ASPIRATION Journal

(ASPIKOM Jabodetabek International Research ofCommunication)

Journal homepage: www.aspiration.id/index.php

TRANSFORMING TOURISM COMMUNICATION: THE IMPACT OF DIGITAL ADVANCEMENTS AND AI INTEGRATION

Idris Kusumanegara[1*], Dian Wardiana Sjuchro[2], Isni Nurfauziah[3], Aditia Nugraha[4]

[1,] Universitas Sultan Ageng Tirtayasa, Serang, Banten
[2, 3] Universitas Padjadjaran, Bandung
[4,] Islamic University of Madinah, Medina, Saudi Arabia
*7781220016@untirta.ac.id, d.wardiana@unpad.ac.id, isni16001@mail.unpad.ac.id, adibinali2406@gmail.com

ARTICLE INFO	ABSTRACT
    How to cite this article: Kusumanegara, I., Sjuchro, D. W., & Nurfauziah, I. (2024). Transforming tourism communication: The impact of digital advancements and AI integration . *ASPIRATION Journal*, *5*(1), 1–19. https://doi.org/10.56353/aspiration.v5i1.54 	This research explores the dynamic interplay between tourism and communication, with a specific focus on the influence of digital advancements, including AI-powered tools, on tourism communication within a descriptive qualitative approach and literature study framework. Research Issues: The primary research issue addressed in this study pertains to the impact of digital advancements and AI integration in descriptive qualitative approach and literature study-based tourism communication. Communication Philosophy: A dialogical communication philosophy is adopted, emphasizing meaningful engagement between tourism providers and travelers. Communication Paradigm: The study aligns with a constructivist communication paradigm, recognizing the co-creation of meaning in tourism communication. This research underscores the significance of collaborative efforts among government agencies, travel industry stakeholders, travelers, and academics to fully utilize AI's potential in enhancing qualitative tourism communication. The study's findings are anticipated to benefit all stakeholders in tourism communication by improving efficiency and personalization, ultimately contributing to the industry's growth and sustainability.

INTRODUCTION

The intertwining realms of tourism and communication have proven to be an enduring and captivating subject, evolving in harmony with the advancements of civilization and the prosperity of societies (Arcos-Pumarola et al., 2022). At its core, the desire for travel, driven by psychological and self-actualization motives, remains pivotal (Biendicho et al., 2022). Whether it takes the form of a staycation or a vacation, individuals, families, companies, and corporations consistently seek respite, an annual ritual that often involves meticulous budgeting months in advance to facilitate the seamless booking of their preferred travel destinations.

This exploration delves deeply into the tourism and travel sector, placing particular emphasis on its symbiotic relationship with communication. Visualizing this connection, akin to a Venn diagram, we observe that communication occupies the outermost quadrant, while tourism resides within it. This leads us to the current focus: how digital advancements are reshaping the landscape of tourism communication.

A key issue currently at the forefront is the impact of digital advancements and AI integration on qualitative tourism communication, a theme highlighted in the abstract. In this regard, a dialogical communication philosophy is embraced, emphasizing meaningful engagement between tourism providers and travelers. The study further aligns with a constructivist communication paradigm, acknowledging the co-creation of meaning in the intricate world of tourism communication.

This research emphasizes the crucial need for a team up among government agencies, travel industry stakeholders, travelers, and academics to leverage AI's potential in improving qualitative tourism communication. The goal is to bolster efficiency and provide personalized experiences, thus contributing to the industry's growth and sustainability.

By introducing these key terms and concepts from the abstract into the introduction, the

text now provides a seamless transition from the introduction to the research focus and methodology, enhancing overall clarity and coherence.

In the realm where tourism and communication intersect, the influence of digital advancements and the integration of artificial intelligence (AI) looms large. To delve into the heart of this intricate connection, several pivotal research questions emerge, seeking to unravel the impact and potential of these transformations on qualitative tourism communication, How do digital advancements and the embedding of artificial intelligence (AI) transform qualitative communication in the leisure industry, how dialogic communication philosophy can be applied to enhance meaningful engagement between tourism providers and tourists, what are the collaborative contributions of government agencies, travel industry stakeholders, tourists, and academics in leveraging AI to improve qualitative communication in tourism, to what extent digitalization and AI can improve efficiency and personalized experiences in tourism, and how this fosters the growth and sustainability of the hospitality industry in terms of tourism.

Recent years have witnessed substantial advancements in tourism communication research. Several studies have explored the effectiveness of specific digital technologies in enhancing communication within the tourism industry. However, a substantial gap persists in the existing research concerning the impact of these advancements on the growth and sustainability of the tourism industry. However, there is a noticeable gap in the existing research. While previous studies have delved into individual digital components like chatbots, predictive analytics, and language translation tools, they have often overlooked the comprehensive understanding of how these various digital elements interact and combine to influence overall tourism communication strategies. This gap underscores the necessity for research that considers the incorporation of AI and broader digital advancements, encompassing chatbots, predictive analytics, language translation tools, and more, to comprehend their collective impact on tourism communication.

The current state of the art emphasizes the necessity for a holistic approach to study the

intricate relationships between tourism communication, digital advancements, and AI integration. Research efforts should delve into how these various components work together to influence the future of communication strategies in the tourism sector. This study seeks to address this gap by examining the intricate interactions among these elements and offering a thorough understanding of their collective impact on tourism communication.

CONCEPTUAL FRAMEWORK

Prior research in the domain of tourism communication and its intersection with digital advancements and AI integration has laid the groundwork for understanding the evolving landscape of the tourism industry. Several studies have delved into related aspects, shedding light on the potential transformations and challenges in this field.

Firstly, the study that conducted by Samara et al. (2020) titled Artificial intelligence and big data in tourism: a systematic literature review. The results suggest that Big Data and AI (BDAI) add significant value to the tourism industry by effectively targeting and distributing information. Implementing BDAI strategies enhances efficiency, productivity, and profitability for tourism providers while offering travelers highly personalized and enriching experiences. The authors assert that by embracing a BDAI approach, challenges can be overcome, which is essential for maintaining the competitiveness and resilience of both established and emerging players in the tourism sector. Secondly, study by Pencarelli (2020). Pencarelli stated that "soon it will not be possible for tourism ecosystems and territories to only take into account digital innovations, but they will have to include smart tourism perspectives like sustainability, circular economy, quality of life, and social value; they should also aim to enhance tourism experiences and to increase the competitive advantage of smart tourism destinations. Tourism 4.0 technologies need to be geared toward the improvement of the quality of tourism practices, assuming smartness and sustainability as the right paradigm for improving the quality of life and the social value of both guests and residents".

The subsequent study by Gupta et al. (2023), titled "The Future is Yesterday: Use of AI-Driven Facial Recognition to Enhance Value in the Travel and Tourism Industry," highlights the substantial benefits of AI-powered facial recognition for the travel and tourism sector. This technology aids in better understanding visitor needs, optimizing service offerings, and providing value-based services. Furthermore, data-driven services such as quick bill summarization, email and calendar integration, and personalized trip planning can be effectively implemented. By applying organizational information processing theory, this study enriches tourism literature.

Another study by Alotaibi et al. (2020), titled "AI Chatbot for Tourist Recommendations: A Case Study in the City of Jeddah, Saudi Arabia," demonstrated the effectiveness of chatbots in tourism. The study found that the chatbot could accurately understand user requests and meanings, providing immediate and successful responses. Users appreciated the ability to communicate in their own language and reported high satisfaction with the feature, feeling engaged and enjoying the interaction.

As the tourism industry undergoes a digital transformation, these previous studies have illuminated the potential of AI-driven technologies and digital tools to revolutionize communication within the sector. However, there remains a need for comprehensive research that investigates the holistic impact of digital advancements and AI integration on tourism communication strategies, considering the interplay of various components such as chatbots, predictive analytics, language translation, and more. This paper aims to address this gap by providing an in-depth exploration of the multifaceted relationship between tourism communication, digital advancements, and AI integration.

There exists a gap in understanding how the integration of AI and broader digital advancements, including chatbots, predictive analytics, language translation tools, and more, impact overall tourism communication strategies. Previous research primarily focuses are the lack of attention to challenges and implementation. In the first and third studies, these studies highlight the benefits of Big Data, AI (BDAI) and technology in the tourism sector, but the practical challenges of implementation are not really discussed.

In fact, researchers can explore these obstacles, including infrastructure limitations and costs. Pencarelli further claimed that smart tourism and sustainability required a technological revolution using AI, but his research did not mention the ethical issues surrounding the use of AI in the tourism sector. Finally, these studies only focus on specific applications of BDAI such as facial recognition and chatbots, although there is still room to explore how BDAI can be integrated into the entire tourism ecosystem.

In this research, there are two main theories that form the basis of the theory and concepts. First, Tourism Communication Theory, this theory is directly related to the development of communication within the tourism industry (Hollinshead et al., 2021; Isaac & Platenkamp, 2019; Munar & EK, 2022). It outlines how tourism communication encompasses destination promotion, branding, and interactions with tourists. In the context of your research, this theory can be used to explain how the use of AI tools and digital advancements affects tourism communication strategies, including how it influences the image of tourist destinations. To illustrate these theories, you can refer to diagrams or models that are figured out by Figure 1.

Figure 1. Diagram of the Impact of AI and Digital Advancements on Tourism Communications
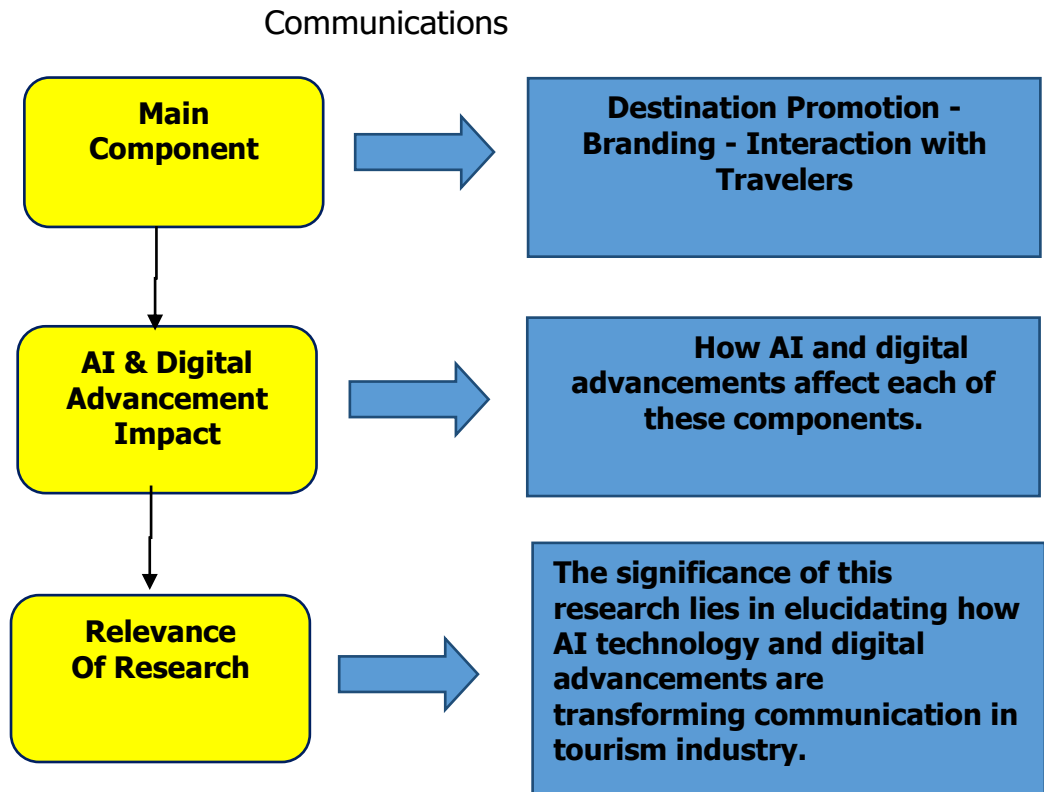
Source: Androutsopoulou et al., 2019

Second, Diffusion of Innovation Theory, this theory is relevant because it focuses on the adoption and dissemination of innovations within society (Menzli et al., 2022). Rogers' Diffusion of Innovation theory can be used to explain how innovations such as AI chatbots are accepted and adopted within the tourism industry. This theory can examine the factors influencing the adoption rate by industry stakeholders and how this innovation impacts communication within tourism. Researchers used Figure 2 to explain Rogers' Diffusion of Innovation theory model.

Figure 2: Rogers' Diffusion of Innovation theory model
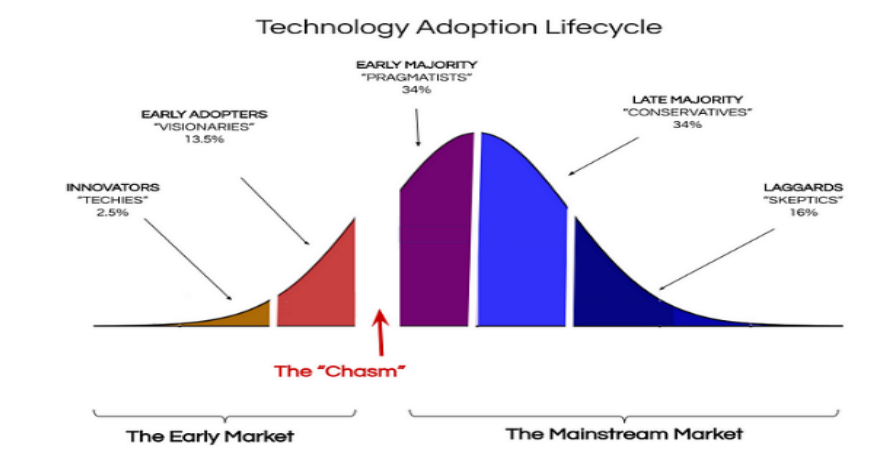
Source: Kim et al., 2019

METHODOLOGY

This study employed a qualitative research approach to comprehensively investigate the impact of digital advancements and AI integration on tourism communication strategies, aiming to provide valuable insights. To capture a holistic view of the subject, the study used 1) Document analysis: Analyzing academic articles, industry reports, and official documents related to AI integration and digital advancements in tourism communication to provide a comprehensive overview of existing knowledge and practices, 2) Data analysis involves: thematic Analysis: Extracting recurring themes, patterns, and insights from qualitative data obtained through surveys and interviews to understand the impact of digital advancements on tourism communication, and 3) Content analysis: Extracting relevant information and trends from academic and industry sources in the document analysis to contextualize the findings.

This research adopted a dialogical communication philosophy, emphasizing meaningful engagement between tourism providers and travelers, recognizing the pivotal role of two-way communication, active listening, and responsiveness. The study aligned with a

constructivist communication paradigm, acknowledging the co-creation of meaning in tourism communication by both providers and travelers, emphasizing interpretation and shared understanding.

FINDINGS & DISCUSSION

The research highlights the complex interplay between digital advancements, AI integration, and tourism communication strategies. Utilizing surveys, interviews, and document analysis, the study provides a thorough understanding of how these technologies impact the tourism industry. It was found that AI-driven chatbots are crucial in enhancing communication within the sector.

These chatbots significantly improve interactions in the travel and tourism industry. Consequently, theories regarding the application of technology in tourism experiences have garnered considerable attention. The Uses and Gratifications theory is very useful for understanding how technology, such as chatbots, can satisfy the desires and aspirations of people in the tourism business. Blumler and Katz introduced this idea in 1974. It highlights how individuals actively choose and use media according to their individual needs (Lin, 1996). Tourism chatbots can help travellers find information and suggestions. According to further research, chatbots could be covered by the Technology Acceptance Model (TAM), which focuses on how people accept and use technology.

There is a theory developed by Davis in 1989, which states that a person's perception of the usefulness and ease of use of a technology influences their desire to use it (Sulaeman, 2021). Tourism chatbots may be preferred by tourists because of their ease of use and usability. The concept of user experience is also very important. This theory emphasizes how important the interaction between humans and technology is, and how it affects the way people view goods or services. Positive user experiences, such as quick and relevant responses, can help tourism chatbots to be more satisfied and more involved in the trip planning and execution process (Chen & Terken, 2023; Lachance,

2022; Palos-Sanchez et al., 2021). Therefore, considering these theories, it can be concluded that AI-based chatbots have a significant impact on improving tourism communications.

The research highlighted the significance of predictive analytics in personalizing communication strategies. By analyzing traveler data and behavior, tourism providers can tailor their marketing efforts and travel offers. This personalization not only enhances traveler satisfaction but also increases the likelihood of conversion. Predictive analytics empowers tourism organizations to offer more relevant and appealing experiences to travelers.

Language translation tools were found to be instrumental in facilitating cross-cultural communication within the tourism industry. Travelers from diverse linguistic backgrounds can access information and services in their preferred languages, breaking down language barriers. This inclusivity enhances the overall tourism experience and broadens the reach of tourism providers to a global audience.

The integration of AI and digital advancements presents a mix of challenges and opportunities. Privacy concerns, potential biases in AI algorithms, and the need for continuous updates and maintenance emerged as challenges. However, the opportunities are substantial, including improved efficiency, data-driven decision-making, and the ability to reach a global audience effectively. AI and digital advancements have the potential to revolutionize tourism communication strategies, making them more competitive and sustainable (Krishnan et al., 2022).

These findings collectively underscore the transformative potential of digital advancements and AI integration in the tourism industry's communication landscape. The study's results provide valuable insights for tourism industry stakeholders, including tourism agencies, hospitality providers, and technology experts, in harnessing these technologies for more effective and engaging communication with travelers.

How do digital advancements and the integration of artificial intelligence (AI) impact qualitative communication within the tourism sector

Digital developments and artificial intelligence (AI) have brought about a major revolution in qualitative communication in the tourism sector. This revolution presents several new opportunities to improve the tourism experience for tourists. Research shows that several companies operating in the tourism sector can use AI-powered chatbots with the aim of increasing interaction with tourists. This interaction is tied together by a chatbot that can respond in real time to provide personalized recommendations based on tourists' interests and references and can even help tourists book trips. Some of the things that AI chatbots can provide in tourism are information about tourist destinations, ticket bookings, answers to questions about destinations and culture, recommendations for places to eat and real-time problems that may arise along the way (Alotaibi et al., 2020; Orden-Mejía & Huertas, 2022). In other words, AI chatbots allow tourists to get information easily and quickly without having to wait long or contact customer service. Of course, this will provide a better tourist experience.

Furthermore, according to the results of the research analysis, digital advances and artificial intelligence also allow tourism providers to collect and analyze tourism data more easily. Through this data, tourism providers can better determine the preferences and needs of tourists, so that tourism service providers or companies can provide much better services according to tourists' needs. Through this personalisation, tourist satisfaction can be increased, making tourists feel more appreciated and increasing tourist loyalty. According to Kotler and Keller (2009), the quality of service directly impacts consumer satisfaction, which in turn drives interest in purchasing or reusing a product. Essentially, superior service quality coupled with high consumer satisfaction fosters loyalty. When a company's service meets or surpasses expectations, it results in satisfied customers and enhanced loyalty.

How can the philosophy of dialogical communication be applied to enhance meaningful engagement between tourism providers and travelers

The philosophy of dialogic communication is a process of message transmission between individuals and groups that shows the existence of an interaction, a relationship that occurs through dialogue (Lee, 2022). This philosophy emphasizes two-way communication in which communicators can both respond and actively listen. The philosophy of dialogic communication is a solid basis in tourism development that takes place between tourism providers and tourists. This process of interaction between tourism providers and tourists is not only informative, but also involves exploring the needs and preferences that underlie tourism demand.

In the context of this research, dialogic communication theory directly supports the principles that occur in tourism interactions. According to the results of the analysis, this theory is believed to be the basis for a sustainable and responsive interaction between suppliers and tourists that then influences tourist satisfaction and loyalty. Additionally, the research examines how the principles of dialogic communication are applied in the tourism sector, highlighting their strong connection to sustainable tourism. Where, in sustainable tourism theory, continuous interaction between tourism stakeholders, including government and local communities, must occur to support long-lasting and sustainable relationships. This can be facilitated by integrating a dialogic communication philosophy approach. In this case, with the help of artificial intelligence, which enables more effective collaboration, the communication offered by chatbots can facilitate continuous interaction between tourism stakeholders and tourists.

In the end, the researchers believe that the application of artificial intelligence technology in the tourism industry is a strategic step, especially to support the philosophy of dialogic communication. Chatbots help service providers and travelers to interact in a two-way manner and provide timely and relevant information. Thus,

chatbots not only help travelers get relevant and timely information, but also strengthen the relationship between service providers and customers, resulting in a more meaningful and satisfying experience. Therefore, implementing a dialogic communication philosophy in the tourism sector can be very beneficial in increasing tourism engagement and improving the overall experience.

Collaborative contribution of government agencies, travel industry stakeholders, travelers, and academics in harnessing AI to improve qualitative communication in tourism

Collaborative efforts by various parties are key to maximising the potential of artificial intelligence to improve qualitative communication in the tourism sector. In government agency competitions, government agencies can establish ethical guidelines and regulations for the use of AI, so that users can be accountable and transparent. This condition is necessary to ensure the privacy security of tourism stakeholders and tourists and to avoid discrimination in the use of AI. Apart from that, governmental institutions should be able to become facilitators of AI technology research and development and provide intensive support to the tourism industry on its way towards AI adoption.

In addition to government institutions, travel industry stakeholders also play a rather important role, one of which should be able to adopt and apply AI according to the target market and collaborate with academics or researchers to develop innovative and sustainable AI solutions. Similarly, academics should conduct research and development to advance relevant technology, collaborate with the tourism industry, and educate and train the next generation on the uses and potential of AI in the tourism sector. Meanwhile, tourists, who in this context act as users, should provide input and feedback on their experiences to take note of the development of AI technology.

What extent can digitization and AI enhance efficiency and personalized experiences in tourism, and how does this contribute to the growth and

sustainability of the tourism industry

The tourism industry is being revolutionized by digitalization and artificial intelligence. Research indicates that AI holds immense promise for enhancing operational efficiency and delivering personalized experiences to users. In line with this, it is based on the theory of the Technology Acceptance Model which states that perceptions of the usefulness and usability of technology contribute to the intentions and behavior of its users. In this case, the use of artificial intelligence in the tourism sector is seen as an effort to improve the user experience by providing the best and easiest service for tourists. Apart from that, with the presence of AI the concept of personalization can be easily achieved. This concept plays an important role in tourist satisfaction and loyalty.

User experience is one of the most important things in the tourism sector. Therefore, providing experiences tailored to individual needs and preferences is a part to be developed, one of which is the use of artificial intelligence. With the use of artificial intelligence technology, tourism service providers can personalise recommendations, promotions and other services according to tourists' profiles. Ethics and privacy are also concerns as the tourism sector uses AI. When considering the social and moral implications of the use of artificial intelligence technologies in collecting, storing and managing customer data, theories of information technology ethics can be useful. In the tourism industry, the use of AI should be done in an optimal way without infringing on the rights or interests of tourists. Principles such as transparency, fairness and accountability must be respected. Therefore, applying digitalisation and artificial intelligence in the tourism industry requires a holistic approach that considers various aspects, such as technical, economic, psychological, ethical and social. By using these theories, the tourism sector can optimise its profits, increase operational efficiency and provide tourists with better experiences.

CONCLUSION

In conclusion, this study delves deep into the dynamic interplay between tourism and communication, specifically focusing on the influence of digital advancements and AI integration within a qualitative methodological framework. The research has unveiled essential insights into the changing landscape of tourism communication and its profound implications. The findings underscore that AI-driven chatbots have emerged as potent tools that significantly enhance traveler engagement. The immediacy of assistance and the provision of personalized recommendations have the potential to transform the way travelers interact with tourism providers. As such, the importance of AI in delivering interactive and satisfying travel experiences cannot be overstated.

Predictive analytics has emerged as a powerful force, driving personalization within the tourism industry. By harnessing data on traveler behaviors and preferences, tourism providers can craft highly tailored marketing strategies and travel packages. This data-driven approach not only heightens traveler satisfaction but also leads to increased conversion rates. In essence, personalization is rapidly becoming a linchpin of success in the tourism sector. Language translation tools, a facet of digital advancement, play a pivotal role in breaking down language barriers and facilitating cross-cultural communication. The inclusivity achieved through these tools broadens the tourism industry's global reach and enables it to cater to a more diverse array of tourists. However, it is essential to acknowledge the challenges that accompany AI integration. Privacy concerns, potential biases in AI algorithms, and the necessity for ongoing updates and maintenance demand attention. These challenges highlight the necessity for a responsible and ethical approach to implementing AI within the tourism industry.

Nevertheless, the research has reaffirmed that the transformative potential of AI and digital advancements is reshaping the future of tourism communication. These technologies are not just enhancing efficiency; they are redefining how tourism providers engage with travelers and how travelers experience destinations. The impact of AI and digital advancements extends beyond the present, offering substantial

benefits and opportunities for all parties involved in the hospitality sector. As the hospitality industry evolves in the digital age, it is imperative that stakeholders understand and navigate the intricate dynamics of AI integration in communication strategies. In doing so, they will harness the full potential of AI to create more interactive, engaging, and personalized travel experiences, ultimately contributing to the industry's growth and sustainability.

In summary, this research underscores that the fusion of digital advancements and AI integration is revolutionizing tourism communication and, by extension, the entire tourism industry. These transformations offer substantial benefits, but they also demand thoughtful consideration and responsible management to unlock their full potential. The future of tourism communication is being shaped by AI, and stakeholders must be prepared to embrace this transformative force.

LIMITATION AND STUDY FORWARD

Although this research was comprehensive, there are some limitations to consider. To begin with, the results may be difficult to generalize since the methodology of this study was primarily qualitative. In subsequent research, quantitative approaches can be used to verify and supplement the qualitative information presented. Furthermore, this study mainly focuses on the ways in which digital advancements and the integration of artificial intelligence influence tourism communications. Future research could examine other variables, such as socio-cultural dynamics, regulatory frameworks or economic impacts, even if these provide useful information on aspects of the tourism industry.

ACKNOWLEDGEMENT

in conducting this research study. On this occasion the author would also like to express, gratitude and high appreciation to all the organizers Communication International Conference, (ISKI), Indonesia Communication Scholars Association.

REFERENCES

Alotaibi, R., Ali, A., Alharthi, H., & Almehamadi, R. (2020). AI Chatbot for Tourism Recommendations A Case Study in the City of Jeddah, Saudi Arabia. International Journal of Interactive Mobile Technologies, 14(19). https://doi.org/10.3991/ijim.v14i19.17201

Androutsopoulou, A., Karacapilidis, N., Loukis, E., & Charalabidis, Y. (2019). Transforming the communication between citizens and government through AI-guided chatbots. Government Information Quarterly, 36(2). https://doi.org/10.1016/j.giq.2018.10.001

Arcos-Pumarola, J., Almela, M. S., & Maestre, B. R. (2022). VOLUNTEER TOURISM: REFLECTIONS FROM APPLIED ETHICS. Tourism, Culture and Communication, 22(3). https://doi.org/10.3727/109830421X16345418234047

Biendicho, M., Papaoikonomou, E., & Setó-Pamies, D. (2022). TOURISTS GO HOME! EXAMINING ANTITOURISM IN BARCELONA FROM AN EMOTIONS PERSPECTIVE. Tourism, Culture and Communication, 22(3). https://doi.org/10.3727/109830421X16345418234010

Chen, F., & Terken, J. (2023). User Experience. In Springer Tracts in Mechanical Engineering. https://doi.org/10.1007/978-981-19-3448-3_6

Gupta, S., Modgil, S., Lee, C. K., & Sivarajah, U. (2023). The future is yesterday: Use of AI-driven facial recognition to enhance value in the travel and tourism industry. Information Systems Frontiers, 25(3). https://doi.org/10.1007/s10796-022-10271-8

Hollinshead, K., Suleman, R., & Nair, B. B. (2021). The Unsettlement of Tourism Studies: Positive Decolonization, Deep Listening, and Dethinking Today. Tourism Culture & Communication, 21(2). https://doi.org/10.3727/109830421x16191799472033

Isaac, R. K., & Platenkamp, V. (2019). A future perspective on tourism and cultural dynamics. Tourism, Culture and Communication, 19(4). https://doi.org/10.3727/194341419X15542140077549

Kim, M. J., Lee, C. K., & Contractor, N. S. (2019). Seniors' usage of mobile social network sites: Applying theories of innovation diffusion and uses and gratifications. Computers in Human Behavior, 90. https://doi.org/10.1016/j.chb.2018.08.046

Kotler, P., & Keller, K. L. (2009). Marketing management (13th ed.). In Prentice Hall.

Krishnan, C., Gupta, A., Gupta, A., & Singh, G. (2022). Impact of Artificial Intelligence-Based Chatbots on Customer Engagement and Business Growth. In Studies in Big Data (Vol. 113). https://doi.org/10.1007/978-3-031-10869-3_11

Lachance, J. (2022). THE EXPERIENCE OF DISCONNECTING FROM INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) WHILE TRAVELING IN LATE MODERNITY. Tourism, Culture and Communication, 22(1). https://doi.org/10.3727/109830421X16262461231792

Lee, Y. (2022). How dialogic internal communication fosters employees' safety behavior during the COVID-19 pandemic. Public Relations Review, 48(1), 102156. https://doi.org/10.1016/j.pubrev.2022.102156

Lin, C. A. (1996). Standpoint: Looking back: The contribution of Blumler and Katz's uses of mass communication to communication research . Journal of Broadcasting & Electronic Media, 40(4). https://doi.org/10.1080/08838159609364379

Menzli, L. J., Smirani, L. K., Boulahia, J. A., & Hadjouni, M. (2022). Investigation of open educational resources adoption in higher education using Rogers' diffusion of innovation theory. Heliyon, 8(7). https://doi.org/10.1016/j.heliyon.2022.e09885

Munar, A. M., & EK, R. (2022). DIGITAL TOURISM COMMUNICATION AND DEMOCRACY. Tourism, Culture and Communication, 27(2). https://doi.org/10.3727/109830421X16296375579589

Orden-Mejía, M., & Huertas, A. (2022). Analysis of the attributes of smart tourism technologies in destination chatbots that influence tourist satisfaction. Current

Issues in Tourism, 25(17). https://doi.org/10.1080/13683500.2021.1997942

Palos-Sanchez, P., Saura, J. R., Velicia-Martin, F., & Cepeda-Carrion, G. (2021). A business model adoption based on tourism innovation: Applying a gratification theory to mobile applications. European Research on Management and Business Economics, 27(2). https://doi.org/10.1016/j.iedeen.2021.100149

Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. Information Technology and Tourism, 22(3). https://doi.org/10.1007/s40558-019-00160-3

Samara, D., Magnisalis, I., & Peristeras, V. (2020). Artificial intelligence and big data in tourism: a systematic literature review. In Journal of Hospitality and Tourism Technology (Vol. 11, Issue 2). https://doi.org/10.1108/JHTT-12-2018-0118

Sulaeman, S. (2021). Factors determining behavioral intentions to use Islamic crowdfunding platform in times of Covid-19 in Indonesia: Evidence from TAM approach. Jurnal Ekonomi & Keuangan Islam, 7(1). https://doi.org/10.20885/jeki.vol7.iss1.art3