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ABSTRACT BOOK

In alphabetical order according to the last name of the first author

How artificial intelligence and eWoM can drive sustainable hospitality

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Sustainability is a worldwide trend in the hospitality industry. To facilitate sustainable behavior, it is necessary to understand how it relates to customer satisfaction, how sustainability communication affects customer awareness, and eventually how it translates into a return on investment for hospitality decision-makers. This study explores how AI can leverage online reviews to understand customer perceptions of sustainability in hotels. By analyzing customer sentiment and awareness, we aim to identify strategies that encourage sustainable behavior and improve ROI for hospitality businesses.

Key words: eWoM, artificial intelligence, user-generated content, green practices, hospitality industry.

Notes:

The impact factor of influencers: Modelling a new indicator for the tourism sector

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Social media and influencers play a key role in inspiring and shaping tourist decisions. Influencer marketing is a dominant force in social media marketing (Vrontis et al., 2021). Campaign success is often measured by views, reach, and engagement. This study proposes a new model using network analysis to assess influence. An algorithm-based impact factor scores individuals by credibility (authority) and visibility (hubness). Our work maps influence networks, evaluates relationship quality, and identifies top influencers for digital marketing.

Key words: influence marketing, impact factor, perceived credibility, visibility, analysis techniques, network analysis

Notes:

The potential of entropy as a construct in tourism and tourism futures: Embracing dynamism and uncertainty

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Tourism systems are increasingly shaped by dynamic and often unpredictable forces. Many recent academic discussion such as overtourism, climate change, political instability, social sustainability concerns, or rapid technological advancements are impacted by dynamics and uncertainties. Static approaches struggle to address the growing complexity and volatility of these factors.

Entropy, a concept rooted in thermodynamics and information theory, provides a novel lens to examine disorder, uncertainty, and systemic resilience within tourism. By conceptualizing entropy in tourism, we can better understand how destinations, businesses, and travellers navigate disruption, adapt to changing conditions, and maintain equilibrium in a high-uncertainty environment.

This perspective is particularly relevant as tourism futures research seeks to move beyond static models toward more adaptive, self-organizing, and resilient systems. Integrating entropy into tourism studies offers fresh insights into sustainable development, crisis management, and strategic forecasting, fostering a more robust and forward-thinking approach to managing tourism in an era of accelerating change.

Key words: tourism research, tourism Futures, entropy, dynamism, uncertainty

Notes:

Destination marketing for a culinary niche: tea and tea tourism on islands

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As tourist destinations, islands are best known for beaches and nature, leisure tourism, and as attractive stopovers for cruise ships, but rarely but rarely for tea as an attraction. This is why the niche of culinary tourism, in particular tea tourism on islands, will be explored by analysing four case studies that take a tea-based approach to island tourism. The study also compares the differences and similarities between two islands in the Indian Ocean and two islands in a wider European perspective. Based on a survey of tea entrepreneurs and tourism representatives on the four islands, the result is a holistic vision of niche culinary tourism, in particular tea tourism on the islands. The cultural heritage and local entrepreneurial spirit illustrate the great potential for tourism revenue, the sale of tea and tea-related products products, as well as guided tours and accommodation on tea estates, for example in plantations, for example in renovated tea factories. In this way, the positioning of tea tourism and the impact on island destinations as a whole, will be determined.

Key words: culinary, niche, tourism, tea, island, leisure

Notes:

The changing of mountain tourism and how it influences the alpine huts management, especially on food waste. A classification of alpine huts and its implications for tourism management

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Mountain tourism is significantly increased in European Alpine huts during the last decade causing environmental and managerial challenges. This study wants to analyse how the evolution of mountain tourism impacts management of the different type of alpine huts, in particular it focuses on food waste, by examining how tourists' awareness and behaviours changes in these specific contexts.

Key words: mountain tourism, sustainability tourism management, tourists' behaviour, food waste

Notes:

Can self-selected real-time feedback reduce shower duration? A field experiment

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In this study we developed new theory-based behaviour change interventions to reduce shower time in hotels. In a survey experiment, we manipulated the feasibility of sand timers [low feasibility (1 3 5 minutes) vs high feasibility (3 5 7 minutes)], and type of message (no message vs belief message vs positive anthropomorphism vs negative anthropomorphism). The condition combining high feasibility timer with negative anthropomorphism passed the manipulation check and significantly increased water-saving intentions. We will further test the effectiveness of the interventions in the field.

Key words: water saving, self-selected framing, environmental message, anthropomorphism, field experiment

Notes:

Tourism and economic development: Evidence from Switzerland

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Tourism development is closely linked to economic growth. However, in mature markets like Switzerland, tourism has a relatively low productivity. Additionally, the reciprocal relationship between tourism and economic development makes it unclear how a destination would have evolved without tourism. We address this by constructing an index of Swiss destinations' original tourism attractiveness with natural language processing (NLP) of historical sources. We then link this index with comprehensive employment and wage data to estimate tourism's impact on Switzerland's local economic development.

Key words: economic development, Switzerland, tourism-led growth hypothesis, economic history

Notes:

Business success of hospitality and tourism SMEs in Ho Chi Minh City, Vietnam: The role of competitiveness, destination image, government support and customer satisfaction

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In developing countries, the role of small and medium enterprises in the economy is increasingly important, especially in the hospitality and tourism. The purpose of this study is to investigate the impact of destination image, government support, customer satisfaction, and competitiveness on business success. The study uses a quantitative approach to the population of Small and Medium size Enterprises in the Hospitality & Tourism owned by entrepreneurs in Ho Chi Minh City. The sampling technique used is convenience sampling, and 285 responses were collected from the respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS), with the destination image factor assessed using a higher-order model. The findings of this study show that destination image, government support, customer satisfaction, and competitiveness have direct and positive impacts on business success, and competitiveness plays a complementary mediator role in the relationship between external factors and organizational success. Therefore, stakeholders such as the government and SME leaders have suggested some solutions to improve their success.

Key words: Business success, SME, hospitality and tourism, Ho Chi Minh City

Notes:

Embedding sustainable food systems in a food entrepreneurship module in the context of food tourism

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Food and tourism play a major part in the contemporary experience economy. Food is a key part of all cultures, a major element of global intangible heritage and an increasingly important attraction for tourists. This paper proposes to embed a sustainable food system in a food entrepreneurship module. The food entrepreneurship module offered in year 4 of the BA in Culinary Arts aims to equip students with the skills to start food businesses. Food tourism can contribute to local development and revitalize the economy and can contribute to branding the destination. The proposal is to investigate how to embed knowledge of sustainable food systems in the curriculum of the food entrepreneurship module with a view to best preparing students to start food businesses and contribute to sustainable food tourism.

Key words: Food, tourism, entrepreneurship, system, sustainability, education

Notes:

Overtourism in mountainous destinations: A scoping study on definitions, drivers, effects, and policy implications

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Mountainous regions are unique destinations featuring specific tourism characteristics. Overtourism might manifest differently there than in urban or coastal regions. Therefore, we chart findings on definitions, drivers, effects, and policy implications of overtourism in mountainous destinations from existing literature via a scoping review and structure our findings leaning on an existing conceptual model of overtourism.

Key words: overcrowding, sustainability, ecosystem services, outdoor activities

Notes:

Sweet incentives: Reducing platewaste with enjoyment-based interventions

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Food waste contributes to carbon emissions, with plate-waste being preventable. This study tests two enjoyment-based interventions to reduce plate waste in hotel buffets. "Sweet Delight" offers a chance to win a decadent dessert for eating up, while "Flipper" provides a game token. Our survey study found "Sweet Delight" increased enthusiasm to eat up but not intentions, while "Flipper" increased intentions but not enthusiasm. Our field study showed "Sweet Delight" significantly reduced plate waste at dinner. Enjoyment-based incentives can effectively reduce plate waste at a low monetary cost.

Key words: food waste, plate waste, behaviour change, incentive, climate change, sustainability

Notes:

From snow-curious explorers to die-hard snow devotees: Segmenting winter sport tourists.

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This study aims to segment winter sport tourists based on involvement variables and create winter sport personas characterised by additional descriptor variables in rooted socio-economics and behavioural variables. This study employed a quantitative research paradigm using cross-sectional data derived from an online Survey (n=2,500). Using the four stages of Involvement of the psychological continuum model, four distinct involvement segments were created and tested with various descriptor variables using a multinomial probit regression.

Key words: Snow tourism, outdoor sports, buyer personas, consumer profiles

Notes:

Tourism system transformation: Tourism between worlds

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It is widely recognised that global and national/regional tourism systems must be transformed to address unprecedented risks including climate change, resource depletion and overtourism. Following the COVID rebound many destinations are again facing the downsides of tourism growth including housing crises, congestion and pressure on public infrastructure and services. At the same time, new technologies are rapidly reshaping tourism supply and demand; both the design and delivery of tourism products and experiences (supply) and how people engage with tourism (demand). Mobile platforms are redefining the boundaries of tourism, drawing long established and largely unquestioned assumptions about the spatial and temporal dimensions of tourism into deep question. Rapidly advancing virtual, mixed, and augmented reality and mobile telepresence technologies have an important part to play in the transformation of tourism systems. These technologies now make possible the blending of physical and digital experiences in ways that until recently were unimaginable. In this paper we critique the previously (largely) unquestioned tenants of tourism systems theory and explore how mobile technologies may redefine tourism and visitor experiences of place. In reconceptualising tourism between the physical and virtual worlds, we present an alternative theoretical formulation of the tourism system which we discuss in reference to Aotearoa New Zealand.

Key words: Tourism systems theory, technology, virtual reality, telepresence, visitor experience, Aotearoa New Zealand.

Notes:

**Shaping residents' perspectives on tourism development:
The relationship of attitude, intention of support,
and destination governance**

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This study explores the role of destination governance in shaping residents' support for tourism development in post-pandemic context. Using exploratory sequential mixed methods approach, we conducted stakeholder meetings to understand the dynamics of a tourism destination that suffered overtourism, revealing the importance of governance. This informed the development of an attitude-support-governance model to be tested empirically through a survey among residents. Quantitative data will be analysed through cluster and regression analyses.

Key words: residents, attitude, intention of support, destination governance

Notes:

The economics of service robots in hospitality companies

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The paper develops a conceptual framework for the economic aspects of service robots in hospitality companies that includes several key components: task automatability by service robots; effects of service robots on back-of-house and front-of-house operations; impacts of service robots on jobs; the effects of service robots on key performance metrics, and the external and internal influencing factors. The contribution of this paper is the elaboration of a conceptual framework for the economic aspects of service robots in hospitality companies.

Key words: economics, service robots, hospitality, task automation

Notes:

Living Labs as a tool for tourism research (work in progress).

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This paper examines the application of Living Labs (LLs) as a research tool in tourism. It explores how the inherent characteristics of LLs—stakeholder engagement, innovation, co-creation, and real-life settings—can facilitate effective communication and support bottom-up research approaches. Additionally, the paper analyses the practical issues and challenges encountered through a specific case study of LL implementation in Bulgaria and Romania.

Key words: Living Lab, Cultural and Creative Tourism, Stakeholder engagement, Tourism research

Notes:

How does technology expand tourism?

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Tourism has been defined based on movement from one place to another place. And it is often assumed that this movement should be physical movement. However, during the pandemic, there has been debate whether movement using new technology such as Metaverse, VR and AR should be included in tourism, or it is rather an enemy of tourism. This study intends to discuss this issue, and expert interview is being conducted using grounded theory approach.

Key words: Tourism, Definition of Tourism, Metaverse, AR, VR, Technology

Notes:

Transformation of the tourism system and the rise of destination-based travel businesses — An exploratory analysis based on travel industry data in Japan (2015–2024).

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This study aims to redefine tourism systems theory by examining the transformation of Japan's tourism structure between 2015 and 2024. Through exploratory analysis of national registry data, it identified 2017–2018 as a key transition period marked by a shift from outbound-led models to destination-based business ecosystems. Locally embedded actors such as DMCs have emerged as core components. These findings offer new insight into decentralised, innovation-driven tourism systems shaped by regional policy and digital disintermediation.

Key words: tourism system, tourism business ecosystem, destination-based travel business, tour operators

Notes:

When heritage resources become insignificant: Rethinking visitor satisfaction in cultural heritage destinations

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Visitor satisfaction in cultural heritage destinations is a multidimensional concept shaped by an interplay of affective and cognitive processes involving tangible and intangible satisfiers. The study adopts the Value-Percept Theory and Performance-only approach to explore the role of these satisfiers in overall visitor satisfaction with a stay in a heritage destination in Czechia. Using a Generalised Linear Model (GLM) with a logit link function, the results reveal that intangible satisfiers with destination uniqueness as the strongest satisfier play a more crucial role than tangible ones, with cultural and historical sites as well as museums being insignificant. The finding indicates that the emotional perceived value is more important than the physical environment, as heritage resources serve as scenery rather than a significant satisfaction determinant. These findings suggest that visitor satisfaction at a destination level is linked to personal values of overall experiences rather than whether heritage elements meet visitors' expectations and the degree to which these are met.

Key words: tourism destination, heritage, visitor satisfaction, perceived value

Notes:

12 years of ADM consensus: What did we learn?

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With colleagues, we have been organizing the Advances in Destination Management biennially since 2012. The result of these conferences has always a consensus (the result of a discussion that is accepted by most or all participants) on important developments in destination management and marketing (published in JDMM; the last one from 2024 has just been published). In 2025, there are now 5 Consensus, which in their entirety reveal a longer-term development around this topic. I am trying to distil these developments, but also the highlights and low points of these various consensus with the help of Chat GPR 4.o Plus and will present the first results and associated considerations.

Key words: destination management, destination marketing, DMO, consensus, synthesis

Notes:

University partnership badges as a driver of sustainability implementation in hotels

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Hotel sustainability, guest behavior change, and industry-academic collaborations have been explored, but university partnerships in sustainability remain underexamined. This study explores how affiliations with universities signal hotels' sustainability commitments. Using signalling and social identity theory, findings show university partnership badges influence tourist perceptions and hotel behavior. Manager interviews reveal interest in partnerships but varied views on badge display. This research advances understanding of how collaborations enhance sustainability efforts and perceptions.

Key words: hotel sustainability partnership, academia industry partnership, sustainability badge

Notes:

Gazing in naturist camps: Tourists' gaze tensions leading to tourist-tourist conflicting land-use

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This study explores the overlooked area of tourist-tourist interactions, focusing on the 'intra-tourist gaze'—how tourists perceive and influence each other. Using a European naturist camp as a case study, it examines how behaviors, mutual observation, and tensions contribute to tourist experiences and land-use conflicts. Analyzing 410 TripAdvisor and Google reviews, the research aims to enhance understanding of these dynamics and their implications for destination management.

Key words: tourist gaze, nudism, naturism, conflicting land-use

Notes:

Serendipity-driven innovation: A transdisciplinary collaboration in tourism, hospitality, and agriculture in Graubünden

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This study explores how a transdisciplinary approach fosters serendipity, driving sustainability in tourism, hospitality, and agriculture in Graubünden, Switzerland. A real-time longitudinal case study identifies three key challenges when it comes to social practices at the agriculture-tourism interface: (1) inefficient whole-animal utilization, (2) fragmented supply chain, and (3) seasonal variability. Serendipitous interactions catalysed innovative solutions, including nose-to-tail practices, a B2B platform, and digital storytelling. Findings hone one to the role of serendipity in bringing forth innovation and ultimately accelerates sustainability transitions, allowing us to detail the innovative solutions and discuss these via social practice theory.

Key words: serendipity, transdisciplinary, social practice theory, tourism, agriculture, sustainability innovation

Notes:

The relationship between employees, robots and AI within the hospitality industry

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Surprisingly there is a bit of discrepancy between the fact that the hospitality operators are encountering difficulty to find and recruit suitable and appropriate employees for their operation, however on the other hand there is a slow response to the introduction of robots and AI into the operation of the industry. One explores whether the hospitality owners are aware of any potential from such technology or whether there are other salient issues which might need to be studied and worked upon. In this study one attempts to seek whether Robots and AI enable the hospitality industry to add value to its patrons and whether Employees, Robots and AI are compatible within an environment of hospitality.

Key words: employees, robots, AI, hospitality industry, innovation and change

Notes:

Lifting up: Economic impacts of climate adaptation strategies in the Swiss cable car industry

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This study analyses how Swiss cable car companies adapt to climate change based on a 2024 survey. Six adaptation categories were identified, ranging from snow reliability to sustainability. A regression analysis shows that technical snowmaking, renewable energy use, and summer offers such as toboggan runs are positively linked to turnover. Strategic partnerships and sustainability certifications also contribute positively. In contrast, winter events have a negative impact due to high costs and low returns. The findings underscore the importance of targeted, efficient, and sustainable strategies to secure long-term economic success.

Key words: climate change adaptation, cable car industry, tourism economics, sustainability strategies

Notes:

Perspectives on indigenous tourism development in the Fitzroy Valley, Western Australia

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This study explores community perspectives on tourism development in the remote Fitzroy Valley of Western Australia within the context of competing development scenarios and the region's rich natural and cultural assets. The Valley has been the focus of ongoing debates among local communities, external agricultural investors, environmental NGOs, and the government regarding the most suitable regional development approaches, with tourism being a typically consideration. The primary aim of this study is to assess local aspirations and perceptions regarding Indigenous tourism development in the Fitzroy Valley. It is based on interviews with 21 community members conducted in 2021 to identify key themes around opportunities, benefits and challenges associated with tourism development in the region.

The study's findings highlight the complex interplay of local aspirations, cultural heritage and development options, and offer insights to inform sustainable and culturally sensitive tourism development in Indigenous communities. With this, the research contributes to the growing body of literature on community-based and Indigenous tourism development.

Key words: Indigenous tourism, community-based tourism, remote regions, Fitzroy Valley, Western Australia

Notes:

Through the looking glass: Navigating tourism case studies and interdisciplinary conventions

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The case study is an eminent research strategy for investigating complex phenomena and developing new theories, but it has long been labelled as atheoretical, area-specific, idiosyncratic and lacking rigour within the tourism field. The aim of this integrative literature review is therefore to analyse 'disciplinary conventions', capturing both the latest methodological discussions and empirical practices. We posit that prejudice around this research strategy might be a topical representation of broader metatheoretical divides characterising the tourism field.

Key words: case study, case method, tourism, disciplinary conventions

Notes:

Dynamic adaptive pathways: The foundation for transition in tourism

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The paper at hand proposes the implementation of dynamic adaptive policy pathways (DAPP) as a new and innovative framework for transformation. Outside tourism this approach is known to support decision-making under conditions of complexity and uncertainty. The approach is inherently flexible, accommodating changes over time in various forms and in response to the developing future. The presentation will illustrate the effects and the applicability of this approach and show how the process of decision-making is designed and how local stakeholders were involved. The DAPP process can be used to prioritize potential adaptation actions, and to identify which alternatives matter most at the regional and local scale.

Key words: transition, resilience, scenario, socio-ecological system, decision making

Notes:

Strategic communication in response to market transformation.

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In the context of ongoing market transformation, firms in tourism and hospitality rely on persuasive strategic communication to engage stakeholders and justify strategic decisions. This study examines the executive communication of four incumbent companies with differing responses to sectoral transformation over time. Through qualitative analysis, we identify evolving communication used to legitimize organizational responses. The findings contribute to a deeper understanding of how strategic messaging adapts to market change.

Key words: strategic communication; market transformation; legitimacy; hospitality; executives

Notes:

**TOURISM-4-GOOD.
A single scheme to target multiple sustainable behaviours and
tourism actors**

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Most existing solutions in sustainable tourism focus on specific behaviours in isolation rather than driving broad, systemic change. We propose the TOURISM-4-GOOD scheme, a sector-wide incentive program that applies hedonic psychology and gamification to promote sustainable behaviour and tourism practices. By addressing multiple behaviours across key stakeholders, TOURISM-4-GOOD fosters large-scale sustainability while enhancing tourist experiences, making it a promising model for the future of tourism.

Key words: gamification, sustainable tourism, multiple-behaviour intervention

Notes:

Organisational transformation of Italian DMOs towards sustainability

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Organisations responsible for managing tourism (DMOs) are undergoing a transformation from tourism flows attractors to agents of sustainable development. This transformation, consisting in reshaping internal processes, activities and roles is underexplored. We aim to study this organizational change through a census survey on 268 Italian DMOs. The sample (n=109) shows a low maturity level of sustainability implementation at DMO level. To achieve better performances, DMOs should invest in sustainability governance, strategy planning, operations, certification, training, monitoring and reporting.

Key words: sustainability transition, destination management, sustainability management, DMO transformation

Notes:

How cobotic teams enhance consumer cooperation with service providers: The role of relative power perception.

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While past studies have focused on consumer-robot interactions, this research shifts to how consumers view human employees working alongside robots. We argue that consumers perceive human employees as having more power in these collaborations due to the belief that robots are relatively less flexible, thereby enhancing customer cooperation with the service providers. This study enhances our understanding of how consumers perceive and have in the context of human-robot collaboration in service delivery.

Key words: human-robot collaboration, cobotic team, power, consumer cooperation, service management

Notes:

Beyond the hype: Exploring institutional barriers to diffusion of AI in tourism organizations

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As artificial intelligence (AI) gains recognition as a potential new technology disruptor of tourism operations, this study explores factors that influence diffusion of AI-related innovation in organizations. Based on responses from Hawai'i tourism executives (N=41) using NVIVO coding and thematic analysis, three major barriers beyond historically identified threats were extrapolated: responsible AI use, privacy, and forging fakeness. This study contributes to enhancing institutional human-AI relations in tourism.

Key words: artificial intelligence, AI adoption, diffusion of innovation, tourism, organizational level, ethics

Notes:

Key factors of city resilience

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This study examines the recovery patterns of urban tourism in European capitals during the 2019-2023 period, focusing on the role of resilience factors in the post-crisis recovery process. We analyze how factors such as economic diversity, social support, and education levels influence tourism recovery. Our findings demonstrate that the size of the tourism sector, the degree of market diversification (measured by the Gini coefficient), social support systems, and education levels significantly impact recovery patterns, particularly for international tourism.

Key words: urban tourism, resilience, COVID-19 recovery, tourism diversification, social capital, European capitals

Notes:

Analyze, design, and test tourism ideas with AI

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The Augmented Business Model (ABM) integrates Artificial Intelligence (AI) into tourism business innovation while maintaining human decision-making. This study applies the ABM to the Dragonland case in Switzerland, where AI supports ideation, validation, and refinement of a myth-based, destination-wide tourism development idea. Using AI-driven analysis combined with human expertise, the project develops the business model for a target customer segment and tests assumptions through structured experimentation, ensuring a feasible and engaging tourism experience.

Key words: AI, Business Model Innovation, Tourism Strategy, Destination Development, Augmented Intelligence

Notes:

The Lazgisphere and tourism in the thirdspace

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This paper applies the concept of Soja's Thirdspace to the phenomenon of Lazgi dance and tourism in Uzbekistan. In doing so it analyses the different levels of perception (including Firstspace and Secondspace) of Lazgi and tourism via an autoethnographic lens. Complemented by expert interviews the interaction of Lazgi and tourism is examined and characteristics of the Lazgisphere (world of Lazgi) in Uzbekistan are distilled.

Key words: Lazgi, dance, Uzbekistan, thirdspace, autoethnography, Edward Soja

Notes:

A cross-country comparison of EDI training in tourism and hospitality in Europe

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EDI literature has expanded in response to societal shifts. However, most studies rely on reviews, case studies, and one single EDI aspect, lacking a holistic view. In education, a gap remains as EDI is often integrated into organisational policies rather than curricula, highlighting the need for further research on educational practices and skills development. Using a mixed methods approach, this paper seeks to explore how EDI skills development guides tourism and hospitality practitioners and education institutions to advance EDI holistically and be enablers of change. Additionally, it offers an integrated and transnational perspective on its development to achieve a culture of well-being and fairness.

Key words: equality, diversity, inclusion, skills, training, education

Notes:

The politics of overtourism
A debate framing in light of conflicting interest

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All over the Mediterranean, the conflicts between tourists and residents are rising, and Mallorca is no exception. Politicians of the Balearic Islands are forced to address the issue from a social perspective without risking adverse effects due to the economic dependency on the tourism industry. Our research is evaluating the political framing activities presented in German, Spanish and Mallorquin newspapers to assess the political evaluation in Spain, Germany and Mallorca. The latter will include potential differences between Mallorquin and German residents.

Key words: tourism policy, politics, overtourism, framing, agenda-setting, conflict

Notes:

**Promoting consumption of lower-carbon food in hospitality:
A VR-based experiment.**

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The food-systems accounts for more than a quarter of anthropogenic greenhouse gas emissions. This experimental study helps to evaluate the effectiveness of different strategies to reduce the carbon footprint of food consumption when eating out: increasing the number of vegetarian dishes on the menu, providing a cultivated meat option and enhancing awareness of restaurant patrons. This study also explores if affectively anchored information about dishes winning taste awards makes a difference to the choice of restaurant consumers. To enhance realism, with the help of VR headsets, participants made choices from a menu in a simulated VR restaurant environment.

Key words: hospitality, food, carbon footprint, cultivated meat

Notes:

The lower emissions hotel room: Making tourist accommodation more environmentally sustainable bottom up rather than top down

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Tourism's carbon footprint demands scalable solutions to change multiple behaviours at once. This research integrates studies on context, place identity, decision-making, and behavioural prioritisation to introduce the Lower Emission Hotel Room. Findings show heightened hedonism influences behaviour across contexts and home place identity shapes environmental responsibility. A choice and field experiment confirm that offering a Lower Emission option—removing low-value, high-emission services—reduces impact without lowering guest satisfaction.

Key words: sustainable consumer behaviour, identity-driven decision-making, hedonism, moral disengagement, low emissions hotel room

Notes:

Lucerne residents' perceptions of tourism benefits and the need for regulation and control

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This applied research examines Lucerne residents' perceptions regarding tourism benefits and the necessity for regulatory controls on tourist and coach mobility. Using cluster analysis with both hierarchical and K-means methods, the study segments residents based on their views of these factors. To provide deeper insights into residents' perceptions of how they view these elements in response to the significance of tourism to Lucerne, the research employs Importance-Performance Map Analysis (IPMA) at both construct and indicator levels.

The findings identify three distinct resident clusters: Perceived Balancers, Pro-Tourism Supporters, and Tourism Improvement Advocates. The IPMA analysis reveals that each group exhibits both similar and different perspectives on the importance and the performance* of tourism benefits and the need for regulations governing tourist and coach management.

The study offers practical contributions to Lucerne by identifying tailored strategies for each resident segment based on their tourism perceptions. These targeted approaches could foster more harmonious coexistence between residents and the tourism industry in the city.

* Performance refers to the average level of agreement with each construct, not observed outcomes or behavioural performance.

Key words: resident perception, regulatory control, tourism, Lucerne, cluster analysis, IPMA

Notes:

Unlearning gendered role identities in small and medium tourism family firms (SMTFF)

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Despite the high share of women in the tourism workforce (54% according to UNWTO, 2019), gender inequality in this sector persists. The gender leadership gap - a gender imbalance in management positions within the industry - motivates this study on gendered role identities of women in leading positions in small and medium tourism family firms (SMTFF). Family firms in the tourism sector show greater inclusivity, with female leaders navigating identity challenges and business cultural transformation. This transformation is often hindered by path dependency, that inhibits a change of business culture, habits and routines. To overcome these barriers, the unlearning framework is used to explore how SMTFF leaders navigate the transitional periods of succession and how they redefine their personal and business-related identity.

Key words: gendered role identities; family firms; hospitality; unlearning; path dependency

Notes:

Reducing food waste by understanding and changing patrons' buffet behaviour

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This research aims to reduce food waste in buffets by understanding patrons' behaviour and developing behavioural change interventions. The first study combines portable eye-tracking glasses and wearable skin conductivity sensors to measure buffet behaviour and objective emotional responses at individual level. The second study develops a nudge-based intervention by introducing 'gourmet sampler plates' in buffet, which is designed to enhance buffet experience while reducing food waste. Both studies are tested in real-world settings to provide immediate practical value in food waste reduction.

Key words: Food waste, field experiment, eye tracking, nudge, buffet

Notes:

**Not worth the paper they are printed on?
The effectiveness of table signs to reduce buffet plate waste.**

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Plate waste is a common issue at all-you-can eat buffets and causes environmental harm. We tested different messaging interventions to reduce plate waste at a hotel buffet. We first pre-tested all messages in an online survey (N = 500) and then tested them in the form of table signs at a real hotel. While the interventions appeared promising from the online survey results, the table signs were not effective in reducing real food waste. This highlights important discrepancies between survey results and real behaviour and has key implications for future plate waste interventions.

Key words: pro-environmental behaviour, plate waste, messaging interventions, field experiment

Notes: