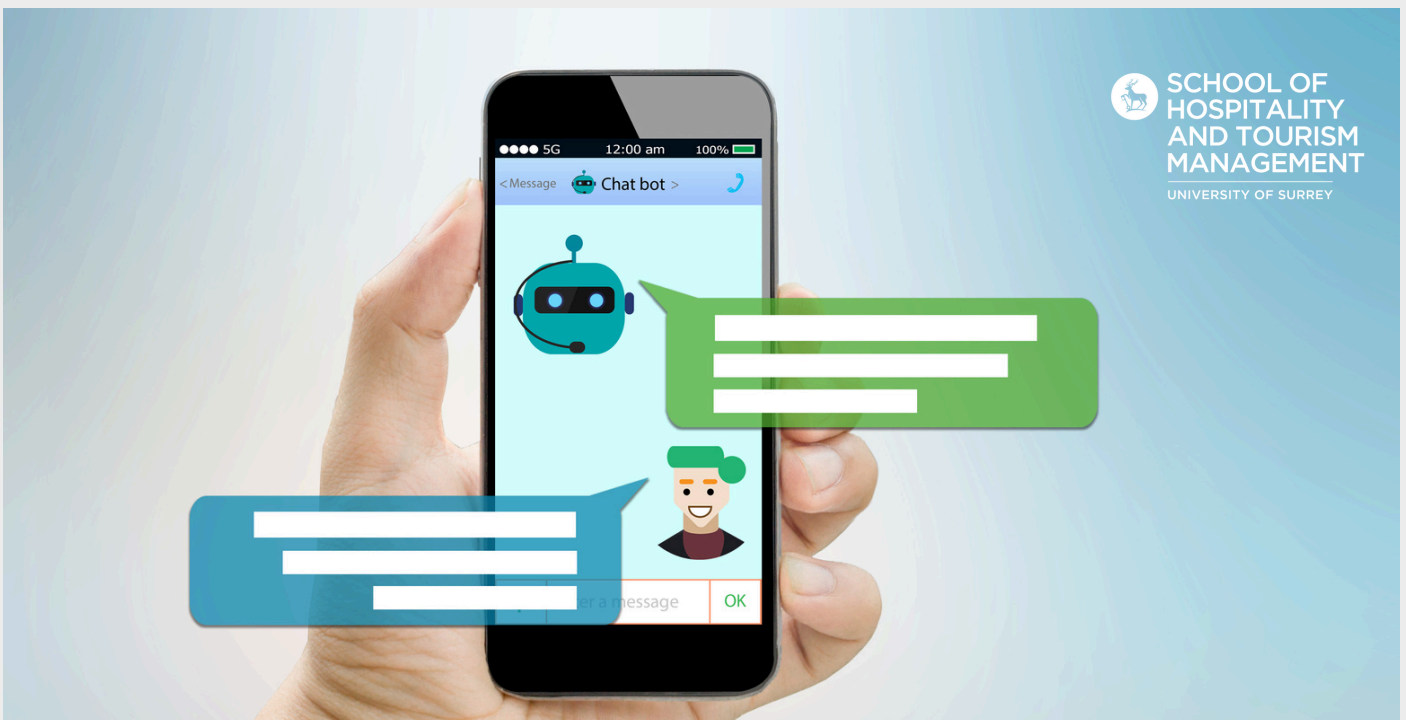


ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



HOW CAN CHATBOTS EXTEND TOURISTS' SUSTAINABLE TRAVEL PRACTICES?

Tourists returning home from destinations that enforce sustainable transport regulations might continue their pro-environmental behaviour if there is a mechanism that facilitates behaviour change. Recent advancements in Generative Conversational Artificial Intelligence (AI) have opened the possibility for chatbots to play a role as a behaviour change intervention medium.

Through an exploratory qualitative study, [Gilang Majid](#) and [Iis Tussyadiah](#) conceptualise how a chatbot can facilitate pro-environmental behaviour spillover among domestic tourists in the Gili Islands, Indonesia.



PUTTING THE SERVICE DESIGN APPROACH INTO ACTION: CHATBOTS FOR SUSTAINABILITY

Gilang Maulana Majid & Prof Iis Tussyadiah

This study uncovers the potential of using a chatbot as a behaviour change intervention medium by applying the Service Design approach and Grounded Theory to a data collection process involving semi-structured in-depth interviews, focus group discussions and field observations.

With insights obtained from stakeholders from multidisciplinary backgrounds, this study provides a comprehensive overview of how the chatbot can be developed, including a discussion on the governance and investment issues, the concept and content of the chatbot and other technical aspects. The discussion was followed by an analysis of the potential impact and any spillover effects that the chatbot might bring on the government and the users. The chatbot itself is referred to as the Chatbots for Sustainability in the study.

A theoretical model was drawn from the qualitative data, resulting in the proposition of two groups of factors (i.e., technology-related heuristic assessment and user-related heuristic assessment) predicting people's use of the proposed chatbot technology and two other groups of factors (i.e., transport-related heuristic assessment and socio-demographic factors) predicting people's use of environmentally friendly transport as the manifestation of the pro-environmental behaviour spillover.

This study builds on the idea of the AI4GoodTourism framework proposed in the authors' previous [study](#), which suggests that AI innovations in tourism with a focus on sustainability will be able to help leverage and aggregate tourists' marginal positive contributions.

With the right development strategy, AI technology, such as chatbots, can be designed to help transform tourist experiences and shape their lasting responsible behaviours.

Majid, G. M., Tussyadiah, I., & Kim, Y. R. (2024). Exploring the potential of chatbots in extending tourists' sustainable travel practices. *Journal of Travel Research*.

Link: bit.ly/3ycvlny