

Transforming to a Sustainable Visitor Economy with Information Systems

1. Introduction

The global visitor economy sector, which includes tourism, hospitality, and events, makes significant economic contributions. In 2023, there were 1.3 billion international tourist arrivals globally, with expenditure of \$1.5 trillion (USD) (UN Tourism, 2024). The Travel & Tourism sector contributed 9.1% to global GDP, a 23.2% rise from 2022, alongside 27 million new jobs, increased domestic spending surpassing pre-pandemic levels, and a substantial 33.1% boost in international spending, indicating that tourism has rebounded after the pandemic (World Travel & Tourism Council, 2024). The global hospitality sector is worth around \$4.7 trillion (USD) in 2023, with an annual growth rate of 7% (Hospitality Insights, 2024). In the UK, the hospitality sector contributes significantly to the economy, contributing £93 billion (GBP) in 2023, supporting 3.5 million jobs as the third largest employer, and generating £54 billion (GBP) in tax revenue, £20 billion (GBP) in exports, and £7 billion (GBP) in business investment (UK Hospitality, 2023).

The global events sector, which primarily consists of sports, music events, conferences, and festivals, was valued at \$1.4 trillion (USD) (Claight, 2024). Mega-events, such as the Olympics, have large economic impacts on the host country (Sato et al., 2024; Wolfe et al., 2022), including job creation and tourism revenues. For instance, the 2024 Paris Olympics is set to generate between €6.7 and €11.1 billion (EUR) net economic benefit to the region (Claight, 2024) and create up to 247,000 jobs (CDES, 2024). Concerts and world tours also impact economies, society, and sustainability. Taylor Swift's Eras tour is estimated to have contributed £1 Billion (GBP) to the UK with spending on tickets, travel, accommodation, and hospitality (Masud, 2024). ABBA Voyage, a virtual concert in London, features avatars of the original band members created with motion capture technologies (ABBA Voyage, 2024), boosted the London economy by £322 million (GBP) (Prynn, 2024) and provides event goers with new types of entertainment.

The visitor economy can also contribute to sustainability goals. For example, Cold Play's Music of the Spheres world tour aims to be as sustainable and low-carbon as possible (Cold Play, 2024). In addition to the economic impact, the visitor economy also contributes to social and environmental sustainability, such as empowering women and young people in the workforce, transforming perceptions through intercultural encounters, advancing heritage preservations through educating and engaging with stakeholders, improving quality of life, and reducing inequality in developing countries through community development.

A sustainable visitor economy is crucial due to its scale, multifaceted benefits, and potential impacts. Its importance is particularly evident as a significant economic driver in the destination and benefits the host community (Arnegger & Herz, 2016). It has great potential for promoting social stability, cultural preservation, and community engagement (Besculides et al., 2002; Webster & Ivanov, 2014). On the one hand, tourism, hospitality, and events are a positive force in achieving sustainability goals (Higgins-Desbiolles, 2006); on the other hand, there are many unethical and irresponsible environmental and local community issues (Buckley, 2012; Milano et al., 2019), e.g., due to its dependence and entanglement with fragile natural resources (Sisneros-Kidd et al., 2019), and the amount of waste generated (Diaz-Farina et al., 2023). It is, thus, essential to develop and implement sustainable strategies that maximise

the positive impacts of the visitor economy while effectively addressing and mitigating its negative consequences, ensuring that the visitor economy supports a sustainability agenda that serves multiple stakeholders.

Visitor economy outlets often refer to Information Technology (IT) over IS, and has long been extensively used in the visitor economy (Cai et al., 2019; Navío-Marco et al., 2018). Examples published within tourism, hospitality, or events journals are broad. For example, recent research has explored artificial intelligence (AI) service failure (Lv et al., 2021), the impact of AI on tourism firms (Li & Chen, 2024), and luxury hospitality (Gonçalves et al., 2024). Robotics has also been of recent interest across the visitor economy, for example, robots in tourism services (Liu et al., 2025), robot service failure in hospitality settings (Liu & Wang, 2025), and the use of robots in events (Webster & Ivanov, 2022). Other recent interests include virtual tourism (Liu, Moyle, et al., 2024), virtual reality (VR) and mixed reality in tourism (Bec et al., 2021), and augmented reality (AR) in science festivals (Olya et al., 2020).

However, there are few examples of visitor economy research in information systems (IS). Examples with a sustainability focus include sustainable ICT capability (Gholami et al., 2017), marine animal conservation (Tan, 2018), and sustainable tourism in developing countries (Tsokota et al., 2017). We believe that IS research can bring new insights and produce new knowledge for a sustainable digital visitor economy. In some of our previous work in tourism (cf. Cai & McKenna, 2021; Cai et al., 2021), we called on “information technology and tourism” researchers to draw more from IS’s rich history of theoretical development and methodological approaches. Thus encouraging tourism researchers to enhance their theoretical and methodological development. In this editorial, we call for IS researchers to work with the visitor economy to create a vibrant cross-disciplinary research community and bring to light the opportunities for us to research sustainable visitor economies. We see that opportunities in this field are numerous for impactful research.

The motivation for this special issue was to uncover how IS research can bring new insights and produce new knowledge for a sustainable digital visitor economy, which includes the tourism, hospitality, and events sectors. In the next section, we provide an overview of the role that IS can play in the visitor economy and offer illustrative examples of how IS can transform this sector by enhancing efficiency, personalisation, and sustainability. IS can drive innovation and sustainable practices, making the visitor economy more responsive to the needs of all stakeholders. Following this, we offer a cross-disciplinary research agenda on transforming to a sustainable visitor economy, introduce the special issue papers, and conclude with some remarks about the special issue.

2. A Research Agenda for Transforming to a Sustainable Visitor Economy with IS

In the tourism sector, IT has been utilised by service providers, decision-makers, or designers to provide sustainable solutions for the conservation of cultural heritage and endangered nature-based attractions.

For instance, the role of smart technologies in heritage tourism development (Balakrishnan et al., 2023), machine learning in marine protected areas (Rezapouraghdam et al., 2023), and smart coastal destinations (Foronda-Robles et al., 2023). Other research has showcased that user-generated content on social media has implications for the sustainability of whale-watching (León et al., 2025) and digital exhibitions utilising VR in museums (Kim et

al., 2019). In the hospitality sector, including hotels, restaurants, and health and wellbeing centres, among other service providers, IT-related research has explored using blockchain to mitigate food wastage (de Visser-Amundson et al., 2023; Omar et al., 2024), the use of QR code menus as a sustainable solution (Ozturkcan & Kitapci, 2023), using big data to understand emotions based on online reviews (Yu, Chen, et al., 2024), or avatar servers to promote healthier dining habits (Hao et al., 2024). In the hotel industry, smart and sustainable hotels have been promoted as the next step forward (Casais & Ferreira, 2023). Smart technology can be used, e.g., to decarbonise accommodation services (Coghlan et al., 2023). The events sector, encompassing conferences, sporting events, concerts, mega-events such as the Olympics, and various forms of entertainment, has also significantly benefited from the integration of IT. Research so far has explored the use of mobile applications for event management (Revilla et al., 2023), virtual music concerts (Sequeira Couto et al., 2023), such as the use of avatars in the ABBA Voyage concert in London (Matthews & Nairn, 2023), low carbon ice rink technology for the Winter Olympics (Li et al., 2023), the digitalisation of mega-events (Lee Ludvigsen & Petersen-Wagner, 2023), virtual LGBTQI+ pride events (McKenna, 2020), and the live streaming of sports events (Liu & Tan, 2023).

Furthermore, small and medium-sized enterprises (SMEs) in the visitor economy are essential in generating working opportunities and contributing to economic growth. IT adoptions, such as blockchain, facilitate SMEs' sustainable development and competitiveness with cryptocurrency payments (Nuryyev et al., 2020). Digital transformation and disruptive technologies adopted in the sector create new job opportunities for many, such as Uber, Airbnb, and online travel agents and impact sustainable ecosystems (Leung et al., 2019). Smart destinations and infrastructure also play an important role in sustainability, with technologies such as the Internet of Things (IoT) and cloud computing enabling resources to be used more smartly (Cimbaljević et al., 2019). However, significant challenges persist for destinations and attractions that lack the necessary resources and capabilities for digitalisation. Additionally, visitors and service providers with limited digital literacy are likely to face considerable difficulties in effectively engaging with smart infrastructure, which could hinder the broader adoption of these technologies.

However, in the context of the visitor economy, IT represents a double-edged sword in terms of its impact on sustainability. From *the visitor's perspective*, on the one hand, IS applications significantly improve visitors' wellbeing through innovating visitor experiences (Gretzel & Stankov, 2021), supporting accessibility for individuals with disabilities (Bazazo & Alananzeh, 2016), and enabling alternative forms of engagement through virtual platforms, such as virtual tours in the Faroe Islands during the pandemic and virtual museum experiences offered by Google Arts & Culture (Jarratt, 2021; Lu et al., 2021; Zhang et al., 2022). These advancements have fundamentally reshaped how visitors interact with tourism offerings, making them more accessible and engaging. Additionally, virtual event platforms, such as online conferences and festivals, have allowed event organisers to reach a broader audience without the environmental impact associated with travel. However, from the visitor's perspective, questions persist regarding the long-term sustainability of these platforms, such as the environmental impact of increased energy consumption for virtual infrastructure, the economic viability of maintaining these services, and the risk of reduced user engagement over time. The increased reliance on IT has also been linked to various wellbeing issues, particularly

in terms of blurring the boundaries between work and leisure, thereby undermining the concept of ‘mental distance’ when physically away (Floros et al., 2021; White & White, 2007).

From the perspective of *operators and destination management organisations*, emerging and disruptive technologies have primarily been applied to enhance operational efficiency, improve revenue management, manage tourism flows, and sustain businesses. For example, IT to enhance efficiency in tourism and hospitality operations, contributing to more sustainable business practices (Lin et al., 2024), AI-driven solutions for crowd management in tourism (Vetrivel et al., 2025), and immersive experiences afforded by extended reality (XR) and AI to preserve cultural heritage (Pistola et al., 2021). The adoption of green technologies in the hospitality sector has demonstrated potential for reducing environmental impact (Gunduz Songur et al., 2023). Nevertheless, challenges such as overtourism, exacerbated by peer-to-peer accommodation platforms (Eckert et al., 2019) and the glamorisation of certain destinations on social media (Gössling, 2017), have led to conflicts between tourists and local residents (Mihalic & Kuščer, 2021) and have imposed significant negative impacts on destinations ill-equipped to handle large volumes of visitors (Seraphin et al., 2018).

From an *employee* perspective, the integration of AI and service automation has provided considerable support by reducing repetitive tasks, thereby enhancing employee wellbeing. However, the implementation of these technologies has also raised concerns regarding job security, particularly within the hospitality sector (Koo et al., 2020; Li et al., 2019). These concerns are especially evident among the female workforce, which constitutes a substantial portion of employment in the visitor economy (Ismail, 2018). Women are often concentrated in roles more susceptible to automation, such as front-desk services and housekeeping, rendering them particularly vulnerable to job displacement as AI and automation technologies become more prevalent.

The United Nations Sustainable Development Goals (SDGs)¹ aim to promote sustainable development globally; however, their implementation has occasionally led to unintended consequences that may undermine sustainability efforts. For instance, badly managed social media induced tourism may lead to overtourism, resulting in negative impacts on destinations such as tourists wearing inappropriate clothing, causing noise, or invading local residents’ personal space (Siegel et al., 2023), ultimately counteracting the intended goals of sustainable development. The increased use of IT to optimise tourism marketing and manage visitor flows can inadvertently lead to overtourism, resulting in data-driven promotion that overwhelms local infrastructure, strains resources, and degrades natural environments, ultimately counteracting the intended goals of sustainable development.

We argue that the role of IS in shaping the sustainable visitor economy cannot be overstated. The integration of advanced data analytics, AI, immersive communication platforms, and digital transparency frameworks offers promising pathways for addressing the SDGs. However, these technological interventions must be implemented with careful attention to ethical implications, data privacy, and socio-economic impacts to ensure they contribute meaningfully to the broader research agenda on sustainable visitor economy. The subsequent sections examine how IS (instead of IT) can revolutionise data collection, sustainable operations, and stakeholder engagement while emphasising the importance of ethical and

¹ See the Appendix for a list of SDGs.

inclusive practices in promoting sustainability within the visitor economy, ultimately fostering a more resilient and inclusive future.

2.1. Data Collection and Analytics (DCA)

Future research should focus on the innovative applications of data collection and analytics to advance SDGs within the Visitor Economy. Leveraging generative AI to develop more accurate predictive models for tourist behaviour and trends remains an essential area for enhancing data-driven decision-making (Cheng et al., 2024). By enabling more precise resource allocation, these models can optimise resource usage, minimise waste, and reduce carbon footprints, directly contributing to responsible consumption (SDG 12) and climate action (SDG 13), thus supporting sustainable tourism practices (Kashem et al., 2022). Data-driven insights can help address food insecurity (SDG 2) by optimising food supply chains in hospitality settings, minimising food wastage, and ensuring efficient distribution of resources where they are needed most. Data-driven insights can also identify economic vulnerability in tourism communities and promote targeted interventions to alleviate poverty (SDG 1). Understanding tourist arrival fluctuations helps implement support, skill development, and job opportunities, ensuring inclusive growth and strengthening resilience.

It is critical to establish robust frameworks to ensure the ethical handling of health data (Reddy, 2024) within the visitor economy, thereby preventing misinformation and mitigating health crises (SDG 3). For instance, managing health data related to guest safety and wellbeing is paramount in hospitality to build trust and ensure a positive experience. Research focusing on privacy concerns (SDG 16) should evaluate improved methods for safeguarding personal data, such as guest health information (Law et al., 2024; Shuqair et al., 2024), while maintaining the benefits of advanced analytics for enhancing services and operational efficiencies.

Incorporating machine learning into predictive analytics can further enhance the ability of tourism operators (Hu et al., 2025) to identify patterns and make proactive decisions, ultimately contributing to more sustainable and efficient resource management. Such predictive capabilities can also support the efficient use of water resources, which aligns with SDG 6 by promoting water conservation in tourism hotspots and hospitality settings, reducing water scarcity impacts, and enhancing sustainability efforts in hotels and resorts. This application aligns with SDG 9 as it encourages the use of advanced technologies to build resilient infrastructure, foster innovation, and promote sustainable industrial practices (Pérez López et al., 2024).

Furthermore, leveraging data collection and analytics can facilitate collaboration between public and private stakeholders, helping bridge knowledge gaps and foster partnerships for sustainable development (SDG 17). Such collaborations can drive unified efforts towards sustainability goals, enabling shared learning and effective resource management within the visitor economy.

2.2. Sustainable Operations and Resource Management Systems (SORMS)

The adoption of big data, AI, machine learning (Spalding et al., 2023), or IoT (Tiwari et al., 2022) for sustainable resource management is a promising field for exploration. By enhancing operational efficiencies and enabling data-driven decision-making, these technologies can significantly optimise resource usage in the visitor economy. This not only

contributes to environmental sustainability but also bolsters the competitiveness and appeal of destinations, ultimately strengthening the visitor economy by ensuring a high-quality, sustainable experience for guests. Future research should examine how these IS can be optimised to promote energy efficiency and minimise carbon footprints (SDG 7 & 13).

Further studies should investigate how AI can effectively predict energy needs (Vieri et al., 2024) specific to the peak demand patterns in visitor economy operations. Such predictive capabilities support sustainability efforts by reducing energy overuse while maintaining the high standards of service quality expected in these industries. Efficient use of water resources, monitored through IoT, contributes to achieving SDG 6 by improving water management in tourism, hospitality, and event facilities, ensuring sustainable usage and minimising water waste across these key sectors.

Robotics can also play a critical role in resource management within hospitality settings by automating housekeeping and other repetitive tasks (Wu & Zhang, 2024), thereby reducing energy consumption and improving operational efficiency. This aligns with SDG 9, which promotes the adoption of resilient and sustainable IS to enhance industrial processes. Robotics contributes to innovation by streamlining operations (Liu, Gu, & Liao, 2024), reducing human error, and fostering sustainable practices, ultimately helping to build a more resilient and energy-efficient infrastructure within the hospitality industry.

2.3. Immersive Communication and Digital Collaboration Tools (ICDCT)

Future research should investigate how immersive communication platforms, e.g., including AR, VR, XR, and the metaverse, can enhance stakeholder engagement and visitor experiences in the visitor economy (Chung et al., 2024; Gonçalves et al., 2024; Kostyk et al., 2024). Specifically, more studies are needed to understand how such technologies can foster inclusivity while mitigating the digital divide (SDG 10). These IS hold significant potential for enhancing social inclusion (Gonzalez-Jimenez & Costa Pinto, 2024) by providing virtual experiences for those unable to travel due to physical, economic, or social barriers, thereby expanding accessibility within the visitor economy.

Immersive technologies can also be instrumental in the protection and preservation of natural and cultural heritage (Bec et al., 2019) (SDG 11 & 15) by offering immersive virtual tours of cultural events and heritage sites, reducing physical impacts on fragile environments while promoting broader awareness and appreciation. The integration of avatars into these virtual platforms can create more personalised and interactive experiences (Nan et al., 2023), allowing users to engage with content in a more immersive and emotionally connected manner. This aligns with SDG 9 as it fosters innovation in digital experiences and supports the development of resilient digital infrastructure that can enhance user interaction (Shin & Kang, 2024). By integrating avatars, the tourism and hospitality sectors can improve customer engagement through innovative technology, ultimately contributing to sustainable infrastructure that meets evolving consumer needs.

Research should consider the unintended consequences of problematic social media use, including misinformation, and its impact on the wellbeing of tourists and visitors, as well as on sustainability goals (Mkono & Hughes, 2023) (SDG 3, SDG 11, & SDG 12). Social media can negatively affect tourists' perceptions, contribute to stress through misinformation, and influence travel behaviours in unsustainable ways, ultimately impacting both individual

wellbeing and broader sustainability efforts (Wengel et al., 2022). Furthermore, social media's emphasis on "Instagrammable" destinations has contributed to overtourism (SDG 11), encouraging irresponsible tourist behaviours that often negatively affect local residents. The increased focus on visually appealing spots can lead to overcrowding (Song & Abukhalifeh, 2021), strain local resources, and disrupt the quality of life for local communities, further undermining the goals of sustainable tourism and responsible consumption (Ganzaroli et al., 2021) (SDG 11 & SDG 12).

The role of generative AI in transforming customer interactions in the visitor economy warrants deeper exploration, especially in terms of how it can personalise guest experiences and streamline customer service. For example, generative AI chatbots can be used to provide tailored recommendations to tourists (Xu et al., 2024), which may support SDG 8 by enhancing service efficiency and improving job quality. However, the ethical implications of over-reliance on digital communication, such as diminished human contact (Samala et al., 2020) and potential biases in AI-driven interactions, need to be considered to ensure inclusivity and fairness, aligning with SDG 10 and SDG 16.

2.4. Transparency and Accountability Systems (TAS)

Research into transparency systems, such as blockchain, should be expanded to support various aspects of the visitor economy (Gao & Bi, 2024; Muharam et al., 2024), including governance, sustainability, and visitor engagement (SDG 16). Blockchain technology can create transparent, immutable records of transactions, such as hotel bookings or event ticket sales, which helps build trust and accountability within the visitor economy. Blockchain's ability to support secure, decentralised systems also aids in managing supply chains, offering visibility into the origin and sustainability of products used in tourism and hospitality (Özgit & Adalier, 2022), thereby contributing to responsible consumption (SDG 12).

AR and VR can enhance stakeholder meetings by allowing remote participants to immerse themselves in the environment of a destination or hotel, thereby fostering more informed decision-making and enhancing collaboration (Fazio et al., 2023). The metaverse can facilitate virtual governance forums where stakeholders, e.g., community members, policymakers, and investors, can interact and discuss tourism management plans in a shared virtual space, promoting inclusivity (SDG 10), effective governance (SDG 16), and fostering collaborative partnerships for sustainable development (SDG 17). Investigating the integration of AR to provide guests with real-time, immersive views into sustainability practices (Cranmer et al., 2023) could further enhance transparency and trust. However, future studies must also address the potential risks related to unethical data use and the challenges associated with unequal resource distribution, which may hinder effective transparency efforts.

The use of drones for monitoring and ensuring compliance with sustainability initiatives also represents an emerging area of interest. Drones can provide real-time data on environmental conditions (Zahir et al., 2024), helping destinations maintain transparency about their sustainability practices. This aligns with SDG 13 as drones facilitate the monitoring of environmental impacts, enabling destinations to implement proactive measures for mitigating climate-related risks. Additionally, drones contribute to SDG 9 by integrating advanced technology into infrastructure management, promoting innovation in how destinations handle environmental challenges.

2.5. Educational Technologies and the Digital Divide (ETDD)

The intersection of e-learning, AI, and immersive technologies as tools for workforce development and visitor economy education presents numerous opportunities for future research (SDG 4 & 8). However, critical consideration is needed regarding the digital divide and the accessibility of these technologies (Lythreath et al., 2022), directly impacting SDG 10. While AI can be used to personalise training programmes, adapting learning experiences to the needs of individual learners, thereby improving the effectiveness of visitor economy education (Skavronskaya et al., 2023), it also risks reinforcing existing inequalities. For instance, those without access to reliable internet or advanced digital devices may be excluded, deepening socio-economic divides (SDG 10).

From a critical theory perspective, such as Foucault's concept of power and knowledge, the push for digital learning technologies could be seen as a form of disciplinary power, where those with access gain advantages in skill development, while those without are further marginalised (Cai & McKenna, 2023). These dynamics challenge the principle of equality and inclusivity, highlighting tensions in achieving SDG 4 and SDG 10. Additionally, AI-driven analytics, while capable of identifying skill gaps and providing targeted training content, can introduce biases that shape what kinds of knowledge and skills are valued, potentially perpetuating exclusionary practices that conflict with SDG 5 and SDG 10. Furthermore, the design of these training programmes often reflects Eurocentric perspectives, raising questions about the validity and relevance of the knowledge being prioritised. This can lead to situations where local and indigenous knowledge are side-lined, thus undermining cultural diversity and inclusivity (SDG 5 & SDG 10). Exploring the use of metaverse platforms to create adaptive, immersive learning environments (Saneinia et al., 2024) is an important next step, but these efforts must also critically examine who is designing these systems, whose knowledge is being represented, and who ultimately has the power to access and benefit from these innovations.

Future studies should evaluate the socio-economic impacts of introducing advanced digital infrastructure, including metaverse and XR technologies, to ensure they do not exacerbate existing inequalities. Exploring how AR and XR can create new opportunities for remote participation and virtual tourism (Miao et al., 2024) is vital for fostering inclusive tourism practices. These technologies can also contribute to reducing poverty (SDG 1) by providing new income opportunities for local communities. Studies should focus on not only creating standardised, high-quality content but also ensuring that such content includes local and indigenous knowledge and is accessible to all, including those who may be unwilling or unable to engage with advanced technologies, thus upholding the values of inclusivity, equal opportunity, and cultural relevance (Gretzel et al., 2020) (SDG 4, SDG 5, & SDG 10).

2.6. Gender-Sensitive Design (GSD)

Future research should investigate gender-sensitive AI and generative AI applications that create tailored content and opportunities for underrepresented groups in tourism, hospitality, and events (SDG 5 & 8). Examining the efficacy of these technologies in overcoming cultural and resource barriers that restrict women's access to technology and economic opportunities is an area requiring significant attention (Khoo et al., 2024). However, it is also essential to critically question the underlying design of these technologies. For example, virtual worlds can provide safe spaces for LGBTQI+ people (McKenna & Chughtai, 2020), but to achieve that, LGBTQI+ members had to shape the affordances of the technology

for their own purposes (McKenna, 2020). Technology, including AI, often embodies masculine biases by design, which risks reinforcing gender stereotypes rather than dismantling them (Varsha, 2023). For example, gender-sensitive AI can be used to empower women hospitality employees by providing personalised training opportunities that accommodate their specific needs, helping them overcome barriers to career progression, but only if these technologies are genuinely inclusive and considerate of female perspectives. Additionally, independent female solo travellers (Ying et al., 2017) could benefit from AI-driven safety features and personalised recommendations that address their unique concerns, contributing to greater security and empowerment within the visitor economy.

The use of robotics in tourism operations can also be designed in a gender-sensitive manner, ensuring that automated systems do not perpetuate stereotypes (Otegui Carles et al., 2024) or exclude female employees from roles in managing and interacting with these technologies. This aligns with SDG 5, which aims to empower all women and ensure full and effective participation in various sectors, including tourism and technology. By intentionally designing robotics to be inclusive, we can break down gender barriers, promote equal opportunities in technology-driven roles, and support women's economic empowerment, thus advancing gender equality within the visitor economy. Nevertheless, the assumptions embedded in these AI systems must be examined to ensure they do not perpetuate biases or marginalise other ways of knowing and experiencing tourism, such as those rooted in local and indigenous knowledge.

Moreover, there is an opportunity for IS design to co-synthesise with the values of hospitality, such as warmth, inclusiveness, and the virtue of being hospitable (Bilgihan et al., 2024), to facilitate more inclusive IS development. This collaboration between IS and hospitality virtues can bring new understandings to IS design, pushing it beyond the often rigid and masculine nature of technology development (Mellström, 2016) to integrate elements of care and inclusivity that are central to the hospitality experience. Designing IS with these principles in mind could contribute to a more welcoming environment for women employees, female travellers, and women entrepreneurs. Empowering women entrepreneurs within the visitor economy through IS-powered initiatives, has significant potential to improve their access to business management tools, marketing resources, and microfinancing opportunities. However, it is crucial to consider whether these supports and initiatives inadvertently reinforce masculine norms of entrepreneurial discourse, which often emphasise competition, individualism, and profit over community, collaboration, and sustainability (Marlow, 2020). We invite IS scholars to challenge these norms and explore how entrepreneurial support systems can better reflect the diverse values and approaches of women entrepreneurs. Additionally, it is necessary to understand how inclusive IS can be designed to prevent gender biases from being perpetuated in digital platforms, while also challenging the current power structures inherent in digital technologies (Masiero, 2023). This approach ensures that female workers in hospitality, female travellers, and women entrepreneurs are supported equitably, promoting a genuinely inclusive visitor economy.

2.7. Automation and Artificial Intelligence (AAI)

The impact of automation and AI on job displacement in the visitor economy (Zhao et al., 2024) requires further investigation (SDG 8). AI and automation undeniably contribute to productivity gains and operational efficiencies, particularly in repetitive or resource-intensive

tasks. However, these advances also lead to significant job displacement (Li et al., 2024), and the visitor economy workforce will need to acquire a whole new set of skills to adapt to these changes. Future research should focus on balancing operational efficiency with job creation by developing training programmes that help workers adapt to AI-driven changes, emphasising the importance of reskilling and upskilling initiatives to ensure economic inclusion (SDG 8 & SDG 10).

In addition, automation and AI create a whole new range of experiences that can improve the visitor economy by enhancing guest satisfaction (Zhang et al., 2024) and supporting sustainable practices. For example, AI-driven personalisation can tailor guest experiences to individual preferences. At the same time, automation can streamline services, reduce waiting times, and enhance comfort during the visitor journey, which not only improves the visitor's wellbeing but also optimises resource usage, contributing to sustainability goals (SDG 3 & SDG 12).

The use of drones for tasks such as mapping tourist behaviours (Zhan et al., 2023) activities can further enhance efficiency while reducing the carbon footprint, contributing to a more sustainable operational model. This aligns with SDG 13 by providing a means to reduce emissions through more efficient analysis, as well as SDG 9 by promoting the use of drones to understand overtourism (Szuster et al., 2023). These innovations have the potential to significantly boost visitor satisfaction, create memorable experiences, and reduce unnecessary consumption by making processes more efficient and environmentally friendly.

However, it is also important to be mindful from a user-centred perspective (Dieck et al., 2021). Technologies such as AR, VR, and automation can introduce new forms of discomfort or health issues, such as cybersickness and ergonomic challenges, particularly when immersive experiences are involved (Yildirim, 2020). Understanding these adverse effects is essential to ensure that the deployment of these IS does not inadvertently harm users' wellbeing. Future research should investigate how to mitigate these potential side effects while maximising the benefits for sustainable visitor economies (Azara et al., 2018).

2.8. Privacy, Security, and Responsible Use of Technology (PSRT)

The future of privacy, security, and responsible use of technology research in the visitor economy should centre on AI-driven security measures (Yu, Jiang, et al., 2024), data protection protocols, and responsible technology adoption (SDG 11 & 16). Studies should focus on balancing the use of AI and IoT to enhance guest experiences while securing sensitive data (Tiwari et al., 2024) and mitigating cybersecurity threats. Moreover, the responsible use of technologies such as generative AI, AR, VR, and social media is essential for promoting responsible consumption and preventing harm. Responsible use involves ensuring that technology applications align with ethical standards, promote wellbeing (Saeidnia et al., 2024), and do not exacerbate existing inequalities. Future studies should explore how ethical guidelines can be enforced to prevent overtourism, mitigate the risks associated with social media's promotion of unsustainable travel experiences, and reduce misinformation.

While personal drones are often used by small groups of enthusiasts to capture travel activities, their use can also have unintended negative impacts on non-users (Jiang & Lyu, 2024). For example, the noise and visual intrusion caused by these drones can disrupt the experience for other tourists, local residents, and visitors seeking a peaceful environment. Such

disturbances can lead to a sense of discomfort or perceived surveillance, negatively impacting the overall wellbeing of those not directly involved (SDG 3). Future research should consider strategies to mitigate these impacts, ensuring that responsible personal drone use in tourism hotspots and event settings does not detract from the experiences of others (SDG 12).

The increasing ‘smartification’ of cities and tourism destinations (Ma, Liu, & Zhan, 2024), often promoted as part of a sustainable agenda (Fernández-Díaz et al., 2023), also requires critical examination. While smart cities and smart tourism can bring about efficiencies and enhanced visitor experiences, these digital transformations often operate as mechanisms of control, introducing new forms of disciplinary power. Borrowing from Foucault’s concept of disciplinary power (Cai & McKenna, 2023), the implementation of smart technologies can regulate and monitor individuals’ movements, preferences, and behaviours, raising questions about privacy, autonomy, and inclusivity. This form of technological surveillance (Zuboff, 2015), despite its benefits for efficiency and sustainability, risks exerting disciplinary effects that may limit the spontaneity and authenticity of tourist experiences and disproportionately affect vulnerable groups. Thus, future research must critically assess whether the push towards digitalising destinations genuinely aligns with sustainability goals or primarily serves as a means for controlling and commodifying experiences for profitability.

2.9. Environmental Monitoring and Conservation (EMC)

Future research should focus on the integration of Geographic Information Systems (GIS), IoT, AR, and VR for ecosystem monitoring and conservation in the visitor economy (SDG 14 & 15). For example, GIS and IoT can be used to track wildlife movements and monitor environmental conditions in real-time, providing data crucial for conservation efforts in tourism contexts, such as habitat protection in nature reserves that are popular tourist destinations. This data can help tourism operators and conservation authorities manage visitor numbers to ensure minimal disruption to wildlife (Skov-Petersen et al., 2021), thereby balancing tourism activities with conservation goals.

IoT in the hospitality sector (Pelet et al., 2021) can be used to monitor energy and water consumption in hotels, allowing operators to optimise resource usage and reduce their environmental impact. For instance, smart sensors can detect occupancy levels and adjust heating, cooling, or lighting, contributing to more sustainable hospitality practices. In the events sector, IoT and AR can be used to manage waste and resource efficiency. For example, AR applications can provide real-time guidance to event attendees about recycling locations, and IoT can help monitor waste generation during large gatherings to promote better waste management strategies.

Drones can also be employed for environmental monitoring purposes (Escobar-Sánchez et al., 2022), providing high-resolution images and real-time data that help manage conservation areas more effectively. By using drones to monitor and manage conservation areas and tourist behaviour (Zhan et al., 2023), it is possible to directly contribute to the preservation of biodiversity and ensure that tourism does not negatively impact these ecosystems. This approach supports SDG 13 by providing valuable data for mitigating the effects of climate change on vulnerable habitats and contributes to SDG 17 by fostering partnerships between conservation organisations and tourism operators to ensure responsible resource management. AR and VR can also be employed to create virtual safaris or underwater experiences, allowing

tourists to engage with nature without causing physical harm to fragile ecosystems, thus supporting conservation through reduced impact (Su et al., 2024).

Separate from environmental conservation, there is also a need to focus on the conservation of cultural heritage, particularly through cultural events, festivals, and traditions, which are integral to the tourism experience. For example, VR can be used to bring cultural festivals to life for remote participants, allowing them to virtually experience significant cultural celebrations, which can help preserve these traditions by fostering broader awareness and appreciation (Di Fuccio et al., 2024). VR can also recreate historical events or rituals, offering tourists an immersive educational experience that promotes cultural preservation without the physical footprint that traditional tourism might impose on heritage sites (Ma, Somrak, et al., 2024) (SDG 11 & 15).

Education through immersive technologies also has immense potential for promoting sustainable practices among tourists. AR can be used in museums and heritage sites (Chen, Wang, et al., 2024) to provide interactive learning experiences that explain the importance of preservation efforts and sustainability. VR can simulate the impact of environmental degradation, thereby educating tourists on the consequences of unsustainable behaviour (Su et al., 2024). These educational initiatives can also foster partnerships for sustainable practices (SDG 17) by bringing together educators, tourism operators, and local communities. Such educational tools can inspire more responsible tourist behaviour, encouraging practices that align with both environmental and cultural sustainability (SDG 4, 11 & 15). Further exploration of how generative AI can model environmental and cultural impacts, predict outcomes, and guide sustainable decision-making is essential (Cheng et al., 2024). Research should also examine strategies to balance technological advancements with their ecological footprints to ensure overall sustainability.

To further enhance understanding, we have included Table 1, which visually maps the connections between above mentioned nine research areas and the corresponding UN SDGs.

SDG	DCA	SORMS	ICDCT	TAS	ETDD	GSD	AAI	PSRT	EMC
1	X				X				
2		X							
3	X		X				X	X	
4					X				X
5					X	X			
6	X	X							
7		X							
8					X	X	X		
9	X	X	X	X			X		
10			X	X	X		X		
11			X					X	X
12	X		X	X			X	X	
13	X	X		X			X		X
14									X
15			X						X
16	X		X	X				X	
17	X			X					X

Table 1: Matching SGD with the research agenda

3. Articles Included in this Special Issue

This special issue comprises four papers, each providing insights into tourism and sustainability. All submissions we received had a tourism focus. Therefore, there are no papers in this special issue contributing to hospitality or events.

The paper by Chen, Zhang and Cheng (2024) investigates the spillover effects of online tourism platforms on sustainable economic growth and social welfare. The study draws from literature on smart tourism, online platform operations, and economic and environmental prosperity to understand the implications of online tourism platforms on sustainable development. The authors propose an analytical model to guide the marketing and operational management decisions of tourism enterprises, highlighting the importance of collaboration between tourist attractions and tourism-related enterprises through online tourism platforms. The findings suggest that third-party online tourism platforms have reformed partnerships among stakeholders, strengthened the means of implementation, and revitalised partnerships for sustainable development. Empirical evidence and numerical simulations support the benefits of dual platforms for tourism enterprises, indicating that the rise of online tourism platforms has improved the visitor economy and social welfare.

The paper by Du et al. (2024) explores the sustainable affordances of IS for cultural tourism from an organisational aesthetics perspective. The study focuses on the case of Taoxichuan, a cultural heritage site, to demonstrate how IS can be utilised to preserve intangible cultural heritage (ICH) while contributing to a sustainable visitor economy. The authors identify the affordances of IS in establishing ICH aesthetics as knowledge tools, such as offering visibility of the entire process of creating ceramics through live streaming and sharing procedures of ceramics making online. The paper emphasises that IS affordances enable the dissemination and popularisation of ICH artefacts, providing visitors and enthusiasts with a solid foundation of knowledge and experiences, ultimately facilitating the sustainable preservation and development of ICH.

The paper by Jiwasiddi et al. (2024) provides a comprehensive analysis of the impact of digital nomadism on local communities and their visitor economies and cultures, with a specific focus on the case study of Chiang Mai, Thailand. The study offers a taxonomic model and comparative analysis of visitor types, shedding light on the unique characteristics of digital nomads and their implications for local communities. The paper emphasises the need for discourse, theory, and regulation to recognise digital nomads as a distinct visitor type, separate from traditional tourists, expats, and other visitors. The findings highlight the significant social, cultural, economic, and technological impacts of digital nomadism on Chiang Mai while also discussing the transferability of these insights to other local communities around the globe. Overall, the paper contributes to a deeper understanding of digital nomadism and its relevance for policy-making and future studies of visitor economies.

The paper by Zhang, Pan, & Guo (2024) investigates the implementation of evolving IS for heritage preservation in the Palace Museum in Beijing, China, using affordance-actualisation theory to develop a conceptual model and uncover a hierarchical structure among affordances. The study incorporates input from various museum departments to gain a comprehensive understanding of organisational-level affordances and their actualisation, revealing insights into ongoing upgrades and enhancements to the museum's digital platform. The paper emphasises the evolving process of information systems' implementation and use,

integrating various information technologies over time, and introduces an adaptation phase that sheds light on the feedback mechanisms through which museums respond to both achieved and unintended outcomes. The findings underscore the importance of a strategic, phased approach to system implementation, where each stage builds upon the success of the previous one, providing valuable insights into the integration of technology as a critical aspect of organisational innovation for heritage preservation.

4. Concluding Remarks

When editing this special issue, we made some observations. First, we noticed that all papers in this special issue treated the visitor economy (in this case, tourism) as an applied context, and applied IS theories and contributed to IS knowledge in these contexts. We encourage broadening the scope of viewing tourism, hospitality and events beyond their applied, business-focused contexts. Instead, seeing them as a social phenomenon will enable many more opportunities to engage in broader and more critical discussions (Cai & McKenna, 2021; Cai et al., 2021; Ferrer et al., 2021; Tribe & Liburd, 2016) and open new avenues to theorise IS and tourism/hospitality/events together. In tourism, hospitality and event studies, we see a ‘critical turn’ in the field (Ateljevic et al., 2007; Robertson et al., 2018), enabling a more reflexive and critical view of the power and norms, giving voices to marginalised communities and indigenous knowledge, and provide platforms to discuss social justice and challenge hegemonic discourses (Pritchard et al., 2011). Considered as social and human phenomenon, it frees tourism, hospitality and events from being passively perceived as a replaceable context to test hypotheses or consolidate IS theories and, instead, play a more active role in co-conceptualising knowledge. For instance, Bilgihan et al. (2024) argue that hospitality can be viewed as an independent variable, individual personal traits, and a belief, which provides new opportunities to synthesise with IS.

In addition, tourism, hospitality and events play a very active role in enabling sustainability agendas, particularly in overlooked areas such as decolonisation (Zigomo & Hull, 2018), LGBTQI+ rights (Ong et al., 2025), prisoner rehabilitation (Gebbers et al., 2021), empowering local communities (Higgins-Desbiolles & Bigby, 2022), and enhance quality of life of those underprivileged (McCabe & Johnson, 2013). This requires a fresh perspective of viewing tourism, hospitality and events as an active agent to transform society for the better rather than simply a context with issues to be solved through technology.

Second, we noticed that although articles in the special issue cover a wide range of geographical contexts, Western theories and literature are still primarily used, and most of the time, theoretical contributions do not engage with the local contexts. In other words, in some cases, there is a mismatch between the theory (Western) and the context (non-Western). Knowledge creation in the realm of IS, tourism, hospitality, and events is very much dominated by the European/Western knowledge and theory, (Guba & Lincoln, 1994). Although the study sites in the special issue articles are from non-Western countries, classic, prominent Western IS theories are applied. Earlier, Benckendorff and Zehrer (2013) pointed out that Western theories and European literature are encouraged and preferred compared with local theories and indigenous knowledge (Davison, 2021) in today’s academia. We raise this same issue that the importance of contextual richness and local knowledge will likely be neglected and marginalised in IS research. Furthermore, we need to challenge the dominating sustainability narrative and invite broader discussions around the indigenous knowledge and wisdom, power

imbalance, and colonial legacy (Chughtai, 2023; Masiero, 2023) in various contexts. We call for a more reflexive, critical lens in investigating the role IS plays in the sustainable visitor economy, including epistemologically unpacking theories used, highlighting the unique context and local knowledge, and fundamentally how sustainability is viewed and understood.

Third, we call for a more open-minded approach to conceptualising IS in future visitor economy studies. We should challenge the static view of IS as a theory and tool and tourism, hospitality and events as a context or a problem. Instead, honouring the unique context of tourism, hospitality, and events and viewing them as a social and cultural phenomenon with transformative potentials, bringing them on board in the process of theorising and addressing unique issues of sustainability. Our research agenda offers a cross-disciplinary roadmap to support this. We encourage more collaborations between IS and tourism, hospitality and events scholars collaboratively to push a sustainable agenda in joint force.

To conclude, the papers in this special issue showcase how IS can transform the visitor economy towards sustainability by examining the roles of online tourism platforms, digital affordances for cultural heritage, recognition of emerging visitor types like digital nomads, and through strategic IS implementation for heritage preservation. These studies help influence future developments in a sustainable visitor economy, where IS act as critical enablers for economic prosperity, cultural preservation, and enhanced social wellbeing in a visitor economy.

Acknowledgements

The special issue guest editors would like to thank the following associate editors who worked on the special issue: Alisha Ali, Nisreen Ameen, Mads Bødker, Petros Chamakiotis, Hameed Chughtai, Jocelyn Cranefield, Mahendrawathi Er, Robert Keller, Hongxiu Li, Gloria H.W. Liu, Silvia Masiero, Edwin Pramana, and Christine Van Toorn.

References

- ABBA Voyage. (2024). *ABBA Voyage*. Retrieved 02 Nov 2024 from <https://abbavoyage.com/>
- Arnegger, J., & Herz, M. (2016). Economic and destination image impacts of mega-events in emerging tourist destinations. *Journal of Destination Marketing & Management*, 5(2), 76-85.
- Ateljevic, I., Morgan, N., & Pritchard, A. (2007). *The critical turn in tourism studies*. Elsevier Oxford.
- Azara, I., Wiltshier, P., & Greator, J. (2018). Against all odds: Embedding new knowledge for event continuity and community well-being. *Event Management*, 22(1), 25-36.
- Balakrishnan, J., Dwivedi, Y. K., Malik, F. T., & Baabdullah, A. M. (2023). Role of smart tourism technology in heritage tourism development. *Journal of Sustainable Tourism*, 31(11), 2506-2525.
- Bazazo, I. K., & Alananzeh, O. A. (2016). The effect of electronic tourism in enabling the disabled tourists to communicate with the touristic and archaeological sites case study–Jordan. *European Scientific Journal*, 12(5), 111-128.
- Bec, A., Moyle, B., Schaffer, V., & Timms, K. (2021). Virtual reality and mixed reality for second chance tourism. *Tourism management*, 83, 104256.
- Bec, A., Moyle, B., Timms, K., Schaffer, V., Skavronskaya, L., & Little, C. (2019). Management of immersive heritage tourism experiences: A conceptual model. *Tourism management*, 72, 117-120.
- Benckendorff, P., & Zehrer, A. (2013). A network analysis of tourism research. *Annals of Tourism Research*, 43, 121-149.

- Besculides, A., Lee, M. E., & McCormick, P. J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of Tourism Research*, 29(2), 303-319.
- Bilgihan, A., Hanks, L., Line, N. D., & Mody, M. A. (2024). Rethinking the role of hospitality in society: the HOST model. *International Journal of Contemporary Hospitality Management*, 36(7), 2256-2272.
- Buckley, R. (2012). Sustainable tourism: Research and reality. *Annals of Tourism Research*, 39(2), 528-546.
- Cai, W., & McKenna, B. (2021). Knowledge creation in information technology and tourism research. *Journal of Travel Research*, 60(4), 912-915.
- Cai, W., & McKenna, B. (2023). Power and resistance: Digital-free tourism in a connected world. *Journal of Travel Research*, 62(2), 290-304.
- Cai, W., McKenna, B., Wassler, P., & Williams, N. (2021). Rethinking Knowledge Creation in Information Technology and Tourism. *Journal of Travel Research*, 60(6), 1377-1384.
- Cai, W., Richter, S., & McKenna, B. (2019). Progress on Technology Use in Tourism. *Journal of Hospitality and Tourism Technology*, 10(4), 651-672.
- Casais, B., & Ferreira, L. (2023). Smart and sustainable hotels: tourism agenda 2030 perspective article. *Tourism Review*, 78(2), 344-351.
- CDES. (2024). *Ex-ante economic impact study of the Paris 2024 Olympic and Paralympic Games*. https://cdes.fr/wp-content/uploads/2024/05/2024.04_Paris-2024_Economic-impact-study_final.pdf
- Chen, Y., Wang, X., Le, B., & Wang, L. (2024). Why people use augmented reality in heritage museums: a socio-technical perspective. *Heritage Science*, 12(1), 108.
- Chen, Y., Zhang, N., & Cheng, X. (2024). The spillover effects of online tourism platforms on sustainable development. *Information Systems Journal*, 34(3), 788-827. <https://doi.org/https://doi.org/10.1111/isj.12448>
- Cheng, X., Chen, Y., Wang, P., Zhou, Y., Wei, X., Luo, W., & Duan, Q. (2024). A novel ChatGPT-based multimodel framework for tourism review mining: a case study on China's five sacred mountains. *Journal of Hospitality and Tourism Technology*(ahead-of-print).
- Chughtai, H. (2023). Decolonial critical hermeneutics. In R. M. Davison (Ed.), *Handbook of Qualitative Research Methods for Information Systems* (pp. 240-256). Edward Elgar Publishing.
- Chung, K.-S., Goebert, C., & Johnson, J. D. (2024). Virtual Reality and Higher Education Sporting Events: Social Anxiety Perception as an Outcome of VR Simulation. *Behavioral Sciences*, 14(8), 695.
- Cimbaljević, M., Stankov, U., & Pavluković, V. (2019). Going beyond the traditional destination competitiveness—reflections on a smart destination in the current research. *Current Issues in Tourism*, 22(20), 2472-2477.
- Claight. (2024). *Global Events Industry Market Report and Forecast 2024-2032*. Retrieved 03 Nov 2024 from <https://www.expertmarketresearch.com/reports/events-industry-market>
- Coghlan, A., Becken, S., & Warren, C. (2023). Modelling a smart tech user journey to decarbonise tourist accommodation. *Journal of Sustainable Tourism*, 31(3), 840-858.
- Cold Play. (2024). *Music of the Spheres World Tour*. Retrieved 02 Nov 2024 from <https://sustainability.coldplay.com/>
- Cranmer, E. E., Tom Dieck, M., & Jung, T. (2023). The role of augmented reality for sustainable development: Evidence from cultural heritage tourism. *Tourism management perspectives*, 49, 101196.
- Davison, R. M. (2021). Special issue: Indigenous theory. *Information Systems Journal*, 31(6), 767-768.

- de Visser-Amundson, A., Kleijnen, M., & Aydinli, A. (2023). From trash to cash: the effect of product construal and benefit appeals on consumer evaluations of rescued meals. *International Journal of Contemporary Hospitality Management*, 35(12), 4365-4383.
- Di Fuccio, R., Kic-Drgas, J., & Woźniak, J. (2024). Co-created augmented reality app and its impact on the effectiveness of learning a foreign language and on cultural knowledge. *Smart Learning Environments*, 11(1), 21.
- Díaz-Farina, E., Díaz-Hernández, J. J., & Padrón-Fumero, N. (2023). Analysis of hospitality waste generation: Impacts of services and mitigation strategies. *Annals of Tourism Research Empirical Insights*, 4(1), 100083.
- Dieck, M., Dieck, D. T., & Jung, T. (2021). Exploring usability and gratifications for virtual reality applications at festivals. *Event Management*, 25(6), 585-599.
- Du, W., Ghorbani, M., Ni, Z., & Pan, S. L. (2024). Sustainable affordances of information systems for cultural tourism: An organisational aesthetics perspective. *Information Systems Journal*, 34(5), 1787-1809. <https://doi.org/https://doi.org/10.1111/isj.12498>
- Eckert, C., Zacher, D., Pechlaner, H., Namberger, P., & Schmude, J. (2019). Strategies and measures directed towards overtourism: a perspective of European DMOs. *International Journal of Tourism Cities*, 5(4), 639-655.
- Escobar-Sánchez, G., Markfort, G., Berghald, M., Ritzenhofen, L., & Schernewski, G. (2022). Aerial and underwater drones for marine litter monitoring in shallow coastal waters: factors influencing item detection and cost-efficiency. *Environmental monitoring and assessment*, 194(12), 863.
- Fazio, G., Fricano, S., Iannolino, S., & Pirrone, C. (2023). Metaverse and tourism development: issues and opportunities in stakeholders' perception. *Information Technology & Tourism*, 25(4), 507-528.
- Fernández-Díaz, E., Jambrino-Maldonado, C., Iglesias-Sánchez, P. P., & de las Heras-Pedrosa, C. (2023). Digital accessibility of smart cities-tourism for all and reducing inequalities: tourism agenda 2030. *Tourism Review*, 78(2), 361-380.
- Ferrer, X., Van Nuenen, T., Such, J. M., Coté, M., & Criado, N. (2021). Bias and discrimination in AI: a cross-disciplinary perspective. *IEEE Technology and Society Magazine*, 40(2), 72-80.
- Floros, C., Cai, W., McKenna, B., & Ajeeb, D. (2021). Imagine being off-the-grid: millennials' perceptions of digital-free travel. *Journal of Sustainable Tourism*, 29(5), 751-766.
- Foronda-Robles, C., Galindo-Pérez-de-Azpillaga, L., & Fernández-Tabales, A. (2023). Progress and stakes in sustainable tourism: indicators for smart coastal destinations. *Journal of Sustainable Tourism*, 31(7), 1518-1537.
- Ganzaroli, A., De Noni, I., & Bonera, M. (2021). The influence of foreigners' buzzing on TripAdvisor ranking of restaurants in Venice: Implications for the sustainability of over-touristed heritage cities. *Current Issues in Tourism*, 24(14), 2044-2058.
- Gao, G.-X., & Bi, J.-W. (2024). Online travel agency or blockchain-based platform? *Annals of Tourism Research*, 109, 103846.
- Gebbels, M., McIntosh, A., & Harkison, T. (2021). Fine-dining in prisons: Online TripAdvisor reviews of The Clink training restaurants. *International Journal of Hospitality Management*, 95, 102937.
- Gholami, R., Ravishankar, M., Shirazi, F., & Machet, C. (2017). An exploratory study on sustainable ICT capability in the travel and tourism industry: the case of a global distribution system provider. *Communications of the Association for Information Systems*, 40(1), 22.
- Gonçalves, A. R., Costa Pinto, D., Shuqair, S., Mattila, A., & Imanbay, A. (2024). The paradox of immersive artificial intelligence (AI) in luxury hospitality: how immersive AI shapes

- consumer differentiation and luxury value. *International Journal of Contemporary Hospitality Management*.
- Gonzalez-Jimenez, H., & Costa Pinto, D. (2024). Can AI robots foster social inclusion? Exploring the role of immersive augmentation in hospitality. *International Journal of Contemporary Hospitality Management*.
- Gössling, S. (2017). Tourism, information technologies and sustainability: an exploratory review. *Journal of Sustainable Tourism*, 25(7), 1024-1041.
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., Pesonen, J., Zanker, M., & Xiang, Z. (2020). e-Tourism beyond COVID-19: a call for transformative research. *Information Technology & Tourism*, 22, 187-203.
- Gretzel, U., & Stankov, U. (2021). ICTs and well-being: challenges and opportunities for tourism. *Information Technology & Tourism*, 23, 1-4.
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research*. Sage.
- Gunduz Songur, A., Turkutarhan, G., & Cobanoglu, C. (2023). Progress on green technology research in hotels: a literature review. *Journal of Hospitality and Tourism Insights*, 6(5), 2052-2072.
- Hao, F., Aman, A. M., & Zhang, C. (2024). What is beautiful is good: attractive avatars for healthier dining and satisfaction. *International Journal of Contemporary Hospitality Management*.
- Higgins-Desbiolles, F. (2006). More than an “industry”: The forgotten power of tourism as a social force. *Tourism management*, 27(6), 1192-1208.
- Higgins-Desbiolles, F., & Bigby, B. C. (2022). *The local turn in tourism: Empowering communities* (Vol. 95). Channel View Publications.
- Hospitality Insights. (2024). *Hospitality industry statistics to have on your radar 2024*. Retrieved 03 Nov 2024 from <https://hospitalityinsights.ehl.edu/hospitality-industry-statistics>
- Hu, M., Li, M., Chen, Y., & Liu, H. (2025). Tourism forecasting by mixed-frequency machine learning. *Tourism management*, 106, 105004.
- Ismail, M. (2018). *Women’s role and position in hospitality*. The Asean Post. Retrieved 20 June 2021 from <https://theaseanpost.com/article/womens-role-and-position-hospitality>
- Jarratt, D. (2021). An exploration of webcam-travel: Connecting to place and nature through webcams during the COVID-19 lockdown of 2020. *Tourism and Hospitality Research*, 21(2), 156-168.
- Jiang, Y., & Lyu, C. (2024). Sky-high concerns: Examining the influence of drones on destination experience. *Tourism Recreation Research*, 49(4), 911-917.
- Jiwasiddi, A., Schlagwein, D., Cahalane, M., Cecez-Kecmanovic, D., Leong, C., & Ractham, P. (2024). Digital nomadism as a new part of the visitor economy: The case of the “digital nomad capital” Chiang Mai, Thailand. *Information Systems Journal*, 34(5), 1493-1535. <https://doi.org/https://doi.org/10.1111/isj.12496>
- Kashem, M. A., Shamsuddoha, M., Nasir, T., & Chowdhury, A. A. (2022). The role of artificial intelligence and blockchain technologies in sustainable tourism in the Middle East. *Worldwide Hospitality and Tourism Themes*, 15(2), 178-191.
- Khoo, C., Yang, E. C. L., Tan, R. Y. Y., Alonso-Vazquez, M., Ricaurte-Quijano, C., Pécot, M., & Barahona-Canales, D. (2024). Opportunities and challenges of digital competencies for women tourism entrepreneurs in Latin America: a gendered perspective. *Journal of Sustainable Tourism*, 32(3), 519-539.
- Kim, S., Im, D.-u., Lee, J., & Choi, H. (2019). Utility of digital technologies for the sustainability of intangible cultural heritage (ICH) in Korea. *Sustainability*, 11(21), 6117.

- Koo, B., Curtis, C., & Ryan, B. (2020). Examining the impact of artificial intelligence on hotel employees through job insecurity perspectives. *International Journal of Hospitality Management*, 102763.
- Kostyk, A., Cowan, K., Dessart, L., & Schyns, M. (2024). Memories of tourism brands in virtual reality. *Annals of Tourism Research*, 109, 103824.
- Law, R., Ye, H., & Lei, S. S. I. (2024). Ethical artificial intelligence (AI): principles and practices. *International Journal of Contemporary Hospitality Management*.
- Lee Ludvigsen, J. A., & Petersen-Wagner, R. (2023). From television to YouTube: digitalised sport mega-events in the platform society. *Leisure Studies*, 42(4), 615-632.
- León, C. J., Suárez-Rojas, C., Cazorla-Artiles, J. M., & Hernández, M. M. G. (2025). Satisfaction and sustainability concerns in whale-watching tourism: A user-generated content model. *Tourism management*, 106, 105019.
- Leung, X. Y., Xue, L., & Wen, H. (2019). Framing the sharing economy: Toward a sustainable ecosystem. *Tourism management*, 71, 44-53.
- Li, H., & Chen, X.-Z. (2024). Tourism-industrial atmosphere and executive change: How can they impact firms?-A mixed context analysis study. *Annals of Tourism Research*, 109, 103847.
- Li, J. J., Bonn, M. A., & Ye, B. H. (2019). Hotel employee's artificial intelligence and robotics awareness and its impact on turnover intention: The moderating roles of perceived organizational support and competitive psychological climate. *Tourism management*, 73, 172-181.
- Li, L., Liu, K., Tian, H., Cai, J., Markides, C. N., Wang, J., Shi, L., Wang, X., Ma, Y., & Liang, X. (2023). A low-carbon CO₂ ice rink technology for the Winter Olympics. *Science Bulletin*, 68(23), 2877-2880.
- Li, W., Qin, X., Yam, K. C., Deng, H., Chen, C., Dong, X., Jiang, L., & Tang, W. (2024). Embracing artificial intelligence (AI) with job crafting: Exploring trickle-down effect and employees' outcomes. *Tourism management*, 104, 104935.
- Lin, M. S., Shin, H. H., & Shin, S. (2024). The economic impacts of information and communication technologies in the tourism and hospitality industry: A systematic review of the literature. *Tourism Economics*, 13548166241253309.
- Liu, B., Moyle, B., Kralj, A., & Li, Y. (2024). Towards a typology of virtual tourists: Efficacy of visual patterns and attentional cues. *Tourism management*, 105, 104943.
- Liu, H., & Tan, K. H. (2023). The viewer value co-creation process on sports live streaming platforms. *Industrial Management & Data Systems*, 123(5), 1523-1547.
- Liu, J., Gu, T., & Liao, Z. (2024). Operation design of a robot logistics system considering demand fluctuations in the hotel industry. *International Journal of Contemporary Hospitality Management*, 36(1), 113-135.
- Liu, J., Li, Y., Li, W., & Liu, D. (2025). Encountering robots: Customers' autonomous behaviors in tourism services. *Tourism management*, 106, 105027.
- Liu, Y., & Wang, X. (2025). Can service robots recover themselves? The effect of service recovery agents and robot service failure types on customer response. *International Journal of Hospitality Management*, 124, 103951.
- Lu, J., Xiao, X., Xu, Z., Wang, C., Zhang, M., & Zhou, Y. (2021). The potential of virtual tourism in the recovery of tourism industry during the COVID-19 pandemic. *Current Issues in Tourism*, 1-17.
- Lv, X., Liu, Y., Luo, J., Liu, Y., & Li, C. (2021). Does a cute artificial intelligence assistant soften the blow? The impact of cuteness on customer tolerance of assistant service failure. *Annals of Tourism Research*, 87, 103114.
- Lythreathis, S., Singh, S. K., & El-Kassar, A.-N. (2022). The digital divide: A review and future research agenda. *Technological Forecasting and Social Change*, 175, 121359.

- Ma, C., Somrak, T., Manajit, S., & Gao, C. (2024). Exploring the Potential Synergy Between Disruptive Technology and Historical/Cultural Heritage in Thailand's Tourism Industry for Achieving Sustainable Development in the Future. *International Journal of Tourism Research*, 26(5), e2759.
- Ma, L., Liu, C., & Zhan, Y. (2024). How smart city construction affects destination tourism efficiency. *Tourism Economics*, 30(6), 1600-1623.
- Marlow, S. (2020). Gender and entrepreneurship: past achievements and future possibilities. *International Journal of Gender and Entrepreneurship*, 12(1), 39-52.
- Masiero, S. (2023). Decolonising critical information systems research: A subaltern approach. *Information Systems Journal*, 33(2), 299-323.
- Masud, F. (2024). *Swift tour to boost UK spending by £1bn - report*. BBC Business News. Retrieved 02 Nov 2024 from <https://www.bbc.co.uk/news/articles/czd881xe8p2o>
- Matthews, J., & Nairn, A. (2023). Holographic ABBA: Examining Fan Responses to ABBA's Virtual "Live" Concert. *Popular Music and Society*, 46(3), 282-303.
- McCabe, S., & Johnson, S. (2013). The happiness factor in tourism: Subjective well-being and social tourism. *Annals of Tourism Research*, 41, 42-65.
- McKenna, B. (2020). Creating convivial affordances: A study of virtual world social movements. *Information Systems Journal*, 30(1), 185-214.
- McKenna, B., & Chughtai, H. (2020). Resistance and sexuality in virtual worlds: An LGBT perspective. *Computers in Human Behavior*, 105, In press.
- Mellström, U. (2016). Technology and masculinity: Men and their machines. In T. J. Søren Ervø (Ed.), *Among Men: Moulding Masculinities*. Routledge.
- Miao, L., Yang, F. X., Hu, J., Wang, K. Y., & Zhang, Q. (2024). Sense of place of tourism destinations in a metaverse paradigm. *Tourism management*, 105, 104958.
- Mihalic, T., & Kuščer, K. (2021). Can overtourism be managed? Destination management factors affecting residents' irritation and quality of life. *Tourism Review*.
- Milano, C., Novelli, M., & Cheer, J. M. (2019). Overtourism and tourismphobia: A journey through four decades of tourism development, planning and local concerns. In (Vol. 16, pp. 353-357): Taylor & Francis.
- Mkono, M., & Hughes, K. (2023). Sustainability paralysis in travel consumption: A Reddit study. *Tourism and Hospitality Research*, 23(4), 506-516.
- Muharam, I. N., Tussyadiah, I. P., & Kimbu, A. N. (2024). Decentralising Airbnb: Testing the acceptability of blockchain-based sharing economy systems. *Tourism management*, 102, 104871.
- Nan, D., Sun, S., Jansen, B. J., & Kim, J. H. (2023). Beyond avatar coolness: Exploring the effects of avatar attributes on continuance intention to play massively multiplayer online role-playing games. *International Journal of Human-Computer Interaction*, 1-10.
- Navío-Marco, J., Ruiz-Gómez, L. M., & Sevilla-Sevilla, C. (2018). Progress in information technology and tourism management: 30 years on and 20 years after the internet - Revisiting Buhalis & Law's landmark study about eTourism. *Tourism management*, 69, 460-470.
- Nuryyev, G., Wang, Y.-P., Achyldurdyeva, J., Jaw, B.-S., Yeh, Y.-S., Lin, H.-T., & Wu, L.-F. (2020). Blockchain technology adoption behavior and sustainability of the business in tourism and hospitality SMEs: an empirical study. *Sustainability*, 12(3), 1256.
- Olya, H., Jung, T. H., Dieck, M. C. T., & Ryu, K. (2020). Engaging visitors of science festivals using augmented reality: asymmetrical modelling. *International Journal of Contemporary Hospitality Management*, 32(2), 769-796.

- Omar, I. A., Hasan, H. R., Jayaraman, R., Salah, K., & Omar, M. (2024). Using blockchain technology to achieve sustainability in the hospitality industry by reducing food waste. *Computers & Industrial Engineering*, 197, 110586.
- Ong, F., Lewis, C., & Prayag, G. (2025). This is what being queer looks like: The roles LGBTQ+ events play for queer people based on their social identity. *Tourism management*, 106, 105012.
- Otegui Carles, A., Fraiz Brea, J. A., & Araújo Vila, N. (2024). Gender stereotypes in robotics in the field of tourism and hospitality. A conceptual paper. *Journal of Hospitality and Tourism Technology*.
- Özgit, H., & Adalier, A. (2022). Can Blockchain technology help small islands achieve sustainable tourism? A perspective on North Cyprus. *Worldwide Hospitality and Tourism Themes*, 14(4), 374-383.
- Ozturkcan, S., & Kitapci, O. (2023). A sustainable solution for the hospitality industry: The QR code menus. *Journal of Information Technology Teaching Cases*, 20438869231181599.
- Pelet, J.-É., Lick, E., & Taieb, B. (2021). The internet of things in upscale hotels: its impact on guests' sensory experiences and behavior. *International Journal of Contemporary Hospitality Management*, 33(11), 4035-4056.
- Pérez López, M. d. C., Plata Díaz, A. M., Martín Salvador, M., & López Pérez, G. (2024). A machine learning approach to classifying sustainability practices in hotel management. *Journal of Sustainable Tourism*, 1-22.
- Pistola, T., Diplaris, S., Stentoumis, C., Stathopoulos, E. A., Loupas, G., Mandilaras, T., Kalantzis, G., Kalisperakis, I., Tellios, A., & Zavraka, D. (2021). Creating immersive experiences based on intangible cultural heritage. 2021 IEEE International Conference on Intelligent Reality (ICIR),
- Pritchard, A., Morgan, N., & Ateljevic, I. (2011). Hopeful tourism: A new transformative perspective. *Annals of Tourism Research*, 38(3), 941-963.
- Prynn, J. (2024). *Money, Money, Money! Abba effect brings £322million boost to London*. Retrieved 05 Nov 2024 from <https://www.standard.co.uk/news/london/abba-voyage-stratford-abbatar-holograms-audience-spending-b1128486.html>
- Reddy, S. (2024). Generative AI in healthcare: an implementation science informed translational path on application, integration and governance. *Implementation Science*, 19(1), 27.
- Revilla, R. G., Moure, O. M., & Einsle, C. S. (2023). Advances in event management using new technologies and mobile applications. *International Journal of Event and Festival Management*, 14(1), 56-72.
- Rezapouraghdam, H., Akhshik, A., & Ramkissoon, H. (2023). Application of machine learning to predict visitors' green behavior in marine protected areas: Evidence from Cyprus. *Journal of Sustainable Tourism*, 31(11), 2479-2505.
- Robertson, M., Ong, F., Lockstone-Binney, L., & Ali-Knight, J. (2018). Critical event studies—issues and perspectives. *Event Management*, 22(6).
- Saeidnia, H. R., Fotami, S. G. H., Lund, B., & Ghiasi, N. (2024). Ethical Considerations in Artificial Intelligence Interventions for Mental Health and Well-Being: Ensuring Responsible Implementation and Impact. *Social Sciences*, 13(7), 1-15.
- Samala, N., Katkam, B. S., Bellamkonda, R. S., & Rodriguez, R. V. (2020). Impact of AI and robotics in the tourism sector: a critical insight. *Journal of tourism futures*, 8(1), 73-87.
- Saneinia, S., Zhai, X., Zhou, R., Gholizadeh, A., Wu, R., & Zhu, S. (2024). Beyond virtual boundaries: the intersection of the metaverse technologies, tourism, and lifelong learning in China's digital discourse. *Humanities and Social Sciences Communications*, 11(1), 1-14.

- Sequeira Couto, U., Lourenço, F., Wu, C. M., & Mak, C. C. (2023). Virtual Music Concert Attendance Motives and Experience Through the Lens of Uses and Gratification Theory. *Event Management*, 27(4), 607-624.
- Seraphin, H., Sheeran, P., & Pilato, M. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374-376.
- Shin, H., & Kang, J. (2024). How does the metaverse travel experience influence virtual and actual travel behaviors? Focusing on the role of telepresence and avatar identification. *Journal of Hospitality and Tourism Management*, 58, 174-183.
- Shuqair, S., Pinto, D. C., Miltgen, C. L., & Viglia, G. (2024). When powerful artificial intelligence backfires. *International Journal of Hospitality Management*, 120, 103778.
- Siegel, L. A., Tussyadiah, I., & Scarles, C. (2023). Cyber-physical traveler performances and Instagram travel photography as ideal impression management. *Current Issues in Tourism*, 26(14), 2332-2356.
- Sisneros-Kidd, A. M., Monz, C., Hausner, V., Schmidt, J., & Clark, D. (2019). Nature-based tourism, resource dependence, and resilience of Arctic communities: Framing complex issues in a changing environment. *Journal of Sustainable Tourism*, 27(8), 1259-1276.
- Skavronskaya, L., Hadinejad, A., & Cotterell, D. (2023). Reversing the threat of artificial intelligence to opportunity: a discussion of ChatGPT in tourism education. *Journal of Teaching in Travel & Tourism*, 23(2), 253-258.
- Skov-Petersen, H., Jensen, F., & Jacobsen, J. (2021). Assessment of forest visitors' route preferences—Impact encounters across a range of forest environments. *Journal of Outdoor Recreation and Tourism*, 36, 100452.
- Song, Q., & Abukhalifeh, A. N. (2021). The connection between social media attachment, tourist flows and overtourism. *International Journal of Tourism Policy*, 11(2), 117-141.
- Spalding, M. D., Longley-Wood, K., McNulty, V. P., Constantine, S., Acosta-Morel, M., Anthony, V., Cole, A. D., Hall, G., Nickel, B. A., & Schill, S. R. (2023). Nature dependent tourism—Combining big data and local knowledge. *Journal of Environmental Management*, 337, 117696.
- Su, Z., Lei, B., Lu, D., Lai, S., & Zhang, X. (2024). Impact of ecological presence in virtual reality tourism on enhancing tourists' environmentally responsible behavior. *Scientific Reports*, 14(1), 5939.
- Szuster, B., Needham, M. D., Lesar, L., & Chen, Q. (2023). From a drone's eye view: Indicators of overtourism in a sea, sun, and sand destination. *Journal of Sustainable Tourism*, 31(7), 1538-1555.
- Tan, W. K. (2018). Gamification in aquarium context: Intention to play game that imparts knowledge and promotes marine animal conservation. *Information Technology & People*, 31(6), 1070-1090.
- Tiwari, S., Rosak-Szyrocka, J., & Żywiołek, J. (2022). Internet of things as a sustainable energy management solution at tourism destinations in India. *Energies*, 15(7), 2433.
- Tiwari, V., Mishra, A., & Tiwari, S. (2024). Role of data safety and perceived privacy for acceptance of IoT-enabled technologies at smart tourism destinations. *Current Issues in Tourism*, 27(19), 3079-3094.
- Tribe, J., & Liburd, J. J. (2016). The tourism knowledge system. *Annals of Tourism Research*, 57, 44-61.
- Tsokota, T., von Solms, R., & van Greunen, D. (2017). An ICT Strategy for the Sustainable Development of the Tourism Sector in a Developing Country: A Case Study of Zimbabwe. *The Electronic Journal of Information Systems in Developing Countries*, 78(1), 1-20.

- UK Hospitality. (2023). *Economic Contribution of the UK Hospitality Industry - June 2023*. Retrieved 03 Nov 2024 from <https://app.sheepcrm.com/ukhospitality/digital-docs/economic-contribution-of-the-uk-hospitality-industry-June-2023/>
- UN Tourism. (2024). *Global and regional tourism performance*. Retrieved 03 Nov 2024 from <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>
- Varsha, P. (2023). How can we manage biases in artificial intelligence systems—A systematic literature review. *International Journal of Information Management Data Insights*, 3(1), 100165.
- Vetrivel, S., Vidhyapriya, P., & Arun, V. (2025). AI-Driven Solutions for Crowd Management in Tourism: Navigating the Swarm. In *AI Technologies for Personalized and Sustainable Tourism* (pp. 83-112). IGI Global.
- Vieri, A., Gambarotta, A., Morini, M., & Saletti, C. (2024). An Integrated Artificial Intelligence Approach for Building Energy Demand Forecasting. *Energies*, 17(19), 4920.
- Webster, C., & Ivanov, S. (2022). Robots and events: participant preferences for robot services. *Event Management*, 26(7), 1663-1670.
- Webster, C., & Ivanov, S. H. (2014). Tourism as a force for political stability. In Cordula Wohlmuther & W. Wintersteiner (Eds.), *International Handbook on Tourism and Peace* (pp. 167-180). Drava Verlag.
- Wengel, Y., Ma, L., Ma, Y., Apollo, M., Maciuk, K., & Ashton, A. S. (2022). The TikTok effect on destination development: Famous overnight, now what? *Journal of Outdoor Recreation and Tourism*, 37, 100458.
- White, N. R., & White, P. B. (2007). Home and away: Tourists in a connected world. *Annals of Tourism Research*, 34(1), 88-104.
- World Travel & Tourism Council. (2024). *Economic Impact Research*. Retrieved 03 Nov 2024 from <https://wttc.org/research/economic-impact>
- Wu, T.-J., & Zhang, R.-X. (2024). Exploring the impacts of intention towards human-robot collaboration on frontline hotel employees' positive behavior: An integrative model. *International Journal of Hospitality Management*, 123, 103912.
- Xu, J., Tang, X., Lin, H., & Luo, Y. (2024). The impact of recommender type on tourist price sensitivity to travel plans. *Journal of Travel Research*, 00472875241261633.
- Yildirim, C. (2020). Don't make me sick: investigating the incidence of cybersickness in commercial virtual reality headsets. *Virtual Reality*, 24(2), 231-239.
- Ying, T. J., Awang, K. W., & Bojei, J. (2017). Generation Y Malaysian women's perception towards solo travel. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 6(2), 45-54.
- Yu, M., Jiang, W., Wan, Y., & Mao, A. (2024). User-centric design experience or privacy risk perception? The dual pathways of tourism platform's AI capability to perceived user value. *Current Issues in Tourism*, 1-18.
- Yu, Y., Chen, J., Mehraliyev, F., Hu, S., Wang, S., & Liu, J. (2024). Exploring the diversity of emotion in hospitality and tourism from big data: a novel sentiment dictionary. *International Journal of Contemporary Hospitality Management*.
- Zahir, M., Su, Y., Shahzad, M. I., Ayub, G., Rehman, S. U., & Ijaz, J. (2024). A review on monitoring, forecasting, and early warning of harmful algal bloom. *Aquaculture*, 741351.
- Zhan, X., Guo, F. b., & Roberts, E. (2023). Image-based research methods for mapping tourist behaviour: smart photos. *Tourism Recreation Research*, 1-7.
- Zhang, J., Chen, Q., Lu, J., Wang, X., Liu, L., & Feng, Y. (2024). Emotional expression by artificial intelligence chatbots to improve customer satisfaction: Underlying mechanism and boundary conditions. *Tourism management*, 100, 104835.

- Zhang, S.-N., Li, Y.-Q., Ruan, W.-Q., & Liu, C.-H. (2022). Would you enjoy virtual travel? The characteristics and causes of virtual tourists' sentiment under the influence of the COVID-19 pandemic. *Tourism management*, 88, 104429.
- Zhang, D., Pan, S. L., & Guo, Z. (2024). Technology affordances, actualisation and adaptation for heritage preservation: A case study of Beijing's Palace Museum. *Information Systems Journal*, In press.
- Zhao, H., Yuan, B., & Song, Y. (2024). Employees' perception of generative artificial intelligence and the dark side of work outcomes. *Journal of Hospitality and Tourism Management*, 61, 191-199.
- Zigomo, P., & Hull, R. (2018). Unlocking doors: Decolonizing the design of an art exhibition in Zimbabwe. *Event Management*, 22(6), 997-1008.
- Zuboff, S. (2015). Big other: Surveillance Capitalism and the Prospects of an Information Civilization. *Journal of Information Technology*, 30(1), 75-89.

Appendix

The UN Sustainable Development Goals are listed below. Please see <https://sdgs.un.org/goals> for more details.

1. No Poverty
2. Zero Hunger
3. Good Health and Wellbeing
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals