



20th Annual Conference **ARTIFICIAL INTELLIGENCE INNOVATIONS FOR SUSTAINABLE DEVELOPMENT** Circle international

INTRODUCING OUR CHAIR FOR THE CONFERENCE



RECTOR PROF. DR. CEM ZORLU
NECMETTİN ERBAKAN UNIVERSITY



KEYNOTE SPEAKERS



KEDGE
BUSINESS SCHOOL

PROFESSOR DORRA YAHIAOUI KEDGE BUSINESS SCHOOL

Dorra YAHIAOUI is Senior Professor in Human Resource Management and Organizational Behavior; Director of The Research Centre of Excellence in International Business at Kedge Business School, Associate Editor for the International Journal of Human Resource Management and Editorial Review Board member at Human Resource Management (Wiley). She is also head of the research group Human Resource Management at EuroMed Research Business Institute. Her research interests include cross-countries comparison of managerial practices, innovation process within MNCs, headquarter-subsidiaries relationship, internationalization strategy and Management in Middle East, African and Asian countries. She published several book chapters and articles in high-ranked journals such as Human Resource Management; Journal of Business Research; The International Journal of Human Resource Management; Thunderbird: International Business Review, International Marketing Review; Annals of Tourism Research; Technological Forecasting & Social Change, Asia Pacific Business Review; European Journal of International Management, European Management Review, European Journal of Innovation Management, Asia Pacific Journal of Management, Journal of International Management, among others.



PROFESSOR ATILA YÜKSEL ADNAN MENDERES UNIVERSITY

Atila yüksel (Ph.D.) earned a Master's degree from the Cardiff School of Consumer Studies at the University of Wales, Cardiff, in 1996, and a Ph.D. in Leisure and Food Management from Sheffield Hallam University, UK, in 2000. Academic study of Professor Atila yüksel has been chosen and shortlisted for best article awards (Martin Opperman Award, Journal of Hospitality and Tourism study, 2001). He has also received conferences awards and been named to the Stanford Global list of the world's most influential academics. In addition to a number of national books, he has edited and written a number of foreign books and book chapters. He has been testing developing manuscripts in the field of literature for the past years in order to bring insight into contemporary issues from a social landscape perspective rather than a theoretical one. He has been experimenting with the social landscape method as he believes that practises work better than theories in relationships. He has organised free seminars and courses aimed at improving the overall quality of life in society. He is a member of various scientific journals and scholarly conference groups in the tourism industry, and he is one of the founding editors of Travel and Hotel Administration, which has become the leading national publication in its field.

SPEAKERS



**DEANDR. MOHAMED
EL-ANSARI**
CIRCLE INTERNATIONAL



PROF. RAZAQ RAJ
LEEDS BECKETT
UNIVERSITY



PROF. TAHIR RASHID
UNIVERSITY OF SALFORD



PROF. ALEXANDRA KENYON
UNIVERSIDAD DE LEÓN &
CIRCLE INTERNATIONAL



**DR OKEOMA JOHN-PAUL
OKEKE**
UNIVERSITY OF SUNDERLAND



PROF. NIKOLA DRASKOVIC
ALGEBRA UNIVERSITY



PROF. YASIN BILIM
NECMETTIN ERBAKAN
UNIVERSITY



ASST.PROF. ABDULLAH ÜLKÜ
HARRAN UNIVERSITY



EKREM DAMAR
NECMETTIN ERBAKAN
UNIVERSITY



DR. SAADET ZAFER KAVACIK
NECMETTIN ERBAKAN
UNIVERSITY



SPEAKERS



UMUT YAVUZ
SELÇUK UNIVERSITY



ASST. PROF. HASANALI ERDOĞAN
NECMETTİN ERBAKAN
UNIVERSITY



MS. FILİZ SEVİNÇ
NECMETTİN ERBAKAN
UNIVERSITY



MR. ZEKERİYA CAN ERBİL
SELÇUK UNIVERSITY



DR. MITSUNORI HIROGAKI
KYUSHU UNIVERSITY



DR. MD JAVED KAWSA
UNIVERSITY OF SALFORD



DR. ADAMS ATTARH IBRAHIM
CIRCLE INTERNATIONAL



DR. PHOEBE APEAGYEI
MANCHESTER METROPOLITAN
UNIVERSITY



DR. EMİNE NİHAN CİCİ KARABOĞA
NECMETTİN ERBAKAN
UNIVERSITY



DR. MEHMET SAĞIR
SELÇUK UNIVERSITY



SPEAKERS



DR. OREH, OKUJI O
CIRCLE INTERNATIONAL



DR. ERKAN AKGÖZ
SELÇUK UNIVERSITY



**PROF. ALI ŞÜKRÜ
ÇETİNKAYA**
SELÇUK UNIVERSITY



PHDC. ÖZEL KÖKTAŞ
SELÇUK UNIVERSITY



DR KRESIMIR ZNIDAR
PRIZMA CENTAR ZA
POSLOVNU INTELIGENCIJU



**MR MOHAMED KAMIL
ALMUAINI**
UNIVERSITY OF SALFORD



DR. SIAVASH MAHVASH
CIRCLE INTERNATIONAL



MR. STEPHEN SMITH
INTWRNATIONAL FOUNDATION
GROUP



MRS. ELMAS TOKLU ÖLMEZ
SELÇUK UNIVERSITY



MS ELMAS BÜYÜKÇETİN
TBC

SPEAKERS



**MRS GAMZE SAĞ- DUYGU
ERDEM AKGÜN**
TBC



DR EMRULLAH AYDIN
NECMETTİN ERBAKAN
UNIVERSITY



DR OLANREWAJU ABIOLA



PLANERY TOPICS

- A** AI Applications in Tourism and Hospitality
- B** AI and Environmental Sustainability
- C** AI in Business and Trade
- D** AI and Society: Ethical and Social Implications
- E** AI in Fashion and Retail
- F** Higher Education



VENUE

AHMET KELESOĞLU CAMPUS, KONYA

The venue of the conference will be Necmettin Erbakan University Meram – Ahmet Keleşoğlu Campus – Yeniyol, Meram / Konya (30 mins to the airport by taxi, 8-10 mins to the city centre by taxi, nearest accommodation Sema Hotel 3-5 mins by taxi, 15-17 mins by walking).

It is located in the city centre and has a modern campus area with nearly 8000 students capacity and other social facilities.

09:00 to 10:00 am

Registration



Circle Introduction and welcome

Dean, Dr. Mohamed El-Ansari



NEU Introduction and welcome

Rector Prof. Dr. Cem Zorlu



Keynote Speaker 1

Prof. Dorra Yahiaoui



Keynote Speaker 2

Prof. Atilla Yüksel



11:00 to 11:15 am

Coffee Break

11:15 to 12:45 pm

Plenary sessions A - Chair by Professor Razaq Raj



Mrs. Elmas Toklu Ölmez

Astro

Turizm Etkinliklerinin Sosyal Medya Ortamında
erik Analizi Kapsamında Araştırılması: Konya
Bilim Merkezi Örneği



Dr. Md Javed Kawsar, Michael Evans, Tahir Rashid

Investigating the e-CRM (Electronic Customer Relationship Marketing) activities and its impact on relationship development: A case study on Manchester, United Kingdom ethnic minority hospitality SMEs Rashid



University of
Salford
MANCHESTER



Dr. Mehmet Sağır

BIBLIOMETRIC ANALYSIS OF STUDIES ON
EVENT TOURISM: SCOPUS EXAMPLE





Dr.Saadet ZAFER KAVACIK

A Comparative Analysis of Travel and Tourism Indexes in Member Countries of the Organization of Islamic Cooperation



Dr. Yasin Bilim

DIGITAL TRANSFORMATION VS. BACK TO NATURE IN TOURISM: A DISCUSSION ON EXPERIENTIAL CONSUMPTION



LEEDS
BECKETT
UNIVERSITY



Mr. Ekrem Damar

ANALYSIS OF TOURISM SHOCKS WITH FOURIER UNIT ROOT TEST



12:45 to 13:45 pm

Lunch Break

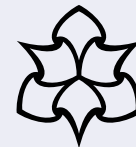
13:45 to 15:15 pm

Plenary sessions E - Chair by Professor Tahir Rashid



Dr Phoebe Apeagyei

AI and Fashion: Impact on Human Creativity and Employment



**Manchester
Metropolitan
University**



Mrs GAMZE SAĞ-DUYGU ERDEM AKGÜN

COMPARISON OF THE EFFECTS OF GENERATION X AND Y CONSUMERS' ATTITUDE TOWARDS FASHION INFLUENCERS ON PURCHASING BEHAVIOR



University of
Salford
MANCHESTER



Dr Mehmet Sağır

THE PREFERRED CLOTHING FORMS AMONG GENERATION Z FEMALE CONSUMERS IN THEIR CONSUMPTION CHOICES



Dr Adams Attarh Ibrahim

THE EFFECT OF ADVERTISING ON SALES OF FAST MOVING CONSUMER GOODS: A STUDY OF CADBURY NIGERIA PLC.



15:15 to 15:30 pm

Coffee Break

11:15 to 12:45 pm

Plenary sessions F Chair By Professor Alexandra Kenyon



Mr. Stephen Smith

Exploring Internationalisation and Inclusivity
in UK Higher Education Institutions



Dr. Mitsunori Hirogaki

Unveiling Marketing Strategies in Japanese Higher
Education: An Empirical Exploration



Dr. Eminenihancicikaraboğa

A Quantitative Research on The Perception of Artificial
Intelligence in Higher Education



Prof. Alexandra J Kenyon

Education Matters: Exploring education's role in the
Sustainable Development Goals (SDGs) and human
development



Dr. Mohamed El-Ansari

Analysis of the potential influence of AI on the
international Branch campus.



09:00 to 11:00 am **Plenary sessions B Chair by Dr Okeoma John-Paul Okeke**



Mr Zekeriya Can Erbil

Artificial Intelligence Supported Lighting Systems
Powered by Solar and Wind Energy



Dr. OREH, OKUJI O.

THE ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN THE
REDUCTION OF CARBON EMISSION BY SME'S: AN
AFRICAN PERSPECTIV



Dr Mehmet Sağır

CLIMATE DESTINATION COMPETITIVENESS IN
CAPPADOCIA: A COMPARISON OF
AVANOS, GOREME AND URGUP



Asst. Prof. Hasan Ali ERDOĞAN

Local Stakeholder Analysis in Tourism Management
Planning in Archeodestinations: A Case of
Catalhöyük, Turkey



Prof. Razaq Raj

Integrating Sustainability into Religious Events and
Festivals: A Critical Analysis



11:00 to 11:15 am

Coffee Break

11:15 - 13:15

Plenary sessions C Chair by Professor Nikola Draskovic



Mr Umuf Yavuz

An overview of artificial intelligence
applications in international trade



Prof. Nikola Draskovic

FROM ECONOMIES OF SCOPE TO ECONOMIES
OF SCALE: BYD'S ASCENT AS A GLOBAL EV
MARKET CHALLENGER





Dr Mehmet Sağır

THE INTERACTION BETWEEN LIFELONG LEARNING AND EMOTIONAL LABOR: THE CASE OF ACCOMMODATION BUSINESSES



Dr. Erkan AKGÖZ

Bibliometric Analysis of the "Smart Tourism" Concept in Different Databases



Mr Ozel KOKTAS

The Impacts of Digitalization on The Internationalization Strategies of Organizations: A Literature Review



13:15 to 14:00 pm

Lunch Break

14:00 to 16:00 pm

Plenary sessions D Chair by Professor Nabil Ayad



Dr KresimirZnidar

EXPLORING THE AI LANDSCAPE:
PERCEPTIONS OF ECONOMIC IMPACTS AND



Mr Mohamed kamilAlmuaini

Affluence and Influence: The Role of Cultural Diplomacy in Projecting UAE Soft Power and Promoting Sustainable Development



Dr Emrullah AYDIN

MUSEUM TRAVEL EXPERIENCE OF PHYSICALLY DISABLED INDIVIDUALS WITH VIRTUAL REALITY GLASSES: THE EXAMPLE OF MEVLANA MUSEUM



Dr Okeoma John-Paul Okeke

Health Information Systems and Patient Care in Sub-Saharan Africa: Case of Polyclinic IDIMED Douala





Asst. Prof. Abdullah ÜLKÜ

Integrating AI for Sustainable and Culturally Sensitive
Islamic Tourism: A Comprehensive Approach



Dr. ABIOLA, I. OLANREWAJU

REBIRTHING HOUSING DELIVERY FOR ENDUSERS IN
NIGERIA AND THE PIVOTAL ROLE OF ARTIFICIAL



19:00 to 21:00 pm

Gala Dinner

19:00 to 21:00 pm

Graduations and Professorate – Chair & Address by:



Prof. Amra Macić Džanković

Rector of University "Vitez"



Prof. Jamila Jaganjac

Dean of the Faculty of Business Economics,
University "Vitez"



Mr. Siniša Dukić

corrdintor of International Postgraduate Programmes.



Prof Yasin Bilim

Professor



Prof Alexandra Jane Kenyon

Professor





Dr. Mariam Alserkal

Visiting Professor



Dr. Okeoma John-Paul OKEKE

Visiting Professor



Day 3 - 20th April 2024

Optional & Social Programmes

Konya, a city in Turkey known for its rich cultural heritage, offers a variety of social and cultural programmes for visitors to enjoy.

Here are some popular activities and events you can explore in Konya:

- Mevlana Museum
- Sema Ceremony
- Konya Cuisine
- Selimiye Mosque
- Karatay Medrese
- Konya Archaeological Museum
- Konya Festivals
- Konya Bazaar
- Konya Turkish Folk Music Ensemble
- Konya Parks and Gardens

The conference host will organise optional social and cultural programmes in Konya which offer a glimpse into the city's history, traditions, and vibrant cultural scene.

Attending international conference is great opportunity to enjoy exploring the diverse offerings of this enchanting city.



20th Annual Conference Presentations and Plenary Topics

Plenary A AI Applications in Tourism and Hospitality		
Research Field	Authors	Title
Innovative practice and methods in marketing and consumer behaviour	Mrs. Elmas Toklu Ölmez	Astro Turizm Etkinliklerinin Sosyal Medya Ortamında İçerik Analizi Kapsamında Araştırılması: Konya Bilim Merkezi Örneği
Role of Relationship Marketing on Consumer Behaviour	Dr Md Javed Kawsar, Michael Evans, Tahir Rashid	Investigating the e-CRM (Electronic Customer Relationship Marketing) activities and its impact on relationship development: A case study on Manchester, United Kingdom ethnic minority hospitality SMEs Rashid
The Impacts of Events and Festivals on local communities	Dr Mehmet Sağır	BIBLIOMETRIC ANALYSIS OF STUDIES ON EVENT TOURISM: SCOPUS EXAMPLE
Marketing Islamic destinations and heritages	Dr. Saadet ZAFER KAVACIK	A Comparative Analysis of Travel and Tourism Indexes in Member Countries of the Organization of Islamic Cooperation
Innovative practice and sustainability in tourism	Yasin Bilim (PhD)	ANALYSIS OF TOURISM SHOCKS WITH FOURIER UNIT ROOT TEST
Innovative practice and sustainability in tourism	Yasin Bilim (PhD)	ANALYSIS OF TOURISM SHOCKS WITH FOURIER UNIT ROOT TEST
Plenary B AI and Environmental Sustainability		
Research Field	Authors	Title
AI-powered solutions for sustainable development	Mr Zekeriya Can Erbil	Artificial Intelligence Supported Lighting Systems Powered by Solar and Wind Energy
AI-powered solutions for sustainable development	OREH, OKUJI O.	THE ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN THE REDUCTION OF CARBON EMISSION BY SME'S: AN AFRICAN PERSPECTIV
The Impacts of climate change on Tourism	Dr Mehmet Sağır	CLIMATE DESTINATION COMPETITIVENESS IN CAPPADOCIA: A COMPARISON OF AVANOS, GOREME AND URGUP
The Globalisation of sustainable Tourism	Hasan Ali ERDOĞAN	Local Stakeholder Analysis in Tourism Management Planning in Archeodestinations: A Case of Catalhöyük, Turkey
Motivations for Religious Tourism, Pilgrimage, Festivals, and Events	Razaq Raj	Integrating Sustainability into Religious Events and Festivals: A Critical Analysis

20th Annual Conference Presentations and Plenary Topics

Plenary C			AI in Business and Trade
Research Field	Authors	Title	
AI and Marketing 4.0	Mr Umut Yavuz	An overview of artificial intelligence applications in international trade	
AI and Marketing 4.0	Dr. Nikola Draskovic	FROM ECONOMIES OF SCOPE TO ECONOMIES OF SCALE: BYD'S ASCENT AS A GLOBAL EV MARKET CHALLENGER	
Quality and service operations in Hospitality Management	Dr Mehmet Sağır	THE INTERACTION BETWEEN LIFELONG LEARNING AND EMOTIONAL LABOR: THE CASE OF ACCOMMODATION BUSINESSES	
Smart Tourism and Business	Dr. Erkan AKGÖZ	Bibliometric Analysis of the "Smart Tourism" Concept in Different Databases	
The digital impact on Organizations	Mr Ozel KOKTAS	The Impacts of Digitalization on The Internationalization Strategies of Organizations: A Literature Review	
Plenary D			AI and Society: Ethical and Social Implications
Research Field	Authors	Title	
AI and Marketing 4.0	Dr Kresimir Znidar & Nikola Draskovic	EXPLORING THE AI LANDSCAPE: PERCEPTIONS OF ECONOMIC IMPACTS AND ETHICAL DILEMMAS	
Cultural awareness and sustainable development	Mr Mohamed kamil Almuaini	Affluence and Influence: The Role of Cultural Diplomacy in Projecting UAE Soft Power and Promoting Sustainable Development	
Virtual reality technologies for marketing and product development	Dr Emrullah AYDIN1 Şeyda SARI YILDIRIM2	MUSEUM TRAVEL EXPERIENCE OF PHYSICALLY DISABLED INDIVIDUALS WITH VIRTUAL REALITY GLASSES: THE EXAMPLE OF MEVLANA MUSEUM	
Social implications on the health care system	Dr Okeoma John-Paul Okeke	Health Information Systems and Patient Care in Sub-Saharan Africa: Case of Polyclinic IDIMED Douala	
AI powered solutions for sustainable development in Islamic tourism	Dr. Abdullah ÜLKÜ	Integrating AI for Sustainable and Culturally Sensitive Islamic Tourism: A Comprehensive Approach	
AI powered solutions for sustainable development in Islamic tourism	ABIOLA, I. OLANREWAJU, PhD	REBIRTHING HOUSING DELIVERY FOR ENDUSERS IN NIGERIA AND THE PIVOTAL ROLE OF ARTIFICIAL INTELLIGENCE	

20th Annual Conference Presentations and Plenary Topics

Plenary E		AI in Fashion and Retail
Research Field	Authors	Title
Innovative practice and methods in marketing and consumer behavior	Dr Phoebe Apeagyei	AI and Fashion: Impact on Human Creativity and Employment
Marketing communications and the impact on Consumers	Mrs GAMZE SAĞ-DUYGU ERDEM AKGÜN	COMPARISON OF THE EFFECTS OF GENERATION X AND Y CONSUMERS' ATTITUDE TOWARDS FASHION INFLUENCERS ON PURCHASING BEHAVIOR
Gen Z and Consumer Behaviour	Ms elmas büyükçetin	THE PREFERRED CLOTHING FORMS AMONG GENERATION Z FEMALE CONSUMERS IN THEIR CONSUMPTION CHOICES
Marketing communications and the impact on Consumers	Adams Attarh Ibrahim	THE EFFECT OF ADVERTISING ON SALES OF FAST MOVING CONSUMER GOODS: A STUDY OF CADBURY NIGERIA PLC.
Plenary F		Higher Education
Research Field	Authors	Title
Higher Education Policy as it Relates to Education	Stephen Smith	Exploring Internationalisation and Inclusivity in UK Higher Education Institutions
Higher Education Policy as it Relates to Education	Dr Mitsunori Hirogaki	Unveiling Marketing Strategies in Japanese Higher Education: An Empirical Exploration
AI and Higher Education	Dr emine nihan cici karaboğa	A Quantitative Research on The Perception of Artificial Intelligence in Higher Education
Sustainability and Human Development	Prof. Alexandra J Kenyon	Education Matters: Exploring education's role in the Sustainable Development Goals (SDGs) and human development
AI solutions on campus life	Dr. Mohamed El-Ansari	Analysis of the potential influence of AI on the international Branch campus.

20th Annual Conference **ARTIFICIAL INTELLIGENCE INNOVATIONS FOR SUSTAINABLE DEVELOPMENT** Circle international



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The Role Of Artificial Intelligence (AI) In The Reduction Of Carbon Emission By Sme's: An African Perspective

Oreh, Okuji,

Nigeria

Abstract

Small and Medium-sized Enterprises (SMEs) are an important segment of the African economy, contributing to economic growth as well as environmental challenges. The impact of carbon emissions from SMEs in Africa has become a major concern, as the continent faces the combined challenge of economic development and environmental sustainability. The aim of this research is to investigate the potential of Artificial Intelligence (AI) to reduce carbon emissions and carbon footprints caused by SMEs in Africa. The study investigates the gap in the literature on the current state of carbon emissions and the environmental impact of African SMEs. It investigates the constraints and challenges that these businesses encounter when implementing sustainable practices, as well as how AI technologies might be used to address these concerns. The study also looks at how AI applications like energy optimisation, predictive maintenance, supply chain management, and resource efficiency might be adapted to SMEs in African contexts.

Therefore, to achieve the desired research objectives, the relationship between artificial intelligence and carbon emission reduction and SMEs in different regions of Africa will be analysed with the use of panel data and regression models of SPSS version 21. This model will provide the level of significance of the result generated. Data will be generated from the published reports of the selected SMEs in Africa. The findings will provide useful ideas for governments, firms, and stakeholders in reducing carbon emissions and environmental concerns while also fostering economic growth in Africa's SME sector.

Keywords

Artificial Intelligence (AI), Carbon, Emission, Footprints, SMEs, Africa

Climate Destination Competitiveness In Cappadocia: A Comparison Of Avanos, Goreme And Urgup

Mehmet Sağır, Mete Sezgin, Ayşegül Güdül

Selçuk Üniversitesi, Turizm Fakültesi, Türkiye

Abstract

As regional climatic conditions are important for every sector, they also shape the activities of tourism and related sectors. While this situation directly affects the competitive conditions of the sector in terms of meeting the expectations of tourists, the fact that climatic conditions are important for tourists to travel to a destination is effective in determining destination-specific tourism activities according to climatic conditions. Accordingly, tourism activities and touristic products in destinations should be organized according to the current climatic conditions. Since the tourism activities offered by destinations with similar climatic conditions are like each other, it is extremely important to investigate which destination has a competitive advantage in terms of climate, both from a sectoral and academic point of view. In this study, while analysing the competitiveness of touristic destinations in the Cappadocia Region in terms of climate factors, it is aimed to compare the effects of climate on the potential to attract tourists, especially between Avanos, Göreme and Ürgüp destinations. By evaluating the climate variables of the destinations that are important for tourism, it was examined how each destination affects the existing and potential tourist traffic.

The study also aims to understand the role of climate on regional tourism through comparative analysis and provide valuable insights on how destinations can prepare for future challenges. In this direction, in this study, the Climate Destination Competitiveness Index of Avanos, Ürgüp and Göreme in the Cappadocia Region was calculated by the TOPSIS Method according to the months with the data of 2022 taken from the General Directorate of Meteorology. To calculate Climate Destination Competitiveness, four criteria were used: highest temperature, lowest temperature, sunshine duration and number of rainy days. As a result of the analysis, it was concluded that Avanos ranked first in all 12 months, Göreme ranked second except for November, and Ürgüp ranked third except for November. In line with the results, recommendations are presented in terms of sustainable tourism and strategies to increase the climate destination competitiveness of Cappadocia are discussed. destinations. By evaluating the climate variables of the destinations that are important for tourism, it is examined how each destination affects the existing and potential tourist traffic.

Keywords

Cappadocia Region, Avanos, Destination, Climate, Competitiveness,

Bibliometric Analysis Of Studies On Event Tourism: Scopus Example

Mehmet Sağır, Mete Sezgin, Ayşegül Güdül

Selçuk Üniversitesi, Turizm Fakültesi, Türkiye

Abstract

Today, the addition of different types of alternative and special interest tourism to tourism types has brought different travel experiences. Event tourism, which is one of these tourism types, is defined as tourists traveling to experience or participate in an event. In this study, it is aimed to conduct a bibliometric analysis of the studies published on the subject of event tourism. Therefore, the R program was used in the study and articles, books, book chapters and proceedings published between 1989 and 2023 and included in Scopus with "event tourism" in the title, keywords and abstract were included in the analysis.

In the study, the basic information of the documents, the number of publications by year, the authors with the most publications, the authors with the most source impact, the sources with the most publications, the sources with the most source impact, the most cited studies, the word cloud, the co-occurrence network of words and the cooperation between countries were analysed. As a result of the analysis, it was concluded that the most studies were published in 2023, the author with the highest number of publications and the most source influence was Getz, the source with the highest number of publications was Event Management, the source with the highest source influence was Journal of Sport and Tourism, Getz (2008) received the most citations, and the most frequently used word was "tourism".

Keywords

Tourism, Event Tourism, Alternative Tourism, Bibliometric Analysis, Scopus

The Interaction Between Lifelong Learning and Emotional Labor: The Case of Accommodation Businesses

**Mehmet Sağır, Yüksek Lisans Öğrencisi Çiğdem Ünalın,
Aslı Uğur Aydın Taştekin, Anahtar Kelimeler**

Selçuk Üniversitesi Turizm Fakültesi, Türkiye.

Abstract

While lifelong learning refers to the process of continuously acquiring knowledge and self-improvement, emotional labour refers to the ability to manage emotional situations in the workplace. Lifelong learning is critical for the success of individuals who are open to development in the modern business world. Hospitality employees need lifelong learning to cope with ever-changing customer expectations and changes in the sector. At the same time, the knowledge and skills acquired in the lifelong learning process play an important role in the development and management of emotional labour.

The purpose of this study is to investigate whether there is a significant relationship between lifelong learning and emotional labour in hospitality organizations and whether lifelong learning has an effect on emotional labour. The managerial importance of determining how the lifelong learning process affects emotional labour in hospitality employees is the main purpose of the study.

In line with the findings, it was concluded that there is a positive relationship between lifelong learning and emotional labour, and that lifelong learning has a positive and significant effect on emotional labour. Based on these results, it is seen that lifelong learners have high levels of emotional labour. It is a known fact that emotional labour can be increased with continuous training and development opportunities and accordingly, accommodation businesses can increase guest satisfaction.

Keywords

Learning, Lifelong Learning, Emotional Labor, Accommodation Businesses, Tourism

Museum Travel Experience Of Physically Disabled Individuals With Virtual Reality Glasses: The Example Of Mevlana Museum

Emrullah AYDIN¹ Şeyda SARI YILDIRIM²

¹Selçuk University

²Necmettin Erbakan University,

Abstract

Studies on accessibility to tourism movements, which are developing worldwide and known as a social activity sector, are gaining importance. The aging of the world population, the increase in disabilities due to reasons such as chronic diseases and accidents; Participation of disabled individuals in tourism activities is also on the agenda. For this reason, the concept of accessibility; It is a type of tourism that enables all people, even if they have disabilities due to their basic human rights, to participate in travel movements by providing facilities and facilities such as movement, vision and hearing. In this study, it was aimed to thoroughly evaluate the Mevlana Museum travel experiences of physically disabled individuals using virtual reality glasses. In this context, physically disabled individuals who came to Konya Disabled People Association and agreed to participate in the research constitute the sample of the research. To collect research data, two measurement tools were developed and used, the first one containing the demographic information of the interviewees, and the other one containing semi-structured interview questions, by taking expert opinions. In the research, disabled individuals who came to Konya Disabled People's Association were first shown Mevlana Museum images uploaded to virtual reality glasses and interview questions were asked after they were watched.

In the analysis of the research data, themes were created through frequently used expressions using the Citavi 6 program and MAXQDA Qualitative Analysis Programme. As a result of this research, the most important obstacles for physically disabled individuals to participate in museum tourism activities are***; It has been determined that there are economic, physical, transportation and companion conditions. It is thought that if these conditions are met, physically disabled individuals can participate in all kinds of tourism activities.

Keywords

Accessibility, Disability, Accessible Tourism, Museum Tourism, Virtual Reality Glasses.

Exploring The Ai Landscape: Perceptions Of Economic Impacts And Ethical Dilemmas

Kresimir Znidar and Nikola Draskovic

Algebra University

Abstract

The recent penetration of artificial intelligence (AI) into broader aspects of our lives led us deeper into a transformative era, presenting both economic opportunities and ethical dilemmas. This paper investigates the student perceptions of AI, utilizing qualitative data from five focus group discussions to explore its multifaceted impact on society and the economy. Participants shared their experiences and concerns, revealing apprehensions about AI's influence on privacy, job security, and ethical boundaries. These insights shed light on how AI's integration into financial markets, business practices, and everyday life is perceived by specific segments of the public. The study employs a thematic analysis approach, scrutinizing the qualitative data to unearth prevailing sentiments and viewpoints. The findings highlight a dichotomy in perceptions – AI as a catalyst for economic growth and innovation, juxtaposed with fears of obsolescence and ethical transgressions.

The paper underscores the necessity of ethical considerations in AI development, advocating for policies that align technological advancements with human-centric values. As AI gains increasing autonomy, the discourse around its ethical status and rights emerges as a pivotal aspect of this study. This research contributes to the broader discourse on AI, offering valuable insights into its economic implications and ethical dimensions. It provides a nuanced understanding of public opinion, serving as a crucial input for informed policymaking and responsible AI deployment in the financial sphere.

Keywords

AI perceptions, economic impact of AI, AI ethics, student perspectives, labour market

From Economies Of Scope To Economies Of Scale: Byd's Ascent As A Global Ev Market Challenger

Nikola Draskovic

Algebra University

Abstract

The automotive industry is witnessing a dynamic shift with the advent of electric vehicles (EV), propelled by green initiatives and substantial government subsidies in Western countries. While Tesla Corporation is renowned as a primary disruptor in this field, the emergence of BYD as a new challenger is reshaping the market landscape, impacting both traditional automakers and Tesla's market position. This paper delves into the transformative trajectory of BYD, initially a leader in rechargeable battery manufacturing, as it ascends to prominence in the EV market. Beginning with nickel–cadmium batteries, BYD skilfully transitioned to nickel–metal hydride and lithium-ion batteries, surpassing its Japanese counterparts. A pivotal moment was BYD's acquisition of Shaanxi Quichuan Auto Company Limited in 2003, paving its venture into automotive manufacturing and culminating in the release of its first vehicle. A significant milestone was achieved with the 2020 introduction of the blade battery, an innovative leap in EV battery technology that positioned BYD at a competitive advantage. Combining technological innovation with aggressive pricing strategies, BYD became the top-selling EV brand in China and emerged as a potential contender to surpass Tesla globally.

This study employs a mixed-methods approach and analyses secondary data to gain insights into BYD's strategic choices, technological breakthroughs, and market positioning. It contributes to a broader understanding of economies of scope, scale, and process and market innovation within the EV industry. The research underscores how strategic diversification and innovation are pivotal in achieving market leadership, offering valuable lessons for the automotive sector.

Keywords

economies, market disruption, market, strategy, electric, vehicles

Rebirthing Housing Delivery For Endusers In Nigeria And The Pivotal Role Of Artificial Intelligence

ABIOLA, I. OLANREWAJU and Jamila Jaganjac

University Vitez, Bosnia and Herzegovina

Abstract

The floor area we occupy is expected to double by 2060, with most of this growth occupied in residential construction. Population growth and urbanization in emerging markets will mean expanding cities and rising demand for new urban housing in urban areas and the world (Ommid Saberi, Rebecca Menes, 2020).

The trends represent an enormous opportunity to design, build and operate the homes of tomorrow in intelligent ways that minimize energy consumption and carbon emissions (against the backdrop of climate change concerns, advocacy, and justice) and lower building and home ownership costs and capital value.

Nigeria has an estimated 28 million housing deficit as of 2023 and circa N21 trillion to fill this deficit (National Bureau of Statistics, 2023). Artificial Intelligence is expected to play a pivotal role in this area using data- including performance, resource consumption, reduced outgoings from service charge administration, drive cost efficiency and increased comfort of residents. Artificial Intelligence will also utilise data sets from this research to improve residential housing development conceptualization, design, and construction and shape policy actions by the government and other actors in the housing value chain around spatial planning and development control.

The research aims to critically examine how artificial intelligence will shape the future of residential housing development in Nigeria in terms of energy efficiency and affordability for residential end users.

Keywords

urban housing, artificial intelligence, resource, energy, consumption

Affluence And Influence: The Role Of Cultural Diplomacy In Projecting UAE Soft Power And Promoting Sustainable Development

Mohamed AlMuaini

Circle International – Vitez University

Abstract

This paper critically examines the importance of cultural diplomacy initiatives as an integral and strategic component of modern diplomatic practice and statecraft. It is posited that such initiatives can serve to promote meaningful dialogue among civilizations and cultures and build bridges of understanding and appreciation between nations and peoples through the exchange of ideas, information, art, and other cultural expressions that foster mutual understanding and respect. The paper utilizes the United Arab Emirates (UAE) as a case study to seminally advance the argument that cultural diplomacy ought to be treated as an essential component of foreign policy given its ability to build and strengthen partnerships between nations, promote peace and cooperation, and drive economic, political, and sustainable development.

The UAE has been selected as a case study due to the prominence of cultural diplomacy initiatives as a vital element of the UAE's soft power strategy. In the last decade alone, the UAE has extensively fostered cross-cultural understanding and dialogue through a dizzying and diverse range of cultural initiatives. These ambitious and innovative initiatives have sought to promote a positive image, enhance competitive identity and influence internationally through open efforts to foster goodwill and to support overarching foreign policy objectives. The cultural initiatives, which include but are not limited to the Year of Tolerance which included a visit by the Pope, The Year of Giving, Saadiyat Island (Louvre Abu Dhabi and Guggenheim Abu Dhabi), and the Abrahamic Accords are critically assessed through a qualitative methodology that utilizes semi-structured interviews to discern the impact of their effectiveness as well as the efficacy of cultural diplomacy as an integral instrument of a state's foreign policy in enhancing the UAE's international standing and contributing to its broader goals of economic diversification and sustainable development.

Keywords

Culture; Cultural Diplomacy; Foreign Policy; United Arab Emirates; Soft Power.

Investigating The E-CRM (Electronic Customer Relationship Marketing) Activities And Its Impact On Relationship Development: A Case Study On Manchester, United Kingdom Ethnic Minority Hospitality Smes

Md Javed Kawsar, Michael Evans, Tahir Rashid

University of Salford, UK

Abstract

This study intends to investigate the understanding of electronic customer relationship management (e-CRM) and whether the concept is applied or how it is applied, and its influence on the development of relationship marketing with customers in the Manchester ethnic minority hospitality SMEs. Due to the very limited number of studies available that relate e-CRM and Manchester ethnic hospitality SMEs, there is a need to address the gap in the literature through comprehensive and extensive research that relates these two aspects. The literature research in the subject areas- e-CRM, in the light of digital marketing activities within the concept of customer relationship marketing (CRM), which includes website and social media networks for customer development, customer profile management, email and social networks to support sales, online personalisation, online customers service facilities, online service quality and multi-channel customer experience which align with Manchester ethnic minority hospitality SMEs customer relationship management.

The study also aims to assess the challenges of the rise of e-CRM in the hospitality industry with a focus on Manchester ethnic minority hospitality SMEs. Additionally, it will evaluate the e-CRM and marketing plan that could be utilized to address challenges in the adoption and implementation of digital marketing activities in business operations. Adopting qualitative research methodology, this study will conduct twenty-five semi-structured interviews with UK ethnic minority hospitality SME owners/managers in the region to seek answers to the research questions. Thematic analysis techniques will be applied to unveil research findings and make conclusions with justifiable recommendations.

Keywords

Manchester SMEs, Customer Relationship Marketing (CRM), e-CRM, Hospitality industry, Digital Marketing

AI And Fashion: Impact On Human Creativity And Employment

Souparnika Raj, Phoebe Apeagyei

Abstract

On a global front, advanced technologies are rapidly transforming the way businesses operate.

In the world of fashion, artificial intelligence (AI) presents exciting prospects and is being hailed as pivotal to the generation of unmatched creativity and efficacy. Its practical application in the dynamic and creatively productive industry of fashion is at present in the budding stages and has not been extensively explored. Nonetheless, as it continues to advance, AI is perceived to have the potential to permanently reshape the landscape of design, production, employment and consumer purchase experience for fashion.

Beyond its immediate economic incentive, perceptions regarding its effect on craftsmanship, design ownership, creativity and human roles in the workplace split convictions amongst fashion sector workers. This study argues that the real threat of job displacement and the prospect of new employment opportunities ought to be central to academic focus and business considerations. Hence, it conducts semi-structured interviews and utilises both secondary and primary data to burrow into the profound impact of AI on human creativity and employment within the fashion industry.

The study evaluates ethical considerations, concerns, and challenges faced by designers and workers as AI technologies penetrate and reshape the fashion landscape. It provides valuable insights into the multifaceted dimensions of AI's influence on the fashion industry while critically outlining its impact on human creativity and employment. This study has implications for industry stakeholders, policymakers, and educators, especially in making informed decisions towards ethical considerations. It contributes insight toward ongoing dialogue and knowledge in this dynamic area of research.

Keywords

Artificial Intelligence, Business, Design Creativity, Fashion Employment, Ethics.

Education Matters: Exploring Education's Role In The Sustainable Development Goals (Sdgs) And Human Development

Alexandra J. Kenyon, Carmen R. Santos

University Vitez, University of León

Abstract

Many intergovernmental forums provide structured, constructive, and cooperative platforms to enable State Leaders to work together effectively on global issues. The global issue under investigation in this paper is education because education matters. United Nations Educational, Scientific and Cultural Organization (UNESCO) was formed in 1945 to establish international cooperation in the fields of education, science, and culture to "... strengthen humankind's intellectual and moral solidarity" (UNESCO n.d., n.p.). To that end, UNESCO has led the debate among nations regarding alternative futures for education. Education feeds learning, leading to a passport of individual human development, social justice, and peace. Therefore, it is the international community's responsibility to implement education policies to "... support equal societies, dynamic economies, and the limitless dreams of every learner in the world." Guterres UN Secretary-General (2023 n.p.)

The purpose of this paper is to reflect upon the progress of education over the last eight decades, leading to the development of Sustainable Development Goal 4 (SDG4) Quality Education to Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all and, consequently, human development. The first half of the paper will reflect on three international forums that have shaped education over the last eight decades and led to the creation of SDG4 and the education targets for 2030. However, in 2024, just past the halfway point of the 2030 SDG4 targets, 250 million children are still out of school; further engagement in education is still not inclusive for all. The second half of this paper will provide a deeper review of how education improves human development, presenting data and commentary from the Human Development Index (HDI) and demonstrating how, by educating all and promoting lifelong learning, countries can achieve a range of Sustainable Development Goals. Data from advanced economies, Spain, France, Italy, and Germany, four developing economies, Nigeria, Kenya, Ghana, and Rwanda, and worldwide data will contextualize the improvements in education and human development.

Keywords

Human Rights, Quality, Sustainable Development, Human Development

Comparison Of The Effects Of Generation X And Y Consumers' Attitude Towards Fashion Influencers On Purchasing Behavior

Gamze Sağ-Duygu Erdem Akgün

Abstract

With the development of technology, interaction with people has become inevitable. A new phenomenon that has emerged among the sectors affected by these technological developments is influencer marketing. Brands frequently try to reach the consumer group, and they often resort to advertisements in these contexts. Brands that want to deliver their products and services to consumers with low advertising fees often determine marketing strategies with fashion influencers to achieve positive results in purchasing. Advertisements have positive and negative effects on consumers' purchasing decision.

In this study, it is planned to investigate the impact of fashion influencers on purchasing behavior across generations and to reveal the differences between X and Y generations. Consumers' attitudes towards fashion influencers, their perceptions of the products recommended by fashion influencers on social media platforms, and their impact on purchasing behavior were examined with the help of a survey. The research was conducted on 370 people residing in the central districts of Konya. The survey consists of two parts, in the first part there are 2 demographic questions, in the second part there are 2 multiple choice questions and 19 linear scale questions. The 5-point Likert Model (1: Strongly Disagree, 2: Disagree, 3: Sometimes, 4: Agree, 5: Strongly Agree) was used for linear scale questions. The obtained data were evaluated in the IBM SPSS 25 program and differences and similarities were revealed. The results show that generation X and Y consumers have different attitudes towards influencers and accordingly, there are differences in their purchasing behavior.

Keywords

Influencer, purchasing behavior, generation concept, generation X, generation Y.

Unveiling Marketing Strategies In Japanese Higher Education: An Empirical Exploration

Mitsunori Hirogaki

Kyushu University, Japan

Abstract

Human resource development in Japanese companies was traditionally conducted in-house, symbolized by On-the-job training (OJT) linked to lifetime employment. However, due to the prolonged stagnation of the Japanese economy and shifts in the employment landscape and company personnel evaluations, implementing OJT has become challenging, as it was in the past. Simultaneously, the importance of corporate human resource development is increasing, especially within developed industries.

The Japanese government and major economic organizations have been promoting policies to cultivate so-called "high-level management personnel" capable of driving innovation within Japanese companies. Specifically, MBA programs are considered vital for nurturing professionals with advanced knowledge and skills. Nevertheless, there remains a paucity of studies on MBA program education in Japan.

This pioneering study will uncover the motivations of corporate employees in Japan who enroll in MBA programs, marking the first of its kind to address MBA needs in the country.

Keywords

Marketing, Higher education, Market segmentation, Japan.

Artificial Intelligence Supported Lighting Systems: Powered By Solar And Wind Energy

Zekeriya Can ERBİL

Abstract

Electric energy is produced using fossil resources at an extremely high rate today. The high use of these resources affects countries economically and the whole world in terms of environmental pollution. Minimizing the harmful consequences of these effects depends on the maximum diversification of these resources and the increased use of alternative energy sources. Solar energy has a key place among these alternative sources and its use is becoming more widespread today. However, the use of solar energy as an alternative source of electrical energy in our country is extremely low and studies should be carried out to popularize it.

Energy consumption and utilization in the market and in the world is increasing day by day. In Turkey, 20% of the total electrical energy consumed is used for lighting. Considering this situation, it is evaluated that the savings made in lighting will contribute significantly to the country's economy.

This project aims to develop a smart lighting system powered by solar and wind energy to promote sustainable energy use and increase energy savings in urban areas. As an alternative to traditional smart lighting systems, this system will integrate solar and wind energy panels to reduce dependency on the electricity grid and reduce the carbon footprint.

Keywords

Wind and solar energy, Sustainability, Lighting, Artificial Intelligence

The Impacts Of Digitalization On The Internationalization Strategies Of Organizations: A Literature Review

Ali Sukru Cetinkaya, Ozel KOKTAS

Selcuk University, Konya, Türkiye

Abstract

Digitalization is a fact for the organization that leads to indispensable the change. Digitalization is also a mean for the internationalization of the enterprises. This qualitative research aims to determine the basics about the impacts of digitalization on the internationalization strategies of the organizations. The study first explains the concept of digitalization and the types of internationalization in the context of international trade and discusses the relationship between digitalization and internationalization according to the literature review. Digitalization has become a common part of organization's daily routines, production, consumption, and trade operations.

The study touches upon the relationship between digitalization, integrated with business operations, and internationalization. The study has revealed that there are plenty of research on the concept of digitalization, and most of them evidenced that digitalization had significant effect on organizations in terms of production, management, and sales. However, it is observed that there is still a gap in the literature on the concept of digitalization and internationalization of the organizations. This study also indicates that governments should make right laws suitable for the constantly changing and developing digital world. It is believed that this study contributes the literature by addressing the need for the future studies on the digitalization and internationalization.

Keywords

digitalization, internationalization, strategies, international, trade,

Integrating AI For Sustainable And Culturally Sensitive Islamic Tourism: A Comprehensive Approach

Abdullah Ülkü

Harran University, Turkey

Abstract

The aim of this study is to explore the transformative potential of Artificial Intelligence (AI) in enhancing Islamic tourism by addressing challenges related to sustainability, cultural preservation, and personalized experiences. It seeks to demonstrate how AI can be ethically integrated to improve the travel experience for Muslim travelers, ensuring adherence to Islamic values while fostering cultural understanding and economic growth. The possibilities that artificial intelligence will provide were tried to be determined by implications. Islamic tourism, a significant sector within the global tourism industry, caters to the unique needs of Muslim travelers by offering visits to historical Islamic sites, participation in religious events, and leisure travel that adheres to Islamic principles.

This sector is a major economic contributor, promoting cultural exchange and mutual understanding. However, it faces challenges such as environmental sustainability, cultural heritage preservation, and the demand for personalized experiences. The introduction of Artificial Intelligence (AI) is presented as a revolutionary solution to these issues. AI's capability to analyze large datasets can help design personalized travel experiences, manage visitor numbers for sustainability, and monitor and maintain the condition of heritage sites for preservation. Technologies like machine learning and natural language processing can optimize travel itineraries, recommend halal dining, identify prayer times, and suggest activities aligned with Islamic values. AI also enhances the educational aspect of Islamic tourism by providing immersive learning tools and virtual tours to educate tourists about Islamic culture, history, and practices. Ethical considerations are paramount in the integration of AI, emphasizing privacy, consent, and cultural sensitivity.

Keywords

Artificial Intelligence, Tourism, Islamic Tourism, Sustainability.

An Overview Of Artificial Intelligence Applications In International Trade

Umut Yavuz

Selcuk University, Konya, Türkiye

Abstract

Artificial intelligence (AI) technologies, increasingly prominent in our lives, also widely apply in international trade. Effectively harnessing AI capabilities can yield significant benefits in planning, managing, and executing international trade. This study aims to systematically analyze academic research on AI applications in international trade from the past to the present. To accomplish this, we have conducted an extensive literature review. Within the research scope, we have provided a general assessment of the focus areas of studies related to AI use in international trade and identified areas with gaps, aiming to pave the way for new research endeavors by proposing recommendations. AI applications, characterized by their expansive and intricate structure, represent a dynamic technology that continues to evolve with each passing day, unveiling new dimensions and capabilities. Consequently, identifying the specific domains within international trade where AI can be effectively harnessed is an imperative inquiry.

The complexity and versatility of AI underscore the importance of discerning its potential applications across various facets of global commerce. By projecting the potential utility of AI within the realm of international trade, such investigations not only provide valuable insights but also serve as a catalyst for fostering innovation and addressing pertinent challenges. Moreover, shedding light on the areas within international trade that stand to benefit most from AI interventions can facilitate informed decision-making and strategic planning among stakeholders. Hence, this research not only seeks to explore the existing landscape of AI applications in international trade but also endeavors to lay the groundwork for future endeavors by identifying areas ripe for exploration and potential avenues for further investigation.

Keywords

technology, digitalization, artificial intelligence, AI applications, international trade,

Bibliometric Analysis Of The "Smart Tourism" Concept In Different Databases

Erkan Akgöz, Refika Atalay

Selçuk Üniversitesi,

Abstract

The acceleration in technology has enabled the development of new concepts in the tourism sector, as in other sectors. The concept of smart tourism is one of the concepts that begins to appear more and more in both domestic and foreign literature with this developing technological process. Smart tourism consists of smart experience, smart business environment and smart destination components. Smart tourism is also defined as all information systems that enable efficient work, effective decision-making, and sustainability by bringing together data obtained from different stakeholders.

The main purpose of the current study is to effectively recognize the concept of smart tourism and to provide a holistic perspective to researchers who will work on this subject. In line with these purposes, the concepts of "smart tourism" and "smart tourism" will be implemented in the TR index between 2015 and 2023; The concept of "smart tourism" was also scanned in the journal list in ScienceDirect and Scopus databases. In the relevant journals, both "smart tourism" and "smart tourism" concepts were examined bibliometrically within the scope of title, abstract and keywords. Parameters such as "number of resources" and "number of resources" were used. The data obtained within the scope of the research were recorded and evaluated electronically. Tables suitable for the purpose of the research were prepared, analyzed and comments were made. The research was concluded by offering different suggestions for relevant people and institutions in line with the findings obtained as a result of the research.

Keywords

Smart Tourism, TR index, ScienceDirect, Scopus, Bibliometrics

Astro Turizm Etkinliklerinin Sosyal Medya Ortamında İçerik Analizi Kapsamında Araştırılması: Konya Bilim Merkezi Örneği

Elmas Toklu Ölmez

Abstract

Astro turizmi, gökyüzü ve uzayla ilgili aktiviteleri içeren bir seyahat türü olarak tanımlanmaktadır. Astronomiye ilgi duyan ve yıldızları gözlemlemek isteyenler tarafından tercih edilmektedir. Bu turizm şekli, kırsal alanlarda gerçekleştirilen gözlem noktaları ve astronomi turlarıyla desteklenmektedir. Teleskoplar ve uzman rehberler eşliğinde ziyaretçilere bilgi verilmekte ve unutulmaz bir deneyim yaşatılmaktadır. Astro turizmi, insanları günlük hayattan uzaklaştırarak gökyüzünün büyüleyici güzelliklerini keşfetmeye teşvik etmektedir. Çalışma öncelikle astro turizm kavramını açıklama, bu kapsamda yapılan etkinlikleri ve bunlara olan ilgiyi ortaya koymak amacıyla hazırlanmıştır. İçerik analizi kapsamında değerlendirilen veriler ulusal ve uluslararası alan yazındaki çalışmalar ile Konya Bilim Merkezi'nin resmi Instagram hesabındaki paylaşımlardan elde edilmiştir. Konya Bilim Merkezi'nin belirlenmesinin temel sebebi, her yaş grubuna sahip bireylere günlük olayları bilim ve teknoloji ile değerlendirme imkânı sunmasıdır. Bu amaç doğrultusunda ilgili sosyal medya hesabında astro turizmle ilgili fotoğraf ve video paylaşımlar temalara ayrılarak araştırılmıştır. Paylaşımların nitelikleri, bunlara yapılan yorumlar ve beğenilere belirlenerek genel bir değerlendirme yapılmıştır. Tablo ve grafikler yardımıyla yorumlanan veriler doğrultusunda turizmin çeşitlendirilmesi ve astro turizmin geliştirilmesine yönelik stratejiler geliştirilmiştir. Ayrıca ilgili kişi ve kuruluşlara gerekli öneriler sunulularak araştırma sonuçlandırılmıştır.

Anahtar Kelime

Turizm, Astro Turizm, Sosyal Medya, Konya Bilim Merkezi

The Preferred Clothing Forms Among Generation Z Female Consumers In Their Consumption Choices

Elmas Büyükçetin

Abstract

Clothing serves as a fundamental and common share aspect among individuals, not only as a shield against external elements but also to attain psychological contentment and foster a sense of belonging within societal groups. It also acts as a distinguishing factor concerning status, position, and age within society. The evolution of social events, encompassing technological advancements and shifting living conditions, explains the notion of generational disparities. Consequently, accurately comprehending the collective behaviors of consumers emerges as an imperative necessity for both producers and consumers alike.

Amid contemporary society, the distinctive type of "Generation Z," exhibiting unique characteristics within themselves, assumes a pivotal role across various societal domains and stands as a prospective consumer base. Similarly, a survey comprising 23 inquiries was administered to female consumers born between 1995 and 2010, representing different socio-economic backgrounds in the Konya province. Employing a quantitative approach via a descriptive survey methodology, the study summarize three distinct age groups: 1995-1999, 2000-2004, and 2005-2010.

Upon analyzing data collected from 110 participants, important trends surfaced. The age groups of 1995-1999 and 2000-2004 predominantly engage in online shopping and exhibit a preference for the balloon sleeve silhouette. Conversely, the 2005-2010 group largely accompanies their mothers for shopping excursions at malls and favors clothing designs with straight arm formations. Comfortable cuts emerge as the preferred choice within the 1995-1999 age bracket, while the age groups of 2000-2004 and 2005-2010 towards wide (oversize) and X-shaped clothing styles, respectively. Additionally, the 1995-1999 and 2005-2010 groups favor Pilikaşe skirt forms, whereas the 2000-2004 and 2005-2010 groups lean towards flared skirt designs. Across all age groups, a collective preference for bohemian clothing styles, non-collared and zero-collar clothing forms, as well as Palazzo-cut trousers, was evident. This study identifies both similarities and disparities in clothing consumption preferences among different age groups, highlighting distinctions between older and younger groups.

Keywords

Generation Z, Clothing Forms, Consumer Preferences.

A Quantitative Research On The Perception Of Artificial Intelligence In Higher Education

Emine Nihan Cici Karaboğa and Fatih Kaleci

Necmettin Erbakan University

Abstract

The emergence of artificial intelligence, which has an ancient history dating back to Al Jazari's robot drawings, is based on a conference given by Alan Turing in 1947. Artificial intelligence, which is expressed as systems that can function and think like humans, has gained a place in many fields today. The use of artificial intelligence within the systems of universities, which are described as institutions where science is developed and taught, is spreading more and more every day. With the rapid development of technology and the acceleration in the evolution of knowledge, both the massification of universities and the resulting excess workload have increased. As an output of all these, changes in the internal organization of higher education institutions have led to a faster adaptation of artificial intelligence in this field. The perception of students is significant in a new paradigm created by artificial intelligence in the field of higher education. Within the framework of these reasons.

The aim of this study is to evaluate the perceptions of graduate students studying at higher education institutions regarding the use of artificial intelligence in knowledge learning and research and development within the framework of adoption theory. For the purpose of the study, a model based on the technology acceptance model was developed and a questionnaire was applied to graduate students studying at Necmettin Erbakan University. The data collected with this questionnaire will be evaluated with AMOS 24 statistical package program. Since the data collection process is still ongoing, it is aimed to give the data related to the result in the full text.

Keywords

Artificial Intelligence, Higher Education, Technology Adoption Theory, User Perception, Structural Equation Modeling

The Effect Of Advertising On Sales Of Fast Moving Consumer Goods: A Study Of Cadbury Nigeria Plc.

Adams Attarh Ibrahim

Abstract

The majority of customers need fast-moving consumer goods (FMCG) in their daily lives. In order to encourage consumers to make a purchasing choice, the marketing for these products need to be given greater consideration. Advertising often serves to raise awareness and promote goods. This paper aims to explore the effect of advertising on sales of fast-moving consumer goods of Cadbury Nigeria Plc. question was used to source data from 89 distributors of Cadbury Nigeria Plc. which was used to test the hypotheses formulated for the study.

The study find that both radio, TV media and print Media advertising affects the sales of Cadbury Nigeria Plc. the study recommends that other factors which are crucial to increase sales revenue and profitability such as sales promotion and personal selling should be considered while formulating promotion policies in the organization and also, management should use the right medium of advertising so that the message would reach the target customers with the right products. By doing so, substantial number of consumers would be reached.

Keywords

FMCG, Consumer, Advertising, Sales, buying behaviour

A Comparative Analysis Of Travel And Tourism Indexes In Member Countries Of The Organization Of Islamic Cooperation

Saadet ZAFER KAVACIK

Necmettin Erbakan, Türkiye

Abstract

The competitiveness of tourism destinations is a key issue for both tourism marketing and tourism policy and planning because it enables destinations to know their position relative to their competitors and to plan and make policy accordingly. The purpose of this study is to analyse tourism competitiveness in the Organisation of Islamic Cooperation (OIC) member countries using the Travel and Tourism Competitiveness indices and to make a comparison with the Travel and Tourism Development Index (TTDI). In the study, secondary data published in the Travel and Tourism Competitiveness Index (TTCI) 2015, 2017, 2019 reports and in the TTDI 2021 report published by the World Economic Forum were used.

The data of 28 OIC member countries, whose regular data are published in the reports, were analysed. Enabling Environment, T&T Policy & Enabling Conditions, Infrastructure, Natural and Cultural Resources criteria, which are included in the ranking of countries according to their competitiveness, are weighted by the Entropy method. Based on the calculated weights, 28 countries were ranked according to the PROMETHEE method, and comparisons of both the Competitiveness Ranking for each year and the TTDI 2021 ranking are presented.

According to the results of PROMETHEE analysis, Malaysia is ranked first in all years. According to the 2015 TTDI data analysis, Chad is ranked last, while Yemen is ranked last according to the 2017 and 2019 data analysis. The United Arab Emirates is ranked third in the TTDI data analyses and ranks first among 28 countries in the TTDI 2021 data. Malaysia is ranked fourth. According to the reports, the results of this research provide guidance to tourism policy makers in the OIC countries. Proactive policies and measures are strongly needed in OIC countries to transform their comparative advantages into competitive advantages.

Keywords

Competitiveness, Tourism, Development, Islamic Cooperation,

Digital Transformation Vs. Back To Nature In Tourism: A Discussion On Experiential Consumption

Sinan Uslu, Yasin Bilim

Necmettin Erbakan University, Turkey

Abstract

Technological developments and digital transformation are rapidly taking effect in many sectors. efforts are made to use advantages such as adapting to current developments and using technology and innovations. The tourism sector is also a sector where technology and digital developments are used extensively. On the other hand, there have been recent trends towards moving away from technology and towards digital purification in touristic consumption. Although there are health-related aspects, the fact that impressive experiences come to the fore in consumption directs tourists towards natural products rather than technological products and experiences. The key distinction here is the impact of immersive experience versus unnatural digital interactions. The transformation in demand for new and luxurious things in the past has now reversed to natural and not luxury product and services.

This study was prepared with a theoretical approach and was developed based on literature. No field research was conducted, and a scientific framework was created with the expert opinions and theoretical perspectives of the researchers. When the theoretical discussion results are evaluated, although digitalization is an inevitable dimension of today, natural and spontaneous experiences of consumers are more expected. in this case, consumption in the tourism sector develops in a more opposite direction. The results obtained should be evaluated in terms of touristic product development. although businesses such as travel agencies and hotels use technology, They should use resources that create a more natural and experiential effect in product development.

Keywords

digital transformation, experiential consumption, tourism, consumption,

Exploring Internationalisation And Inclusivity In UK Higher Education Institutions

Stephen Smith, Alexandra J Kenyon

Abstract

Higher Education Institutions (HEI) transform lives and foster intellectual abilities to create a more inclusive, equitable world by sharing cultural values to drive positive societal change. The government and HEIs have invested in overseas education collaborations in the UK for over 100 years. Education is one of the UK's major exports. To boost education exports, the International Education Strategy (IEG) (2019) set an ambitious target to increase the number of international higher education students to 600,000 per year. The 2030 target of recruiting international Higher Education students has been phenomenally successful year on year.

HEIs have embraced internationalisation. However, the marketisation of higher education and its incumbent targets have been heavily criticised by academics. HEIs have failed international students who have found it impossible to live socially and learn in academic institutions. Prominent academics contend that HEIs that do not champion transformative education and intercultural competencies and provide only a passive glance at equity, diversity, and inclusion (EDI) will continue to make international students feel ignored/not seen. There has, however, been a significant increase in the literature surrounding internationalisation development, equity, diversity, and inclusion, including the Framework for Internationalising Higher Education and its 5 Principles, namely, Flexibility, Collaboration, Inclusivity, Interconnectivity and Sustainability. This is a vast subject, and for this paper, we have explicitly focussed on one principle: Inclusivity. This principle underpins all and the objective of this paper will be to establish institutional understanding of Inclusivity and how and if it is incorporated in strategic development.

Therefore, this paper explores why international recruitment increased significantly, how UK HEIs failed international students and why inclusivity is paramount to the education and support of international students in UK HEIs.

The first half of the paper will chronologically present the development of internationalisation in UK Universities. The second half of this paper will draw upon scholarly works to identify and reflect on why UK universities have failed international students. We will then critique why EDI fosters an inclusive environment and why inclusivity is paramount to preparing international students to be the engines to create a diverse and interconnected world.

Keywords

International recruitment, internationalisation, equity, diversity, inclusion,

Turizm Şoklarının Fourier Birim Kök Testi İle Analizi

Mr Ceyhun Can Özcan, İbrahim Özmen, Ekrem Damar,

Abstract

Turizm sektörü, iç ve dış şoklardan (güvenlik, salgın hastalıklar, iç karışıklıklar, yönetim istikrarsızlıkları, siyasi kriz, doğal afetler, döviz kurları vb.) turist tercihleri aracılığıyla oldukça fazla etkilenmektedir. Turizm sektörünün bu şoklara açık durumu kırılganlıkları artırmaktadır. Turizm politikası geliştirilmesinde kullanılan turizm parametrelerinin gelen şoklardan kalıcı olarak etkilenip etkilenmediği ve bunların tarihleri karar alıcılar açısından oldukça önemlidir. Bu yüzden turist sayısı, turizm geliri ve ortalama turist harcaması serilerinin durağanlığı önem kazanmaktadır.

Çalışmada 1965-2018 dönemine ait veriler kullanılarak, turist sayısı, turizm gelirleri ve ortalama turist harcamalarındaki şoklar ve tarihleri araştırılmıştır. Verilerin analizinde Fourier Birim Kök testleri kullanılmıştır. Elde edilen bulgular, turizm parametrelerinde yaşanan şokların kısa dönemde devam ederken uzun dönemde ortadan kalktığını göstermektedir. Politika yapıcılar açısından kırılmalar turizm plan ve politikalarının şekillenmesi ve başarısı noktasında yol göstericidir.

Anahtar Kelimeler

Turizm, İç ve Dış Şoklar, Fourier Birim Kök, Durağanlık

Analysis Of Tourism Shocks With Fourier Unit Root Test

Ekrem Damar, Ceyhun Can Özcan, İbrahim Özmen

Abstract

The tourism sector is highly affected by indigenous and exogenous shocks (security, epidemics, internal disturbances, political instabilities, political crises, natural disasters, exchange rates, etc.) Through tourist preferences. The situation of the tourism sector that is open to these shocks increases the fragilities. Whether the tourism parameters used in the improvement of tourism policy are permanently affected by incoming shocks and their dates are particularly important for policymakers. Therefore, the stationarity of series of the numbers of tourists, tourism income and average tourist expenditure series becomes important.

Using data from the period 1965-2018, the study investigated the number of tourists, tourism revenues and shocks in average tourist expenditures and their dates. Fourier unit root tests were used to analyze the data. The findings show that while the shocks in tourism parameters continue in the short term, they disappear in the long term. For policy makers, breaks are instructive in the shaping and success of tourism plans and policies.

Keywords

tourism, internal and external shocks, Fourier unit root, stationarity

Arkeodestinasyonların Turizm Planlamasında Yerel Paydaş Analizi: Çatalhöyük Örneği

Hasan ali Erdoğan, Filiz sevinç

Abstract

This study examines the views of local people in Çatalhöyük (a World Cultural Heritage Neolithic settlement in Konya province) and its immediate surroundings on archaeotourism and their perceptions of tourism planning in the region. In the study, data was collected from the inhabitants of Küçük Köy, the nearest small village in the area and its immediate surroundings using the qualitative research method. As a result of the study, it was found that the local people's judgements regarding tourism planning in the area have not been incorporated into the planning processes and that the local people have words to say on the subject. The study contributes to future studies with its important suggestions.

Anahtar Kelime

tourism planning, perception, tourism planning, stakeholder, analysis

Local Stakeholder Analysis In Tourism Management Planning In Archeodestinations: A Case Of Catalhöyük, Turkey

Hasan Ali ERDOĞAN, Filiz SEVİNÇ

Necmettin Erbakan University, Turkey

Abstract

Recently, the global tourism industry has increasingly turned its attention to cultural heritage areas, creating the basis for the integration of these areas into the economy through tourism. But tourism has not always worked in favour of cultures. It is therefore extremely important that tourism activities be carried out with high precision and on a sustainable basis. This is where tourism planning and management with all stakeholders in the management chain becomes crucial. One of the most important components of this chain is the local population. Tourism planning must take into account how the locals evaluate the way tourism works in their area.

In order to improve sustainability, tourism planners need to know the attitudes of the local population towards the industry. In this study, the views/perceptions of the local people in the vicinity of Çatalhöyük (a Neolithic settlement that is a World Heritage Site in Konya Province, Turkey) about archaeotourism management planning in the region are investigated. The study used the qualitative research method to collect data from the inhabitants of Küçük Köy, the nearest small village in the area and its immediate surroundings.

As a result of the study, it was found it was found that the local people's views on tourism management in the region were not included in the planning processes. Furthermore, the locals believe that incorporating their own ideas into the management plan will have a positive influence on the process.

Keywords

tourism planning, tourism management, perception, tourism planning,

Health Information Systems And Patient Care In Sub-Saharan Africa: Case Of Polyclinic IDIMED Douala

Okeoma John-Paul Okeke

University of Sunderland, UK

Bianca Leinyuy Chin

University of Wales Trinity Saint David, UK

Abstract

There is a significant interest in healthcare on the use of Artificial intelligence to support healthcare provision, however the same cannot be said in the developing economies of sub-Saharan Africa. The deteriorating care provision has plagued the African continent, and this has seen an increasing number of private providers of healthcare take the lead in the adoption of Health Information Systems (HIS).

A qualitative method using purposive sampling approaches. Data was collected through interviews from 13 employees and 2 focus groups sessions at Polyclinic Idimed Douala Cameroon. Thematic analysis helped interrogate their experiences through the theoretical lens of Technological Adoption Model (TAM) literature.

There were challenges with understanding the purpose of the HIS, ease of use, poor ICT infrastructure, resistance by employees, inadequate staff training, technophobia, and resistance to change. The findings from this revealed that HIS played a vital role in patient care. It also revealed that developing and undeveloped countries like Cameroon still face a lot of barriers with HIS use.

This research represents one of the efforts to examine the challenges of the implementation of the health information system (HIS) and opens the need to contextualise technology adoption in emerging economies within the sub-Saharan Africa region. It highlights culturally nested aspects of the TAM model and represents a pioneering effort to examine the health information system (HIS) use in private healthcare provision in Cameroon.

Private health care providers need take into consideration the gaps in the contextual understandings of technology adoption and the realities that applies to them within emerging economies such as Cameroon. The shift from the traditional to modernised health information systems must be managed slowly and carefully.

Keywords

Health Information systems (HIS), Patientcare, Technology, Cameroon

Integrating Sustainability Into Religious Events And Festivals: A Critical Analysis

Razaq Raj

Leeds Beckett University, UK

Abstract

Over the last three decades, sustainability has become an essential part of wider society and in parallel, has gained universal acknowledgement from the events industry. Events and festivals have significant potential to produce economic and social benefits for host communities and to create long term positive examples of sustainable practice for society. For host destination this can be cultivated through the responsible development of events and festivals. Raj and Musgrave (2009) suggested that sustainable approaches should be embedded within the organisation and planning stages of event management and the development of close strategic partnerships with host communities should be of paramount importance.

This paper provides a critical assessment of contemporary concepts and challenges related to sustainability, focusing on religious events and festivals. While research on the understanding and motivations of religious tourists' visitation patterns to sacred sites is limited, there is consensus on certain aspects of religious tourism and events, such as the notion of "religious space" encompassing both confined spaces within shrines and the spaces traversed by pilgrims on their journeys (Raj & Griffin, 2015). Since the adoption of the United Nations Sustainable Development Goals (SDGs) in 2017, there has been growing concern among organisations and agencies about addressing global challenges like climate change and sustainability.

This paper advocates for a commitment to the 17 UN SDGs and urges organisers to embed these goals into all stages of planning and executing religious events. By advocating for the reconfiguration of existing practices and policies governing consumption and production in religious events and festivals, the paper seeks to guide stakeholders toward more sustainable and responsible approaches.

Keywords

Sustainability, religious tourism and events, sacred sites

Analysis Of The Potential Influence Of AI On The International Branch Campus.

Mohamed El-Ansari

Abstract

The importance of artificial intelligence (AI) in higher education is not restricted to typical campuses, but also includes overseas branch campuses. This abstract investigates the potential influence of AI on international branch campuses, including how it can improve learning outcomes, operational efficiency, and global collaboration.

AI can play a significant role in providing a personalised learning experience at foreign branch campuses. AI-powered systems may give tailored content, adaptive exams, and personalised feedback based on student data and preferences, ensuring that students receive an education that is tailored to their specific requirements and aspirations.

AI has the potential to improve operational efficiency significantly. International branch campuses frequently confront unique obstacles, such as coordinating resources across time zones and cultural contexts. AI may automate administrative chores, including student admissions and registration, course scheduling, financial administration, streamlining operations, and minimizing manual labour.

AI-powered collaboration solutions can help improve worldwide collaboration among students and professors on international branch campuses. AI can break down linguistic and cultural boundaries through real-time translation, natural language processing, and virtual reality, allowing for seamless cross-border communication and cooperation. This creates a diverse and inclusive learning environment in which students can connect and learn from peers from various cultural backgrounds.

However, integrating AI into overseas branch campuses offers obstacles and issues. To maximise the benefits of AI while adhering to ethical norms, it is critical to ensure data privacy and security, eliminate language and cultural biases in AI algorithms, and provide proper training and support for professors and staff.

Finally, AI has the ability to transform the learning experience and operational efficiency at foreign branch campuses. Its ability to provide personalised education, automate administrative duties, and promote worldwide collaboration can improve the overall quality and accessibility of education on these campuses. However, careful attention to ethical considerations and problems is required to guarantee that AI is implemented responsibly and inclusively.

Keywords

International Campus, AI, pereducation, collaboration, training, and support

INVESTIGATION OF ASTRO TOURISM ACTIVITIES IN SOCIAL MEDIA ENVIRONMENT WITHIN THE SCOPE OF CONTENT ANALYSIS: THE CASE OF KONYA SCIENCE CENTER

Doç. Dr. Erkan AKGÖZ

Selçuk Üniversitesi, Turizm Fakültesi, eakgoz@selcuk.edu.tr

Elmas TOKLU ÖLMEZ

Selçuk Üniversitesi, Turizm Fakültesi, elmastklu.97@gmail.com

Abstract

Astro tourism is defined as a type of travel that includes activities related to the sky and space. It is preferred by participants who are interested in astronomy and want to observe the stars. This form of tourism is supported by observation points and astronomy tours in rural areas. Accompanied by telescopes and expert guides, visitors are provided with information and an unforgettable experience. Astro tourism encourages people to get away from their daily lives and discover the fascinating beauties of the sky. The study was prepared primarily to explain the concept of astro-tourism and to reveal the activities carried out in this context and the interest in them. The data evaluated within the scope of content analysis were obtained from studies in national and international literature and posts on the official Instagram account of Konya Science Center. The main reason for choosing Konya Science Center is that it offers individuals of all age groups the opportunity to evaluate daily events with science and technology. For this purpose, astro-tourism-related photo and video posts on the relevant social media account were analyzed by dividing them into themes. A general evaluation was made by determining the qualities of the posts, comments and likes on them. In line with the data analyzed and interpreted through MAXQDA qualitative data analysis program, strategies for diversifying tourism and developing astro-tourism were developed. In addition, recommendations are presented to relevant people and organizations.

Keywords

Tourism, Astro Tourism, Social Media, Konya Science Center