necessary skills to navigate workplace tensions effectively.

Originality/Value: This research contributes to the field by integrating theoretical perspectives with practical conflict management applications in tourism organizations. Unlike general organizational studies, it focuses on the tourism sector's unique challenges, such as high labor intensity, cultural adaptability, and customer interactions. The findings offer actionable strategies for managers and policymakers, emphasizing the role of leadership in conflict resolution.

Keywords: Leadership, Conflict, Conflict Management, Tourism Management.

Low-Carbon Travel Behavior In Daily and Tourism Life: Dual Mediating Effects of Environmental Identity and Moral Licensing

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Abstract

Purpose: as the tourism industry's contribution to carbon emissions continues to grow and the challenges of reducing transportation-related carbon emissions intensify, encouraging tourists to adopt low-carbon travel behavior has become a critical step toward achieving sustainable tourism development. Building upon behavioral spillover theory, this study explores the key pathways and moderating effects of the spillover from daily low-carbon travel behavior to tourism contexts.

Study Design/Methodology/Approach: this study uses Xiamen as the case study, employed a combined online and offline survey to collect tourist questionnaire data. Additionally, we use Mplus to test the direct path effect, the dual-mediating effect and moderating effect.

Results: The findings reveal a dual-edged mediating effect of environmental identity and moral credits in the cross-contextual spillover, with the two effects counterbalancing each other. As a boundary condition, environmental responsibility influences the roles of environmental identity and moral credits.

Originality/Value: these findings provide valuable insights for low-carbon policies in tourism destinations, offering guidance to policymakers on promoting the positive spillover of tourists' daily low-carbon travel behavior into tourism scenarios.

Keywords: Low-carbon Travel Behavior, Spillover Effects, Environmental Identity, Moral Credits, Environmental Responsibility

A Study on the Evaluation of the Conflict and Cooperation Between Last Chance Tourism and Ecotourism

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Abstract

Purpose: Last-chance tourism involves visiting destinations at risk of disappearing due to various factors before they are lost, whereas ecotourism is an alternative form of tourism that prioritizes the protection of environmental resources and the interests of local communities, grounded in sustainability principles. The primary objective of this research is to examine the conflict and collaboration dynamics between these two types of tourism, offering both a general evaluation and original insights for the relevant literature. Furthermore, it seeks to provide strategic recommendations on how these two forms of tourism can be integrated into the development of sustainable tourism policies.

Study Design/Methodology/Approach: This study employs the document analysis technique, a qualitative research method, and presents evaluations based on data supported by a literature review.

Results: Last-chance tourism is observed to accelerate the depletion of regions at risk of extinction, whereas ecotourism strives to preserve these areas sustainably. By implementing conscious management strategies, integrating both tourism types can help raise awareness and minimize environmental impacts.

Originality/Value: This research is one of the first studies to address the areas of conflict and collaboration between last-chance tourism and ecotourism, offering valuable insights for tourism sector stakeholders in developing sustainable strategies.

Keywords: Ecotourism, Last-Chance Tourism, Sustainability, Environmental Protection

Exploring the Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Online Purchase Intention and Webrooming Behavior: A Technology Acceptance Model Approach

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Abstract

Purpose: This study examines the influence of perceived usefulness, perceived ease of use, and perceived risk on online purchase intention and webrooming behavior within the Technology Acceptance Model (TAM) framework. Additionally, it investigates the mediating effect of online purchase intention on webrooming behavior, highlighting the roles of perceived usefulness and perceived ease of use. The findings aim to offer valuable contributions to both the theoretical literature and practical applications in e-commerce and consumer behavior.

Study Design/Methodology/Approach: Data were collected from 389 participants in Istanbul, Türkiye, using a simple random sampling method. A questionnaire served as the data collection tool. SEM analysis was applied to examine the relationships between perceived usefulness, perceived ease of use, and perceived risk, online purchase intention, and webrooming behavior.

Results: The analysis revealed that perceived usefulness and ease of use positively affect online purchase intention and webrooming behavior. Online purchase intention mediates the relationship between TAM constructs and webrooming. While perceived risk does not influence online purchasing, it negatively impacts webrooming behavior. Future research could explore these effects in different cultural contexts and with additional variables.

Originality/Value: This research offers a fresh perspective on the tourism sector by investigating how perceived benefits, ease of use, and risk influence online purchase intention and webrooming within TAM. The findings regarding the mediating role of online purchase intention and the negative effect of perceived risk provide valuable insights for developing sector-specific strategies.

Keywords: Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Online Purchase Intention, Webrooming Behavior

Exploring Memorable Guest Experiences in Boutique Hotels: Key Dimensions and Practical Implications

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Abstract

Purpose: This study aims to explore and identify the key dimensions of Memorable Guest Experiences (MGE) within boutique hotels and develop a conceptual framework to measure these experiences through a dedicated scale, thus addressing a significant gap in hospitality Research.

Study Design/Methodology/Approach: Adopting an exploratory approach through an extensive literature review, our goal is to identify the key dimensions of MGE related to boutique hotels to form the basis for further developing a quantitative web survey, which will be administered to boutique hotel guests. The survey data will be analysed using exploratory and confirmatory factor analysis to validate the identified dimensions.

Expected Results: The findings will highlight distinct dimensions of MGE in boutique hotels, such as personalisation, emotional resonance, and cultural integration. The MGE scale is expected to be reliable and valid, providing a robust tool for researchers and practitioners.

Originality/Value: This research provides the first dedicated conceptualisation and measurement of MGE in boutique hotels through a comprehensive literature review and empirical validation in a hospitality context. It offers a novel contribution to both academic understanding and managerial practices in the boutique hotel industry.

Keywords: Memorable Guest Experience, Boutique Hotels, Hospitality Research, Scale

Cooking Classes as a Destination Marketing Tool: The Case of Istanbul

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Abstract

Purpose: One of the key aspects of gastronomic tourism is participating in experiential activities. Through such activities, tourists not only gain insights into the culture of the destination they visit but also take an active role in the cooking process by joining cooking classes. In this context, the aim of this study is to examine the contribution of cooking classes in Istanbul, which cater to tourists, to destination awareness as a competitive element in destination marketing.

Study Design/Methodology/Approach: In this study, which will employ a qualitative research method with a case study design, the websites of cooking classes in Istanbul will first be thoroughly examined and subjected to content analysis. Subsequently, semi-structured interviews will be conducted with representatives of the cooking classes.

Results: Cooking class participants are expected to gain in-depth knowledge of Turkish culinary culture while experiencing the local culture through a multisensory experience.

Before traveling, tourists may have complex and diverse information about a destination. However, through active participation in cooking classes during their visit, this experience is expected to significantly enhance and reshape their perception of the destination.

Originality/Value: This study aims to contribute to the literature on cooking class experiences and raise awareness of the potential for cooking classes to be actively utilized in destination marketing and awareness, positioning them as a competitive element for destinations. Additionally, in the context of gastronomic tourism, cooking classes are expected to serve as a new source of supply, further enhancing the tourism offerings of the destination.

Keywords: Gastronomic Tourism, Destination Marketing, Tourist Experience, Cooking Classes

Outcomes of Increased Participation in Protected Area Tourism Policy Making

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Abstract

Purpose: The aim of the paper is to investigate the extent to which greater democratization in decision-making impacts the quality of governance in protected area tourism. The study is based on a case study of the Batanes Protected Landscapes and Seascapes in the Philippines.

Study Design/Methodology/Approach: The study reviewed quantitative and qualitative data from a longitudinal research program focused on monitoring the sustainability of tourism in the islands. Part of the research is the investigation of Protected Area Management Board (PAMB) resolutions issued from 2014 to 2023. The period covers the time before and after the management board was expanded in 2018. Interviews were also conducted with key members of the management board, as well as government leaders and industry players. The data collected were subjected to quantitative and qualitative data analysis using SPSS and NVIVO, respectively.

Results: Findings reveal that the expansion in the membership of the PAMB is viewed positively as it has allowed greater representation and has provided some check and balance. On the other hand, it has been observed that the membership of more politicians in the board has led to the increased weight for politics, rather than rational-technical bases, in the decisions. Coupled with external developments such as tourism growth, this has resulted in the PA producing more resolutions that enhance socio-economic activities (such as tourism) rather than prioritize biophysical protection and improve governance, a situation that is changing how PA and tourism sustainability issues are discussed in the province.

Originality/Value: The paper contributes to the wider discussion on the value of participatory governance in decision-making and shows that it may lead to mixed results particularly if some actors, such as state actors, dominate the process.

Keywords: Protected Area Tourism, Batanes, Philippines, Participatory Governance

Family Travel Planning: Challenges and Opportunities

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Abstract

Purpose: Family travel planning is important for both individuals and society. It is influenced by factors like family dynamics, budget management, and time management. The main goal of this study is to identify the challenges families face when planning trips. It also explores how these challenges can become opportunities. The study will examine how travel choices, budgets, and time limits affect family trip planning. Based on this, suggestions will be made to help families plan better trips.

Study Design/Methodology/Approach: This research uses a qualitative approach to deeply understand how families plan their trips. Data will be collected through semi-structured interviews and surveys. Families will share their travel experiences, preferences, and challenges. The collected data will be analyzed using the thematic analysis method.

Results: The research shows that families encounter common challenges when planning trips, including budget constraints, time management, and meeting children's needs. However, these challenges can also have positive aspects. They encourage better communication, provide new experiences, and promote quality time together. Suggestions have been made to help families plan their trips more effectively.

Originality/Value: This study adds to existing research on family travel planning. It provides a new perspective on the challenges families face and how these can become opportunities. It also offers practical ideas for the travel industry to develop family-friendly services. The study's unique value is in finding strategies to improve family travel experiences and make trips more meaningful.

Keywords: Travel Planning, Family Dynamics, Family in Tourism

A Meta-Synthesis on Neurogastronomy: An Evaluation of the Current Literature

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Abstract

Purpose: This study aims to examine the academic literature published in the field of neurogastronomy using the meta-synthesis method, evaluating current research trends, methodological approaches, and the general direction of findings. Neurogastronomy is an interdisciplinary field that explores the neuroscientific foundations of the eating experience and is closely related to sensory perception, nutrition psychology, and gastronomy.

Study design/methodology/approach: The study will be conducted using the meta-synthesis approach, one of the qualitative research methods. The research corpus consists of previously conducted scientific studies on neurogastronomy that are accessible in specific academic databases.

Results: A systematic literature review was conducted, and only peer-reviewed scientific research articles were considered. Database searches were performed through ProQuest, ScienceDirect, Taylor & Francis, and Web of Science. The search using the keyword “neurogastronomy” identified 30 articles in ProQuest, 22 articles in ScienceDirect, 10 articles in Taylor & Francis, and 8 articles in Web of Science. The selected articles will be categorized and analyzed based on their methodological approaches and research questions.

Originality/value: This meta-synthesis study is expected to make a significant contribution to the literature by systematically examining current academic trends in neurogastronomy. The findings will help identify new research directions and expand the methodological framework of the discipline for future studies.

Keywords: Neurogastronomy, Meta-synthesis, Sensory expectations, Food preferences

The Innovation Process of A Smart Tourism Model

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Abstract

Purpose: This paper presents the research activities in progress for the implementation of a smart tourism model based on three fundamental principles: digitisation for better accessibility to sites, sustainability for resilience and risk management in the territory, and local community participation for heritage enhancement.

Study Design/Methodology/Approach: The methodology included the analysis of national and European tourism policies, tourism best practices and scientific documents of the sector, as there are no univocal definitions in the tourism sector. This made it possible to define the roadmap for becoming a Smart Tourism Destination and to select the types of useful data to be analysed, the tools for data management, the actors to be involved in the area and the sites of interest where best practices could be applied.

Results: The model, which is currently being tested in some areas of the Basilicata region, located in southern Italy, is being developed through different digital tools, such as interactive co-participative maps and direct surveys on case studies, identifying what will be replicable guidelines in other contexts.

Originality/Value: The model can become a valid orientation tool in global territorial policies that increasingly have to respond to the challenges imposed by an interconnected but at the same time fragile world.

Keywords: Smart, Tourism, Technology, Sustainability, Co-Participation

Hospitality and Regeneration: Stakeholders and Activities in Brazil

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Abstract

Purpose: This study seeks to explore the themes of hospitality and regeneration by identifying stakeholders, their respective roles, and the Sustainable Development Goals (SDGs) achieved through regeneration processes focused on tourism in Brazil.

Study Design/Methodology/Approach: The study is based on the *Brazilian Map of Responsible Tourism* and the *Brazilian Map of Sustainable Tourism*, both developed by the Brazilian Ministry of Tourism. From these maps, regenerative initiatives implemented across the country were selected to analyze the stakeholders involved, their respective roles, and their contributions to the SDGs through regenerative practices.

Results: A diverse range of stakeholders was identified, totaling ten categories with distinct activities, including environmental area restoration, cultural support and investment, infrastructure development, social mobility initiatives, education and workforce integration programs, and economic development support, among others. These efforts contributed to the achievement of various Sustainable Development Goals.

Originality/Value: In the context of climate crises and the unbalanced consumption of the planet's resources, studying and understanding regeneration methods is essential, especially in economic activities with the potential to cause damage due to the mismanagement of local resources, such as tourism. This study seeks to highlight, through Brazilian experiences, which stakeholders contributed to regeneration, how they contributed, and which SDGs were achieved through their actions. These insights are valuable for fostering development, attracting tourism, and enhancing hospitality for visitors.

Keywords: Hospitality; Regeneration; Stakeholders; SDGs; Brazil

Conceptualizing and Measuring Tourist Happiness: A Cross-Cultural Study

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Abstract

Purpose: Drawing on authentic happiness theory (Seligman, 2002), self-congruity theory (Sirgy, 1982), and broaden-and-build theory (Fredrickson, 2001), this study examines how self-congruity (actual and ideal self-image), hedonic (positive emotions), eudaimonic (meaning), and engagement contribute to tourist happiness. We also assess how happiness influences revisit intentions, recommendations, and perceived destination image. Finally, our study investigates the moderating effects of 2 cultural dimensions, indulgence/restraint and individualism/collectivism.

Study Design/Methodology/Approach: Data were collected from a purposive sample of 900 tourists (460 USA; 440 China) visiting London as a tourist destination. The core constructs were measured using previously validated multidimensional scales. Structural Equation Modelling (SEM) was used to test the hypothesized relationships and multigroup analysis was employed to compare the two samples.

Results: Findings demonstrate positive emotions, meaning, engagement and self-congruity as antecedents of tourist happiness. Tourist happiness in turn impacts tourists' intention to revisit, intention to recommend, and perceived overall image. The cultural dimensions indulgence/restrained, and individualism/collectivism moderated the hypothesized relationships.

Originality/Value: Our study provides a multidimensional model for understanding tourist happiness across cultures, integrating multidisciplinary insights from psychology, marketing, and tourism.

Keywords: Tourist happiness, Hedonia, Eudaimonia, Self-congruity, Engagement, Culture

Neuroscience at the Service of Tourism Marketing: A Bibliometric Study

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Abstract

Purpose: This study aims to explore recent developments in the application of neuroscience to tourism marketing. Given the increasing interest in neurotourism research, an updated method-based review can provide valuable insights and mapping of current trends.

Study Design/Methodology/Approach: A bibliometric study was conducted as part of a systematic method-based review following the SPAR-4-SLR protocol. A structured query in the Scopus database led to an initial pool of 1,848 studies published since 2020 across various domains; 89 of these were evaluated as relevant with tourism marketing issues. Performance analysis (year-wise trends, top contributing countries and journals, neuroscientific methods) and science mapping were employed.

Results: Findings indicate a growing interest in neuroscience-based tourism research, especially since 2022. China leads in terms of the origin of contributors, followed by Spain, Australia, and the Netherlands. Most studies integrate neuroscientific with traditional methods while eye-tracking emerges as the most commonly used technique. Travel behavior, eye tracking, destination marketing, social media and virtual reality applications are the foci of researchers.

Originality/Value: The use of neuroscientific tools in tourism marketing is gaining traction, offering valuable insights for triangulation and interdisciplinary research. Increasing accessibility and affordability of such technologies are expected to further drive advancements in neurotourism studies.

Keywords: Neurotourism, Neuromarketing, Bibliometric Study, Tourism Marketing

Tourism Demand Prediction After COVID-19 in Hawaii Using Google Trends and Transfer Function Models

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Abstract

Given the profound impact of the COVID-19 pandemic on the tourism industry, accurate forecasting of visitor arrivals has become crucial. The tourism sector must adopt a big data-driven foresight approach to enhance decision-making in a post-pandemic environment marked by significant uncertainty and emerging megatrends that could reshape society in the coming decades. This paper investigates the use of quantitative analysis of new internet data sources and introduces a forecasting method based on Google Trends data, employing an estimated transfer function model. Utilizing time-series techniques, the study models and forecasts Google Trends data, converting these predictions into estimates of tourist arrivals in Hawaii through the transfer function model. The findings underscore the potential of a big data-driven foresight approach, demonstrating that timely tourism flow forecasts can be achieved by applying this model to internet search data. The resulting scenarios can inform the decision-making processes of tourism stakeholders. Future applications of this methodology could extend to other tourist origin markets, search engines, or different socioeconomic and environmental contexts. This study emphasizes the importance of foresight literacy in the tourism sector and contributes to the field of tourism demand forecasting by evaluating the effectiveness of quantitative methods with novel data sources. Additionally, it is the second paper to focus on predicting arrivals in Hawaii, providing valuable insights for tourism stakeholders to enhance their decision-making strategies.

Keywords: Time-Series Analysis, Forecast Tourism Demand, Big Data, Google Trends Data, Transfer Function Model, Foresight Approach

Doom Spending Behavior Among Generation Z in Türkiye

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Abstract

Purpose: This study aims to develop and validate a Doom Spending Scale (DSS) to measure the spending behavior of Generation Z in Türkiye in response to economic uncertainties. Doom spending, an emerging concept, refers to impulsive spending driven by a pessimistic outlook on financial stability.

Study Design/Methodology/Approach: A mixed methods approach was employed, combining qualitative and quantitative techniques. Since there is no direct literature on doom spending, a question pool for the interviews will be created based on related concepts. A scale will be developed based on the interview results and will be evaluated by the experts. Once validity and reliability are established, the scale will be tested among 350 people belonging to Generation Z, followed by factor analysis to confirm validity and reliability.

Results: The findings will identify key psychological and social factors influencing doom spending among Generation Z. Although this study focuses on Turkish Generation Z, future research should examine its applicability across different demographics and regions.

Originality/Value: DSS will fill a critical gap in consumer behavior research, providing practical implications for businesses, policymakers, and financial advisors. This scale offers valuable insights into consumer behavior during economic uncertainty, contributing to marketing, behavioral economics, and financial planning.

Keywords: Doom Spending, Generation Z, Economic Uncertainties, Consumer Behavior, Spending Habits

Determinants of ChatGPT Adoption in Health Tourism planning: A Digital Transformation Approach

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Abstract

Purpose: The arrival of AI generates both challenges and opportunities for tourism businesses, maintaining customer satisfaction is affected by various factors. Measuring these factors remains complex. Our study identifies the determinants influencing Arab international tourists' willingness to adopt ChatGPT in decision-making in health tourism planning.

Study Design/Methodology/Approach: Drawing on the “Technology Acceptance Model” (TAM), this study focuses on hundreds of Arab tourists traveling to Iran. The research uses the PLS-SEM technique to clarify further insights from 226 Arab tourists traveling to Iran for health tourism services. An online survey was used to collect data.

Results: The results indicate that PU and PEU have a notable impact on tourists' attitudes toward adopting ChatGPT. Besides, system quality has a strong relationship with these perceptions. Meanwhile, trust in information moderates the impacts of PU and PEU on attitude, which have a significant effect.

Originality/Value: The result contributes to the existing literature by enhancing the understanding of AI adoption in health tourism. Using the insights for tourism agencies and policymakers on how trust and system quality influence the perceived benefits of ChatGPT's, shaping health tourism preferences among Arab international tourists.

Keywords: Artificial intelligence, ChatGPT, Health Tourism, Technology Acceptance Model, Iran

UNESCO Listed Tea Cultures and Their Impact on Regional Tourism: Comparative Analyses of Türkiye, Azerbaijan, China, and East Frisia

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Abstract

Tea is one of the most popular beverages worldwide and a significant economic factor in tea-producing countries. Due to its cultural and social importance in tea-consuming nations, four tea cultures have been listed as intangible cultural heritage by UNESCO : the East Frisian tea culture in 2016, followed by China, Türkiye, and Azerbaijan in 2022. The reasons for these listings include the social role of tea consumption, its cultural anchoring, and the pride expressed through the transmission of tea-related traditions across generations.

This paper examines the impact of the UNESCO listing on regional tea tourism development. Based on desk research, fieldwork, and a survey distributed to regional stakeholders, this study analyzes tourism markets along with the changes in the representation, narration and interpretation of tea culture after the UNESCO inscription.

As a pioneering research project, this paper examines the significance of the UNESCO designation and identifies its links to tourism growth related to tea tourism and tea culture. Results indicate a differentiated value of the UNESCO listing based on national or regional interpretation, an increase of tourist numbers, regional economic impacts, a better awareness, as well as a motivational boost for stakeholders, local populations, and tourists. This comparative analysis highlights the value of UNESCO listing in promoting tea-related tourism across continents.

Keywords: UNESCO World Heritage, Tea Culture, Tea Tourism, Destination Management

“Hey! You there... Spare me some change, will ya?”: Carnival street Blocs and their relationship with Stakeholders from a Hospitality Perspective

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Abstract

Purpose: To analyze, from a hospitality perspective, the strategies used by the coordinations of street carnival blocs to acquire financial sponsorship from the stakeholders interested in the realization of the carnival event.

Study Design/Methodology/Approach: A qualitative and exploratory study, supported by asymmetric observation techniques and a semi-structured interview script applied to street carnival bloc coordinators in the city of Belo Horizonte-MG/Brazil. The data treatment was carried out using the software MAXQDA and content analysis.

Results: When comparing the theory related to vertical and horizontal identity with the rituals of hospitality, the interviewees from the four blocs provided information demonstrating the transposition of identities and their legitimation, as well as the exercise of hospitality among stakeholders.

Originality/Value: Sponsorships were obtained through hospitable relations - informal donations - and, currently, contracts and public notices defined by the state and municipal governments and private companies have joined the context, establishing norms and rules so that the street carnival bloc, in its informality, has access to financial benefits.

Keywords: Carnaval; Street Carnival Blocs; Hospitality in Bussiness; Strategic Stakeholder Management

Women in Airline Corporate Social Responsibility Reports

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Abstract

Purpose: To explore women's issues in airline sustainability and social responsibility reporting, and to understand airlines' commitment to gender balance in social sustainability.

Study Design/Methodology/Approach: The sustainability and social responsibility reports of Turkish airline firms will be qualitatively analyzed through thematic and content analysis using thematic analysis methods to determine how they address topics related to women and gender.

Results: Our results show that CSR reports of airlines in Türkiye are not prevalent, and those airlines that do report use international formats that value women and gender concerns in specific areas. Although issues are largely dominated by labor and childcare, there is also an emphasis on diversity, equality, and efforts to embed gender issues in policy, practices, and culture.

Originality/Value: The research findings highlight gender issues for the first time in CSR reports and aim to inform policy and literature.

Keywords: Women in aviation, Corporate Social Responsibility, Gender Issues, Sustainability Reports, Aviation Industry

The Impact of Generative AI on the Tourism and Hospitality Industry: In-Depth Insights into Customer Experiences and Industry Transformation

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Abstract

Purpose: This study explores the transformative impact of Generative AI (Gen AI) on the tourism and hospitality industry. It aims to synthesise existing research, identify trends and challenges, and provide a framework to guide future studies and practical implementations.

Study Design/Methodology/Approach: A systematic literature review (SLR) was conducted using the SPAR-4-SLR protocol. The process involved assembling, arranging, and assessing data while analysing theories, contexts, characteristics, and methods (TCCM). The Web of Science database was used, resulting in a review of 71 papers.

Results: The findings highlight trends in Gen AI applications, such as enhancing customer personalisation and improving operational efficiency, while addressing challenges like trust and ethical issues. The review also identifies gaps in research across underexplored regions and critical topics.

Originality/Value: This study is the first research to integrate the SPAR-4-SLR protocol and TCCM framework to analyse the role of Generative AI in tourism and hospitality. By combining these methodologies, it provides a unified framework that offers both theoretical and practical insights. Additionally, the use of bibliometric analysis enhances the study by mapping the intellectual structure and identifying emerging trends, helping researchers and practitioners navigate the opportunities and challenges posed by Generative AI in this sector.

Keywords: Generative Artificial Intelligence, Generative AI (Genai), Hospitality Tourism, TCCM SPAR-4-SLR

Gamification in Gastronomy: Applications and Examples

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Abstract

Purpose: Purpose: The aim of this research is to conduct an in-depth examination of gamification practices in the field of gastronomy.

Study Design/Methodology/Approach: Qualitative research method and the document analysis technique will be used for the research. The main research question has been determined as: "What are the gamification practices in gastronomy, and how are they implemented?" In line with this objective, it is planned to review scientific studies in the literature related to the topic and analyze gamification practices specifically limited to the field of gastronomy through content analysis.

Results: As a result of the study, a detailed examination of the existing literature and applications on the subject will provide comprehensive insights into the essential characteristics of a successful gamification practice, as well as its benefits for users and the field in which it is implemented. Considering the advantages that gamification brings to destinations and various sectors, it is believed that this research will be beneficial for all sectors related to gastronomy by enhancing tourists' experiences and positively influencing tourist behavior.

Originality/Value: A review of the literature reveals that there is a limited number of studies on gamification in the field of gastronomy (Torres-Oñate et al., 2021; Liberato, Liberato & Nunes, 2022; Yu, Cheah & Liu, 2022; Liberato et al., 2023). When studies conducted in Turkey are examined, a limited number of research studies on gamification in the tourism sector have been identified (Garipağaoğlu & Akova, 2021; Çeltek, 2023). In this regard, the study is expected to contribute to the literature.

Keywords: Gamification, Gastronomy, Gastronomy Tourism

The Use of The Metaverse as A Strategy for Hotel Tourism: Potential and Challenges

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Purpose: This study aims to analyze the impact of this technology on consumer behavior, the opportunities it provides for service personalization, and the contribution to the sustainability of tourism.

Methodology: The research employs a qualitative approach and the multiple case study method to analyze the initiatives of hotels that have implemented the metaverse as part of their strategies. A total of six cases are investigated: Mövenpick Hotel Amsterdam City Center (Amsterdam/Netherlands), M Social Decentraland (Millennium Hotels and Resorts⁴), Marriott Bonvoy⁵, Hilton (Paris/France), CitizenM (London/England), and NoMo SoHo (Manhattan/EUA).

Findings: The results found indicate that the use of the metaverse allows hotels to enhance the customer experience in innovative ways, providing a digital immersion that influences purchase decisions and customer loyalty. In addition, the metaverse makes it possible to extend the personalization of the service by creating virtual spaces dedicated to the needs and preferences of different tourist profiles.

Originality/value: The use of the metaverse by hotels is a promising strategy for transforming the tourist experience, before, during and after the visit, and meeting the challenges of sustainable tourism, but there are barriers to overcome.

Keywords: metaverse, immersive technologies, tourism experience, sustainable tourism, consumer behavior.

⁴ Millennium Hotels and Resorts (MHR) é a marca global da Millennium & Copthorne Hotels Limited (M&C), empresa hoteleira global que possui, administra e opera mais de 150 hotéis em cerca de 80 locais em todo o mundo na Ásia, Europa, Oriente Médio, Nova Zelândia e Estados Unidos.

⁵ Marriot International, rede hoteleira, possui 30 marcas de hotéis ao redor no mundo.

Understanding the Research Dynamics of VR, AR, and Metaverse in Restaurant Context: A Systematic Bibliometric Analysis

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Abstract

Purpose: This study aims to reveal the conceptual, intellectual and social structure of the studies on VR, AR and Metaverse in the context of restaurants.

Study Design/Methodology/Approach: In the study, bibliometric analysis was carried out with the help of R programming language for the searched studies using SPAR-4-SLR procedure.

Results: In addition to descriptive findings, the research results sought answers to three main questions. As a result of conceptual thematic analysis, 4 different thematic results were obtained. Intellectual analyses revealed 4 different intellectual reference currents. Social analyses show that the USA is at the forefront in terms of cooperation in research.

Originality/Value: To the best of our knowledge, this is the first study to address VR, AR and Metaverse technologies in the context of restaurants and to present a framework with the SPAR-4-SLR process.

Keywords: Augmented Reality, Virtual Reality, Metaverse, Restaurants, Bibliometric Analysis

A Deep Learning-Based Study on Multimodal UGC Perception in Theme Park Tourism

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Abstract

Purpose: This study aims to explore the perceptual characteristics reflected in user-generated content (UGC) related to theme park tourism across different modalities (text, image-text, and video) on social media platforms. The research investigates how tourists express their experiences in various modalities and the underlying differences in perception.

Study Design/Methodology/Approach: This study collected UGC from two major social media platforms, Weibo and Xiaohongshu, focusing on Beijing Universal Studios and Shanghai Disneyland. Deep learning techniques were employed to preprocess and extract features from text, image-text, and video data. Latent Dirichlet Allocation (LDA) modeling was applied to identify key themes in tourist perceptions across different modalities.

Results: The findings indicate that different UGC modalities exhibit distinct perceptual focuses. Text-based UGC predominantly discusses interactions with staff and service quality, while image-text UGC emphasizes theme park aesthetics, IP characters, and attractions. In contrast, video UGC highlights immersive experiences like fireworks displays and first-person ride experiences.

Originality/Value: This study integrates deep learning methodologies to analyze multimodal UGC perception, providing new insights into tourist experiences and their implications for theme park marketing and social media strategies.

Keywords: Multimodal, User-Generated Content (UGC), Theme Parks, Deep Learning, Tourist Perception

Legacies Reimagined: The Role of Emerging Technologies in Transforming Tourism Marketing and Consumer Culture Practices in Developing Countries

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Washington and Lee University, USA

Abstract

Purpose: The tourism industry is undergoing a profound transformation with the integration of emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR). This study examines their potential to redefine tourism experiences and reshape consumer culture in developing countries facing geopolitical risks, limited infrastructure investment, and cultural preservation challenges.

Study Design/Methodology/Approach: This research employs a multi-disciplinary approach, combining qualitative and quantitative methods to analyze past, present, and future tourism practices. Drawing on Consumer Culture Theory (CCT), qualitative methods explore evolving consumer preferences and the role of these technologies in shaping behavior. The Technology Acceptance Model (TAM) is then applied through a survey to assess consumer willingness to adopt these innovations and their impact on travel intentions.

Results: Work in progress.

Originality/Value: While prior studies primarily rely on literature reviews and observational research, this study expands empirical research by focusing on consumers' subjective experiences with technology. It specifically examines Egypt—a historically rich yet economically vulnerable market facing volatile tourism revenue, infrastructure limitations, and environmental concerns. By exploring how emerging technologies can enhance tourism resilience and recovery, this study offers valuable insights into their role in mitigating external shocks and fostering sustainable growth in tourism-dependent economies.

Keywords: Emerging technologies, Consumer Culture Theory, Technology Acceptance Model, Tourism.

Customer Lifetime Value Management with RFM Entegration in Hotel Businesses: Development of a Web Based Application

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Abstract

Purpose: The aim of this study is to develop a CLV web application with RFM integration for hotel businesses to generate real-time business intelligence.

Study Design/Methodology/Approach: Design Science Research (DSR) was used in this study. DSR is a research approach that aims to solve problems by designing innovative products/tools to advance technology and science. DSR research has objectives such as “developing concrete innovative products/tools” and “why and how these products provide benefits”. We developed a Python-based web application that models RFM and CLV analyses, which are among the data mining methods.

Results: The application produces ‘Main’, ‘Reservation Status’, ‘Room Revenue’, ‘Nationality’ and ‘Repeat Status’ results with the ‘Filter By’ tab. Each result provides dynamic outputs for the selected data.

Originality/Value: This is the first study to introduce an application that addresses RFM and CLV in a tourism context.

Keywords: CLV, RFM, Web-Based Application, Business Analytics, Customer Segmentation

Being a Tourist in the Metaverse: A Netnography and Grounded Theory Adaptive Experiential Research on Virtual Reality⁶

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Abstract

Purpose: This study aims to explore the phenomenon of being a tourist in the Metaverse, examining how virtual reality (VR)-supported environments shape tourism experiences and affect users' perceptions, satisfaction, and behavioral intentions. The research seeks to conceptualize the "Metaverse tourism experience" and identify its sub-dimensions.

Study design/methodology/approach: The study employs netnography and grounded theory methods. First, user comments from individuals with firsthand virtual tourism experience will be analyzed through netnography. Then, participants will engage in immersive VR tourism experiences using Oculus Quest III, followed by semi-structured interviews. Triangulation—across data, theory, and methodology—will ensure the validity and reliability of findings.

Results: The research will develop a theoretical framework for understanding the Metaverse tourism experience. It will provide both theoretical contributions by clarifying experiential dimensions and practical implications for designing authentic, interactive, and inclusive Metaverse destinations. The results will also guide the development of accessible travel applications for diverse demographic groups, including the elderly and disabled.

Originality/value: Few studies have examined the experiential and practical aspects of Metaverse tourism. This study is among the first to combine netnography and grounded theory, offering a comprehensive framework for future research and sustainable virtual tourism design.

Keywords: Metaverse, Tourism Experience, Grounded Theory, Netnography

⁶ This study is based on the first author's PhD dissertation entitled 'Being a Tourist in the Metaverse: A Netnography and Grounded Theory Adaptive Experiential Research on Virtual Reality'.

Employees' Food Safety Culture at Selected Meat Processing Plants in The Western Cape Province, South Africa

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Abstract

Purpose: The objective of the study was to explore the employee's food safety culture at selected meat processing plants in the Western Cape.

Study Design/Methodology/Approach: The study was done using a cross-sectional quantitative, descriptive approach. The data was collected by the researcher using questionnaires. A convenience sampling was used to sample the meat processing plants, as well as the food handlers working in meat processing plants in the Western Cape Province, South Africa. The questionnaire survey was used to assess specific elements relevant to food safety within an organisation. This included an evaluation of employees' food safety attitude, food safety practices and elements relating to functionality of the food safety management system's performance.

Results: The study's results indicated that food handlers demonstrated satisfactory knowledge, attitude and practices related to food safety. Although there were various levels of knowledge which may require further improvement. Age and gender displayed a significant ($p < 0.05$) association with Food Safety Knowledge, Attitudes, and Practices. A considerably positive correlation was noted ($p < 0.05$) between food handlers, Food safety Attitudes and Food Safety Practices. Similarly, the relationship between Food safety Attitudes and Food Safety Practices was significant ($p < .05$) which indicates that culture influences food safety practices. Furthermore, the research further unveiled a positive association between food handlers' food safety attitude and practice. Nevertheless, no association was found between the level of knowledge relating to food safety and food handlers' practices ($p = -0.60$), nor between food safety knowledge and attitudes ($p = -0.98$). This study further revealed that the employees' attitudes and practices were positive, based on the impact on the behaviour of employees in food handling practice.

Originality/Value: Overall, it is recommended that food handlers' elements relating to Knowledge, Attitude and Practice (KAP) are improved through the adoption of formal food safety training programs.

Keywords: Food Safety Culture, Meat Processing Plants, Food Safety Knowledge, Food Safety Attitude, Food Safety Practice.

Perceived Value, Attachment, and Consumer Well-Being: The Role of the Image of Wine Tourism Destinations

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Abstract

Purpose: The study examines how consumer well-being is developed through engaging with the wine emanating from a tourism destination. Furthermore, it explicates how consumer-destination (product) brand operant resources facilitate wine enhancing the consumer's lifestyle.

Study Design/Methodology/Approach: A structured online questionnaire for U.S. wine consumers is distributed and analyzed using CB-SEM.

Results: The findings indicate that, with respect to the wines of a Territorial Wine Brand (TWB), perceptions of product value positively affect personalized value. In turn, personal value positively affects brand attachment and ultimately the contribution of the product class (wine) to consumer well-being.

Originality/Value: By examining consumer-brand and consumer-product class facets of the consumer self-concept, the (wine) product of a tourism destination is revealed as a source of well-being. In addition, a novel context for consumer perceived value and brand attachment is presented in a TWB wherein both are revealed as antecedents to consumer well-being.

Keywords: Consumer Perceived Value, Consumer Well-Being, Brand Attachment, Territorial Wine Brand

Practices of Sustaining Handicrafts as a Core Tourism Product-A Perspective from Kashan*

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Abstract

Purpose: This study explores the contribution of handicrafts to empowering women and the development of sustainable tourism. It aims to figure out the multiple ways that handicrafts are able to support the livelihoods of artisan women, preservation of culture, and economic stability by using tourism as the main marketplace and the third-most beneficial market globally.

Study Design/Methodology/Approach: Purposive sampling was used to choose thirty women artisans from Kashan, Iran, for semi-structured interviews as part of the qualitative research methodology used in this study. We used thematic analysis to monitor and observe the collected data to identify the key themes relating to sustainable livelihood.

Results: Contributing to sustainable tourism by promoting handicrafts of indigenous artisans, preserving culture, and preparing autonomy for the livelihoods of these artisan women are the most significant findings in this study. Despite this, challenges like economic boundaries, restricted access to the market, and availability of resources are the main obstacles that this research addressed.

Originality/Value: This study adds to the literature review of the understanding of the sustainable livelihood framework in the tourism industry and cultural preservation by offering practical recommendations for improving the value and role of handicrafts in women's empowerment and boosting the local economies in developing countries.

Keywords: Artisan Women, Sustainable Livelihood, Women Empowerment, Handicraft, Sustainable Tourism Development.

The role of entrepreneurship education on the entrepreneurial intentions of higher education institution students in post-conflict environments

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Abstract

Purpose: Entrepreneurship Education (EE) has been widely documented as a key driver of entrepreneurial Intentions (EI) among Higher Education Students (Nabi et al, 2017). However, its role in post-conflict environments remains underexplored, despite the pressing need for economic revitalisation and self-employment opportunities in these contexts. This research examines the impact of EE on EI among higher education students within post-conflict environments (PCE).

Study design/methodology/approach: The research will use a mixed-methods (Quantitative and Qualitative) approach. It will employ survey data from higher education students and interview with educators, policy makers and case studies from EE programmes in a post-conflict environment (Niger-Delta Region, Nigeria).

Originality/Value: This research is unique as it specifically addresses the gap in understanding the effectiveness of EE within a post-conflict environment which is an area that has received limited scholarly attention (Walter and Block, 2016). Unlike extant studies that focus on stable environments and person-context interaction (Martin et al., 2013), this study will contribute to the literature by emphasising how the unique challenges of post-conflict environments shape entrepreneurial intentions. The study builds on the work of Walter and Block (2016) who highlight the importance of context-specific entrepreneurship education.

Results: The research will contribute to literature by offering practical insights for policy makers, educators and stakeholders aiming to design and implement effective EE programmes tailored to post-conflict regions. By examining the specific barriers and enablers present in these settings, the study will provide an understanding that can inform future educational interventions and policy decisions.

Keywords: Entrepreneurship Education (EE), Entrepreneurial Intention (EI), Institutional Void (IV), Post-Conflict Environment (PCE), Self-Efficacy (SE).

Aspects of Hospitality in Carnival at Tourist Destinations in Brazil

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Abstract

Purpose: This study aims to identify the hospitality elements that contribute to positioning the Brazilian cities of São Paulo (SP) and Belo Horizonte (MG) in the national and international tourism scene during the Carnival period.

Study Design/Methodology/Approach: We conducted an exploratory, qualitative study using journalistic texts published on the UOL portal between January 27 and February 27, 2024, about Carnival in São Paulo (SP) and Belo Horizonte (MG). We identified a total of 156 news articles. We analyzed the data using content analysis techniques with the support of the MAXQDA 24 software. We established the following categories: General Aspects, Hospitality Aspects, Hostility Aspects, Celebrities, and Miscellaneous.

Results: As a result, we found that the category Hospitality Aspects appears alongside various topics covered by the portal, with notable overlaps with Miscellaneous and Celebrities, as well as the subtopics Health and Safety, Diversity and Inclusion, and Media Coverage. Additionally, we identified that the elements contributing to the positioning of São Paulo (SP) and Belo Horizonte (MG) in the national and international tourism scene during Carnival are related to hospitality, safety, infrastructure, and the entertainment these cities offer.

Originality/Value: We observed that hospitality expressions from both revelers and event organizers stand out through actions mainly related to health and safety, diversity and inclusion, the presence of celebrities, and media coverage of the event. We noticed that both cities tend to attract more revelers and sponsors each year due to the festival's organized and structured growth, ensuring a welcoming experience for attendees. This perspective is reinforced through the lens of hospitality, its rituals and values, as well as the promotion of meta-hospitality and the development of a hospitality culture.

Keywords: Tourism, Hospitality, Hostility, Meta-hospitality, Carnival

I'm just glad no-one was murdered!': Exploring the cultural challenges of Airbnb from a Turkish Host perspective

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Abstract

Purpose: This study explores the role of culture in shaping Airbnb hosts' experiences and decision-making within the sharing economy. By examining the Turkish context, where legal uncertainties persisted until 2023, the research aims to enhance the understanding of culturally influenced hosting dynamics.

Study Design/Methodology/Approach: The research utilised semi-structured in-depth interviews to gather qualitative data. The snowball sampling technique was implemented to enable the researcher to connect with Turkish Airbnb hosts through referrals from previous participants. The analysis of the collected data was conducted using the Gioia Method, which is designed to enhance understanding of individual experiences and perspectives on specific subjects and allows researchers to derive broader insights from transcriptions, presenting findings in a structured and coherent manner

Results: Three aggregate dimensions emerged: (1) expectations of service enabler, (2) motivations for hosting, and (3) challenges of being a service provider. These three aggregate dimensions were derived from nine second-order themes, which highlight the Airbnb hosts' experiences and perceptions of the whole hosting process.

Originality: This study expands the understanding of the sharing economy by providing insights into culturally sensitive hosting environments. It highlights the impact of cultural context on hosts' decision-making and identifies opportunities for further research into intra- and inter-cultural experiences.

Keywords: Culture; Sharing Economy; Service Expectations; Service Hosts, Airbnb

Understanding Attitudes towards Artificial Intelligence: The Role of Innovativeness, Perceptions, and Uncertainty

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Abstract

Purpose: This study investigates the effect of innovativeness towards key factors of the Technology Acceptance Model (TAM) in shaping tourists' attitudes toward AI (Artificial Intelligence). It also investigates uncertainty as a moderating factor shaping perceived usefulness, ease of use, and enjoyment in AI adoption.

Study Design/Methodology/Approach: This research follows a quantitative approach, surveying tourists globally with a 5-point Likert-scale questionnaire. Data analysis will be done with Structural Equation Modeling (SEM) via Smart PLS to examine all the relationships, using validated scales from existing literature.

Expected Outcomes: Although this research is still in the development stage, the findings are expected to provide insights into AI acceptance in the domain of tourism, highlighting how innovativeness and uncertainty shape users' attitudes. Practical recommendations will help tourism organizations reduce uncertainty and enhance adoption of AI for overall good customer experience and business sustainability.

Originality/Value: This study develops TAM by incorporating innovativeness and uncertainty in AI adoption within tourism sector. It offers insights not only for academia but also industry, supporting responsible AI integration and improved user satisfaction.

Keywords: Innovativeness, Uncertainty, Usefulness, Ease of Use, Enjoyment, Attitude, Artificial Intelligence, Tourism

Navigating Employee Engagement in Hospitality: The Role of Leadership in Addressing Quiet Quitting

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Abstract

Purpose: Quiet quitting, in which employees limit their efforts to formal job responsibilities, threatens commitment and engagement, especially in high-stress industries like hospitality. This study examines the impact of transformational and transactional leadership styles as coping mechanisms for mitigating quiet quitting and enhancing employee engagement among frontline hospitality workers. Using self-determination theory (SDT) as a framework, the research explores how leadership influences emotional exhaustion and engagement, ultimately contributing to workforce sustainability.

Study Design/Methodology/Approach: This study employs a quantitative research design, collecting survey data from frontline hospitality employees in Thailand. Validated measurement scales assess leadership styles, emotional exhaustion, quiet quitting, and engagement. Structural equation modeling (SEM) is used to analyze relationships among key variables, offering empirical insights into leadership effectiveness in reducing disengagement.

Originality/Value

By framing transformational and transactional leadership as coping mechanisms, this study advances leadership literature within the hospitality sector. Transformational leadership enhances intrinsic motivation, autonomy, and purpose, countering quiet quitting, while transactional leadership ensures stability through structured rewards. The findings offer actionable insights for hospitality managers to foster employee commitment and service quality. Additionally, the study aligns with SDG# 8: Decent Work and Economic Growth, emphasizing leadership's role in sustainable employment practices.

Keywords: Quiet Quitting, Employee Engagement, Leadership, Hospitality Industry

A Bibliometric Analysis of Artificial Intelligence in Tourism Literature

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Abstract

Purpose: This study aims to analyze the role and impact of Artificial Intelligence (AI) in tourism literature through a bibliometric analysis, identifying key research clusters and emerging trends. By examining AI applications, this research provides insights into theoretical and practical contributions while outlining future research directions.

Study Design/Methodology/Approach: A bibliometric analysis was conducted using Scopus-indexed publications on AI in tourism. The dataset included 817 articles, 30 books, and 230 book chapters, totaling 1,077 publications. The analysis was performed using VOSviewer, a widely used tool for mapping co-occurrence networks and identifying research clusters.

Results: The analysis identified six main research clusters in AI-related tourism literature: (1) service technologies including chatbots and service robots; (2) sentiment analysis and social media using deep learning; (3) machine learning applications in forecasting and revenue management; (4) AI and smart tourism integration; (5) virtual experiences and the metaverse; (6) AI in the sharing economy. These findings reflect the growing diversity of AI research in tourism, accompanied by increasing scholarly attention across a wide range of thematic areas.

Originality/Value: This study offers a structured overview of AI research in tourism through bibliometric mapping of over 1,000 publications. By combining methodological and thematic insights, the study contributes to a clearer understanding of current trends and future research directions in the field.

Keywords: Artificial Intelligence, Machine Learning, Deep Learning, Tourism, Bibliometric

When Two Worlds Collide: Uncovering The Critical Cross-Cultural Encounters Between Tourists and Hospitality Workers

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Abstract

Purpose: The present study explored the cross-cultural interactions of tourists traveling abroad and hospitality workers, as they interacted with guests.

Study Design/Methodology/Approach: Tourists and hospitality workers were asked open-ended questions concerning their interactions. The researchers engaged in content analysis using Atlas TI software. Traditional content analysis (by two researchers), AI coding by software, and key word and co-occurrence analyses were employed.

Results: Tourists provided positive feedback on the friendliness and helpfulness of locals as well as their welcoming and inviting, positive food experiences, and local culture and traditions. Some of their negative experiences include falling victims to scams, safety issues, rude or unfriendly tourists, rude or unfriendly locals, language barriers, and service failures. For their part hospitality workers recalled positive interactions and highlighted the role tourists' characteristics such as tourists being sociable or gregarious, thankful, kind and influence of lasting positive cultural exchanges. Some of the negative interactions involved visitors who lacked cultural awareness, were demanding, rude, entitled, demeaning, yelled, or behaved aggressively.

Originality/Value: Based on the results, four categories emerge for tourist interactions including: hospitable behaviors, cultural exchange, inhospitable behaviors, and victimization of tourists. Similarly, three themes emerge for service workers including: appreciation, cultural exchange and connection, and customer deviance. The present research illustrates areas of opportunities for both tourist destinations and hospitality businesses to improve cross-cultural understanding and visitor satisfaction. From a methodological viewpoint, the present research allows for comparisons of the coding of statements by humans versus AI software.

Keywords: Culture, Cultural Interactions, Content Analysis, Tourists, Hospitality Workers

Marketing Strategy for Tourism Destinations Using PESTLE Analysis, Case Study of SEZ Mandalika, Indonesia

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Abstract

Purpose: This study analyzes the external factors of the Mandalika Special Economic Zone (SEZ), a priority destination in Indonesia, and recommends marketing strategies to attract tourists and tourism business investors to enhance the economy in Lombok Tengah Regency.

Study Design/Methodology/Approach: The analysis uses the PESTLE model and SWOT analysis by IFAS-EFAS to determine the position of marketing strategies.

Results: The results showed that the quadrant points for each element are in quadrant I, which indicates SO (Strength and Opportunity), which means a Rapid Growth position. The results showed that the rapid growth strategy proposes marketing expansion by maximizing strengths and opportunities in external PESTLE factors.

Originality/Value: This research is an update and a reliable reference in the marketing of Mandalika SEZ and contributes to give recommendations for marketing strategies in accordance with political, economic, sociocultural, technological, environmental and legal factors and phenomena in Indonesia.

Keywords: Mandalika SEZ, PESTLE Analysis, Marketing Strategy, Rapid Growth Strategy

Evaluation of the Gastronomic Image of Türkiye Presented through Gastronomy.GoTürkiye

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Abstract

Purpose: The research aims to evaluate the gastronomic image context on the Gastronomy.GoTürkiye website, which is Türkiye's global promotion platform. Understanding and evaluating the image of Turkish gastronomy, which is expressed as one of the most important attractive elements of the Turkish destination, has been one of the main motivations of this study.

Study Design/Methodology/Approach: The research was designed with a qualitative research methodology. Document analysis method was used to obtain data in the research prepared on the basis of a case study design. Descriptive analysis method was used to analyze the data. This analysis method was preferred because it was based on a previously established conceptual model.

Results: The research findings have shown that the holistic gastronomic image of Türkiye is conveyed through the Gastronomy.GoTürkiye web page within the context of traditional and new trends. In addition, it has been understood that the gastronomic image of Türkiye is generally presented with various distinguishable characteristics of Turkish cuisine.

Originality/Value: The research can be seen as valuable in terms of addressing the concept of gastronomic image through a destination in the context of the country. In addition, Türkiye's strong and unique gastronomic tourism potential and resources have inspired this research. It is important to evaluate the gastronomic image of Türkiye, a destination with a rich culinary culture, in various contexts in order to strengthen its presence in the field of gastronomy.

Keywords: Food Image, Gastronomic Image, Turkish Cuisine, GoTürkiye

A comparison of women informal farm entrepreneurs and women informal tourism entrepreneurs in terms of coping strategies

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Faculty of Tourism, University of Tehran, Iran

Abstract

Purpose: This research investigates two cohorts of women informal farm entrepreneurs and women informal tourism entrepreneurs situated in economically disadvantaged rural destinations in Iran in terms of their coping strategies to access different types of resources.

Study design/methodology/approach: On-site interviews were conducted by a trained female interviewer in four villages for an average of 16 days. The qualitative constructivist grounded theory methodology (CGT) (Charmaz, 2006, 2014) guided the procedures throughout this study. A network approach combined with Stones' (2005) Strong Structuration Theory was also applied based on abductive reasoning (Oliver, 2012) to formulate theoretical interpretations and assumptions.

Results: The network-based model developed in this study aptly captures the dynamic nature of entrepreneurs. The model also suggests that venturing efforts and activities tend to evolve from an informal to formal situation as entrepreneurs transition from necessity-driven to opportunity-driven entrepreneurship.

Originality/value: While most studies assume that positions of informal entrepreneurs do not usually change over time, this study emphasizes that women entrepreneurs seek to enhance their entrepreneurial activities either within the informal economy (through horizontal ties) or on the path to the formal economy (through vertical ties).

Keywords Informal women entrepreneurship, Coping strategies, Constructivist grounded theory.

Social Influence and Responsible Behaviour in Eco-Tourism

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Abstract

Purpose: This study investigates the factors influencing eco-friendly purchase intentions in tourism, focusing on the role of social influence, environmental attitudes, and responsible environmental behaviour. By integrating Social Impact Theory (SIT) and the Responsible Environmental Behaviour (REB) model, this research aims to provide a comprehensive framework for understanding consumer motivations for sustainable tourism practices.

Study Design/Methodology/Approach: A positive research paradigm with a quantitative research design is employed. Data is collected through a self-administered online survey targeting tourists with eco-friendly travel experiences. Structural Equation Modeling (SEM) is used to test the conceptual model, examining the relationships between social impact dimensions and eco-friendly purchase intentions. The study further explores the mediating roles of electronic word-of-mouth (EWOM) credibility and environmental attitude, along with the moderating effects of altruism and environmental knowledge.

Results: The findings indicate that social influence significantly impacts eco-friendly purchase intentions, with EWOM credibility and environmental attitude serving as mediators. Additionally, altruism and environmental knowledge moderate these relationships, reinforcing the complexity of consumer decision-making in sustainable tourism. These results highlight the importance of social impact dimensions in shaping eco-friendly consumer behaviour.

Originality/Value: This study contributes to the theoretical understanding of eco-friendly tourism by integrating SIT and REB, offering new empirical insights into consumer motivations for sustainable practices. The findings provide valuable implications for tourism policymakers and businesses, suggesting targeted strategies to promote eco-friendly products and encourage responsible consumer behaviour.

Keywords: Eco-tourism, Social Impact Theory, Responsible Environmental Behaviour, EWOM credibility, Environmental attitude, Sustainable tourism.

AI-Powered Customer Purchasing Decision: Investigating Tech-Related Factors in the Turkish Airline Market

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Abstract

Purpose: This quantitative study examines how AI technology-related factors and exposure influence customer purchasing decisions in the Turkish airline market.

Design/Methodology/Approach: Utilizing an online survey of 150 respondents, the study employs correlation and regression analyses to test two primary hypotheses: (H1) AI tech-related factors positively impact purchasing decisions and (H2) AI exposure moderates this relationship. *Results:* Results indicate a strong positive direct effect of AI-related factors on purchasing decisions ($\beta = 0.799$, $p < 0.001$), while increased AI exposure significantly enhances this relationship (interaction $\beta = 0.562$, $p < 0.001$).

Originality/Value: The study contributes to the literature by integrating the moderating role of AI exposure within the context of airline marketing, providing practical insights for digital strategy and customer engagement in a rapidly evolving technological landscape.

Keywords:

Artificial Intelligence, Purchasing Decisions, Airline Marketing, AI Exposure, Customer Engagement

The determinants of the sustainable management system according to the tourism sector leaders

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Abstract

The concepts of sustainability and sustainable development management are among the most discussed topics of the last few decades in our world where environmental degradation is increasing, resources are depleted, and needs and consumption are increasing. Since sustainability management is at the center of social, economic and environmental impacts, it has been the subject of discussion and research by social scientists, academics, stakeholders, politicians, local and international environmental organizations, as well as governments and intergovernmental organizations. Due to the multidimensional complexity of the concept of sustainability, different disciplines working on this subject have developed different approaches and different definitions. It was evaluated by consulting the general managers and department heads of the 4 and 5 star hotels in the Turkish Republic of Northern Cyprus and the expert opinions of the sustainability approaches. In order to obtain the targeted results for the study, semi-structured face-to-face interview and e-mail interview techniques were used. In institutionalized businesses, open-ended questions were asked to senior managers by adhering to the literature in the context of sustainability and the approaches of industry leaders on this issue were tried to be evaluated. The sample of the research consists of senior officials in hotel businesses operating in Northern Cyprus. While creating the conceptual model of the research, coding, combining, displaying and creating themes were followed by using the NVivo program, which is a qualitative method analysis method. It is necessary to adopt the concept of sustainability in order to protect and develop the natural, historical, cultural, environmental, social resources and values that tourism benefits from and to ensure the continuation of the attractiveness.

Keywords: Sustainability management, Sustainable development, Sustainable tourism, Hospitality industry — Northern Cyprus

A Study on Tourists' Perceptions of the Metaverse

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Abstract

Purpose: The aim of this study is to measure tourists' perceptions of the metaverse. Another aim of the study is to determine the differences in metaverse perceptions according to tourists' demographic variables.

Study Design/Methodology/Approach: Quantitative research method was used in the study and a widely preferred survey was used as the collection tool. Data obtained from a total of 123 local and foreign participants who participated in tourism activities in Turkey were analyzed.

Results: While the research results reveal that tourists' perceptions of the metaverse are generally positive, it was also concluded that these perceptions may differ depending on some demographic characteristics of the tourists.

Originality/Value: While the increasingly widespread virtual world is an important phenomenon discussed in many areas, Metaverse is one of the most emphasized concepts in the focus of these discussions. This situation is also valid for the tourism industry and in recent years, academic studies have been conducted on the use of metaverse in many different areas related to tourism. In this respect, this study, which measures the metaverse perceptions of tourists, who are one of the most important stakeholders of tourism, is considered important.

Keywords Tourism, Technology, Metaverse, Metaverse Perceptions of Tourists

Creative Tourism: An Exploration in The Heart Of Isfahan as A Case Study

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Abstract

Purpose: This study evaluates Isfahan's potential for creative tourism within the UNESCO Creative Cities Network, aiming to identify challenges linking the city's literary and artistic sectors with tourism and to determine priority areas for sustainable investment.

Design/methodology/approach: A qualitative approach was adopted, using focused group discussions with experts in arts, literature, and urban design, complemented by questionnaires analyzed through thematic analysis and the Analytical Hierarchy Process (AHP). Forty tourism and cultural experts participated.

Findings: Four key challenges were identified: alienation of art and literature from everyday life, lack of cultural continuity, limited tolerance for creative diversity, and weak practical application. The AHP results indicated handicrafts and folk arts as the top priorities for sustainable investment.

Research limitations/implications: As a single-case study, findings may not be generalizable; comparative studies with other UNESCO Creative Cities are recommended.

Practical implications: The study highlights the need for targeted policies, improved funding, and collaboration among artists, policymakers, and tourism stakeholders.

Social implications: Creative tourism can enhance cultural participation, empower artists, and foster intercultural dialogue.

Originality/value: This study offers insight into integrating creativity, sustainability, and community engagement in historical city development.

Keywords: Creative tourism, UNESCO Creative Cities Network, Isfahan, cultural policy, sustainable development

Promoting Balikdami Wetland as a Birdwatching Tourism Destination: A SWOT and QSPM Analysis

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Abstract

Purpose: This study aims to evaluate the birdwatching tourism potential of the Balikdami Wildlife Protection and Development Area, one of the important wetlands in Turkey.

Study Design/Methodology/Approach: The Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices are utilized to ascertain the wetland's strengths, weaknesses, opportunities, and threats in relation to enhancing birdwatching tourism. SWOT and QSPM analysis of the Balikdami Wildlife Protection and Development Area are conducted.

Results: The region has a high biodiversity and unique ecological characteristics that present considerable advantages for attracting tourists. However, existing managerial, infrastructural, and promotional shortcomings have been identified as significant impediments to fully realizing these potentials. By developing and implementing a comprehensive roadmap based on the strategies determined, Balikdami Wetland can be successfully promoted as a sustainable and competitive birdwatching tourism destination at both national and international levels. Emphasis on the development of tourism infrastructure, enhancement of promotional activities, establishment of modern monitoring systems, and reinforcement of community participation are identified as key factors for achieving these objectives.

Originality/Value: To precisely evaluate Balikdami's potential as a birdwatching destination, it is essential to analyze its assets, limitations, possibilities, and dangers. However, no studies that collectively present the mentioned features specifically for Balikdami have been found in the literature. The results are expected to assist decision-makers and practitioners in reconciling conservation efforts with tourist development in Balikdami Wetland.

Keywords: Birdwatching, Birdwatching Tourism Destination, SWOT analysis, QSPM Analysis, Balikdami Wetland.

The Bright and Dark Sides of Social Media Influencers in the Hospitality and Tourism Industry

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Abstract

Purpose: This study explores both the promising and problematic aspects of social media influencers in the tourism and hospitality industry.

Study Design/Methodology/Approach: Employing a desk research approach, the study synthesizes findings from a broad spectrum of academic literature, case studies, and industry reports. Real-world examples—from the surge in visitors at a small Italian resort to environmental concerns at a Brazilian landmark—are used to illustrate how influencer promotions can lead to both beneficial and adverse outcomes.

Results: The findings reveal that while influencers significantly boost brand engagement and drive tourism, they can inadvertently strain local infrastructure and compromise environmental and cultural integrity. These mixed outcomes stress the importance of balancing innovative marketing with sustainable practices.

Originality/Value: By contrasting the bright and dark sides of social media influence, this research offers valuable insights for industry stakeholders, policymakers, and influencers. It lays the groundwork for developing ethical guidelines and sustainable strategies that harness the benefits of influencer marketing while mitigating its potential downsides.

Keywords: Social Media Influencers, Tourism, Hospitality, Overtourism, Sustainability, Ethical Marketing.

Consumer Behavior and Consumer Well-being in Tourism and Hospitality

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Abstract

Purpose: This research evaluates what happens to total well-being when consumers participate in tourist and hospitality services. This study analyzes vital components such as decision-mediated systems and motivational factors with cultural elements to understand consumer engagement's effects on personal wellness.

Study design/methodology/approach: The research design combines quantitative methods with qualitative techniques to approach the study. Research data consists of survey responses obtained through main data collection efforts as well as secondary data acquired from academic literature and industry reports. (Cozzio et al., 2020). Quantitative analysis with regression analysis and ANOVA and structural equation modeling (SEM) examine data while qualitative data requires thematic and content analysis as extraction methods. (Kim & Hyun, 2021).

Results: The research explains how buying decisions together with cultural beliefs impact customer welfare while emphasizing sustainable travel measures. Data shows that transformable and experiential travel combined with technological advancements and ethical buying habits strongly influence customer contentment and life satisfaction.

Originality/value: The research adds to consumer behavior research in tourism by using well-being as a central analysis element. Through practical advice, the research helps industry stakeholders accomplish the enhancement of customer satisfaction by offering customized sustainable travel experiences.

Keywords: Consumer Behavior, Tourism and Hospitality , Sustainable Tourism, Ethical Consumption, Travel Decision-Making, Guest Experience , Luxury Hospitality, Behavioral Nudging

The Relationship Between Tourism and Technology: Digitization in Sustainable Cultural Tourism - A Study on Virtual Tours

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Abstract

Purpose: This study explores the impact of digitalization on sustainable cultural tourism, focusing on the contributions of virtual reality (VR), augmented reality (AR), and digital marketing tools in preserving and promoting cultural heritage.

Study Design/Methodology/Approach: The study established a research framework by conducting a literature review within the context of culture and technology interaction. Additionally, data were gathered from various platforms, including websites, academic sources, and mobile applications. Rogers' (1995) Diffusion of Innovations Theory was used to analyze the adoption processes of virtual tours. Data were collected through the case study method and analyzed using content analysis. The study examined participant reviews shared on TripAdvisor as virtual tours gained popularity during the pandemic. Through content analysis, this study aims to evaluate participants' perspectives on virtual tours in Japan, assessing their impact on tourism perceptions and identifying prominent cultural values.

Results: The findings highlight digitalization's positive effects on environmental sustainability and accessibility, while cautioning against the potential loss of cultural richness due to excessive digital use. Participants appreciated the digital experience of Japanese culture during COVID-19, expressed interest in physical visits, and recommended the tours to others. Some participants stated that virtual tours are a better alternative to in-person tours and that they learned new cultural information.

Originality/Value: The study underscores the role of digital technologies in preserving cultural values and enhancing tourist experiences, emphasizing the need for responsible and sustainable use. Although this study is preliminary due to the limited review sample, it offers valuable insights for future research.

Keywords: Digitalization, Sustainability, Cultural Tourism, Virtual Tours

Balancing Empowerment through the Prism Of Kanter's Theory: Alaska Airlines' Approach to Service Excellence

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Abstract

Purpose: This study examines how Alaska Airlines transitioned from an informal empowerment model to a structured approach that aligns employee autonomy with company standards. It draws on Kanter's (1977) empowerment theory to explore how structured autonomy impacts engagement, consistency, and service quality.

Study Design/Methodology/Approach: The analysis includes a literature review of Kanter's theory and recent research on empowerment. Alaska Airlines' empowerment journey (2011–2023) is then reviewed through secondary sources. To assess current impact, a qualitative case study approach is used with 1,500 TripAdvisor reviews from 2024 to 2025 analyzed. A benchmarking comparison is also conducted using industry indicators and customer reviews from the same period for Southwest and American Airlines, providing a comparative view of different empowerment models in the airline industry.

Results: The research findings show that Alaska's structured empowerment model has led to lower turnover, stronger engagement, and more consistent customer service. Positive customer reviews highlight staff autonomy, empathy, and responsiveness. Alaska also outperforms its peers in 2024 ACSI, J.D. Power, and WSJ rankings.

Originality/Value/Implication : This paper applies Kanter's empowerment framework to a modern digital service context. It uses real-time customer sentiment and competitive benchmarking to evaluate the relevance of structured empowerment in today's airline industry.

Keywords: Empowerment, Structured Autonomy, Frontline Employees, Customer Satisfaction, Kanter's Theory, Hospitality, Airline Industry

The Role of Social Networks in Promoting Rural Hotel Destinations: Motivations, Decision-Making, and Tourist Reactions

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Abstract

Purpose: This paper explores the role of social networks in rural hotel destinations, focusing on four key aspects: (1) the relevance of social networks in the communication process of these destinations, (2) their influence on the tourist decision-making process, (3) the role of tourist motivations in generating reactions to rural hotel destinations, and (4) the destination characteristics that contribute to positive tourist reactions.

Study Design/Methodology Approach: This study employs experimental research with a qualitative single-method approach. Data collection was conducted through two focus groups, utilizing an intentional homogeneous non-probabilistic sampling technique. The study is cross-sectional, and the collected data were analyzed using qualitative content analysis.

Results: The findings reveal that social networks are essential to the communication and marketing strategies of rural hotel destinations in Portugal, functioning as tools for brand-consumer interaction and as search engines. They significantly influence the tourist decision-making process, while tourist motivations emerge as key drivers, generating reactions such as loyalty, satisfaction, and the intention to (re)visit these destinations. Furthermore, destination characteristics such as image, reputation, and perception play a crucial role in fostering positive tourist reactions, whereas brand equity appears to have a lesser impact.

Originality/Value: This study provides valuable insights into the importance of social networks in promoting rural hotel destinations, emphasizing their role in influencing tourist behavior and decision-making. It highlights the interplay between motivations, destination characteristics, and tourist reactions, offering practical implications for rural destinations seeking to enhance their communication strategies and marketing effectiveness through social networks.

Keywords: Rural Tourism, Social Networks, Motivation, Loyalty, Satisfaction, Intention to (Re)Visit

Exploring the Development and Market Analysis of the Fly-Cruise Travel Model in Taiwan

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Abstract

This study explores the potential for developing the Fly-Cruise travel model in Taiwan by analyzing traveler characteristics, key selection factors, industry image perceptions, and future participation intentions, while providing strategic recommendations. A questionnaire survey was conducted using a convenience sampling method, and statistical analysis was performed using SPSS, including validity analysis, demographic analysis, travel information awareness assessment, factor analysis of Fly-Cruise selection criteria, and cross-tabulation analysis. The results indicate that price, facilities, and services are the primary factors influencing travelers' choice of Fly-Cruise, with older and high-income travelers placing greater emphasis on service quality. Moreover, airline and cruise brand reputation significantly impacts decision-making, while overall awareness of the Fly-Cruise model remains relatively low. The findings offer empirical insights into Taiwan's Fly-Cruise tourism development, recommending enhanced industry collaboration, strengthened marketing efforts, improved port and transportation infrastructure, and diversified travel options to attract both domestic and international travelers.

Keywords: Cruise Ship, Fly-Cruise, Travel Preferences

A Framework for Categorizing Public Goods in Nature-Based Tourism

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Abstract

Purpose: Public good is a term that has varied interpretations in the literature. It is also challenging to classify and identify public goods, especially in the case of nature based tourism. Because of this issue, we focus on their characteristics, functions, and providers with the aim of categorizing them. The study aims to develop a framework to categorize public goods in nature-based tourism and illustrate their relationship with each other.

Study Design/Methodology/Approach: A qualitative systematic literature review was conducted through a thorough search of peer reviewed articles related to nature based tourism on Scopus and Web of Science databases. A thematic analysis was applied to the full text of the included articles during the systematic literature review. Based on inductive coding and iterative categorization, sub-categories and thematic categories were created within a framework.

Results: The study identified six main categories in public goods nature-based tourism, such as: Private Sector or NGO-provided Public Goods, Knowledge-Based / Cultural-Educational Public Goods, Common Pool Resources, Impure / Club-like Public Goods, Pure Public Goods, and protected areas. State-provided or regulated protected areas mediate between pure and impure public goods and common-pool resources. Additionally, the study suggests that even in the same themes, public goods may need different levels of management care, such as micro level (Local communities, individual users), mezzo level (local governments, park directorates), and macro level (National policy, international regimes).

Originality/Value: This research aims to contribute to the literature by offering a multidimensional framework for categorizing public goods in the context of nature based tourism. It categorizes public goods related to nature based tourism according to their providers, functions, and economic characteristics.

Keywords: Nature-Based Tourism, Public Goods, Common Goods, Common Resources

The Essence of Loyalty: Can Emotional Value Exist Independently of Material Incentives? — A Case Study of Langham's "Brilliant" Program

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Abstract

Purpose: This study investigates whether brand loyalty can be maintained without economic incentives, focusing on Langham's "Brilliant" program, which aims to establish loyalty through emotional connections and shared experiences.

Study Design/Methodology/Approach: Employing thematic analysis of 93 member reviews from FlyerTalk (Western market) and FLYERT (Chinese market), this study is framed by experience economy theory, consumer emotional attachment theory, and social exchange theory.

Results: The findings reveal that while emotional value enhances brand attraction, economic incentives remain crucial to loyalty programs. Consumers expect material rewards, and the absence of such incentives can lead to dissatisfaction and a decline in loyalty.

Originality/Value: This research provides new empirical insights into brand loyalty, experience economy, and consumer emotional attachment, offering practical implications for the design of future loyalty programs.

Keywords: Loyalty Program, Emotional Value, Economic Incentives, Experience Economy, Social Exchange Theory

An Examination of the Impact of Virtual Museum Experiences on Offline Visit Intention in the Context of the Experience Economy

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Abstract

Purpose: Technology is changing the way visitors experience museums, and virtual reality (VR) is leading this transformation in both visitor experience and museum marketing. In this context, the purpose of this study is to investigate the effect of a pre-visit VR experience on offline museum visit intentions.

Study Design/Methodology/Approach: In the context of experience economy and flow theory, this study examines the effect of the VR museum experience on offline visit intentions utilizing structural equation modeling (SEM). In this study, an experimental design was adopted in which participants experienced a 10-minute VR demonstration and were then asked to participate in a questionnaire about their VR experiences. A self-administered questionnaire was developed as the data collection instrument for this study. All measures were adapted from existing literature. All the measurement items for the constructs were assessed using a five-point Likert scale from 1 = Strongly Disagree to 5 = Strongly Agree.

Results: After ensuring the reliability and validity criteria for the SEM model, the path coefficients were examined. As a result, the most effective experience economy dimension across all dimensions of flow experience was found to be aesthetics. In addition, escapism was found to be effective only on telepresence, while education was found to be effective on focus attention and temporal distortion, and entertainment was found to be effective on telepresence and temporal distortion. In addition, flow experience was found to have an effect on satisfaction, which in turn affects offline visit intentions. Moreover, the most effective flow experience dimension on satisfaction is telepresence.

Originality/Value: It is noted that studies on VR in the literature are still at an early stage, and theory-based approaches are scarce among these studies. In addition, there are very few studies that focus on the VR experience in museum marketing. In this regard, this study contributes to the field of VR museum marketing and provides a theory-based approach to understanding the impact of participants' VR experiences on museum visits.

Keywords: VR Museum Experience, Experience Economy, Flow Theory

The Role of French-Speaking Tour Guides as Cultural Mediators in Turkey: A Literature Review

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Abstract

Purpose: This study aims to examine the role of French-speaking tour guides in Turkey as cultural mediators and assess how their linguistic competence enhances cultural interpretation and tourist satisfaction. By analyzing previous studies, the research explores how language proficiency, cultural knowledge, and guiding skills contribute to effective cultural transmission.

Study Design/Methodology/Approach: The study employs a qualitative research approach based on literature review. The methodology includes content analysis and document analysis to systematically evaluate academic sources on tour guide, cultural interaction, and language competence. Sources such as scholarly articles, books, reports, and legal regulations on tour guiding in Turkey were analyzed to extract key themes. Content analysis was applied to categorize key concepts such as “Cultural mediation”, “language proficiency” and “tourist satisfaction”. Publications between 2000 and 2024 are considered. Studies were scanned in both English and Turkish languages. Data was collected between January and February 2024.

Results: The findings offer insights into the importance of continuous professional development and linguistic training for tour guides. Given the increasing number of French tourists visiting Turkey, the study underscores the need for highly skilled French-speaking tour guides. Enhancing language and cultural mediation skills will improve tourist satisfaction and strengthen Turkey’s image as a cultural tourism destination.

Originality/Value: The findings offer insights into the importance of continuous professional development and linguistic training for tour guides. Given the increasing number of French tourists visiting Turkey, the study underscores the need for highly skilled French-speaking tour guides. Enhancing language and cultural mediation skills will improve tourist satisfaction and strengthen Turkey’s image as a cultural tourism destination.

Keywords: Tour Guiding, Cultural Mediation, French-Speaking Tourists.

The Effect of Digital Incivility on Online Hedonic Buying Behavior

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Abstract

Purpose: This study was conducted to determine the effect of digital incivility levels that individuals working in hospitality businesses are exposed to at work on their online hedonic buying behavior. Another aim of the study is to reveal the relationship between both variables.

Study Design/Methodology/Approach: A survey was conducted with 280 participants. Factor analysis was conducted on the scale measuring digital incivility at work and the scale measuring online hedonic buying behavior to determine whether they retain their uniqueness. Regression Analysis and Pearson Correlation Analysis were conducted to examine the hypothesized effect and relationship.

Results: Factor analysis of the scale measuring workplace digital incivility and the scale measuring online hedonic buying behavior confirmed the original structure of both scales. As a result, the participants were exposed to at work on their online hedonic buying behavior, it was determined that there was a significant effect. In addition, there is a moderate and positive relationship between the variables.

Originality/Value: It is thought that the study will contribute by filling the gap in the literature. In addition, it is thought that managers in the sector can be guided in their strategic decisions and academicians related to the subject in their future studies.

Keywords: Digital Incivility, Online Hedonic Buying, Organizational Behavior, Consumer Behavior.

Labor Leverage: How Does Labor Affect Firm Performance?

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Abstract

Purpose: Due to the industry's inherently labor-intensive nature, labor expenses are the largest cost component for many restaurant firms. Evaluating the effects of labor costs on firm performance is key to understand a firm's ability to adapt to a changing economic environment. The purpose of this study is to investigate the economic impact of a labor-induced form of operating leverage and firm performance in the US restaurant industry.

Study Design/Methodology/Approach: The sample of this study consists of publicly traded US restaurant companies between 2002 and 2023. Financial data are obtained using Compustat and CRSP databases. Multiple linear regression is used to estimate the effect of labor leverage on firm performance. In addition, the fixed-effects model is used to control for unobserved time-invariant factors.

Originality/value: While financial leverage has been extensively studied, there has been less work on labor leverage. This study fills this research gap and provides empirical validation for the economic significance of labor-induced operating leverage in explaining differences in firm performance in the labor-intensive restaurant industry.

Keywords: Labor Leverage; Performance; Restaurant; Labor Cost; Business Model

Do Olive-Oil Tourists and Olive-Oil Day-Trippers Behave The Same in A Destination?

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Abstract

Purpose: This study aims to identify behavioral differences between olive-oil tourists and olive-oil day-trippers in a same destination.

Study Design/Methodology/Approach: A comparative approach was adopted in this study designed with quantitative research methods. After a thorough review of the literature on the topic, four main hypotheses are put forward regarding the differences between olive oil tourists and excursionists in relation to the characteristics of travel, appreciation of the destination and olive-oil tourism events, willingness to recommend and/or repeat olive oil tourism activities, and olive-oil consumption patterns.

Results: The paper is based on preliminary results from a more comprehensive study that is currently underway. Four main hypotheses regarding the differences in travel characteristics, assessment of the destination and olive oil tourism experiences, intention to recommend and/or repeat olive oil tourism activities and olive oil consumption habits between olive oil tourists and excursionists were tested through comparative analysis. Preliminary results of the study which indicate the several differences between olive oil tourists and excursionists will be presented and discussed in the conference sessions.

Originality/Value: This study provides valuable insights into the distinct behaviors of olive oil tourists versus day-trippers, helping to refine targeted marketing strategies for olive oil tourism. By highlighting the differences in travel habits and consumption patterns, the research contributes to a deeper understanding of consumer segmentation in this niche tourism sector. Moreover, the study's findings may provide guidance on the mitigation of adverse socio-economic repercussions of climate change, particularly in rural regions and among olive producers, through the incorporation of olive-oil tourism.

Keywords: Olive-Oil Tourist, Olive-Oil Day-Trippers, Behavior, Tourism Destination, Spain

Job Creation: Does the hospitality and tourism industry have a competitive edge?

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²University of South Carolina, United States

Abstract

Purpose: The purpose of this study is to examine the hospitality and tourism industry's competitiveness and its sensitivity to economic changes, both in comparison to the general economy and other economic sectors.

Study Design/Methodology/Approach: Using monthly employment data from the Bureau of Labor Statistics, this research investigated employment dynamics across the United States economy utilizing the market model. The model was estimated using regression analysis, while accounting for seasonal variations and year effects.

Results: The results show that employment in the hospitality and tourism industry is highly responsive to economic shifts with a 1% rise in employment in the United States typically leads to a 3% increase in hospitality and tourism jobs. Although this finding indicate that hospitality and tourism industry is sensitive to economic conditions, the findings further suggest that the hospitality and tourism industry can also be a competitive source of employment.

Originality/Value: Competitive job numbers signal a more vibrant economy, potentially boosting wages, property values, and tax revenue, ultimately improving prosperity for everyone – individuals, businesses, and the government. However, the extent to which the hospitality and tourism industry is competitive in job creation has not yet been examined. This study provides a robust theoretical foundation and comprehensive empirical evidence, which is valuable for shaping future research directions and informing strategic decisions for policymakers and stakeholders.

Keywords: Employment Competitiveness Sensitivity United States Job Creation

The Future of Tourism in Florida Sustainable Strategies in the Face

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Abstract

Purpose: This study aims to explore the relationship between extended self and tourism by conducting a literature review.

Study Design/Methodology/Approach: It is aimed to address the relationship between tourism and extended self. The studies regarding the relationship between the extended self and tourism seem to be quite limited. Therefore, it is aimed to shed light on the subject through a narrative literature review.

Results: Travel and tourism are important areas that deepen our relationship with the things we own and enrich the way we express ourselves. When travelling, we not only see new places, but also interact with different cultures and attach different meanings to the things we own. The things we take to a destination for a holiday, the time we spend there, the experiences we have, become a part of our self. Especially in tourism, the things we carry affect the way we show our identity to others and the processes of redefining ourselves. For example, the clothes, cameras, personal care products or other tools we take with us while travelling become, in a way, an expression of our self. When travelling, individuals not only carry physical objects but also embark on a cultural journey with those objects. At the end of the trip, the souvenirs purchased or the souvenirs we obtain from the place of travel become a part of that experience and cause it to expand as a part of our self. Individuals redefine their selves, develop their identities and express them in a different way through the experiences they gain while travelling. As a result, objects acquired from travel experiences (souvenirs, photographs, tickets, etc.) expand and strengthen the self. These objects become symbols that shape individuals' sense of self, enabling past experiences to be remembered and personal meanings to deepen. Individuals create longer-lasting satisfaction and loyalty through experiences and objects that are in line with their identity. Objects of cultural or historical significance in the travelling destinations reinforce the individual's self-expression, and such experiences leave a more lasting impression when they are in harmony with the individual's self, and finally, the time spent in a hotel while travelling should be seen not only as a physical accommodation experience, but also as a form of expression in harmony with the individual's identity. Hotel experiences that are connected to the self, such as during holidays, build long-term customer loyalty and reinforce individuals' feelings of satisfaction.

Originality/Value: This study contributes to the literature by focusing on the concept of extended self in tourism research and examining the relationship between travel and extended self in depth.

Keywords: Self, Extended Self, Identity, Tourism, Tour Guides

* This study is supported by Afyon Kocatepe University Scientific Research Projects Coordination Unit.
Project Number: **24.SOS.BİL.01**

Gender-Related Problems Faced By Women Managers in Tourism and Work - Life Balance

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Abstract

Purpose: The primary aim of this study is to examine the work-life balance of female managers in the tourism industry and the gender-based challenges they encounter in their professional and personal lives. The research seeks to understand the impact of working hours, overtime, work-related communication outside office hours, business travel, and household responsibilities on their ability to maintain a balance between career and family life. Furthermore, the study identifies structural barriers, including gender discrimination in hiring, promotion, and workplace credibility, that hinder women's professional advancement and work-life integration.

Study Design/Methodology/Approach: The study employs a qualitative research approach, utilizing semi-structured interviews with female managers working in the tourism sector. The participants shared their experiences regarding workload, overtime, work-related communication outside office hours, business travel, household responsibilities, and gender discrimination in career advancement. Thematic analysis was conducted to identify key patterns and recurring issues.

Results: According to the findings, women in the tourism sector face work-life balance challenges, particularly due to long working hours, overtime, business travel, and childcare responsibilities. Spousal and family support plays a key role in career sustainability; while some women benefit from it, others experience stress due to unequal household responsibilities. Motherhood often leads to career interruptions or delayed family planning. Regarding gender discrimination, experiences vary—some report no issues, while others encounter hiring and promotion disadvantages or struggle to gain recognition from male colleagues.

Originality/Value: This research is significant in that it contributes to the growing body of literature on gender disparities in leadership and provides insights into the specific work-life balance difficulties faced by women in a highly demanding sector. And also provides a sector-specific analysis of work-life balance challenges for female managers in tourism, highlighting the impact of irregular hours, work expectations, and gender biases on career progression. Unlike general studies, it explores the intersection of workplace demands and domestic responsibilities, offering practical insights for gender-inclusive policies and leadership development.

Keywords: Work-life balance, Gender discrimination, Female Managers, Tourism

How Do Self-Congruence and Parasocial Interaction with Virtual Influencers Contribute to Pre-Travel Behavior: The Moderating Role of Anthropomorphism

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Abstract

Purpose: Virtual influencers (VIs), known as non-human avatars, are becoming an increasingly important marketing tool for travel marketers. However, consumer responses to VI marketing are underexplored in the travel literature. Drawing on self-congruence theory, our study develops and tests a research framework of social media users' (SMUs) travel intention towards VI-promoted places by exploring the roles of self-congruence (both actual and ideal self) on parasocial interaction and travel intention and examining the moderating role of the perceived level of VI's anthropomorphism on these relationships.

Study Design/Methodology/Approach: An online survey questionnaire was developed to fulfil the study objectives. Our survey data (n=419) from active SMUs through Prolific Academic was analyzed by applying the PLS-SEM method, *PLSPredict* and CVPAT approaches.

Results: Our findings reveal that the two types of congruence factors positively influence parasocial interaction with VIs and indirectly affect travel intention while reporting the moderating role of anthropomorphism on the link between parasocial interaction and travel intention, indicating that higher perceived anthropomorphism of VIs strengthens the link between these concepts.

Originality/Value: Our study advances the current theoretical knowledge into the role of VI marketing in the travel industry by highlighting their effect on pre-travel behavior, such as travel intention.

Keywords: Travel Intention, Virtual Influencers, Self-congruence, Anthropomorphism, ParaSocial Interaction

Women's Entrepreneurial Resilience from the Perspective of Small-Sized Tourism Businesses

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Abstract

Purpose: Our proposed research aims to investigate the entrepreneurial resilience of women in different sectors of the tourism industry specifically small businesses.

Study Design/Methodology/Approach: The overall framework of this proposed research is based on an exploratory and cross-sectional design following a mixed qualitative and quantitative approach.

Originality/Value: There is a significant research gap in the literature on how women-led small businesses actively contribute to building resilience. This research will offer an interdisciplinary view of entrepreneurship, gender, and resilience, fulfilling the gap by analyzing how female entrepreneurs integrate sustainable business practices, adapt to ecological challenges, and foster resilience in their communities. Furthermore, our study can encourage a shift in focus from entrepreneurial ecosystems toward more inclusive business models, where women are recognized as key agents of social change.

Keywords: Women's Entrepreneurship, Resilience, Sustainable Business

The Impact of Instagram Content Appeal on Tourist Behaviors

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Abstract

Purpose: This study investigates the influence of tourism destination Instagram content appeal—encompassing perceived visual appeal, creativity, and content quality—on tourist curiosity and inspiration. It aims to explore how these factors influence tourist engagement and ultimately lead to destination evangelism, where tourists actively promote a destination. Additionally, the study investigates the mediating role of tourist engagement in the relationship between curiosity, inspiration, and destination evangelism. Furthermore, it assesses the moderating effect of content type (video vs. photo) to determine how different formats influence tourist perceptions and interactions.

Study Design/Methodology/Approach: This study employs a quantitative survey-based methodology to investigate the impact of Instagram content appeal on tourist curiosity and inspiration. Data will be collected through an anonymous questionnaire hosted on SurveyMonkey, targeting individuals who follow prominent Instagram tourism accounts related to Cappadocia, Turkey, to ensure participant relevance and eligibility.

Originality/Value: This study offers original contributions by integrating tourism destination Instagram content appeal (perceived visual appeal, creativity, and content quality) into a structured model that explains the sequential process from tourist curiosity to destination evangelism. While previous research has examined the role of social media in tourism marketing, this study uniquely emphasizes the combined effects of content appeal, curiosity, inspiration, engagement, and destination evangelism, providing a more comprehensive understanding of tourist behavior on Instagram.

Keywords: Instagram Content Appeal, Tourist Engagement, Tourist Curiosity, Destination Evangelism, Tourist Inspiration

Factors Influencing the Adoption of ChatGPT for Tourism Activities: Testing an Integrated Model

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Abstract

Purpose: This study proposes a model to examine the factors influencing individuals' intentions to use ChatGPT in tourism-related activities. This research extends existing frameworks by integrating the Artificially Intelligent Device Use Acceptance (AIDUA) model with the consumer mindset theory. Specifically, it explores how fixed and growth mindsets influence key determinants of the AIDUA model, as well as perceived intelligence and ubiquitous connectivity. These factors shape individuals' intentions to use ChatGPT through emotions. Additionally, the model incorporates digital literacy as a moderator variable.

Study Design/Methodology/Approach: This study will utilise a quantitative survey approach and test the research hypotheses through structural equation modelling. The analysis will involve confirmatory factor analysis (CFA) to validate the measurement model, followed by path analysis to assess direct and indirect effects. Furthermore, multi-group analysis will test the moderating effect of digital literacy.

Originality/Value: The use of artificial intelligence (AI)- based systems in the tourism industry is rapidly increasing. Although several studies have researched individuals adopting new technologies in tourism using different technology acceptance models, they mostly neglect consumers' mindsets in shaping this adoption. This study makes a novel contribution by expanding the AIDUA model with specific variables and integrating consumer mindset theory into AI adoption frameworks. The findings offer valuable insights for tourism service providers seeking to enhance the adoption of AI-driven services in the tourism sector.

Keywords: ChatGPT, Tourism, Artificial Intelligence, Technology Acceptance Model, Consumer Mindset, AIDUA, Digital Literacy

Exploring Environmental Discourses from a Cross-Cultural Perspective: A Corpus-Assisted Analysis of American and Chinese Tourists' Online Reviews on Malaysia

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Abstract

With online reviews becoming vital for tourists to communicate experiences, many studies have relied on these reviews to capture the public opinion and discourses about the environment. However, these studies have yet to consider cultural influences that shape individuals' environmental engagement. To address this gap, this study examines how environmental discourses vary between American and Chinese tourists in their online reviews of Malaysian tourism experiences to understand cultural differences in tourists' environmental concerns. A corpus-assisted discourse analysis was employed to analyze their online reviews posted on *TripAdvisor* spanning seven years (2016–2022). Using *Wmatrix* corpus tool, key semantic fields related to the environment were analyzed to identify the patterns of the corpora, followed by a concordance analysis to determine emerging environmental discourses. The analysis revealed eight environmental discourses with notable differences between American and Chinese tourists in their reviews. Both groups show strong appreciation for wildlife encounters and natural landscapes. However, American tourists demonstrate greater environmental awareness through more frequent discussions of waste management, wildlife preservation, and environmental professionalism, while Chinese tourists focus more on immediate experiential aspects of nature. These differences challenge conventional cultural assumptions, revealing how environmental values adapt in response to cultural values shaped by contemporary societal transformations.

Keywords: Environmental discourse, Corpus-assisted discourse analysis, Cross-cultural analysis, Tourism, Sustainability

Problems and Challenges Faced by Micro-Entrepreneurs Providing Services on the Sharing Economy Platforms in the Tourism and Hospitality Industry: A Preliminary Study

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Abstract

Purpose: This study aims to reveal the problems and challenges faced by micro-entrepreneurs providing services on the sharing economy platforms in the tourism and hospitality (T&H) industry.

Study Design/Methodology/Approach: To reveal the problems and challenges faced by micro-entrepreneurs providing services on the sharing economy platforms in the T&H industry. Qualitative data was collected by interviewing five Airbnb hosts in Türkiye. Following the purposeful sampling method, a semi-structured interview form was used, and the collected data was analyzed using the thematic analysis method.

Results: The thematic analysis reveals three main dimensions, including problems with guests, problems with platforms, and legal challenges regarding the problems and challenges faced by micro-entrepreneurs providing services on the sharing economy platforms in the T&H industry.

Originality/Value: This study contributes significantly to the literature by empirically examining the problems and challenges encountered by micro-entrepreneurs providing services on sharing economy platforms in the tourism and hospitality industry. In addition, as a practical inference, it presents knowledge about the issues encountered by micro-entrepreneurs who provide services to large sharing economy actors (Airbnb, Uber, etc.) on the platform.

Keywords: Sharing Economy, Tourism Sharing Economy, Entrepreneurship, Micro-Entrepreneurship, Entrepreneurship Challenges

Integrating Blockchain into the Sharing Economy: A Preliminary Study of the Tourism and Hospitality Industry

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Abstract

Purpose: This preliminary study explores the integration of Blockchain (BLC) technology as an innovative infrastructure for the sharing economy (SE) in the tourism and hospitality (T&H) industry.

Study Design/Methodology/Approach: A qualitative research approach was employed to investigate the role of BLC in SE. The data were collected through semi-structured interviews with five experts to analyze the applicability of BLC technology in SE in the context of T&H industry.

Results: Findings revealed that BLC technology can enhance the sustainability and dependability of SE in the T&H industry by reducing reliance on intermediaries and strengthening security through smart contracts, thereby fostering a more transparent and fair market mechanism. Successful implementation of the BLC requires resolving legislative issues, simplifying technical procedures for improved use, and adopting well-structured promotional methods.

Originality/Value: This study highlights both the opportunities and challenges of integrating BLC into SE models, offering a foundation for future research and policy development in digital transformation.

Keywords: Adaptation, Blockchain, Sharing Economy, Tourism, Hospitality

The Use of Roquefort Cheese and Chocolate in Product Development Within the Scope of Food Pairing Theory

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Abstract

Purpose: In this research, it is aimed to develop a new and delicious product by using Roquefort cheese and chocolate in mousse making within the scope of Food Pairing Theory. At the same time, it is also among the objectives of this research to determine whether the mousse developed using chocolate and Roquefort cheese influences consumers' food acceptance behaviour. If the hypothesis developed for the mousse product made of Roquefort cheese and chocolate is supported, it is thought to be important in terms of expanding the usage areas of the two products, contributing to the development of new products and enabling consumers to consume more diverse food products.

Study Design/Methodology/Approach: Deductive research approach will be utilised in this study. In order to test the Food Pairing Theory, a mousse was developed using chocolate and Roquefort cheese and sensory analysis of this product was carried out. The sample of the research consists of 30 subjects (panellists) selected by purposive sampling method. In this context, purposive (judgemental) sampling model was used. A questionnaire designed to determine the sensory characteristics of the product was applied to the panellists who tasted the new product developed.

Results: After analysing and interpreting the data from the questionnaire, the validity of the idea put forward by the 'Food Pairing Theory' is assessed. Then the similarities and differences between the results and the theory are explained.

Originality/Value: The fact that mousse has not been developed with chocolate and Roquefort cheese within the scope of Food Pairing Theory in the literature and the sensory analysis of this product has not been carried out constitutes the original value of the study.

Keywords: Food pairing, product development, roquefort cheese, chocolate

**AI travel influencers in tourism: The example of an AI travel companion, Emma, by the
German National Tourist Board**

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Abstract

Purpose: Our study, grounded in flow theory, parasocial theory, and the stimulus-organism-response framework, aims to measure the effect of consumer interaction with content from artificial intelligence travel influencers—featuring destinations—on consumers' psychological ownership and their intention to continue engaging with the artificial intelligence travel influencer, as well as the impact of these factors on travel intentions.

Study Design/Methodology/Approach: We will gather data through an online survey administered to a large population of UK users on social network platforms who are interested in travel-related content. Participants will interact with Emma, an AI travel influencer for the blog of the German National Tourist Board. Respondents from the UK interested in traveling abroad will complete the survey through Prolific. This research will utilize structural equation modeling to test the hypothesis.

Originality/Value: This idea has been developed based on the literature as an innovative concept, integrating AI travel influencers with video and chatbot interactions. While research has examined AI influencers in other areas, this marks the first instance where such an approach—combining interactive video with real-time conversation—has been proposed for travel promotion. It delivers a more immersive and personalized experience, offering dynamic information to users.

Keywords: AI Travel Influencer, Psychological Ownership, Continued Engagement Intention, Parasocial Interaction, Travel Intention

Digital Footprints of Tourism: A Computer Vision Analysis of Istanbul Photographs

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Abstract

Purpose: The purpose of the study is to identify segments through the analysis of photographs taken in the touristic/historical areas of Istanbul and to understand postmodern tourist behaviours within the framework of the e-mediated tourist gaze.

Study Design/Methodology/Approach: In this study, photographs taken in touristic and historical places of Istanbul are analysed by computer vision methods. The analytical approach involves analysing the images with both quantitative and qualitative methods.

Results: The results will be summarised under 4 main headings at the end of the research processes: Labelling of photos (RQ1), Reducing the size of labels (RQ1), Performance measurements of a determined number of clusters and best represented photos (RQ1-RQ2), Thematic evaluation of photos (RQ2) (RQ2).

Originality/Value: This study not only examines the contribution of photographs to destination image, but also attempts to understand the behaviour of postmodern tourists from the perspective of the tourist gaze.

Keywords: Tourist Photos, Destination Image, Computer Vision, E-Mediated Tourist Gaze, Istanbul

Exploring Similarities in World Cuisine: A ChatGPT Supported Comparative Study

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Abstract

Purpose: This study aims to explore the similarities and variations in global cuisines by analyzing ingredient compositions, flavor profiles, and culinary techniques across different regions through ChatGPT.

Study Design/Methodology/Approach: Using a comprehensive dataset of fifty geographically diverse cuisines through ChatGPT, this study employs statistical and clustering techniques to compare flavor-based characteristics and shared culinary practices.

Results: To embrace a broad spectrum of culinary diversity, the study identified nine unique cuisine types for inclusion. These include grains and porridges, pastries, fermented foods, grilled meat skewers, soups and stews, rice dishes, stuffed vegetables, flatbreads, and dumplings. Findings reveal that while cuisines cluster based on flavor similarities, regional cooking styles and ingredient preferences create unique culinary identities. The study identifies globally shared dish categories demonstrating strong culinary parallels across cultures despite geographical differences.

Originality/Value: This research, with support from ChatGPT, provides novel insights into the global interconnectedness of culinary traditions by examining ingredient composition and cooking techniques rather than geographical boundaries. The findings contribute to historical gastronomy, cultural studies, and the broader understanding of how food serves as a medium for cultural exchange and preservation.

Keywords: Gastronomy, World Cuisine, AI, ChatGPT

Enhancing Guest Experience Through Virtual Reality: Implications for Hotel Booking Behavior

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Abstract

Purpose: This study investigates how the integration of Virtual Reality (VR) and Internet of Things (IoT) aesthetics in hotel rooms influences guest booking preferences by enhancing the guest experience through immersive and personalized environments.

Study Design/Methodology/Approach: A field experiment is currently underway in collaboration with three hotel chains that introduced a new category of technology-enhanced rooms on popular booking platforms. Rather than directly surveying guests, the study leverages ongoing data collection from secondary sources including booking records, online reviews, and virtual tour engagement metrics to assess the impact of VR enabled virtual tours and IoT driven personalized services. Quantitative analysis using regression models is being conducted to evaluate the relationship between technological aesthetics (both immersive and functional) and booking decisions.

Results: Findings suggest that the integration of VR and IoT aesthetics significantly influences guest booking preferences. The immersive nature of VR not only enhances the realism of virtual tours but also fosters trust and elevates perceived service quality, leading to higher booking intentions and a willingness to pay a premium. Similarly, IoT devices that enable personalized room settings and multisensory brand experiences contribute to increased guest satisfaction and loyalty.

Originality/Value: This research offers a novel contribution to the hospitality literature by comprehensively evaluating the combined effect of VR and IoT aesthetics on hotel room booking behavior. The study bridges sensory marketing theory and advanced hospitality technologies, providing actionable insights for hotel managers seeking to differentiate their offerings and achieve a competitive edge in an increasingly technology-driven market.

Keywords: Virtual reality, Internet of Things, Hotel Industry, Hotel Sales

Decent Work and Work Meaning in Food & Beverage Sector: The Mediating Role of Job Satisfaction

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Abstract

This study investigates the relationship between decent work, job satisfaction, and the meaning of work within food and beverage sector, Türkiye. It aims to understand how decent work conditions—characterized by safe working environments, access to healthcare, fair compensation, reasonable working hours, and organizational values aligned with family and social values—affect employees' job satisfaction and their perception of work's meaningfulness. Utilizing scales validated for the Turkish cultural context, the research explores how decent work influences job satisfaction and how this, in turn, impacts the sense of meaning employees find in their work. The study hypothesizes that decent work positively affects the meaningfulness of work, with job satisfaction serving as a mediator between decent work and perceived work meaning. Data were collected using the Decent Work Scale, a shortened Job Satisfaction Scale, and Work Meaning Scale, assessing various aspects of employee well-being and attitudes towards work. The findings are expected to offer insights for enhancing decent work practices in the sector, thereby fostering positive work-related attitudes and behaviors.

Keywords: Decent Work, Job Satisfaction, Work Meaning, Food & Beverage Sector.

Price Ending and Price Level: An Investigation in Sustainable Food and Beverage Sector within The Scope of Greenwashing Philosophy

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Introduction

Sustainable practices are an important factor in the formation of consumer behavior in the hospitality and tourism industry (Chaturvedi et al., 2024). In recent years, businesses have started to give more importance to environmental practices in response to the increasing demand in the hospitality and tourism industry (Gupta & Arora, 2024). For example, in the accommodation sector, 85% of hotels in the USA have at least one of the green practices, while approximately 80% of hotel guests find such practices justified (Yildiz et al., 2024). The use of green practices by restaurants can ensure that consumers start purchasing services with a positive perspective (Tan et al., 2019). However, misleading environmental strategies of businesses, known as "greenwashing", have had different effects, especially on consumers' purchasing behavior. Greenwashing is when businesses pretend to be environmentally friendly to mislead consumers (Szabo & Webster, 2021). The price difference in green practices can also be potentially met by consumers (Heydari et al., 2021). Recently, concerns about the future of the world have made consumers pay attention to green practices (Khan et al., 2021) and they tend to support "greenwashing" idea in hospitality and tourism industry (Mohammed et al., 2025). However, consumers still do not act without checking their economic conditions. For this reason, pricing policies can also be important in the purchasing decision process of consumers (Bhutto et al., 2022). While sustainability affects the purchasing decision process of consumers (Mutum et al., 2021), pricing strategies also affect it in parallel.

While green practices give consumers the idea of enduring high prices, it is thought that greenwashing can eliminate this enduring phenomenon in consumers (De Jong et al., 2018). However, it is a matter of curiosity whether this situation gives the idea of comparing high-priced and low-priced products. Therefore, an evaluation is made on more than one condition in this research. The conditions are respectively price level (high vs. low), price ending (.00 vs. .99) and ulterior motive (manipulated vs. control). In conclusion, this study evaluates how ulterior motives of greenwashing are viewed by consumers during decisions to prefer sustainable restaurants and coffee houses. Moreover, ulterior motives of greenwashing are evaluating according to price ending and price level conditions too.

Methodology

This study adopts a hypothetical scenario-based experimental approach to test the proposed hypotheses. The scenarios are based on ordering at a coffee house and restaurant with a sustainable concept (see Figure 1). In addition, a manipulation study on greenwashing is used. The scenario constructed in the study is examined within the scope of price level and price ending conditions. Accordingly, four scenarios with three conditions were created. In the first condition, ulterior motivation (control group-CG) and manipulated group (MG) were used. In the second condition, price levels were used as low (3.99 vs. 39.99-Low) and high (4.00 vs. 40.00-High). In the third condition, price endings (irrational number on the right digit 3.99 and 39.99-IR) and (rational number on the right digit 4.00 and 40.00-R) were used. The first scenario is "MG*IR*High vs CG*IR*High (39.99)", the second scenario is "MG*IR*Low vs CG*IR*Low (3.99)", the third scenario is "MG*R*High vs CG*R*High (40.00)", and the fourth scenario is "MG*R*Low vs CG*R*Low (4.00)" (see Table 1). In all of these scenarios, customers are asked to donate Malibu sea turtles based on the price of each condition.

Participants were first asked questions about their demographic characteristics in the survey and they randomly assigned to one of scenarios. Then, they decide to an option according the conditions. Two different scenarios were read to the manipulation group and the control group before filling out the survey form. The participants were divided into 300 manipulated participants and the other 300 participants as the control group. The text containing the tricks that businesses have done by resorting to greenwashing represents the manipulation group, while the group reading the text about businesses acting under the theme of sustainability represents the control group. In all scenarios, participants were told that they would donate to turtles if they bought straws for each purchase. Straw prices and donation amounts were determined in accordance with high-low and rational-irrational price ratios. The right-digit effect and price level will be manipulated at two levels (irrational vs. rational and high vs. low). Prices were designed as high for restaurants (39.99 and 40.00) and low for coffee houses (3.99 vs. 4.00). For the irrational right-digit condition, 39.99 was determined for high prices and 3.99 for low prices. For the rational right-step condition, 40.00 was determined for high prices and 4.00 for low prices. The price level was determined as 39.99 and 40.00 for high prices and 3.99 and 4.00 for low prices. The reason for this is that while the average price of food on restaurant menus is 39.99-40.00, the ideal price for a coffee in coffee houses is 3.99-4.00.

Digitalization and Renewable Energy for Sustainable Smart Tourism: An Empirical Analysis Using EKC and STIRPAT Model

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Abstract

Purpose: The aim of this paper is to analyze long run effects among renewable energy, tourist arrivals, tourism receipts and broadband internet penetration as an indicator of digitalization employed on CO₂ emissions for the top 20 most visited countries in the world for the period between 2000 and 2023.

Study Design/Methodology/Approach: Panel ARDL (Autoregressive Distributed Lag) and CCEMG (Common Correlated Effects Mean Group) methodologies were used by integrating the Environmental Kuznets Curve (EKC) into the STIRPAT model framework.

Results: Analysis results show that renewable energy use in the most visited countries significantly reduces carbon emissions when combined with smart city applications. It is found that the high broadband internet usage, which is an important indicator of digitalization, reduces carbon emissions in smart tourism destinations and prevents environmental pollution by ensuring more efficient use of energy.

Originality/Value: Previous studies have not examined the effects of broadband internet penetration, tourism revenues, renewable energy consumption and tourist arrivals on carbon emissions with the data of the most visited countries. By analyzing the panel ARDL and CCEMG methodology together, this research offers a new approach to understand the dynamic relationships between these variables in the context of cross-sectional dependence. The STIRPAT model provides a flexible structure to allow more detailed testing of the EKC hypothesis. Incorporation of Broadband Penetration Rate (BPR) to this model helps to analyze the impact of digitalization on carbon emissions, tourism revenues and renewable energy use and is an important variable in terms of the development of smart cities, energy efficiency, environmental sustainability and economic growth.

Keywords: Smart Tourism, CO₂ Emission, Renewable energy, Digitalization, Broadband Penetration Rate

Circular Entrepreneurship Acceptance of Hospitality Employees

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Abstract

Purpose: This study examines the circular entrepreneurship acceptance of hospitality employees in Muğla in Türkiye. This study also develops an adapted measurement scale for the Turkish context, ensuring its validity and reliability.

Study Design/Methodology/Approach: The study was designed with quantitative methods. The data of the research was collected between January and February 2025 through a survey technique targeting hospitality employees (with 105 valid returns). The questionnaire was designed with a measurement scale, adapted from Dragan et al. (2024), for the acceptance of circular entrepreneurship. In addition to descriptive analysis, exploratory factor analysis and reliability tests were conducted.

Results: The results revealed that hospitality employees showed high acceptance of circular economy practices such as recycling and reusing but had lower acceptance levels for reducing and refurbishing. Additionally, the reliability test of the scale showed high internal consistency.

Originality/Value: This study is one of the first to explore the acceptance of circular entrepreneurship in the coastal regions of Türkiye. This emphasises the importance of circular economy practices for sustainability in the tourism sector and provides a basis for future research in this field.

Keywords: Circular Entrepreneurship Acceptance, Hospitality Employees, Sustainable Tourism

Hygiene Issues Faced By Tour Guides

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Abstract

Purpose: This study aims to investigate the hygiene-related issues faced by tour guides and the methods they use to resolve them.

Study Design/Methodology/Approach: A qualitative research method, structured interviews, was used to gather data from 23 active tour guides in Turkey. As suggested by Lincoln and Guba (1985), to ensure sample diversity, tour guides working in various languages and regions of Turkey were selected using the convenience sampling method. The obtained data were analyzed using content analysis.

Results: The findings reveal that hygiene encompasses cleanliness, health, personal hygiene, environmental cleanliness, trust, comfort, and food hygiene. The hygiene issues faced by tour guides during tours were grouped under seven main themes: Rest facilities, accommodation, transportation, restaurants, restrooms at less frequently visited archaeological sites, tourists within their groups and other tourists. They resort to various methods to solve hygiene problems; however, it is also emphasized that some problems cannot be solved.

Originality/Value: The study highlights the important role of tourist guides in ensuring hygiene during tours and addresses a gap in existing literature on the subject. The results aim to provide valuable insights for current and future tour guides, improving their ability to manage hygiene-related challenges and enhance the overall tourist experience.

Keywords: Hygiene issues, Tourist complaints, Tour Guide, Tours

Reevaluating the Concept of Medical Tourism in Health Tourism: An Analysis of Graduate Studies in Turkey

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Abstract

Purpose: This study examines graduate theses on medical tourism in Turkey (2008–2024) to identify academic contributions, research trends, and gaps in the field.

Study Design/Methodology/Approach: A systematic review of 110 theses was conducted using YÖKTEZ's search tool. Data were analyzed through content analysis (MAXQDA 2024), categorizing research by disciplines, methodologies, and thematic focus. A word cloud analysis identified key terms and variables.

Results: Medical tourism research has grown since 2014, peaking in 2022. Tourism management, health management, and business administration dominate the field. Studies primarily use surveys, qualitative analyses, and interviews, focusing on service quality, patient satisfaction, and marketing. Despite Turkey's strong medical tourism sector, policy development, international accreditation, and sustainability remain underexplored.

Originality/Value: This study provides the first comprehensive review of Turkish graduate theses on medical tourism, offering localized insights. It highlights the need for more doctoral research, interdisciplinary collaboration, and studies on sustainability and regulatory frameworks to enhance Turkey's global competitiveness.

Keywords: Health Tourism, Medical Tourism, Systematic Review

Gender Comparison of Self-Reported Skills and Gastronomic Practices Among Households in North of Pretoria Area, Gauteng Province

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Abstract

Purpose: This study compares the skills and gastronomic practices among females and males in households in the North of Pretoria Area, Gauteng province.

Study Design/Methodology/Approach: The study used a quantitative descriptive design to assess cooking skills and gastronomic practices among households in North Pretoria, Gauteng Province. Data was collected from 142 males and 342 females through researcher-administered questionnaires. Descriptive statistics were analyzed with STATA 13.1, and a Pearson chi-square test was used to test for associations between demographic variables, skills, and food practices. A p-value of ≤ 0.05 was considered significant.

Results: The study found that most males (58%) reported lacking cooking skills, while 54% of females felt they had cooking skills. Both males (62%) and females (66%) predominantly used boiling to prepare vegetables. Most participants, both males (80%) and females (83%), always cooked from scratch. Around 47% of males and 45% of females felt they could prepare nutritionally adequate meals from available groceries. However, fewer males (44%) used leftovers to make nutritious meals, compared to 47% of females who used leftovers sometimes. Statistically, there was a positive association between gender and cooking skills ($p=0.018$), gender and preferred food items ($p=0.032$), and gender and the importance of cooking skills ($p=0.003$).

Originality/Value: To the best of the authors' knowledge, this is the first study in South Africa to compare culinary skills and gastronomic practices between females and males in households in the Northern Pretoria area of Gauteng province. Insufficient cooking skills and a lack of nutrition knowledge can hinder both men and women from preparing nutritious meals, contributing to unhealthy eating habits and obesity. This underscores a significant gender-based skills gap that calls for targeted intervention. Enhancing cooking skills can improve dietary habits, reduce food waste, and improve household food and nutrition security status.

Keywords: Gastronomy, Cooking Skills, Gender, Food Preparation Practices

Can Personal Norms Impact The Pro-Sustainable Behaviour of Heritage Site Visitors?

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Abstract

Purpose: The study aims to examine how personal norms such as Moral Obligation and Environmental Concern can affect tourists' pro-sustainable behaviour in the context of heritage sites.

Study Design/Methodology/Approach: The study employs an on-site survey approach, implementing a structured self-administered questionnaire for gathering data from 400 tourists visiting Blenheim Palace, the UK. The PLS-SEM was conducted as the primary data analysis method using SmartPLS software.

Results: The findings indicated that Moral Obligation and Environmental Concern significantly influence tourists' pro-sustainable behaviour at heritage sites. The proposed model demonstrates strong explanatory power, underlying the importance of personal norms for tourists behaving environmentally at heritage sites.

Originality/Value: The study contributes to sustainable tourist behaviour research by evaluating how personal norms drive pro-sustainable behaviour in a heritage site context. Also, it contributes to developing tourism literature by providing empirical evidence for future research about integrating Moral obligation and Environmental Concern into the pro-sustainable behaviour of heritage visitors.

Keywords: Pro-sustainable Behaviour, Moral Obligation, Heritage Sites, Environmental Concern, PLS-SEM

Evaluation of 'TaTuTa' Farms in Türkiye in the Context of Regenerative Tourism

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Abstract

Purpose: The purpose of this study is to evaluate TaTuTa (Agrotourism in Ecological Farms and Voluntary Exchange of Knowledge and Experience) Farms in Türkiye the context of regenerative tourism. The concept of regenerative tourism is thriving in current tourism literature. The present study aims to contribute to the current academic debate by investigating the nature and scope of TaTuTa farms and its relation to regenerative tourism.

Study Design/Methodology/Approach: The study is exploratory in nature and with the goal of relating the philosophy and goals of TaTuTa farms with those of regenerative tourism. There were 262 guest comments on "WWOOF Türkiye"s website, which were analyzed. In addition to this, regional distribution of farms in Türkiye and the nature of activities they offer are included in the study.

Results: Results provide a framework of the current state of TaTuTa farms and evaluates volunteer guest comments in the context of regenerative tourism. It also shows how tourism experience can move from devastating tourism practices towards authentic and regenerative tourism practices with similar best practices.

Originality/Value: This research contributes to the current academic agenda about the future of tourism, particularly focusing on the future of more responsible and sustainable practices of regenerative tourism and how tourism can be built upon sustainable practices.

Keywords: TaTuTa Farms, Regenerative Tourism, Best Practices

Use of Carbon Footprint Labels on Restaurant Menus: A Systematic Literature Review

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Abstract

Purpose: This study aims to systematically review the literature on carbon footprint labels (CFLs) in restaurant settings to understand their influence on consumer behavior and sustainable food choices.

Study Design/Methodology/Approach: Within the context of the study, a systematic literature review was conducted, analyzing studies published between 2011 and 2024 in Web of Science, Scopus, and ScienceDirect databases. Empirical studies on consumer perceptions, attitudes, and behaviors related to CFLs in restaurants were included. The study followed PRISMA guidelines and the studies were selected based on inclusion/exclusion criteria. A PRISMA flow diagram was generated to visually present the article screening and selection process. Descriptive analysis and risk-of-bias assessment were also applied.

Results: Findings suggest that CFLs can positively influence dining choices when well-integrated into menus (Brunner et al., 2018). However, consumer awareness and comprehension remain low, necessitating improved design strategies such as visual aids and behavioral nudges (Camilleri et al., 2019). Demographic differences significantly impact CFL effectiveness, with younger, higher-educated consumers demonstrating greater engagement (Grunert et al., 2014).

Originality/Value: This review synthesizes existing research on CFLs in restaurant environments, identifies key research gaps, and provides actionable recommendations for future studies, restaurant practitioners, and policymakers.

Keywords: Carbon Footprint Labels, Restaurant Menus, Consumer Behavior, Sustainability, Systematic Literature Review

Experiencing Humanoid Service Robots During Service Interactions: A Systematic Literature Review

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Abstract

Purpose: Technology has brought remarkable changes to service industries. With the advent of increased availability of artificial intelligence, the usage of humanoid service robots (HSRs) in the service industries, and particularly in tourism and hospitality, has gained momentum. Despite numerous studies focusing on the adoption of service robots, there is an absence of a comprehensive framework-based review of consumers' interaction with service robots exhibiting human shape.

Study Design/Methodology/Approach: The current study performed a systematic review of the existing literature to analyse consumer experiences with HSRs during service interactions. Employing a thematic framework, the research identifies key themes shaping consumer perceptions towards humanoid service robots and examines their impact on service encounters.

Results: The findings reveal that while the topic of consumers experiences of HSRs is widely studied, the definition and theoretical grounding of the concept remain unclear. Following a thorough examination, this study conducted a thematic analysis and uncovered four key dimensions - anthropomorphic, psychological, functional, and relational attributes.

Originality/Value: This research highlighted the significance of HSRs in various service settings by examining diverse themes, concepts, and pathways to assess interactions with HSRs derived from empirical data.

Keywords: Humanoid Service Robots (HSRs) , Artificial Intelligence (AI) , Service Industries , Tourism and Hospitality

Travellers or ‘Artivists’? Stickering in tourism destinations

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Abstract

Purpose: This study explores the phenomenon of ‘stickering’ in tourism destinations as a widespread form of visual discourse and urban art that interacts with the spaces in which it appears.

Study Design/Methodology/Approach: This exploratory study adopts an interpretivist approach, employing walking ethnography and photographic documentation to examine the presence and meaning of stickers in tourist destinations

Results: Preliminary findings suggest that stickers contribute to the visual layering of tourism destinations, acquiring meaning from their surrounding context. They reflect a blend of personal expression, cultural references, and local-global exchanges, shaping an evolving visual landscape that travellers actively engage with.

Originality/Value: While tourism studies have often explored stickers as protest tools within broader visual discourse, their distinct role remains understudied outside anthropological and semiotic perspectives. This study emphasises the importance of analysing stickers within tourism destinations, considering their meaning in spatial context.

Keywords: Stickers, Urban Art, Destination, Travellers

The Influence of Turkish TV series on Attracting Omani Travelers to Turkey

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Abstract

Purpose: This study aims to explore the influence of Turkish TV series on attracting Omani travelers to Turkey. This study seeks to answer the following research questions: What is the influence of Turkish TV series on Omani travelers? What are the differences between males and females in their influence by Turkish TV series? What are the main factors that influence and attract Omanis to watch Turkish TV series?

Study Design/Methodology/Approach: An online survey was distributed to Omanis in 2023. The study collected 261 responses using the convenience sampling method.

Results: The results showed that a large percentage of Omanis are affected by Turkish TV series. Females were more affected than males. Omanis who watch Turkish series are the most affected by it and are more encouraged to visit Turkey compared to those who do not watch Turkish series. It was found that the most important factor affecting Omanis when watching Turkish series is the attractiveness of the places where Turkish series are filmed. The quality of the Turkish TV Series was the most determinant affecting the Omanis on their visit to Turkey. The findings revealed that Sad Flowers was the most influential Turkish series.

Originality/Value: This is one of the first papers that discussed the impacts of TV series on Omanis' travel intentions. The paper also discussed the theoretical and practical implications of the influence of the Turkish series to Omani travel agencies, Turkish service providers including hotels, travel agencies and tour operators, and Turkish authorities.

Keywords: Turkey, TV Series, Oman

Exploring The Experiences of Informal Caregivers in Medical Tourism, and Available Support Systems in The Hospitality System: A Critical Reflection Paper

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Abstract

Purpose: Medical tourism refers to the practice of individuals travelling outside of their home country to obtain privately-paid medical treatment. Patients travelling abroad are often accompanied by caregiver-companions– friends and family that join them for the travelling. Recent accounts on the experiences of caregiver-companions highlights a range of challenges faced by this group, including informal medical care, logistics of travelling, and more. Caregiver burden is defined as the extent to which caregiving has had a negative impact on the companion's mental, physical, social, financial, and spiritual health. This study examines a key gap in the literature by exploring caregiver burden among caregiver-companions of medical tourists and evaluating the support systems available to them within the hospitality sector.

Study Design/Methodology/Approach: Research articles published from January 1st, 2000 to February 2025 were identified. The search strategy consisted of the following keywords “caregiver” OR “companion” OR “caregiver-companion” AND “medical tourism” OR “health tourism” OR “Health travel”. A critical analysis was performed to explore the theoretical and practical implications of this topic. Articles published in the designated time period and reported in English were included.

Results: Several studies report on the experiences of caregiver-companions in medical tourism. Semi-structured interviews with informal caregivers identified how this population can avoid caregiver burden. Participants recommended to avoid identifiable risks, anticipate the needs of medical tourists, become familiar with the logistics and timeline of travelling, and take practical measures to protect one's health. This identifies areas of improvement for the hospitality sector, as caregivers would benefit from additional information and support on available support systems.

Originality/Value: The challenges experienced by caregiver-companions in medical tourism, highlights key areas of improvement for the hospitality sector, to accommodate this vulnerable population.

Keywords: Medical Tourism, Informal Caregiver, Caregiver Burden

Engaging Minds and Hearts: The Impact of Gamified Mobile Storytelling on Cultural Learning

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Abstract

Purpose: This study aims to explore the effectiveness of gamified mobile storytelling in promoting cultural understanding and engagement among youth in Konya, particularly through the lens of the Finding Light through Rumi's Path (FLTRP) game.

Study Design/Methodology/Approach: Using a convenience sample of 432 students, the study was conducted in Konya. Adapted from validated scales and translated into Turkish, the questionnaire contained measures for engagement, usability, argument quality, source credibility, affective image, and learning gain. Analyses of the questionnaire data proceeded using SPSS 27 for descriptive statistics and SmartPLS 3.0.9 for structural modelling.

Results: There is a moderate amount of predictive power, structural model analysis validated significant positive relationships between source credibility and engagement, usability and engagement, engagement and affective image, and engagement and learning gain. According to mediation analysis, engagement partially mediated relationships between source credibility and usability with affective image and learning gain, while it did not mediate relationships involving argument quality.

Originality/Value: The study adds value by empirically testing engagement as a mediating factor between argument quality, source credibility, usability, and learning outcomes. In contrast to earlier research, this study underlines the importance of emotional and cognitive involvement as vital to valuable learning in gamified cultural education.

Keywords Gamified Storytelling, Mobile Applications, Educational Tourism, Intangible Cultural Heritage, Engagement Theory

Integrating Personality Profiling into Travel Recommendations: A Path to Personalized Tourism

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Abstract

Purpose: This study investigates how tourists' personality traits influence their travel destination preferences, addressing a gap in personalized tourism recommendations. The goal is to offer more tailored recommendations and enhance customer satisfaction and loyalty in the tourism industry.

Study Design/Methodology/Approach: A survey-based methodology was used to collect data on personality traits and travel preferences. Statistical analysis was performed to explore the relationship between these variables.

Results: Significant correlations between personality traits and destination preferences were found. Introverted individuals preferred nature-oriented destinations, while extraverted individuals preferred culturally rich destinations. Multiple personality traits influenced preferences collectively.

Originality/Value: This research integrates personality psychology with tourism preferences, advancing the understanding of consumer behavior in tourism and providing actionable insights for personalized tourism recommendations.

Keywords: Personality Traits, Travel Preferences, Personalized Recommendations, Tourism Industry, Consumer Behavior

Empowering DMOs in Crisis through Knowledge

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Abstract

Purpose: This conceptual study aims to explore the potential role of knowledge in destination management organisations activities during crises, specifically examining how these organisations can utilise various types of knowledge to actively support their collaborating partners.

Study Design/Methodology/Approach: The proposed study is based on a literature review of selected papers related to the area of knowledge management in the context of crisis management in tourism.

Results: By synthesizing the knowledge taxonomy by Lundvall and Johnson (1994) with knowledge management insights from the tourism literature, a conceptual structure of knowledge for DMOs during crises has been developed. This research output consists of four distinct levels, namely, know-what, know-why, know-who, and know-how, and offers guidance as to how to proceed in a particular area, offering support to DMOs in coping with crisis situations.

Originality/Value: This study contributes to the body of knowledge by improving the understanding of knowledge and its role in tourism crisis management by destination management organisations. It provides DMOs with practical advice on how to leverage internal and external knowledge to support their collaborating partners.

Keywords: Knowledge, Crisis Management, DMO, Tourism

The Shanghai Museum and the Use of New Technology as a Tool of Cultural Diplomacy: China's Soft Power Strategy

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Abstract

Countries today seek to exert influence in international relations not only through military and economic power but also through soft power strategies like cultural diplomacy. Cultural diplomacy enhances a country's global image and Marketing of street foods in türkiye and around the world fosters cross-cultural understanding by sharing its art, values, and heritage. This paper explores how the Shanghai Museum contributes to China's cultural diplomacy through modern technologies and tourism.

The study employs a literature review and direct museum observations conducted in December 2024 under the supervision of Prof. Dr. Başak Burcu Eke. The Shanghai Museum, founded in 1952 and relocated in 1996, showcases Chinese art and history while utilizing augmented reality (AR), interactive screens, and digital reconstructions. These technologies enhance visitor engagement, making cultural heritage more accessible. Additionally, the museum's free admission aligns with China's efforts to expand cultural outreach.

By examining digital innovation in museums, this study contributes to soft power discussions. Findings suggest that integrating new technologies in cultural institutions strengthens soft power by providing immersive and educational experiences to international visitors.

Keywords Shanghai Museum, New Technology, Cultural Diplomacy, Public Diplomacy, Chinese Culture

Assessment of Turkish Tourism as of 2024: Strategic Directions and Tourism Policy

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Abstract

Purpose: This study evaluates the significance of the tourism sector in Türkiye, particularly in the context of economic, social and environmental literature as of 2024. The research focuses on SWOT analysis associated with the sector, while also exploring its prospects.

Study Design/Methodology/Approach: The methodology employed in this study includes a comprehensive literature review and SWOT analysis. Data from various national and international reports, including those from the Turkish Travel Agencies Association (TÜRSAB), the United Nations World Tourism Organization (UNWTO), and the Turkish Tourism Promotion and Development Agency (TGA), were analyzed to assess the current state of the tourism sector and to provide a holistic understanding of the sector's dynamics.

Results: The findings indicate that the tourism sector plays a crucial role in Türkiye's economic growth, contributing significantly to GDP and employment. However, challenges such as seasonality, low wages and social security deficiencies result in sectoral fluctuations. The study also highlights the importance of diversifying tourism markets and developing alternative tourism types to enhance economic stability and resilience against external shocks.

Originality/Value: This research contributes to the existing literature by providing a detailed & up-to-date analysis of the tourism sector's status and future potential in Türkiye. Apart from existing accumulation, it offers strategic planning roadmap and policy development to ensure sustainable growth in the sector, addressing both economic and environmental concerns.

Keywords: Turkish Tourism, Economic Impact, Strategic Orientation, SWOT Analysis, Tourism Policy

The Role of Culture in Medical Tourism: Experiences of Dental Tourists Visiting Türkiye

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Abstract

Purpose: This study explores the role of cultural dimensions in shaping the experiences of dental tourists visiting Türkiye from the UK and Ireland. The study particularly aims to understand how cultural factors influence decision-making, satisfaction levels, and service expectations within the context of medical tourism. By applying Hofstede's cultural dimensions—power distance, masculinity-femininity, and uncertainty avoidance—the study examines key motivations behind selecting Türkiye for dental treatments and evaluates patients' experiences with both healthcare and tourism-related services.

Study Design/Methodology/Approach: A qualitative research method was employed, using open-ended survey questions to collect data from participants who underwent dental treatment in Kusadasi.

Results: The findings highlight the dominance of cost advantage as a primary motivator, followed by recommendations from previous patients and the perceived reputation of Türkiye's healthcare sector. Additionally, the results indicate that while medical service quality is the main determinant of overall satisfaction, tourism-related aspects play a secondary but influential role in shaping the experience.

Originality/Value: The study contributes to the growing field of medical tourism by offering insights into how cultural values influence health tourists' expectations and behaviours.

Keywords: Dental Tourism, Culture, Hofstede's Cultural Dimensions, Patient Experience

The Future of Tourism in Florida: Sustainable Strategies in the Face of Urbanization and Climate Change

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Abstract

Purpose: This study explores the intricate relationships among climate change, rapid urbanization, and the long-term sustainability of Florida's tourism industry. As tourism remains a cornerstone of the state's economy, gaining insight into how these dynamic factors shape Florida's allure as a premier travel destination is essential for stakeholders and policymakers.

Methodology: This study utilizes a mixed-methods approach, combining quantitative analysis of historical climate, urbanization, and tourism data with qualitative interviews from key stakeholders. GIS mapping is employed to identify spatial patterns and vulnerabilities at the intersection of urban growth, climate risks, and tourism in Florida.

Data Analysis: Quantitative data were examined using descriptive statistics, correlation, and regression analyses to determine the relationships among climate variables, urbanization, and tourism indicators. The influence of temperature anomalies and sea-level rise on tourism demand was specifically modeled. Qualitative interviews were thematically analyzed using NVivo, with major themes encompassing perceived climate threats to tourism infrastructure, community involvement in sustainability, and policy shortcomings in environmental protection. GIS analysis demonstrated a significant overlap between coastal erosion and urban expansion in major tourist destinations, highlighting areas of heightened vulnerability such as Miami Beach and Sarasota.

Discussion: Florida's tourism industry faces a pivotal challenge as climate change and urbanization converge to intensify environmental and economic vulnerabilities. These findings suggest that rising temperatures and extreme weather events have a direct, negative impact on visitor demand, while unchecked urban expansion erodes essential natural barriers, such as wetlands and mangroves, that mitigate climate-related risks. Stakeholder perspectives highlight persistent shortcomings in policy enforcement, particularly in relation to land use in ecologically sensitive regions. Nevertheless, the emergence of sustainable urban planning initiatives—such as the adoption of green infrastructure and low-impact development—signals a positive shift toward resilience. The results emphasize the necessity for integrated governance frameworks that foster collaboration among tourism, environmental, and urban planning authorities. Achieving sustainable tourism in Florida requires a transition from superficial marketing efforts to systemic reforms, community engagement, and a sustained commitment to ecological stewardship.

Keywords: Green Infrastructure, Integrated Governance, Sustainability, Urbanization, Community Well-being, Climate Change, Sea-Level Rise, Resilience

Examining Stakeholder Perspectives and Strategies on Motivational and Experiential Aspects of Repeat Tourism

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Abstract

Purpose: Although destination loyalty has been extensively studied within the context of tourism, there has been a notable lack of significant efforts to examine repeat tourism from the perspectives of multiple stakeholders. Based on stakeholder theory, this article aims to examine the viewpoints of a variety of stakeholders towards development of repeat tourism.

Study Design/Methodology/Approach: 25 stakeholders representing both private and public sector of tourism operations participated in the study including government, hospitality, DMOs, academic and special interest tourism institutions. Data were collected through an in-depth interview with the participants in India. Owing to its vast geographical expanse, coupled with emerging destinations and evolving infrastructure India presents a diverse range of opportunities for repeat tourism.

Results: The stakeholders emphasised that the sociocultural diversity of India was the key factor that attracts tourists to enjoy a uniquely rewarding experience. The data were analysed using Leximancer, a sophisticated text mining tool. The findings emphasize the role of Design Science in Tourism (DST) framework to evaluate and integrate planning and implementation of strategies for the development of a repeat tourist market.

Originality/Value: Attaining success in repeat tourism is a complex process and this study provides a multistakeholder outlook for the success of repeat tourists' destinations. The study concludes with the theoretical and managerial contributions of the findings and highlights potential future research directions.

Keywords: Destination Loyalty, Stakeholders Perspective, Repeat Tourism, Motivation, Experience, Leximancer

The Influence of Sustainability Certification on Aquaculture Product Consumption in the Hospitality Industry: A Choice Experiment Approach

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²Korea Maritime Institute, South Korea

Abstract

Purpose: This study aims to estimate the value of specific product attributes in seafood consumption, with a particular focus on sustainability certification. Using the choice experiment method, it examines consumer preferences and purchasing decisions regarding certified sustainable seafood. Given the growing adoption of sustainable products in the hospitality and tourism sector, this research provides empirical insights into the effectiveness of sustainability certification as a marketing strategy and contributes to the broader understanding of consumer behavior in premium seafood markets.

Study Design/Methodology/Approach: To investigate consumer preferences for seafood attributes, this study employed a choice experiment embedded within a nationwide online survey. Data were collected through a third-party survey company in Korea specializing in online panel management. Respondents were presented with choice scenarios involving two seafood products that varied in origin, presence of an ecolabel, unit price, and preparation type (e.g., sushi, smoked, or grilled). This experimental design allowed for the estimation of the effect of each attribute on consumer choices. A stratified sampling method was used to ensure that the sample reflected the population structure of South Korea.

Results: The statistical analysis of key seafood attributes revealed the influence of various factors on consumer preferences for salmon products, with the exception of the grilling attribute. These influences were quantified by converting them into price premiums, allowing for a clearer assessment of the economic value of each attribute.

Originality/Value: This study contributes to the literature by providing empirical evidence on the valuation of specific product attributes in premium seafood, particularly salmon, using the choice experiment method. By quantifying consumer preferences for sustainably sourced seafood, the study highlights the economic value of sustainability certification and its effectiveness as a marketing strategy.

Keywords: Choice experiment study, Consumer preferences, Seafood attributes, Sustainability certification

Evaluation of Interpersonal Interaction, FOMO and Flow Experience in Virtual Museum Visit Behavior on the Axis of S-O-R Paradigm

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Abstract

Purpose: The digital transformation experienced in the tourism industry also causes the transformation of the stimuli (S) that motivate tourist behavior, and this also differentiates the process (organism-O) and reactions (response-R). This research aims to determine the role of flow experience in the effect of interpersonal interaction and fear of missing out (FOMO), which are stimuli for tourists' virtual museum visit behavior, on visit intention. It is aimed to discuss the research results in the context of the S-O-R paradigm. Thus, tips are provided to guide the digital transformation strategies and policies of tourism businesses.

Study Design/Methodology/Approach: Survey method was used in the research. Through the data obtained from the survey, it was tried to determine the role of flow experience in the effect of interpersonal interaction and FOMO variables on virtual museum visiting behavior on the axis of the S-O-R paradigm. The research model was tested with the structural equation modeling method.

Results: According to the research results, it has been determined that FOMO and interpersonal interaction are effective on virtual museum visit behavior. It has been observed that flow experience has a significant role in this effect. In line with the results obtained, various strategy suggestions were presented to tourism marketers in directing tourists to virtual museum visit behavior.

Originality/Value: The S-O-R paradigm is the basis for creating behavior, and it is important to determine the change in stimuli with the digitalization process. It is important to identify new variables in the organismal process and reveal their effects on behavior. Revealing the variables that affect the behavior of visiting virtual museums, which are prominent in the tourism industry that is rapidly undergoing digital transformation, may provide guiding clues for other tourism services. In this context, the research has original value and has a unique value in terms of methodology.

Keywords: Interpersonal Interaction, FOMO, Flow Experience, Virtual Museum, Digital Transformation in Tourism

Energy-Efficiency and Climate Change Mitigation in the Tourism and Hospitality Industry: A Sustainable Development Goals Perspective

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Abstract

Purpose: This study examines how hotels respond to the call for energy efficiency in response to calls for climate change action under SDG 13. The primary research question focuses on how the tourism and hospitality industry localised SDG 7 (clean energy) and SDG 13 (climate change action) in its daily operations. This study further examines the opportunities and challenges that hotels face in their SDGs implementation programs.

Study Design/Methodology/Approach: Qualitative and quantitative data were collected through key informant interviews and field observations of 40 hotels in the central business district of Cape Town. The data were analysed using the QuestionPro built-in analysis tool and ATLAS.ti.25.

Results: The study found that Hotels implemented various initiatives in their daily operations by incorporating green technologies and infrastructure to ensure energy efficiency and climate change. The most adopted energy-saving technology is the adoption of LED lights, procurement of highly energy-efficient technology, and use of low-flow showerheads, among others. The study also found that the least-adopted measure of climate change action was the payment of carbon offsets by hotel guests.

Originality/Value: This study recommends that more budget be allocated to escalate investment in green technology in hotels for the sector to meet its emission reduction targets.

Keywords: Climate Change, Energy Efficiency, Green Technology, SDGS, Tourism Hospitality

A New Area Proposal for Nature Tourism: The Ecotourism Potential of the Lake Van Basin

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Abstract

Purpose: In recent years, Turkey's tourism sector has diversified significantly, adopting innovative approaches to capitalize on spatial and temporal attributes. The Turkey Tourism Strategy 2023 highlights promoting diversity within the tourism sector and prioritizing sustainable concepts like ecotourism. Ecotourism fosters harmony with nature and supports environmental conservation, playing a key role in Turkey's future tourism landscape. Despite the Lake Van Basin's significant ecotourism potential—marked by natural beauty and cultural heritage—it has not received adequate attention. This study aims to assess the ecotourism potential of the Lake Van Basin by evaluating cultural, sporting, and nature-based resources.

Study Design/Methodology/Approach: A qualitative approach was used, involving interviews with 13 ecotourists, including six international visitors, and two focus group discussions with local stakeholders, public officials, and academics. SWOT analysis evaluated strengths, weaknesses, opportunities, and threats related to ecotourism potential.

Results: The study reveals that the Lake Van Basin holds substantial potential for ecotourism development, especially in areas with rich landscapes and cultural assets. SWOT analysis identified strengths such as natural beauty and diverse activities, while challenges included limited infrastructure and stakeholder collaboration. Opportunities lie in sustainable practices and community engagement, while threats include environmental risks and planning deficiencies.

Originality/Value: This study emphasizes the untapped ecotourism potential of the Lake Van Basin, offering strategic recommendations for sustainable development. Enhancing community involvement and infrastructure can transform the region into a prime ecotourism destination, fostering local economic growth and environmental conservation.

Keywords: Ecotourism, Lake Van Basin, Nature-Based Tourism, Alternative Tourism, Turkey

A Case Study of Camping and Caravan Tourism in the Lake Van Basin: From Anarchist Understanding to Glamping Tourism in Regenerative Paradigm Era

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Abstract

Purpose: The tourism industry has transformed significantly, moving beyond sun, sea, and sand to address environmental concerns and technological advancements. The COVID-19 pandemic and urbanization have driven a reassessment of sustainability. Nature-based tourism, particularly camping and caravan tourism, has gained popularity. This study posits that a shift is needed to develop tourism categories aligned with modern lifestyles while promoting sustainable practices.

Study Design/Methodology/Approach: This research examines the potential for camping and caravan tourism in the Lake Van Basin of Turkey, known for its natural and cultural resources but lacking comprehensive studies. A qualitative methodology was used, including interviews with twenty participants, such as visitors and tourism operators. The data were analyzed through thematic analysis to identify themes and stakeholder perspectives. SWOT analysis assessed strengths, weaknesses, opportunities, and threats.

Results: The findings indicate that the Lake Van Basin holds strong potential for camping and caravan tourism, especially in areas with rich landscapes and cultural heritage. SWOT analysis identified strengths like diverse accommodation and natural beauty, while challenges included inadequate infrastructure and limited collaboration. Opportunities emerged in sustainable practices and community involvement, while threats related to environmental degradation and lack of planning were noted.

Originality/Value: This study highlights the untapped potential of camping and caravan tourism in the Lake Van Basin. Implementing sustainable practices and enhancing infrastructure are key for long-term tourism viability. The insights offered guide policymakers and tourism administrators aiming to develop this niche segment while preserving environmental and cultural assets.

Keywords: Lake Van Basin, Camping and Caravan Tourism, Alternative Tourism

From Archaeological Findings to Touristic Experiences: Neolithic Gastronomy

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Abstract

Purpose: This study aims to uncover the dietary habits of Neolithic people while also shedding light on the culinary traditions and cultural dynamics of early civilizations. Additionally, this research will provide a projection of dietary habits from the Neolithic period to the present based on tangible findings obtained from archaeological studies in the literature. Another objective of the study is to recreate the concrete archaeological elements synthesized from previous studies in the light of Neolithic dietary habits and bring them to life in contemporary settings.

Study Design/Methodology/Approach: Document analysis will be used in this study. Through document analysis, it is intended to access the recipes of dishes/foods consumed in the Neolithic period. Consequently, the information obtained through document analysis will be examined as secondary data. The recipes derived from this analysis will be projected using dietary equipment that was utilized in the Neolithic period, inspired by secondary data in the literature.

Originality/Value: This study stands out for its originality as it faithfully implements the dietary habits of the Neolithic period. Furthermore, this study will contribute to addressing the historical thematic gap in the gastronomy literature, highlighting another aspect of its uniqueness.

Keywords: Neolithic, Gastronomy, Archeaology, Food, Culture, Culinary

Conflict between Satisfaction Based on Conspicuous Consumption and Consumer Regret in Travel Support Service Consumption and Repurchase Behavior

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Abstract

Purpose: Among the service product levels, the supporting service element is not related to the essence of the service, but is the services that the consumer consumes motivated by different stimuli. This research aims to evaluate the effects of conspicuous consumption and consumer regret on the purchase intention for supporting services such as food and beverage products during air travel, in terms of consumer satisfaction.

Study design/methodology/approach: Survey method was used in the research. Through the data obtained from the survey, it was tried to determine the role of consumer satisfaction in the effect of conspicuous consumption and consumer regret variables on consumer satisfaction and behavioral intention. The research model was tested with the structural equation modeling method.

Findings: According to the research results, it has been determined that consumer regret and conspicuous consumption are effective on consumer satisfaction and behavioral intention. In line with the results obtained, various strategy suggestions were presented to tourism marketers in directing consumer to supporting services purchasing behavior.

Originality/value: In the service industry, a few decades ago, supportive services were offered free of charge to develop positive attitudes in consumers towards purchasing services. With the development of the service sector, supporting service products began to be offered for high fees (such as food services for short-term air travel). It is known that consumers continue to purchase these services but are also disturbed by the high fees. In this research, the effects and differences of conspicuous consumption and consumer regret conflict on satisfaction and repurchase behavior were examined when consumers purchased supporting service products during air travel. This research will provide important clues in explaining this contradictory consumption behavior and has an original and original value that will guide future research on similar situations.

Keywords: Conspicuous consumption, Consumer regret, Consumer satisfaction, Travel support service, Repurchase intention.

Adoption of Blended Learning Among Gastronomy and Culinary Art Students: A Technology Acceptance Model Approach

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Abstract

Blended learning offers the flexibility of online learning combined with the valuable interactions and support of face-to-face instruction. This approach allows adult learners to access resources and materials at their own pace while also benefiting from in-person discussions, group activities, and personalized guidance from instructors. In this study, the effect of learning attitudes of gastronomy and culinary arts students on intention to adopt blended learning toward the technology acceptance model is being investigated. The hypotheses in this study were derived from Yu et al. (2023) and tested on gastronomy and culinary arts students. Students who received online education during the Covid-19 outbreak constitute the sample of the research because they also received face-to-face education before and after. With the results obtained from the study, suggestions will be presented for the development of blended learning in gastronomy education.

Keywords: Technology Acceptance Model, Attitude, Blended Learning, Gastronomy Education

Establishing a Public Library in the Walled City of Famagusta to Enhance Cultural Tourism

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Abstract

Purpose: This project explores how public libraries contribute to cultural tourism by enhancing visitor engagement and heritage preservation. Despite their potential, research on their role remains limited. This study examines the impact of Cultural Initiatives by the Public Library (CIPL) and Cultural Heritage Preservation (CHP) on Cultural Tourism Impact (CTI), with Tourist Engagement (TE) mediating and Local Government Support (LGS) moderating in Famagusta's Walled City.

Study Design/Methodology/Approach: A mixed-methods approach is adopted. The quantitative phase involves a Likert-scale survey among Walled City tourists, using judgmental sampling and SEM for analysis. The qualitative phase applies thematic analysis to Tripadvisor and Airbnb reviews, employing purposive sampling for tourist perspectives.

Results: Findings suggest integrating libraries into tourism policies enhances visitor engagement, cultural identity preservation, and year-round tourism sustainability, with government support reinforcing their role as tourism assets.

Originality/Value: Advancing Actor-Network Theory (ANT), libraries act as facilitators, linking tourists, communities, and historical resources—an overlooked aspect in cultural tourism research. Extending Cultural Tourism Impact Theory (CTI), this study underscores the role of public libraries in strengthening cultural tourism and preserving heritage.

Keywords: Cultural Initiatives by the Public Library (CIPL), Cultural Heritage Preservation (CHP), Local Government Support (LGS), Tourist Engagement (TE), Cultural Tourism Impact (CTI).

Workplace Mindfulness in the Hospitality Industry: A Systematic Literature Review

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Abstract

Purpose: This study aims to systematically review research on mindfulness among hospitality sector employees. While mindfulness has gained attention in tourism, its application to hospitality employees remains underexplored.

Study Design/Methodology/Approach: A systematic literature review was conducted following the PRISMA guidelines. The Web of Science database was searched using the keywords: mindful AND work AND employe AND business. After applying inclusion and exclusion criteria, 18 peer-reviewed articles were included.

Results: The review identified 18 studies, most of which used quantitative methods to examine mindfulness in the workplace. Each was analyzed based on research design, data collection, sample, variables, analytical methods, and key findings. Results show increasing interest in this topic since 2020, indicating that mindfulness in hospitality is a recent and growing research area.

Originality/Value: This review is among the first to focus specifically on mindfulness among hospitality employees. While prior studies emphasize mindfulness and tourist experiences, this study highlights employee-focused research. It contributes to tourism literature by consolidating recent findings and suggesting future research directions on mindfulness practices within organizations.

Keywords: Mindfulness, Hospitality, Tourism, Employees, Workplace, Systematic Literature Review

Technology-Related Stress Factors in Customers' Food and Beverage Experience: A Literature Review

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Abstract

Purpose: This study examined the various techno stress factors affecting the customers' experience in food and beverages (F&B) through the lens of socialization. As service encounters transform through digitalization, understanding the impact of technology-induced stress on customer satisfaction and engagement should be pivotal in examining dining experiences.

Study Design/Methodology/Approach: The study uses a systematic review of the literature to analyze technology-induced stressors affecting customers' experiences in restaurants and bars. An analysis of the various technology-induced stressors contains usability failures, privacy concerns, lack of human interaction, system reliability issues, and a plethora of digital overload issues. The study demonstrates how technology is oftentimes a double-edged sword: it can either distract from or enrich a seamless experience.

Results: Through an understanding of techno stress, F&B businesses can better optimize their digital interfaces, enhance their customer service strategies, and scale digital interface approaches that balance automation and personalization. Ultimately, the excellent design and implementation of technology can enhance customer satisfaction by reducing stress.

Originality/Value: This study adds to the contemporary debate on techno stress situated within the F&B industry, offering insights into how businesses can maximize technology use while leaving customer comfort and engagement intact.

Keywords: Experience Stress, Technology, Food and Beverage Restaurant

What do Turkish Airlines' in-flight meal visuals whisper about Turkish culinary culture? A semiotic Approach

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Abstract

Purpose: This study aims to explore the symbolic meanings embedded in the food and beverages served by Turkish Airlines in Business Class on transatlantic flights as representations of Turkish culinary culture and national identity.

Study Design/Methodology/Approach: The research employs a semiotic analysis grounded in Roland Barthes' theories of denotation and connotation. Six pictures from Turkish Airlines' Business Class on transatlantic flights were selected by criterion sampling and examined through exploratory and descriptive content analysis.

Results: The results reveal that the meals convey values such as luxury, prestige, nourishment, modern presentation, and detailed culinary techniques. These elements not only reflect Turkish culinary traditions but also enhance the passenger experience and contribute to the cultural branding of the airline.

Originality/Value: This research contributes to the fields of gastronomic tourism and airline service studies by highlighting how in-flight meals can function as both cultural expressions and strategic tools for enhancing customer satisfaction and promoting national culinary identity in the tourism industry.

Keywords: Turkish culinary culture, Turkish Airlines' in-flight catering, Semiotic analysis

Telemedicine as a Tool for Enhancing Emergency Response in Tourism-Heavy Areas of Northern Ontario

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Abstract

Purpose: Northern Ontario is a vast region generating approximately \$1.5 billion in annual tourism revenue, according to Destination Northern Ontario statistics. However, emergency healthcare delivery in tourism-heavy areas remains a significant challenge due to geographic remoteness and limited healthcare resources (Soltane et al., 2024). The region's diverse tourist activities attract nature enthusiasts, adventure seekers, and cultural tourists, further amplifying the need for efficient emergency response mechanisms. Telemedicine presents a viable solution to enhance emergency response capabilities in these areas (Ezeamii et al., 2024). This study examines the role of telemedicine in improving emergency medical response in Northern Ontario's tourism-driven regions, focusing on accessibility, efficiency, and patient outcomes.

Study Design/Methodology/Approach: A literature review of Google Scholar and PubMed was conducted as the research method.

Results: Findings indicate that telemedicine significantly reduces emergency response times, decreases the need for patient transfers, and enhances the quality of care in remote areas (Sharifi et al., 2022). Key barriers to implementation include technological infrastructure limitations and insufficient provider training (Hafner et al., 2022).

Originality/Value: Telemedicine is a promising tool for addressing healthcare challenges in remote, tourism-heavy regions. Policy recommendations include investments in digital health infrastructure and training programs for emergency responders to optimize implementation and effectiveness (Anawade et al., 2022).

Keywords: Telemedicine, Emergency Response, Rural Healthcare, Tourism, Northern Ontario.

Optimizing Health Tourism Education: Current Curricula, Industry Alignment, and Stakeholder Insights: Case of Türkiye

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Abstract

Purpose: This study explores the field of health tourism education in Türkiye by evaluating the current educational offerings and examining the expectations and perspectives of key stakeholders, namely students, instructors, and alumni.

Study Design/Methodology/Approach: The study employs a mixed-methods approach, incorporating both quantitative and qualitative methodologies. Data collection includes surveys and interviews with over 200 participants from universities offering health tourism-related programs. Additionally, secondary sources on global and national trends in medical tourism were reviewed to provide broader context.

Results: This is an ongoing study, and findings will be presented at the conference. However, preliminary data indicate that 68% of students feel current programs lack practical components, while 82% of instructors emphasize the need for interdisciplinary integration. Alumni feedback highlights a discrepancy between academic training and industry requirements, particularly in areas such as cross-cultural communication and digital health solutions.

Originality/Value: This study provides a comprehensive evaluation of health tourism education in Türkiye, an area with limited academic exploration despite the country's prominence in the global medical tourism market. By identifying gaps in curricula and aligning educational programs with industry demands, this research contributes to the enhancement of health tourism education and workforce readiness in Türkiye.

Keywords: Health Tourism Education, Türkiye, Curriculum Development, Industry Alignment, Stakeholder Perspectives, Workforce Training, Medical Tourism Market

A Research on the Problems of Communication Tools Between Tourists and Tour Guides

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Abstract

Purpose: This study is qualitative research that aims to examine the problems, advantages, and improvement suggestions encountered in the communication processes between tour guides and tourists.

Study Design/Methodology/Approach: The study was conducted using a single-case design, allowing for an in-depth analysis. The MAXQDA software was used for data analysis, ensuring the systematic processing of large volumes of qualitative data. Seven guide academicians, who possess academic knowledge in the field of tourism and tour guiding and actively practice the profession, participated in the study. These participants were selected using purposive sampling to identify individuals who could contribute most effectively to answering the research questions. Within the scope of the research, semi-structured interviews were conducted to gain an in-depth understanding of participants' experiences and perceptions. The interviews were structured around themes such as the use of communication tools, tourist-guide interaction, encountered technical and linguistic challenges, and suggested improvement strategies.

Results: The study identifies and presents the challenges faced by tour guides and tourists in communication processes, as well as the problems caused by traditional headsets. Accordingly, it emphasizes the development of a mobile application software. The research findings show that guides mostly have difficulty in communication due to language problems, technical problems and different expectations of tourists. Inadequacy of sound systems and translation applications negatively affect this process. Guides stated that communication processes will be improved with the integration of mobile applications, automatic translation systems and audio guide technologies. The advantages of traditional headset use (simultaneous communication within the group, time saving) and disadvantages (connection problems, technical problems) were determined. In addition, it was determined that current headset systems have limitations due to technical problems such as connection drops and battery life, in addition to the advantages they provide in communication.

Originality/Value: This study presents an innovative mobile application proposal on how digitalization can contribute to the tourism sector. By analyzing the current digitalization gaps in the tourism sector, it aims to provide user-friendly and industry-specific solutions. It will also be a useful resource for both academics and industry professionals by linking it to digital tourism studies in the academic literature. Considering the effects of digitalization on environmental sustainability, it is also emphasized that such applications are compatible with the sustainable tourism concept.

Keywords: Tourism, Tourist Guiding, Technology, Headsets

The Utilization of Virtual Reality Technology in MICE Tourism: A Review of Existing Literature and Emerging Trends

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Abstract

Purpose: The primary aim of this study is to compile and analyze research on the use of virtual reality (VR) in MICE tourism literature, thereby comprehensively delineating current practices and trends in the field. In addition, by documenting the existing applications in the literature, it seeks to identify new research areas for the further development of VR integration in MICE tourism.

Study Design/Methodology/Approach: In this study, relevant research published over the past 15 years was comprehensively selected for review. These studies were identified and collected from international electronic bibliographic databases. The selection process relied on the presence of terms related to virtual reality (VR) and MICE tourism in the titles, keywords, or abstracts, thereby ensuring that only studies directly contributing to the subject were included. Furthermore, to maintain language consistency and comparability, book chapters, conference papers, and articles published in languages other than English were excluded from the analysis.

Results: The research purpose of each study has been identified and categorized to analyze the questions and methodologies used in MICE tourism research. It has been observed that studies on the impact of VR on the MICE sector remain highly limited. The literature indicates that the transition to VR-based meetings involves complex factors such as corporate policies, contracts, and feedback mechanisms. The adoption of advanced technology (e.g., virtual events, interactive digital platforms) is crucial for the MICE sector. The COVID-19 pandemic has significantly disrupted the MICE industry, leading to the cessation of events. Consequently, the sector was compelled to adopt technology as a necessity for survival. The use of VR as an event planning tool (e.g., virtual venue previews) has not yet been sufficiently explored. This study highlights research areas aimed at advancing the integration of VR in MICE tourism.

Originality/Value: This study thoroughly examines existing research on the use of Virtual Reality (VR) in MICE tourism, identifies gaps in the literature, and suggests areas for future research. It emphasizes that research on the adoption of VR in the MICE sector is limited, and that the use of VR in event planning has not been thoroughly investigated. Furthermore, it presents important findings for both academics and industry professionals, revealing the research areas required to improve the integration of VR in MICE tourism. As a result, this research contributes significantly to our understanding of how innovative technologies can be used more effectively in MICE tourism.

Keywords: Virtual Reality, MICE tourism, Literature Review, Technology Adoption

Assessing the impacts on the delivery of Entrepreneurship Education within Tourism Programmes in UK Higher Education Institutions: Insights into Academic Staff Professional Identities & Organisational Culture

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Abstract

Purpose: This research assesses how academic staff professional identities (PI) & organisational culture (OC) impact Entrepreneurship Education delivery (EED) within Tourism programmes at UK Higher Education Institutions (HEIs). It specifically examines how PI typologies (work-based, student-based, self-based, skill-based) & OC types influence EED within tourism courses.

Study Design/Methodology/Approach: A quantitative method employs validated instruments: PI Questionnaire (Abu-Alruz & Khasawneh, 2013), OC Assessment Instrument (Cameron & Quinn, 1999) & EED Assessment Instrument (Ruskovaara & Pihkala, 2014). Reflecting the typical location of tourism programmes within Business Schools (Tribe, 2015; Airey *et al.*, 2015), data collection via online surveys will target academic staff in UK HEI Business Schools using census & convenience sampling. Analysis methods include descriptive statistics, reliability testing, correlation & multiple linear regression.

Results: Although empirical data has yet to be collected, a pilot study is scheduled for May 2025 involving 30-50 academics at one institution. Literature suggests significant positive correlations between PI & effective EED (Smith *et al.*, 2022), highlighting adhocracy & clan OCs as particularly conducive (Gorzelay *et al.*, 2021; Chege *et al.*, 2022).

Originality/Value: The study uniquely integrates PI & OC theories, offering insights to enhance EE practices within tourism education.

Keywords: Entrepreneurship Education, Professional identity, Organisational Culture, Higher Education

The Serial Mediating Role of Job Stress and Job Satisfaction in the Effect of Employer Brand on Turnover Intention

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Abstract

Purpose: This study investigated the serial mediating role of job stress and job satisfaction in the effect of employer brand on turnover intention.

Study Design/Methodology/Approach: The data was obtained from five different sample groups, namely tourism enterprises, food and beverage enterprises, banking enterprises, insurance enterprises and retail enterprises. Quantitative research methods and random sampling technique were applied in the research. The data were obtained from 398 people using the survey technique. Confirmatory factor analysis (CFA) used to investigate the suggested model and the discriminant validity of the measures prior to hypothesis testing. Following that, the effect of employer brand on turnover intention was tested by using the serial mediation role of job stress and job satisfaction with Process Macro.

Results: The findings from the data indicated that the strongest mediating effect of employer brand on turnover intention was through job stress. Job satisfaction is not directly related to turnover intention; therefore, the mediating effect was not found to be significant. The serial mediation path was not supported. The assumption that employer brand increases job satisfaction, which in turn decreases turnover intention was not confirmed.

Originality/Value: This study contributes to the literature on the link between employer brand and turnover intention by proposing job stress and job satisfaction as mediators.

Keywords: Employer Brand, Turnover Intention, Job Stress, Job Satisfaction, Serial Mediation

Bibliometric Analysis of Studies on Artificial Intelligence in Tourism

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Abstract

Purpose: The aim of this study is to provide a systematic perspective for future studies by evaluating the studies on artificial intelligence written in Turkish and published in the field of tourism in terms of research area, method used, research technique, research year, research type, number of authors, institution to which the author is affiliated, number of published journals and pages.

Study Design/Methodology/Approach: In order to obtain the data of the current study, the concepts of “tourism artificial intelligence”, “tourism ChatGPT”, “tourism metaverse”, “tourism 4.0”, “tourism robotization” were written in the search tab of Google Scholar on 23.01.2025 and studies written in Turkish language related to artificial intelligence in the field of tourism were scanned. As a result of this scan, 103 studies were accessed. Bibliometric analysis was performed. SPSS package program was used to analyze frequency and percentage values.

Results: Studies on artificial intelligence in the field of tourism, written in Turkish, are mostly prepared as articles with 1 or 2 authors, and researchers frequently use qualitative research methods. While studies on artificial intelligence began in 2018, the year in which researchers conducted the most research was 2023.

Originality/Value: It is important to see the quantitative trend of studies on artificial intelligence written in Turkish.

Keywords: Artificial Intelligence, Tourism, Bibliometric Analysis

Anticipated, Experienced and Remembered Utility: An Investigation from a Special - once in a lifetime – Event

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Abstract

Purpose: Understanding the profound impact of utility derived from special events on consumer well-being is crucial. This study addresses this gap by examining how instantaneous utility derived from a solar eclipse event on April 8, 2024, in the USA influences consumer well-being both directly and indirectly through overall event enjoyment and subsequent life domain benefits. Drawing on utility theory—which posits that consumers derive value from both immediate and cumulative benefits—this research investigates the multi-temporal dimensions of utility.

Study Design/Methodology/Approach: A sequential data collection process was employed, capturing utility derived before (anticipated [n=504]), during (experienced [n=378]), and after the event (remembered [n=334]) from the same US residents engaged with the solar eclipse in March and April 2024. The study utilized validated measures of activity enjoyment, need satisfaction, emotional reactions, and purchase-related well-being to assess the multifaceted utility experienced across these stages.

Results: The findings reveal that experienced utility significantly enhances consumer well-being through heightened event enjoyment compared to both anticipated and remembered utility. Furthermore, increased event enjoyment contributes to benefits across various life domains, which in turn bolsters overall consumer well-being. The mediating effects highlight the critical role of experienced utility in creating both immediate and enduring positive outcomes.

Originality/Value: This research advances the literature on consumer well-being by integrating utility theory with temporal distinctions in utility perception. By differentiating between anticipated, experienced, and remembered utility, the study provides novel insights into how once-in-a-lifetime events can generate both immediate and long-term benefits for consumers. These insights offer valuable implications for event organizers and marketers seeking to enhance customer experience and satisfaction.

Keywords: Utility, Consumer Well-Being, Event Enjoyment, Life Benefits, Solar Eclipse

Printing the Future: How Generations Taste the Tech Revolution

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Abstract

Purpose: This in-progress study investigates consumers' willingness to try 3D-printed food using the Stimulus-Organism-Response (S-O-R) theory. It examines how perceived healthiness and naturalness influence perceived risk and trust, moderated by generational differences. Addressing a gap in understanding the behavioral drivers behind adopting novel food technologies, this research offers insights for marketers and producers.

Study Design/Methodology/Approach: A quantitative approach utilizing a self-administered questionnaire with scales adapted from prior studies. Data will be analyzed using partial least squares structural equation modelling (PLS-SEM) in SmartPLS 4.0. Generational differences will be examined as moderators.

Results: Expected findings suggest that perceived healthiness enhances trust, boosting willingness to try 3D-printed food, whereas perceived naturalness may yield dual effects raising acceptance if seen as organic but sparking skepticism if deemed artificial.

Originality/Value: This study contributes to food technology literature by incorporating generational differences into the S-O-R model to explain 3D-printed food adoption.

Keywords: 3D-printed food, generational differences, perceived trust, perceived risk, consumer behavior, PLS-SEM, S-O-R framework

Biophilic Design and Sustainability: An Innovative Paradigma or Greenwashing

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Abstract

Purpose: Biophilic design has gained prominence in the hospitality industry as a sustainability-driven approach. However, concerns over its potential for greenwashing persist. This study aims to examine whether biophilic hotel designs genuinely contribute to sustainability or merely serve as a marketing strategy.

Study Design/Methodology/Approach: The study reviews existing literature on biophilic design and sustainability in the hospitality industry. It analyzes case studies of hotel implementations to assess whether biophilic design elements are integrated with sustainable practices or used primarily for aesthetic appeal. Additionally, the research applies greenwashing frameworks to evaluate the transparency and impact of sustainability claims in biophilic hotels.

Results: Findings indicate that while biophilic design offers significant benefits for well-being and environmental quality, many hotel implementations remain superficial. In numerous cases, nature-inspired aesthetics are prioritized over tangible ecological benefits such as energy efficiency, carbon reduction, and responsible resource management. This aligns with greenwashing concerns, particularly when sustainability claims lack transparency and regulatory oversight. However, when biophilic design is applied holistically—integrating biophilic principles with verifiable sustainability practices—it can contribute to meaningful environmental and social benefits.

Originality/Value: This study highlights the dual nature of biophilic design in the hospitality industry: while it holds potential as a sustainability innovation, its misuse can mislead consumers. By underscoring the importance of regulatory oversight and consumer awareness, this research contributes to the discourse on sustainable hospitality and greenwashing prevention. It provides insights for industry professionals, policymakers, and scholars seeking to distinguish genuine sustainability efforts from marketing-driven strategies.

Keywords: Biophilic Design, Greenwashing, Hospitality, Innovative, Sustainability

Does Personalization Help? Value Attitude Behavioral Model Approach in Budget Hotels

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Abstract

Purpose: Building on Value Attitude Behavioral Model, this study aims to investigate how consumption values impact behavioral intention through attitude and memorability.

Study Design/Methodology/Approach: PLS-SEM approach was chosen due to its ability to handling complex structural model and robust results with small sample sizes. Data was collected from an online crowdsourcing website Prolific.com, with providing a preliminary screening question. 264 over 271 surveys were included in the analysis.

Results: This study aims to explain the role of personalization and consumption values (Functional, hedonic, social, and financial values) on creating memorable experience, positive attitude, and intention in the budget hotel context. Among the five main proposed hypothesis, only social value and attitude, and social value and memorability relationships were insignificant.

Originality/Value: The findings strongly support that, functional value is not efficient under luxury context, where the prestige and social aspects are dominant. Likely, where the limited and tight budgets are the considerations, the social aspects become less important as functional and financial values become dominant. These findings reveal the need for extension of Value Attitude Behavioral Model, depending on the financial and economic status of the experience. On the other hand, the findings can be applied to small business operations, focusing on more functional and economic values rather than social value of the experience.

Keywords: Budget Hotels Social Value Consumption Values Memorability

Sustainable Tourism Revolution: Empowering Visionaries and Inspiring Global Change through integrating the SDGs into Curriculum Using AI-empowered tools

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Abstract

Purpose: This conceptual working paper aims to explore how tourism can be leveraged to promote and disseminate SDG awareness among students, and communities, turning them into sustainability ambassadors, and to incorporate SDG-focused education into tourism-related university courses, cultivating a new generation of sustainable tourism professionals. A global network of sustainability-conscious professionals can be created by embedding SDGs and sustainability principles into tourism academic programs using Gen AI tools like ChatGPT, Elicit and Consensus.

Study Design/Methodology/Approach: The study employs case studies of exemplary sustainable tourism showcasing effective integration of the Sustainable Development Goals (SDGs) into the curriculum. The analysis of tourism education curricula will help to evaluate how SDGs and AI tools can be used and integrated more effectively.

Results: The study has some expected outcomes such as a comprehensive framework for embedding SDGs and AI into tourism education, promoting sustainability; increased awareness among academics and students about sustainable development, leading to behavioral shifts towards responsible tourism and sustainability advocacy; enhanced cross-cultural dialogues that strengthen global commitment to sustainability through tourism and AI-driven educational tools; policy recommendations for integrating sustainability into tourism development, management strategies, and educational curricula.

Originality/Value: This multi-purpose paper highlights the rarely mentioned the role of Generative AI tools and the rapid advancements in AI in revolutionizing sustainable tourism by enhancing immersive experiences, optimizing sustainability strategies, and facilitating cross-cultural learning.

Keywords: AI Tools, Curriculum, Sustainability, SDGS, Sustainable Tourism

Examination of Smart City Mobile Applications: The Case of Istanbul Guide by Civitatis

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Abstract

Purpose: the aim of this study is to analyze the content of the smart tourism mobile application "Istanbul Guide by Civitatis," which has been launched to serve both visitors and local residents in Istanbul

Study Design/Methodology/Approach: This objective, a case study design, one of the qualitative research methods, was adopted. For data collection, document analysis, one of the qualitative data collection techniques, was utilized. The data obtained were subjected to content analysis.

Results: As a result of content analysis process, six main themes have been identified: *“information, getting to Istanbul, urban transportation and maps, restaurants and hotels, shopping and markets, and tourism attractions.”*

Originality/Value: Although a limited number of studies have examined smart city mobile applications, no research has yet been found that specifically explores the concept of smart city mobile applications within the context of Istanbul as a destination.

Keywords: Smart City, İstanbul, Mobile Applications, Istanbul Guide by Civitatis

Sanitizing Legacy Tourism: Sustainable Development Issues and their Policy Challenges

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Abstract

Purpose: Tourism and hospitality are two sectors, combined in this paper and labeled hospitourism (HT). The sector's pre-globalization image is now stained by issues which affect its sustainability. This paper aims to delineate key policy implications of the issues, in order to sanitize HT.

Study Design/Methodology/Approach: The paper is a theoretical exploratory inquiry. It used the evidence-based and narrative literature research techniques to answer three questions. One, what is the nexus between HT and sustainable development (SD)? Two, what issues stain the image of HT? Three, what are policy implications of the issues?

Results: This paper argues that globalization liberalized tourism. Thus, pre-globalization legacy tourism has been stained by issues which also undermine efforts by stakeholders to make HT sustainable. Post-globalization HT has witnessed the rise of adjectival tourism, which is tourism for every conceivable purpose, e.g., medical tourism, dark tourism, etc. The argument that legacy HT needs sanitizing is based on, one, the need to mitigate the negative externalities of HT on nature and the public. Safeguarding the public interest (health, safety, welfare, morals) is the essence of governance. Two is the need to optimize the benefits of sustainable HT. To sanitize HT, policies must require the sector to target five SD pillars. The paper proposed a nuanced model of sustainable HT with 5-E pillars, which are environment, economy, equity, engagement, enlightenment. The paper concludes that policies are required around the 5-E pillars, in order to sanitize the HT.

Originality/Value: The paper proposed a 5-E SD framework for policies that would lead to substantive actions by all stakeholders to sanitize the HT sector, make it sustainable and beneficial.

Keywords: Legacy Tourism; Hospitourism; Adjectival Tourism; 5-E Sustainability Pillars

Multicultural Stakeholders' Involvement in Sustainable Tourism Destination: Challenges and Opportunities

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¹ Independent

Abstract

Increasing international migration has been an enormous issue in destination management in recent decades. The immigrants' dissimilar cultural backgrounds raise challenges for the hosting countries, especially regarding communication, cooperation, and management. Tourism literature pays significant attention to the relationship between stakeholders, their involving role in tourism destinations and management. While the earlier studies highlighted the important role of stakeholders' collaboration in sustainability, considering six dimensions of Hofstede Model (power distance, uncertainty avoidance, individualism, masculinity, long-term orientation, and indulgence), they have left several unanswered questions that require empirical studies. What must be done to align multicultural stakeholders' activities toward sustainable tourism destinations? How can destination managers facilitate resilient performance among tourism stakeholders with different cultures? This paper aims to review existing literature on cultural diversity and develop a theoretical understanding of multicultural stakeholders' cooperation for sustainable tourism destinations. This study is currently ongoing and in progress.

Keywords: Cultural Diversity, Stakeholder, Sustainable Tourism Destination

Trends in Immersive Tourism Research: A Bibliometric Analysis of Emerging Themes and Conceptual Evolution

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Abstract

Purpose: This study maps the intellectual landscape of immersive tourism research through bibliometric analysis of keyword co-occurrence patterns to identify dominant themes, research connections, and emerging frontiers.

Study Design/Methodology/Approach: A bibliometric analysis was conducted on 164 Scopus-indexed articles (2015-2025) using VOSviewer to analyse keyword co-occurrence networks, centrality measures, and temporal evolution patterns. Keyword clustering and temporal overlay visualisation revealed thematic structures and evolutionary trajectories.

Results: Four distinct thematic clusters were identified: technological foundation (virtual reality), marketing frontier (tourism, destination), heritage dimension (cultural heritage, storytelling), and sustainability paradigm. The field has evolved from technology-centric (2015-2019) to experience-focused (2020-2022) to strategic application research (2022-2025). The "metaverse" emerged as the keyword with the highest burst strength, signalling new research directions.

Originality/Value: This analysis provides the first comprehensive mapping of immersive tourism's conceptual landscape, identifies emerging research frontiers, and introduces the Immersive Tourism Research Integration Model (ITRIM) to guide future research and practice.

Keywords: Immersive Tourism, Bibliometric Analysis, Virtual Reality, Metaverse, Tourism Futures

Enhancing the Street Food Experience: Introducing Baklava as an-International Sweet on Thailand's Street Food

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Abstract

Purpose: This study examines the feasibility of integrating baklava, a traditional Turkish dessert, into Thailand's street food landscape. By evaluating Thai consumers' sensory perceptions, the research aims to identify critical factors influencing the acceptance of international desserts in local culinary contexts.

Study Design/Methodology/Approach: A mixed-methods research design was adopted, incorporating a quantitative sensory evaluation survey and qualitative semi-structured interviews. Fifty students from the Culinary Arts and Hospitality Management program at Maharakham University participated in sensory assessments of baklava, evaluating its color, aroma, texture, taste, and overall satisfaction. Quantitative data were analyzed using statistical methods, while qualitative responses underwent thematic analysis.

Results: Participants demonstrated high levels of satisfaction with baklava's color, aroma, and taste. However, concerns were noted regarding its excessive sweetness and textural inconsistencies, with some perceiving it as greasy or dry. Qualitative findings indicated that reducing sweetness levels and enhancing freshness could improve consumer acceptance. Additionally, pairing baklava with complementary beverages, such as tea, was suggested to enhance its appeal.

Originality/Value: This study offers valuable insights into the integration of international desserts within local street food markets. By aligning baklava with Thai consumer preferences, street food vendors and culinary professionals can expand offerings and enrich the street food experience. The findings contribute to broader discussions on global food adaptation and consumer-driven culinary innovation.

Keywords: Street Food experience, International Dessert, Sensory Evaluation, Consumer Satisfaction

Exploring Root Vegetable-Derived Nitrate as a Natural Alternative in Ham Products

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Abstract

Purpose: The modern food industry increasingly focuses on developing health-conscious products to meet the rising demand for safe and sustainable food choices. Processed meat products like ham often contain synthetic nitrate as a preservative and color stabilizer. However, excessive consumption of synthetic nitrate has raised health concerns. This study investigates the potential of root vegetable-derived nitrate as a natural alternative in pork ham production.

Study Design/Methodology/Approach: The research involved analyzing nitrate content in three root vegetables: yam (*Dioscorea alata* L.), cassava (*Manihot esculenta* (L.) Crantz), and taro (*Colocasia esculenta* (L.) Schott), to identify the most suitable source for application in ham production. The study then developed a ham formulation using vegetable-derived nitrate and compared it with conventional formulations containing synthetic nitrate regarding physicochemical and sensory properties.

Results: Results showed that yam contained the highest nitrate levels and could effectively replace synthetic nitrate in ham production without significant differences in consumer preference ($p \leq 0.05$), though it did impact product color.

Originality/Value: These findings highlight the potential of root vegetables as a natural source of nitrate in processed meat, aligning with the growing trend of wellness gastronomy, which emphasizes natural ingredients and sustainable food processing. The insights gained from this research can be applied in the development of health-focused culinary offerings within the tourism industry.

Keywords: Root Vegetable Nitrate, Ham, Natural Preservative, Food Tourism, Sustainability

The Ability to Gastronomy Tourism Activities of Lam Pao Dam, Kalasin Province and Impact on Tourists' Loyalty in the Online Platform

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Abstract

The study aimed to analyze the management of food tourism activities, tourist aesthetics, and marketing communication at Lam Pao Dam, Kalasin Province. Data was gathered through a questionnaire from 123 Thai tourists who had visited the area during 2023-2024. Analysis was conducted using the G*Power 3.1 software, employing percentages, means, standard deviations, Pearson's product momentum, and multiple regression analysis. Results indicated that tourists rated aesthetics highest (\bar{x} = 4.21, SD = 0.59), followed by marketing communication (\bar{x} = 4.04, SD = 0.67), and management of food tourism activities (\bar{x} = 3.95, SD = 0.65). Independent variables influencing Thai tourists' loyalty online at Lam Pao Dam, Kalasin Province, were also rated high (\bar{x} = 4.08, SD = 0.76) at a significance level of 0.05. The findings can enhance comprehension of factors impacting tourist loyalty online, facilitating the creation of more engaging experiences, and leading to positive reviews and recommendations. This study has the potential to elevate Lam Pao Dam and Kalasin Province as captivating destinations in the food tourism sector, attracting both local and international tourists. Increased interest and tourist influx can boost revenue for local communities through tourism expenditures, supporting local enterprises.

Keywords: Gastronomy Tourism Management Capability, Marketing Communication, Tourist Loyalty, Lam Pao Dam, Kalasin Province.

Understanding the Impact of Social Media Technology and Social CRM on Customer Loyalty: An Empirical Study of Luxury Hotels in Thailand

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Abstract

The rapid proliferation of communication technologies has reshaped business dynamics in the hospitality sector, where customer interactions are central to competitive success.

Purpose: This study examines (1) the determinants of customer loyalty in Thailand's luxury hotels and (2) the mediating role of customer engagement between technology-driven strategies and loyalty outcomes.

Study Design/Methodology/Approach: Employing a quantitative methodology, data were collected via an online questionnaire from 265 customers of Thai luxury hotels. Descriptive statistics and path analysis were utilized to evaluate the relationships among social media technology (SMT), social customer relationship management (Social CRM), customer engagement, and loyalty.

Results: Findings reveal that both SMT and Social CRM exert significant positive effects on customer loyalty, with customer engagement serving as a partial mediator. This underscores the interplay of technological tools and relational strategies in fostering enduring customer relationships.

Originality/Value: The study's originality lies in its focus on Thailand's luxury hospitality sector an under-researched context and its empirical validation of the synergistic role of SMT and Social CRM in enhancing service outcomes. By bridging theoretical gaps in technology-mediated engagement, this research offers novel insights into how luxury hotels can strategically integrate digital platforms with CRM practices to cultivate loyalty. Practical implications emphasize the need for targeted communication strategies that leverage these technologies to strengthen customer connections, thereby securing a sustainable market advantage.

Keywords: Social Media Technology, Social Customer Relationship Management, Customer Engagement, Customer Loyalty

Hotel Managers' Assessment of Destination Disaster Management: A Comparative Analysis of United States and Türkiye

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Abstract

Purpose: This research investigates hotel managers' assessment of the importance and performance of destination level activities concerning business level disaster preparedness and destination level disaster response and recovery. Expectation (dis)confirmation theory provides the theoretical lens for utilizing an importance and performance approach.

Study Design/Methodology/Approach: The study employs a questionnaire survey to collect data from hotel managers in two countries, the United States and Türkiye. Hotel managers are asked to consider the importance and performance of destination level disaster management activities. The study uses descriptive statistics, exploratory factor analysis, independent samples test. Importance-performance scatter plot is used to visually compare results in two countries.

Results: Not surprisingly hotel managers assess the aspects of disaster management as important, however these attributes of practice do not always translate to perceived performance. Broadly, hotel managers in both countries assess efforts by the destinations in preparedness, response, recovery as important, but they differ in their evaluation of the destination's performance in delivering on these critical activities. These varying results from hotel managers may stem from differing expectations regarding governmental support or the specific nature of the disasters typically encountered in each destination.

Originality/Value: This research is valuable to researchers, practitioners, and policymakers seeking to understand the expectations of private firms that are also public facing, such as hotels, regarding the support they receive from destination organizations in disaster management specifically in terms of response, recovery, and business preparedness for natural disasters. Furthermore, it explores how firms perceive the support provided by destination management organizations in two distinctly different tourism environments.

Keywords: Disaster Management, Business Disaster Preparedness, Destination Response And Recovery, Hotels, Tourism

The Legal Regulative for Rural Tourism Development in Macedonia

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Abstract

Purpose: Giving a brief approach on law regulative about rural tourism in Macedonia, comparing to neighboring countries, and European experiences in performing successful rural tourism.

Study Design/Methodology/Approach: The paper aims to bring closer law regulative provisions about tourism and hospitality related to rural tourism using different methods, such as legal analysis, statistical method and logical connection of all that in one whole.

Results: Increasing impact at rural tourism development in Macedonia, in places which are healthy, good and beautiful and in places which are warm and with positive energy. All that shows that tourism is one of the main possibilities for Macedonian economy development, especially rural tourism, because Macedonia has great potential for that type of tourism.

Originality/Value: Originality of the paper shows that all of data in the paper are author's own research and analytics, using official state statistics. Value of the paper is visible because of the importance of tourism development and different ways of gaining that, which is aim of all stakeholders in the state.

Keywords: Law, Regulative, Rural tourism, Development, Macedonia

Sustainability, Environment and Corporate Social Responsibility Practices of Airline Catering Companies: Website Content Analysis

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Abstract

Purpose: This study aims to explore the sustainability, environmental, and corporate social responsibility approaches and initiatives of international airline catering companies.

Study Design/Methodology/Approach: The study adopts a qualitative research design, specifically a descriptive case study approach. Content analysis was conducted by examining the official websites of airline catering companies.

Results: The official websites of 64 out of 72 airline catering companies were accessed. Within this scope, content was described under three categories: sustainability, environmental responsibility, and corporate social responsibility. These categories were further coded into four subcategories: "environmental responsibility," "community responsibility," "employee welfare & ethical practices," and "sustainability & innovation." The approaches and activities adopted by the airline catering companies were revealed.

Originality/Value: The evaluation of the overall efforts of international airline catering companies is highly valuable for understanding the dynamics of the industry. Moreover, the lack of studies in the literature on this topic increases the significance of this research, while making the companies' initiatives in these areas more visible.

Keywords: Catering, Airline Catering Company, Sustainability, Environment, Corporate Social Responsibility

Examining the Influence of Social Media Influencers on Consumer Purchase Decisions: A Case Study of Packaged Holidays in London

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Abstract

Digitalization has transformed business operations, enhancing customer engagement, marketing strategies, and operational efficiency. A key benefit is the ability to reach end-consumers more effectively through targeted advertising and social media interactions. Modern marketing leverages digital tools, emphasizing a customer-centric approach with data-driven insights. Influencer marketing has gained prominence as brands collaborate with individuals who possess substantial social media followings to build trust and promote products.

Purpose: The purpose of this study is to investigate how social media influences impact on consumer purchase decisions, with a particular focus on packaged holiday bookings in London. This study seeks to examine how the characteristics of influencers influence consumers' choices when selecting travel destinations promoted through influencer advertising.

Study Design/Methodology/Approach: This study tested the hypothesized model in the context of social media influences. Influencer marketing is rampant on three social media platforms: YouTube, Facebook and Instagram. This study will follow a quantitative method. And primary data is collected through face-to-face survey distributed to individuals who attended the Library of London. Research methods conducted through structured questionnaire. The researchers tried to provide a more comprehensive understanding of the research problem.

Originality/Value: This research provides better reach and attracts their audiences by executing successful SMI marketing campaigns in the future and sustaining their success. It also helps SMI's better understand a successful campaign process when advertising destination in the tourism industry. Finally, the paper would gain from a more critical reflection on potential biases and limitations of influencer-driven research, as well as a brief discussion on the implications for tourism marketing policy and ethical influencer-brand partnerships. These additions would significantly enhance the paper's academic rigor and practical value. The research can also be published as a research paper in peer-reviewed journals, thereby enhancing future academic and career prospects.

Keywords: Digital Influencers, Marketing, Purchase Decisions, Influencer Marketing in Tourism, Social Media, Travel, Customer Decision Journey, Attributes, Customer's Behaviors

Does Community Recognition (CR) Vital in Improving Sustainable Tourism Development (STD)? Evidence from East African, Kenya.

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Abstract

Purpose: This paper provides insights and recommendations for policymakers, community leaders, and stakeholders on enhancing Sustainable Tourism Development (STD) through effective community participation and recognition. Kenya, with its diverse cultures, landscapes, and ecosystems, holds a vast potential for tourism-driven growth but faces challenges such as low local incomes, limited awareness, high tourism costs, inadequate promotion, environmental degradation, and social inequality. Achieving sustainable tourism in East Africa therefore requires innovative policies that integrate cultural democracy and inclusive development.

Methodology/approach: This research is based on qualitative approach; semi-structured and in-depth questions were prepared to address the main topic.

Findings: The findings indicates that if the local communities are recognized and involved in the process of decision making, it will impact STD positively.

Limitation: Kenya's geographical diversity posed practical challenges in studying multiple regions within a limited timeframe.

Originality/value: This contributes to the field of STD by addressing the unique role of community recognition and participation in Kenya.

Practical Limitations: Kenya is geologically diverse country, studying multiple regions in a short period of time within one project was quite challenging.

Social Implications: community recognition directly influences social empowerment, equity, cooperation, and sustainable behavior, enabling the locals to feel a sense of belonging.

Keywords: Kenya, sustainable development, recognition, communities, participation.

Ecological or Economical? Assessing the Environmental Goals of Major Hotel Chains

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Abstract

Purpose: This research designed to explore whether chain hotels establish their net zero goals primarily due to environmental considerations or for financial benefits. Furthermore, it aims to highlight that these hotels typically focus solely on scope 1 and scope 2 emissions, neglecting factors such as travel and embodied carbon. The study also aims to evaluate the effectiveness of chain hotels in achieving their net zero commitments in comparison to other types of hotels. Ultimately, the research examines the viability of the net-zero objective within the hotel sector.

Study Design/Methodology/Approach: In this study, the document analysis, a qualitative research method was used. In order to examine the progress made by chain hotels on the journey towards sustainability and the measures they have taken, hotel brand web pages and the reports published by these hotels were analyzed. Furthermore, organizations including the Sustainable Hospitality Alliance, the World Travel and Tourism Council, and the World Green Building Council were referenced, and the data were analyzed comparatively. In addition, major hotel chains' environmental commitment mottos were also analyzed through their web pages

Results: According to the results of this research, although hotels appear to adhering to the net zero targets, it is inferred that “hidden” economic concerns are the basis for their adherence to these programs. In addition, it is not surprising that chain hotels are in a more advantageous position than small-scale hotels due to their proprietary systems. Nonetheless, motivating a substantial number of individuals to take action for environmental reasons, even when driven by economic factors, represents the lesser of two evils.

Originality/Value: The study presents a new discourse in terms of questioning the sincerity of green practices and net zero goals in chain hotels. The research provides up-to-date data on the net zero targets of hotels, shedding light on the considerable developments in the last 5 years.

Keywords: Net-Zero, Chain Hotels, Green Hotels, Eco-Tourism, Carbon Emissions, Sustainable Tourism

Evaluation of Food Waste in Catering in Terms of Sustainability: Example of a Catering Company

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Abstract

Purpose: The aim of this study is to examine the food waste management and reduction processes at a catering company in Istanbul, offering recommendations for advancing sustainability practices in the food and beverage sector.

Study design/methodology/approach: A case study method, focusing on a catering company, was conducted to evaluate food wastes within this sector. This study was conducted by interviewing middle and senior level managers working in the factory of a ready-to-eat food company, which is among a big catering companies in Turkey in terms of production capacity, operating on the Anatolian side of Istanbul and producing meals approximately for 40,000 people per day for 750 kitchens, and in the kitchens affiliated to this factory. The questions asked during the interview aimed to reveal which issues were taken into consideration and which actions were taken in the food waste disclosure and management processes.

Results: The findings, derived from participants' responses, are presented under five thematic titles and twelve sub-themes, detailing the types and causes of food waste observed in the studied catering business.

Originality/value: 14% of edible foods become waste before reaching consumers. With millions globally struggling against hunger, the necessity to reduce this waste has become increasingly significant. Efforts are also being made to reduce food waste to foster economic growth. One of the leading sectors with high food wastage is the food and beverage industry. This study holds original value because it covers the topic of sustainable management and reduction of food waste in the food and beverage industry.

Keywords Food factory, Sustainability, Food waste, Waste management

Factors Influencing the Adoption of Artificial Intelligence in Hospitality and Tourism Higher Education: The Student Perspective

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Abstract

Purpose: The study aims to identify the factors influencing the adoption of artificial intelligence (AI) in higher education, focusing on hospitality and tourism studies. Additionally, the study aims to investigate the impact of risk factors on students' willingness to adopt such technologies within their educational environment.

Study Design/Methodology/Approach: The study will be grounded on the UTAUT2 model, with an extension to include both positive and risk-related factors and barriers such as personal innovativeness, an improvement in students' academic performance, perceived privacy risk, information accuracy, usage barrier, experience barrier, and complexity, and integration into AI applications. Data will be gathered from Turkish College students who study tourism and hospitality programs. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) will be used to test the model.

Results: In progress

Originality/Value: This study will focus on the negative consequences that could influence behavioral intentions regarding AI use in higher education. It is also one of the first studies to investigate key factors influencing students' intentions to use AI technologies in higher education.

Keywords: Artificial Intelligence, Higher Education, Hospitality and Tourism

A Comparative Study of Turkish Universities with Gastronomy Programs in UI GreenMetric Lists

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Abstract

Purpose: Universities, being the centers of innovation and knowledge, have a crucial role in creating awareness about sustainability matters for our planet. The UI GreenMetric World University Rankings, launched by Universitas Indonesia in 2010, is a globally recognized assessment platform for measuring the policies, practices and performance of universities in environmental sustainability. UI GreenMetric current criteria assess university performance in six categories: Environment and Infrastructure (SI), Energy and Climate Change (EC), Waste (WS), Water (WR), Transportation (TR) and Education and Research (ED). The main objective of this study is to examine the percentage increase of participation of Turkish universities per year and their comparison by university population and campus area. Another scope will be the sustainability performance of universities in Turkey with Gastronomy and Culinary Arts undergraduate and post-graduate programs in the Education and Research (ED) category according to the UI GreenMetric ranking system, to analyze current practices in this field and to reveal potential for development.

Study Design/Methodology/Approach: During the data collection process, open access information on the subheadings of the relevant universities in the ED category was systematically examined by taking into account the latest data from the UI GreenMetric official website. These headings include criteria such as the number of sustainability-themed courses, Web of Science (WoS), international multidisciplinary database, publications, university-run sustainability websites, and sustainability-themed awareness activities.

Results: The data were evaluated using the content analysis method and a comparative framework was created for each university based on qualitative indicators. In addition, field-based evaluations were made by taking into account the practices, teaching programs and research outputs that stand out in the context of sustainability in the field of Gastronomy and Culinary Arts. The study determined both the similarities and differences between universities and the extent to which the sustainability perspective was adopted in the Gastronomy discipline.

Originality/Value: In this study, the fact that Turkish universities with Gastronomy and Culinary Arts disciplines were examined in the Education and Research (ED) category of the UI GreenMetric ranking allowed the scope of the research to focus on a specific area. This situation allowed the study to provide an in-depth and focused perspective. In the evaluations made in the field of Gastronomy, the fact that the researcher was receiving education in this field and had academic sensitivity regarding sustainability strengthened the interpretive aspect of the study.

Keywords: UI GreenMetric, Sustainability, Education and Research, Gastronomy and Culinary Arts