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## Unveiling destination evangelism through generative AI tools

Mohammad Soliman <sup>1, 2</sup> ✉ and Maha K. Al Balushi <sup>3</sup>

### Abstract

Destination evangelism is regarded as one of the prominent concepts playing a crucial role in the tourism marketing field in recent years. However, little attention has been given to highlighting the essential facets concerning destination evangelism. Consequently, the current work depends on an interview with a generative AI application (i.e., ChatGPT) to produce AI content concerning destination evangelism. The ChatGPT-generated outputs provide an in-depth understanding and insights into the significance, guiding principles, potential applications, and drawbacks of the adoption of AI-generated destination evangelism content. This AI-produced research adds to the body of knowledge on destination management and marketing by shedding new light on destination evangelism. It also offers various managerial implications and practical guidance to destination management organizations (DMOs) and other concerned parties regarding the potential benefits, opportunities, and challenges of using AI-generated destination evangelism content. Future research directions are also given.

**Keywords:** destination evangelism, AI-generated content, ChatGPT

**Type:** AI-generated Article

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<sup>1</sup> Scientific Research Department, University of Technology and Applied Sciences, Salalah, Oman; email: msoliman.sal@cas.edu.om

<sup>2</sup> Faculty of Tourism & Hotels, Fayoum University, Fayoum, Egypt

<sup>3</sup> Marketing Department, College of Economics and Political Science, Sultan Qaboos University, Oman; email: maha@squ.edu.om

✉ Corresponding author



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## I. Introduction

Brand evangelism is described as a more active and devoted method of disseminating favorable viewpoints and assiduously trying to persuade or convince others to interact with the same brand, and it is induced when consumers become passionate advocates for a brand (Matzler et al., 2007; Mansoor & Paul, 2022). Since destinations are perceived as synonymous with brands (Sharma, 2023), destination evangelism can be defined as the act of passionately promoting and advocating for a particular travel destination, driven by strong brand loyalty and a desire to share positive experiences with others (Sharma, 2022). Recently, the evangelism concept in marketing has gained remarkable traction and substantial attention from both academics and practitioners, and several tourism organizations now urge travel evangelists to promote and endorse their destinations (Sharma, 2023). Hence, evangelists spread positive word-of-mouth (WoM) about a brand and at the same time convince others to buy or use it (Becerra & Badrinarayanan, 2013). In this respect, although the literature documents numerous outcomes associated with customer loyalty, such as repeat purchases, positive word-of-mouth, enhanced brand value, increased intention to purchase different products from the same company, exclusive preference for the company's offerings, and a larger share of customer spending (Bhuiyan et al., 2018), it should be stressed that destination evangelism extends beyond loyalty. Evangelists develop a heightened comprehension of loyalty and provide exceptional recommendations (Sharma, 2022). On the one hand, loyalty is one of the outcomes of destination evangelism besides enhancing awareness, generating more recommendations, and fostering positive attitudes toward destinations (Sharma, 2023). On the other hand, certain evangelists may also display opposing loyalty to competitors. Destination distinctness and information-seeking determine and/or drive destination evangelism (Sharma, 2022).

Becerra and Badrinarayanan (2013) operationalized brand evangelism into three dimensions: brand purchase intention, positive brand referrals, and oppositional brand referrals. Purohit et al. (2023) state that creating customer evangelism relies on cultivating an enhanced yet prolonged brand experience for destination customers, encompassing their cognitive, emotional, behavioral, sensorial, and social reactions to a company's offerings throughout the entire process of making a purchase. Accordingly, human interaction, emotion, physical environment, and pandemic management affect luxury hotel customers' evangelism behavior while attentiveness/ caring and indulgence fosters destination evangelism in tourism (Purohit et al., 2023).

Recent studies in the branding and tourism field cannot neglect the active role of destination evangelists in advocating a destination or a service brand. The outdated approach of focusing solely on providing goods and treating customers as passive recipients of value have proven ineffective in building customer loyalty and long-term engagement (Mvondo et al., 2022). Consequently, tourism operators and destination marketers should consider tourists as stakeholders and actively involve them in the process of co-creating value (Jiang et al., 2021). Specifically, some of these tourists can be converted to become destination evangelists if proper strategies and campaigns are utilized to identify and target them. This can be achieved by adopting innovative marketing strategies depending on advanced intelligent automation technologies such as AI and its related tools.

Large language models (LLMs) are significant in designing a distinct narrative or story that communicates the essence of a destination (Fuste-Forne & Orea-Giner, 2023). As a result, LLMs, including generative AI (Gen-AI) tools, could produce valuable content that serves as a powerful marketing tool in promoting destination evangelism through storytelling. Therefore, firms derive significant advantages, both financial and non-financial benefits, from customers who demonstrate evangelistic behavior (Purohit et al., 2023; Sharma, 2023). Having tourism as a key pillar in a destination's development and prosperity, and the destination evangelists possessing the ability to exert influence on others, modifies the strategies to market and advocate destinations. Specifically, it highlights destination evangelists' crucial significance for firms or destinations from a strategic standpoint (Becerra & Badrinarayanan, 2013; Harrigan et al. 2020; Purohit et al., 2023). In fact, evangelism acts as an advanced promotional notion in tourism through designing campaigns and distinct information conveyed about

a destination via user-generated content (Sharma, 2022). The user-generated content assists the designation evangelists act as storytellers for a destination.

Gen-AI applications have the capability to produce data, including text, code, simulations, photos, 3D objects, and videos, in response to human prompts, thereby creating the illusion of intelligence (Fuste-Forne & Orea-Giner, 2023; Soliman et al., 2023). Many emerging LLM models and applications developed by AI include DALL-E and Jasper (Tarbit et al., 2023) besides ChatGPT, BingChat, and Bard. As a Gen-AI tool, ChatGPT is based on Generative Pre-trained Transformer architecture to generate text-based responses, answer questions, and engage in conversation.

The implementation of AI in various contexts of business, economy, and education is inevitable. In fact, AI has been used to generate content in many settings. Ivanov and Soliman (2023) discussed the implications of ChatGPT on tourism and hospitality educational systems and scientific research. Other researchers explored the adoption of AI tools in tourism education (Anders, 2022), tourism marketing (Carvalho & Ivanov, 2023; Fuste-Forne and Orea-Giner, 2023), marketing and consumer behavior (Paul et al, 2023), medical education (Biswas, 2023; Gilson et al, 2023), corporate digital responsibility (Tarbit et al, 2023), legal (Katz et al, 2023), music (Edwards, 2023), art (Guo et al., 2023), social science (Cooper, 2023), education (Kasneci et al, 2023). It is evident that there are limited prior research efforts that have addressed the role of AI in the tourism setting in general and in the destination branding domain in particular. Today, there is a dire need to utilize AI in generating content in various contexts. Organizations and destinations can benefit from understanding and embracing AI to transform and gain valuable advantages in the process of marketing. For instance, ChatGPT can enhance consumer engagement, customer support, personalized experiences and transactions, social interaction and communication, cost efficiency, understanding of consumer behavior, and marketing endeavors (Paul et al., 2023). In the same vein, and to build knowledge on limited previous studies, optimizing AI (e.g., ChatGPT) content to promote destination evangelism deems pertinent. Therefore, although the concept of destination evangelism is picking up in marketing and branding literature, considerable efforts to link AI-generated content with respect to destination evangelism that affects tourism behavior are unexplored. As a result, this research attempts to recognize this gap by extending knowledge on destination evangelism by using Gen-AI tool (i.e., ChatGPT) to produce content explaining the benefits, opportunities, and challenges of implementing AI-generated destination evangelism content.

Despite having ChatGPT now employed in certain fields within the tourism and hospitality domain (e.g., Ivanov & Soliman, 2023), however, there are limited attempts to investigate the application of ChatGPT in destination management and marketing, and in destination evangelism in particular. More specifically, to the best of our knowledge, there is no known work adopting ChatGPT to generate outputs demonstrating destination evangelism and its associated facets. Considering the absence of literature on destination evangelism using Gen-AI tools, destination evangelism needs to be considered by marketers and policymakers to increase the market share of their destinations. Consequently, this study provides a timely yet novel work to understand, advocate, and/or advance destination evangelism in the context of AI-generated content. It provides a framework for tourism marketers to enhance their strategies in promoting a destination and affecting tourism behavior.

## **2. Destination evangelism: Opportunities and challenges**

This section represents the ChatGPT interview questions as well as the associated outputs produced by this AI algorithm. The researchers have held two brainstorming meetings to sketch and lay out the main themes and scope of this AI-generated article. As a result, three main themes were generated accordingly. These include an overview and the main features of the destination evangelism concept, the possible opportunities, and benefits of using AI-destination evangelism-generated outputs, and the key challenges and considerations while adopting AI-destination evangelism-generated content.

### 2.1. Overview on destination evangelism

**Prompt 1:** Could you explain the key differences between destination evangelism and destination loyalty in one paragraph?

**AI-generated output 1:** Destination evangelism and destination loyalty are two distinct concepts in the realm of tourism and hospitality. Destination evangelism refers to the active promotion and advocacy of a particular destination by individuals or groups who are passionate about their positive experiences and seek to share them with others. These evangelists often play the role of brand ambassadors, spreading the word about a destination's attractions, services, and unique experiences, thereby influencing potential travelers to visit. On the other hand, destination loyalty focuses on fostering repeat visitation and long-term commitment from tourists. It centers on creating an environment that cultivates customer satisfaction, building trust and emotional connections, and providing exceptional experiences that incentivize visitors to return to the destination multiple times. The key distinction lies in their objectives: destination evangelism aims to attract new visitors by leveraging the enthusiasm of existing ones, while destination loyalty seeks to retain and nurture the loyalty of existing visitors for sustained patronage.

Source: <https://chat.openai.com/share/a5931c4e-41d6-4594-bc45-1e0cad7c0990>

**Prompt 2:** Please provide a short brief on how generative AI applications like ChatGPT can be incorporated with existing marketing channels to boost efforts concerning destination evangelism.

**AI-generated output 2:** Generative AI applications like ChatGPT can be effectively incorporated with existing marketing channels to enhance destination evangelism efforts. Here's a brief overview of how it can be done:

1. **Personalized Customer Engagement:** ChatGPT can be integrated into websites, social media platforms, or messaging apps to provide personalized interactions with potential travelers. By understanding user preferences and answering queries in real-time, ChatGPT can engage users in meaningful conversations, assisting them with travel-related information, recommendations, and addressing their concerns.
2. **Content Creation and Curation:** Generative AI can be leveraged to create compelling content for destination marketing. ChatGPT can assist marketers in generating blog articles, social media posts, travel itineraries, and destination guides. It can also curate user-generated content and provide recommendations based on user interests, allowing marketers to showcase a variety of experiences and perspectives.
3. **Virtual Tours and Experiences:** ChatGPT can play a crucial role in providing virtual tours and immersive experiences to potential travelers. By integrating with virtual reality or augmented reality platforms, ChatGPT can guide users through virtual tours, answer questions, provide historical or cultural insights, and offer personalized recommendations based on user preferences.
4. **Personalized Recommendations:** Through machine learning algorithms, ChatGPT can analyze user data, preferences, and behavior patterns to offer personalized recommendations. By understanding individual preferences, such as preferred activities, accommodation options, or dining choices, ChatGPT can suggest tailored experiences, helping travelers discover hidden gems and unique aspects of a destination.
5. **Targeted Advertising and Remarketing:** Generative AI can assist marketers in optimizing advertising campaigns by analyzing user data, preferences, and engagement patterns. ChatGPT can contribute to audience segmentation, ad targeting, and remarketing efforts, enabling marketers to deliver more relevant and personalized advertisements to potential travelers, thereby increasing conversion rates.
6. **Customer Support and Feedback:** ChatGPT can provide 24/7 customer support, addressing frequently asked questions, handling complaints, and providing assistance during the travel planning process. By promptly addressing customer concerns and offering solutions, ChatGPT can enhance customer satisfaction and foster positive word-of-mouth promotion.
7. **Data Analysis and Insights:** Generative AI applications can analyze vast amounts of data generated by user interactions, social media mentions, and customer feedback to derive valuable insights. ChatGPT

can identify trends, preferences, and sentiment analysis, enabling marketers to make data-driven decisions and tailor marketing strategies to effectively promote a destination.

Incorporating generative AI applications like ChatGPT into existing marketing channels can significantly boost destination evangelism efforts by providing personalized experiences, valuable content, and efficient customer support. It enables marketers to engage with potential travelers on a deeper level, deliver tailored recommendations, and leverage data insights to refine their marketing strategies.

Source: <https://chat.openai.com/share/368e70f4-d1d6-403b-b23a-d46a6bfc8f64>

**Prompt 3:** Could you design a conceptual framework including the most effective destination evangelism strategies that can be generated by AI applications (e.g., ChatGPT)?

**AI-generated output 4:** Certainly! Here's a conceptual framework that combines AI applications, such as ChatGPT, with effective destination evangelism strategies:

1. **Understanding the Audience:** AI applications can analyze vast amounts of data to gain insights into potential tourists. By leveraging AI, destination evangelists can identify target demographics, understand their preferences, motivations, and behavior patterns. This knowledge is crucial for tailoring effective evangelism strategies.
2. **Content Creation and Personalization:** ChatGPT or similar AI models can be used to generate personalized content for different target audiences. This could include website copy, blog posts, social media updates, and email campaigns. The AI-generated content should be engaging, informative, and address the specific interests and needs of the audience.
3. **Virtual Experiences and Immersive Technologies:** AI-powered virtual reality (VR) and augmented reality (AR) applications can offer immersive experiences of the destination. Destination evangelists can leverage AI to create virtual tours, interactive maps, and 360-degree videos that provide a realistic sense of the place. These experiences can be shared through websites, mobile apps, and social media platforms.
4. **Chatbot Assistance:** ChatGPT or AI-powered chatbots can serve as virtual travel assistants, answering tourists' questions, providing recommendations, and assisting with trip planning. By leveraging AI, destination evangelists can offer personalized and real-time assistance to potential visitors, enhancing their overall experience and fostering a positive impression of the destination.
5. **Social Media and Influencer Marketing:** AI algorithms can analyze social media trends, identify influential users, and suggest effective strategies for leveraging social media platforms. Destination evangelists can collaborate with influential social media personalities and leverage AI to target specific audiences with engaging content, contests, and incentives, thereby increasing awareness and generating word-of-mouth promotion.
6. **Data Analysis and Predictive Modeling:** AI applications can analyze data from various sources, including social media, search queries, and booking patterns, to identify trends and patterns. This information can help destination evangelists understand the effectiveness of their evangelism strategies, make data-driven decisions, and optimize their future efforts.
7. **Continuous Learning and Improvement:** AI models like ChatGPT can learn and improve over time by incorporating feedback and data from users. Destination evangelists can use this capability to refine their strategies, identify areas for improvement, and enhance the overall effectiveness of their evangelism efforts.
8. **Monitoring and Reputation Management:** AI-powered sentiment analysis can monitor online conversations and reviews about the destination, enabling destination evangelists to proactively address negative sentiments, resolve issues, and maintain a positive brand image. AI can also assist in identifying emerging trends and potential challenges, enabling quick response and adaptation.

Remember, while AI applications can be powerful tools, they should complement human efforts rather than replace them. Effective destination evangelism requires a balance between technology and human touch, with

AI enhancing the personalization, efficiency, and effectiveness of strategies implemented by human destination evangelists.

Source: <https://chat.openai.com/share/d325b640-86fd-42dc-bae6-06d2d0e10522>

## 2.2. Chances and advantages of using AI-generated destination evangelism content

**Prompt 4:** How might the use of generative AI applications, such as ChatGPT, improve marketers' efforts for destination evangelism?

**AI-generated output 4:** The use of generative AI applications, such as ChatGPT, can indeed enhance marketers' efforts for destination evangelism in several ways:

1. **Personalized Recommendations:** Generative AI applications can analyze user preferences, demographics, and previous interactions to generate personalized recommendations for potential travelers. By understanding the individual's interests, the AI can suggest specific destinations, attractions, and activities that align with their preferences, increasing the likelihood of conversion.
2. **24/7 Availability:** ChatGPT and similar AI tools can provide round-the-clock assistance to potential travelers. Marketers can deploy AI chatbots on websites, social media platforms, or mobile apps to engage with users, answer queries, and provide real-time information about destinations, accommodations, and local experiences. This constant availability ensures that marketers can effectively engage with users, even outside traditional business hours.
3. **Interactive Content Creation:** AI-powered tools can assist marketers in creating engaging and interactive content for destination evangelism. Marketers can use generative AI to develop compelling blog posts, social media campaigns, or virtual tours that showcase the unique aspects of a destination. By leveraging AI's creativity and language generation capabilities, marketers can deliver captivating narratives that capture the attention of potential travelers.
4. **Language Localization:** Generative AI can help overcome language barriers by offering real-time translation services. Marketers can integrate language processing capabilities into AI tools to communicate with users in their preferred language. This facilitates engagement with international audiences, broadens the reach of destination marketing efforts, and creates a more inclusive experience for potential travelers.
5. **Data-driven Insights:** AI applications can analyze vast amounts of data to identify patterns, trends, and consumer preferences. Marketers can leverage this data-driven insight to refine their destination evangelism strategies. By understanding user behavior, preferences, and sentiment, marketers can tailor their messaging, target specific demographics, and optimize their campaigns to maximize effectiveness.
6. **Virtual Reality and Augmented Reality Experiences:** Generative AI can be utilized to create immersive virtual reality (VR) or augmented reality (AR) experiences. Marketers can leverage AI to generate realistic simulations of destinations, allowing potential travelers to explore and experience the location virtually. These experiences can inspire and excite users, giving them a taste of what awaits them at the destination and increasing their desire to visit.
7. **Enhanced Customer Support:** AI-powered chatbots can handle a wide range of customer inquiries, providing quick and accurate responses. Marketers can train the AI to understand common questions about destinations, travel logistics, accommodations, and more. This efficient customer support improves the overall user experience, instills confidence in potential travelers, and helps build positive brand perception.

However, it's important to note that while AI can enhance destination evangelism efforts, human involvement remains crucial. AI tools should be seen as supportive technologies that work in collaboration with marketers, rather than replacing human creativity, empathy, and strategic decision-making.

Source: <https://chat.openai.com/share/66aca7cd-4163-4ff5-8c76-850b819f1bc8>

**Prompt 5:** How can generative AI applications like ChatGPT be used to create innovative and distinctive travel itineraries concerning destination evangelism?

**AI-generated output 5:** Generative AI applications like ChatGPT can indeed be used to create innovative and distinctive travel itineraries, including those focused on destination evangelism. Here's how you can leverage AI to create such itineraries:

1. **Data collection:** Gather information about various travel destinations, including lesser-known places, local attractions, cultural events, and unique experiences. Ensure that the data you collect covers a wide range of destinations to provide diverse recommendations.
2. **AI training:** Train the generative AI model, like ChatGPT, on the collected data. This training helps the model understand the characteristics, attractions, and distinctive aspects of different travel destinations.
3. **User input:** Allow users to input their preferences, such as preferred travel dates, budget, interests, and any specific requirements they may have. This information will help personalize the generated itineraries.
4. **Natural language generation:** Utilize the trained AI model to generate travel itineraries based on the user's input. The AI can provide recommendations on destinations, accommodations, local attractions, activities, dining options, and transportation.
5. **Destination evangelism:** Incorporate destination evangelism principles into the generated itineraries. Highlight unique cultural experiences, local communities, environmental sustainability efforts, and responsible tourism practices. Emphasize the positive impact visitors can make on the destination and its people.
6. **Customization and refinement:** Provide users with the ability to refine the generated itineraries according to their preferences. Allow them to customize the suggested activities, change the order of the attractions, or add their own recommendations.
7. **Collaboration with local experts:** Partner with local experts or destination evangelists who have in-depth knowledge of specific locations. Their insights can enrich the AI-generated itineraries with authentic local experiences, hidden gems, and insider tips.
8. **Continuous learning and feedback:** Collect user feedback on the generated itineraries to improve the AI model over time. The model can learn from user interactions, preferences, and suggestions to generate even more personalized and accurate recommendations.
9. **Supporting media and resources:** Enhance the generated itineraries with visual media such as photos, videos, and virtual tours. Provide additional resources like maps, travel guides, and local language phrases to help travelers explore the destinations effectively.
10. **Integration with travel platforms:** Integrate the AI-powered itinerary generation system with travel platforms and booking services. This integration enables users to seamlessly book accommodations, activities, and transportation directly from the generated itineraries.

By combining the power of generative AI with destination evangelism principles, you can create unique and innovative travel itineraries that showcase the beauty, culture, and positive impact of various destinations.

Source: <https://chat.openai.com/share/71e0d8f8-0299-4477-b23c-6db051a92d6c>

**Prompt 6:** How can generative AI applications (e.g., ChatGPT) assist in identifying and targeting demographics for destination evangelism campaigns?

**AI-generated output 6:** Generative AI applications like ChatGPT can play a supportive role in identifying and targeting demographics for destination evangelism campaigns by providing insights, recommendations, and data analysis. Here are some ways in which generative AI can assist in this context:

1. **Data analysis:** ChatGPT can analyze demographic data and patterns to identify potential target audiences for destination evangelism campaigns. By processing large volumes of demographic information, it can help determine which demographics are more likely to be interested in specific travel destinations.



2. Audience profiling: ChatGPT can generate detailed profiles of different demographic groups, highlighting their interests, preferences, and motivations for travel. By understanding these characteristics, marketers can tailor their campaigns to resonate with specific audiences effectively.
3. Campaign messaging and content creation: Generative AI can assist in generating compelling campaign messaging and content by taking into account the preferences and characteristics of the target demographics. ChatGPT can provide suggestions for engaging slogans, persuasive copy, and visually appealing content that is likely to resonate with the intended audience.
4. Personalized recommendations: Based on user interactions and preferences, ChatGPT can provide personalized recommendations for travel destinations, attractions, and activities. By understanding the individual needs and interests of potential travelers, marketers can develop targeted campaigns that highlight the unique aspects of a destination that are most appealing to each demographic.
5. Language translation and localization: If targeting international demographics, generative AI applications can assist with language translation and localization. ChatGPT can help translate campaign materials into different languages, ensuring that the message reaches a broader audience and reflects cultural nuances appropriately.
6. Real-time feedback and insights: By analyzing user interactions and feedback, generative AI can provide real-time insights on the effectiveness of a campaign targeting a specific demographic. This feedback loop enables marketers to make data-driven adjustments and optimize their strategies accordingly.

It's important to note that while generative AI can be a valuable tool in identifying and targeting demographics, human expertise and judgment should still play a crucial role in interpreting the AI-generated insights and making informed decisions. AI applications should be used as a supportive tool to enhance the effectiveness of destination evangelism campaigns rather than replacing human input and understanding.

Source: <https://chat.openai.com/share/93f950e1-48ea-4a6a-b646-260fd38d064c>

**Prompt 7:** Can you create a table of target demographics for destination evangelism campaigns with their characteristics?

**AI-generated output 7:** Certainly! Below is a table outlining different target demographics for destination evangelism campaigns along with their characteristics:

Demographic	Characteristics
Youth/Young Adults	- Age range: 15-30 years - Technologically savvy - Active on social media platforms - Seek adventure and new experiences - Open to spiritual exploration - Interested in personal growth and self-discovery
Families	- Couples with children - Age range: 25-45 years - Prioritize family-oriented activities - Seek destinations with family-friendly attractions - Value educational and cultural experiences for children - Open to spiritual teachings that benefit their family life
Seniors	- Age range: 60+ years - Prefer more relaxed and leisurely travel - Interested in historical and cultural sites - Value opportunities for reflection and spiritual growth - Seek destinations with comfortable accommodations and amenities for older adults
Students/University Groups	- College and university students - Age range: 18-25 years - Interested in educational and experiential travel - Open to exploring new ideas and philosophies - Prefer budget-friendly options - Value opportunities for community service and volunteerism
Professionals/Entrepreneurs	- Working professionals and entrepreneurs - Age range: 30-50 years - Seek destinations that offer networking opportunities - Interested in personal and professional development - Value luxury accommodations and unique experiences - Open to spiritual teachings that enhance success and well-being

International Visitors	- Visitors from different countries and cultures - Seek destinations with diverse cultural experiences - Interested in learning about local customs and traditions - Open to spiritual teachings that bridge different belief systems - Value multilingual resources and support services
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These target demographics represent a variety of groups that can be targeted for destination evangelism campaigns. Keep in mind that these characteristics are generalizations and individuals within each demographic may have unique preferences and interests. It's essential to conduct further research and tailor the campaign strategies accordingly.

Source: <https://chat.openai.com/share/3f34db90-d75c-4222-a534-eb780f353ea9>

**Prompt 8:** How can generative AI applications (e.g., ChatGPT) be used to forecast and analyze travel trends to guide destination evangelism tactics?

**AI-generated output 8:** Generative AI applications like ChatGPT can indeed be used to forecast and analyze travel trends to guide destination evangelism tactics. Here's a step-by-step approach on how it can be done:

1. Data collection: Gather relevant data about travel trends from various sources such as travel websites, social media platforms, tourism boards, and industry reports. This data should include information about popular destinations, traveler preferences, emerging trends, and influential factors.
2. Preprocessing and analysis: Clean and preprocess the collected data to make it suitable for analysis. Apply techniques like natural language processing (NLP) to extract useful information, identify patterns, and gain insights into travel trends.
3. Training the AI model: Use the preprocessed data to train a generative AI model like ChatGPT. This involves exposing the model to a large amount of historical data to help it learn patterns, relationships, and tendencies in travel trends.
4. Forecasting: Once the model is trained, you can use it to make predictions about future travel trends. Provide relevant inputs, such as current travel data, economic indicators, or upcoming events, and let the model generate forecasts based on the patterns it has learned.
5. Analyzing the generated forecasts: Evaluate the forecasts generated by the AI model and analyze the insights. Look for emerging destination preferences, popular activities, demographic trends, or any other factors that could influence travel decisions.
6. Destination evangelism tactics: Based on the insights gained from the analysis, develop destination evangelism tactics. These tactics can include marketing campaigns, tailored promotional strategies, content creation, or targeted outreach to specific traveler segments. The goal is to leverage the identified travel trends to attract visitors to the destination.
7. Iterative improvement: Continuously refine the AI model by incorporating new data and feedback. This iterative process helps improve the accuracy and relevance of the generated forecasts over time.
8. Monitoring and adaptation: Regularly monitor the effectiveness of the destination evangelism tactics and adapt them as needed. Keep track of changes in travel trends, adjust marketing strategies accordingly, and refine the AI model to ensure it stays up to date with the evolving landscape.

By utilizing generative AI applications like ChatGPT, travel organizations and destination marketers can gain valuable insights into travel trends, forecast future patterns, and develop effective strategies to promote destinations and attract visitors.

Source: <https://chat.openai.com/share/1cb8a12a-d3fd-4435-bfce-93889db9674d>

**Prompt 9:** How can AI-generated destination evangelism content affect tourism behavior?

**AI-generated output 9:** AI-generated destination evangelism content has the potential to significantly affect tourism behavior in several ways:

1. Personalized Recommendations: AI algorithms can analyze vast amounts of data, including user preferences, behavior patterns, and feedback, to provide personalized recommendations. By generating tailored destination evangelism content, AI can suggest destinations, attractions, and

activities that align with an individual's interests, increasing the likelihood of them choosing to visit those places.

2. **Enhanced Information Accessibility:** AI can process and organize large volumes of information about various destinations, making it easily accessible to potential travelers. By generating destination evangelism content, AI can provide detailed insights into lesser-known attractions, local culture, historical significance, and unique experiences, enticing tourists to explore new destinations they may not have considered otherwise.
3. **Social Influence and Peer Recommendations:** AI-generated destination evangelism content can leverage social media data and user-generated content to identify influencers and trendsetters. By showcasing these influencers' positive experiences and recommendations, AI can influence potential travelers' decisions, creating a sense of trust and encouraging them to visit specific destinations.
4. **Virtual and Augmented Reality Experiences:** AI can generate virtual and augmented reality content, allowing users to experience destinations remotely. By creating immersive and interactive simulations, AI can provide potential travelers with a preview of what to expect, stimulating their interest and encouraging them to visit in person.
5. **Real-time Feedback and Reviews:** AI can analyze and process real-time feedback and reviews from travelers, providing valuable insights into the quality of destinations, attractions, accommodations, and services. This information can influence the decision-making process of prospective tourists, enabling them to make more informed choices.
6. **Language Translation and Localization:** AI-powered language translation and localization services can break down language barriers and facilitate communication between tourists and locals. By generating destination evangelism content in multiple languages and offering real-time translation services, AI can attract a broader range of tourists and enhance their overall experience.
7. **Sustainable Tourism Promotion:** AI can analyze environmental and social impact data to promote sustainable tourism practices. By generating destination evangelism content that highlights eco-friendly initiatives, responsible tourism options, and conservation efforts, AI can shape tourists' behavior by encouraging them to make sustainable choices and support destinations that prioritize environmental preservation.

However, it's important to note that while AI-generated destination evangelism content can positively impact tourism behavior, there are ethical considerations to address. Ensuring transparency, avoiding misinformation, and safeguarding user privacy are crucial aspects that need to be prioritized to maintain trust and promote responsible AI deployment in the tourism industry.

Source: <https://chat.openai.com/share/8d7bae08-d71d-4e9f-811e-6b26375e50a1>

**Prompt 10:** Please list 10 of the key benefits of using generative AI applications (e.g., ChatGPT) in destination evangelism compared to traditional marketing approaches.

**AI-generated output 10:** Using generative AI applications like ChatGPT in destination evangelism can offer several key benefits compared to traditional marketing approaches. Here are ten of them:

1. **Personalized and Interactive Engagement:** Generative AI applications can provide personalized and interactive experiences to potential travelers, allowing them to engage in dynamic conversations and receive tailored recommendations based on their preferences. This level of personalized engagement can be more effective in capturing attention and generating interest compared to traditional one-way marketing messages.
2. **Real-time Availability:** Generative AI applications are available 24/7, enabling potential travelers to access information and assistance at any time, regardless of their geographical location. This availability can help accommodate different time zones and cater to the needs of international audiences, thereby expanding the reach of destination marketing efforts.
3. **Scalability:** Generative AI applications can handle multiple conversations simultaneously, making them highly scalable. They can interact with numerous users concurrently, responding to inquiries and

providing information about destinations without limitations in terms of human resources. This scalability is particularly beneficial for destinations with high tourist volumes or during peak travel seasons.

4. **Cost Efficiency:** AI applications can offer cost efficiencies compared to traditional marketing approaches that often require substantial investments in human resources and physical infrastructure. Once developed and deployed, generative AI applications can operate autonomously, reducing ongoing operational costs associated with staffing and maintenance.
5. **Data-driven Insights:** AI applications can collect and analyze large volumes of data from user interactions. This data can provide valuable insights into user preferences, trends, and behaviors, helping destination marketers make data-driven decisions for targeted campaigns, product development, and improvements to the overall visitor experience.
6. **Continuous Learning and Improvement:** Generative AI applications can continuously learn from user interactions and improve their responses over time. Through machine learning techniques, they can adapt and refine their recommendations and suggestions based on user feedback, ensuring that the information provided remains relevant and up-to-date.
7. **Multilingual Capabilities:** AI applications can easily support multiple languages, enabling destinations to engage with diverse international audiences without the need for language-specific marketing materials or customer service agents. This feature can facilitate communication and enhance accessibility for travelers from various linguistic backgrounds.
8. **Accessibility and Inclusivity:** AI applications can provide accessible experiences for users with different abilities. They can integrate features such as text-to-speech or screen readers, enabling visually impaired or hearing-impaired individuals to interact and receive information about destinations. This inclusivity helps ensure that destination marketing efforts reach a wider audience.
9. **24/7 Customer Support:** Generative AI applications can serve as virtual customer support agents, addressing common queries and providing assistance in real-time. Travelers can obtain information about accommodations, attractions, transportation, and other aspects of their trip, even outside of traditional business hours, enhancing their overall experience and reducing frustration.
10. **Viral Potential and Social Sharing:** Engaging and interactive experiences provided by generative AI applications can have viral potential. Users who have positive experiences and receive valuable recommendations are more likely to share their experiences with others through social media or word-of-mouth, amplifying the reach and impact of destination evangelism efforts.

It's important to note that while generative AI applications offer numerous benefits, they should be used in conjunction with other marketing strategies to create a comprehensive and holistic approach.

Source: <https://chat.openai.com/share/a3005e23-2cee-4679-84da-a97fd9703d4c>

**Prompt II:** How can generative AI applications (e.g., ChatGPT) help in measuring the impact and effectiveness of destination evangelism campaigns?

**AI-generated output II:** Generative AI applications, like ChatGPT, can play a role in measuring the impact and effectiveness of destination evangelism campaigns in several ways. Here are a few ways in which generative AI can be utilized:

1. **Sentiment Analysis:** Generative AI models can analyze online conversations and social media posts to gauge the sentiment and opinions of individuals regarding a destination evangelism campaign. By analyzing the generated content, AI can identify positive or negative sentiments, helping measure the overall impact of the campaign on public perception.
2. **Content Analysis:** AI models can analyze the content generated during destination evangelism campaigns, such as blog posts, articles, or user-generated content, to identify key themes, messages, and the overall reach of the campaign. This analysis can provide insights into which aspects of the campaign resonate with the audience and help measure the effectiveness of specific messaging strategies.

3. **User Engagement Metrics:** Generative AI models can assist in monitoring user engagement metrics, such as click-through rates, website traffic, social media interactions, or conversion rates. By tracking these metrics before, during, and after the campaign, AI can provide valuable insights into the impact and effectiveness of the evangelism efforts.
4. **Chatbot Feedback:** If a destination evangelism campaign involves the use of a chatbot, generative AI models like ChatGPT can simulate conversations with users to gather feedback and evaluate the effectiveness of the chatbot's responses. This feedback can help measure user satisfaction, identify areas for improvement, and assess the overall impact of the chatbot in enhancing the campaign experience.
5. **Predictive Analytics:** AI can leverage historical campaign data, combined with external factors such as seasonality, trends, and economic indicators, to generate predictive models. These models can estimate the potential impact of future destination evangelism campaigns and help stakeholders make informed decisions on resource allocation, timing, and messaging strategies.

It's important to note that while generative AI applications can provide valuable insights, they should be used in conjunction with other research methods and metrics to ensure a comprehensive evaluation of the impact and effectiveness of destination evangelism campaigns.

Source: <https://chat.openai.com/share/30a8a3d5-d4c2-4a89-bd63-44e23f93974a>

### 2.3. Drawbacks of using AI-generated destination evangelism content

**Prompt 12:** What are the potential drawbacks of using ChatGPT and other generative AI techniques in destination evangelism?

**AI-generated output 12:** While generative AI techniques like ChatGPT have numerous applications, including destination evangelism, there are several potential drawbacks to consider:

1. **Lack of human understanding and context:** ChatGPT, as an AI model, lacks human-level understanding and contextual knowledge. It may not fully grasp the cultural nuances, emotions, or sensitivities associated with destination evangelism. This could result in inaccurate or inappropriate responses that may not resonate well with individuals seeking information or guidance.
2. **Inability to provide real-time information:** ChatGPT's responses are based on pre-existing knowledge and training data up until September 2021. It does not have access to real-time information or the ability to update its knowledge base. Consequently, it may provide outdated or incorrect information regarding destinations, events, or other time-sensitive details.
3. **Risk of biased or unethical content:** Generative AI models learn from vast amounts of data, including internet sources, which can be biased or contain unethical viewpoints. If not properly supervised or monitored, ChatGPT could inadvertently generate content that promotes stereotypes, discrimination, or misinformation, potentially damaging the reputation of a destination or evoking negative reactions from users.
4. **Lack of personalized recommendations:** ChatGPT typically operates in a one-size-fits-all manner and may struggle to provide tailored recommendations based on individual preferences, budgets, or specific requirements. Human travel advisors or destination experts often excel at personalizing suggestions, considering unique factors, and providing personalized experiences that cater to the needs of travelers.
5. **Limited emotional intelligence:** While ChatGPT can generate text that appears empathetic, it lacks genuine emotional intelligence. It may struggle to understand and respond appropriately to emotions expressed by users. This limitation can hinder the effectiveness of destination evangelism, as emotional connections and understanding are essential for effective communication.
6. **Security and privacy concerns:** Conversations with ChatGPT or other AI systems may involve sharing personal information or preferences. Ensuring the security and privacy of such data is crucial. Inadequate safeguards could lead to data breaches or misuse of personal information, potentially harming individuals' trust in the destination or the platform utilizing the AI model.

7. Dependence on technology: Relying solely on generative AI techniques for destination evangelism can create a dependency on technology. If the AI model encounters technical issues or experiences downtime, it could disrupt the user experience and hinder effective communication and engagement.

To address these drawbacks, it is important to employ human oversight, combine AI with human expertise, continually update training data, implement ethical guidelines, and prioritize user privacy and security. A balanced approach that combines the strengths of AI with human intelligence can enhance the effectiveness of destination evangelism while mitigating potential drawbacks.

Source: <https://chat.openai.com/share/31a138f7-b8e4-4556-af7b-30ce7baf0f6e>

**Prompt 13:** Please create a table of the ethical considerations to be considered while using generative-AI destination evangelism content and proper solutions for each.

**AI-generated output 13:**

Ethical Consideration	Solution
Misleading or False Information	Implement fact-checking mechanisms to ensure the accuracy and reliability of the generated content.
Promotion of Unethical or Harmful Behaviors	Establish clear guidelines and ethical frameworks to prevent the generation of content that promotes harm or unethical actions.
Privacy and Data Protection	Obtain explicit consent from individuals whose data is used for training the generative AI model and ensure data anonymization.
Bias and Discrimination	Regularly monitor and evaluate the generative AI model for biases and employ diverse training data to minimize bias.
Intellectual Property Infringement	Implement robust copyright and intellectual property protocols to prevent the generation of content that infringes upon rights.
Manipulation and Influence	Clearly disclose the use of generative AI in creating content to avoid misleading or manipulating the audience.
Psychological Impact	Conduct research and analysis to understand the potential psychological impact of generated content and take appropriate actions to minimize any negative effects.
Transparency and Accountability	Be transparent about the use of generative AI technology, inform users about the limitations and potential biases of the system. Establish clear accountability measures for any unintended consequences.
Human Oversight and Responsibility	Maintain human oversight throughout the content generation process to ensure ethical considerations are upheld.
User Empowerment and Control	Provide users with tools and options to personalize and control the generated content they receive, ensuring autonomy and empowerment.
Sustainability and Environmental Impact	Consider the environmental footprint of generative AI systems and strive for energy-efficient and sustainable practices.

It's important to note that while these solutions can help mitigate ethical concerns, they may not address all potential issues. Ethical considerations should be an ongoing process, with continuous evaluation and adaptation to evolving ethical standards and societal expectations.

Source: <https://chat.openai.com/share/e2dde0d3-c431-4d69-945c-fd3cd1c3c631>

**Prompt 14:** Please conduct SWOT analysis on the applications of generative AI tools in destination evangelism. Please create a table and list only 4 summarized points under each heading in a table.

**AI-generated output 14:** Sure! Here's a SWOT analysis of the applications of generative AI tools in destination evangelism:

Strengths
1. Enhanced Creativity
2. Time and Cost Efficiency

3. Personalized Experiences
4. Scalability and Consistency
<b>Weaknesses</b>
1. Ethical Concerns and Bias
2. Lack of Human Touch and Authenticity
3. Dependency on Data Quality
4. Potential Overreliance on Technology
<b>Opportunities</b>
1. Content Generation and Customization
2. Real-time Language Translation
3. Virtual and Augmented Reality Integration
4. Hyper-personalization and Targeted Marketing
<b>Threats</b>
1. Privacy and Data Security Risks
2. Negative User Perception and Resistance
3. Legal and Regulatory Challenges
4. Technological Limitations and Unpredictability

Please note that this is a summarized SWOT analysis, and each point can be expanded further with more details and examples if needed.

Source: <https://chat.openai.com/share/50541837-02fd-4668-b80c-9cb7c41c56c2>

### 3. Discussion and conclusions

Due to the rapidly evolving environment and fierce rivalry, tourist businesses have to deploy cutting-edge marketing strategies and approaches (Mathew & Soliman, 2021), including destination evangelism, considering its crucial role in destination management and marketing. Consequently, this paper provides a thorough understanding of the destination evangelism concept as well as the benefits, opportunities, and challenges of using destination evangelism content generated by AI application, namely ChatGPT. This AI-generated study focuses on understanding, involving, and equipping destination evangelism for successfully marketing tourist destinations. In doing so, three different groups of question sets were developed, edited, and then used to direct ChatGPT to receive associated AI-produced outputs.

The purpose of the first category of questions is to give a general overview on destination evangelism. The 1<sup>st</sup> query emphasizes the significant distinctions between destination loyalty and destination evangelism. The AI-generated output supports the existing literature illustrating that destination evangelism and destination loyalty are two distinct concepts. Destination loyalty can be described as a strong commitment to regularly repurchase or use a good or service in the future (e.g., Elbaz et al., 2023; Al Karim et al., 2023). Customers' loyalty to a particular brand may be earned in ways other than getting or purchasing it (e.g., Abou-Shouk & Soliman, 2021; Gam et al., 2023). For instance, prioritizing customer-centric approaches in the development of IT solutions enhances customer loyalty and improves service quality (Al Karim et al., 2023). Therefore, when customers perceive the value provided, superior service quality generates ongoing support and fosters customer loyalty towards the service and/or service provider (Bhuiyan et al., 2018). While evangelism is considered a dedicated method of promoting favorable opinions to persuade others to interact with the same brand, and it happens because of the customer being pleased with the brand (e.g., Matzler et al., 2007; Mansoor & Paul, 2022). That is, in addition to raising awareness, generating more referrals, and cultivating positive views toward places, loyalty is regarded as one of the results of destination evangelism (Sharma, 2023).

The next response provided by ChatGPT on how AI applications can be integrated with current marketing channels to enhance destination evangelism efforts suggested that Gen-AI tools (e.g., ChatGPT) could be successfully integrated with current marketing channels to improve destination evangelism efforts through



customized customer engagement, content creation and curation, virtual tours and experiences, personalized recommendations, and targeted advertising. This finding supports the results provided by prior research demonstrating the role of Gen-AI tools in tourism management and marketing (e.g., Fuste-Forne & Orea-Giner, 2023). Moreover, the results, related to Q3 response, revealed that AI applications have the potential to be great tools, however, they should not take the place of human efforts. The personalization, efficiency, and effectiveness of methods used by human destination evangelists are improved by AI, requiring a balance between technology and human touch. This finding confirms the argument that LLMs, representing a substantial advancement in AI (Soliman et al., 2023), are prone to incorporating biases, inaccuracies, human mistakes, and algorithmic constraints in the output delivered to consumers despite the promises of productivity and economic improvements made by LLM-embedded service offers (Tarbit et al., 2023).

The purpose of the second category of questions is to unveil the possible chances and advantages of using AI-generated destination evangelism content. First, the response by ChatGPT claims that the adoption of Gen-AI tools could improve marketers' efforts for destination evangelism in a number of ways, such as availability, personalized recommendations, interactive content creation, language localization, data-driven insights, VR and AR experiences, and improved customer support. Second, according to ChatGPT's output, travel companies can create unique itineraries that showcase the allure, culture, and positive benefits of various places by combining the power of Gen-AI with destination evangelism themes. Third, it is demonstrated that by offering insights, suggestions, and data analysis, GPTs can assist in identifying and focusing demographics for destination evangelism campaigns. Besides, audience profiling, campaign message, content development, targeted suggestions, language translation and localization, real-time feedback, and insights are all part of this process. These results support previous research indicated that GPTs play a crucial role in developing narratives about tourism culture and strengthening the bond between visitors and tourism-related goods and services (Dwivedi et al., 2023; Fuste-Forne & Orea-Giner, 2023). The answer to Q7 represents a table created by ChatGPT outlining different target demographics for destination evangelism campaigns, along with their characteristics. This includes youth/young adults, families, seniors, students/university groups, professionals/entrepreneurs, and international visitors. Having a variety of target demographics for tourist destinations is crucial. Destinations can be more efficiently and effectively marketed by being tailored to certain target groups, which results in an increase in visitors, higher tourist satisfaction levels, brand positioning, seasonal balance, and more economic benefits. Additionally, it is critical for tourist destinations to maintain their competitiveness and relevancy in the world market. Destinations can foster a more varied, inclusive, and prosperous tourism business by providing specialized experiences and successfully interacting with other groups. In relation to Q8, ChatGPT's output indicated that AI-generated content on destination evangelism has the potential to significantly influence travel behavior in numerous ways, including customized suggestions, improved information accessibility, peer influence, VR and AR experiences, real-time feedback and reviews, language translation and localization, and sustainable tourism promotion. These results reflect the fact that tourists should be treated as stakeholders by destination marketers and tourism operators, and they should actively participate in the process of co-creating value (Jiang et al., 2021). ChatGPT's response also demonstrates how the explosive expansion of digital content is affecting how people find information and engage with one another (Mathew & Soliman, 2021). That is, if proper strategies and campaigns are employed to locate and attract them, some of these tourists might be persuaded to become destination evangelists. The AI-generated output for Q9 suggested that destination marketers and travel agencies could benefit from using Gen-AI tools like ChatGPT to forecast future patterns, gain insightful knowledge of current travel trends, and create powerful plans to market destinations and draw tourists. Promoting a destination through destination evangelists is an effective marketing strategy. Therefore, businesses profit greatly from individuals that behave in an evangelical manner in both financial and non-financial ways (Purohit et al., 2023; Sharma, 2023). As evidenced by the AI-generated answer to Q10, the adoption of GPTs in destination evangelism can provide several advantages over conventional marketing strategies. Personalized and interactive engagement, availability in real-time, scalability, cost effectiveness, data-driven insights, ongoing learning and improvement, multilingual capabilities, accessibility and inclusivity, customer, viral



potential, and social sharing are a few of these. These findings support the argument that understanding and embracing AI can help businesses and destinations evolve and acquire significant advantages in the marketing process. For instance, GPTs can improve marketing initiatives, cost effectiveness, understanding of consumer behavior, customer support, personalized experiences and transactions, social interaction and communication, and consumer engagement (Paul et al., 2023). Regarding Q11, the results depict that GPTs can be used in a variety of ways to assess the effectiveness and impact of destination evangelism campaigns. User engagement metrics, sentiment analysis, content analysis, chatbot feedback, and predictive analytics are a few examples of generative AI applications. This result supports the idea that evangelism acts as an advanced promotional notion in tourism research since it allows for the development of campaigns and the distribution of unique information about a location via user-generated content (Sharma, 2022).

The final set of questions examines the negative aspects of using AI-generated destination evangelism content. The response provided by ChatGPT in response to Q12 demonstrated some potential drawbacks of using AI-produced content on destination evangelism, such as a lack of human comprehension and context, an inability to provide real-time information, a risk of biased or unethical content, a lack of personalized recommendations, a lack of emotional intelligence, privacy and security concerns, and reliance on technology. Regarding Q13, ChatGPT offers a table with the ethical considerations that need to be considered while employing generative AI destination evangelism content as well as the suitable solutions for each. These include spreading misleading information, encouraging unethical or harmful behavior, protecting privacy and data, bias, and discrimination, stealing intellectual property, swaying public opinion, psychological effects, accountability and transparency, human oversight and responsibility, user empowerment and control, sustainability, and environmental effects. These results are consistent with prior studies employing IT-related theories (e.g., TAM, UTAUT, IDT, etc.) which in turn highlight and examine perceived risks and concerns related to using AI applications and tools (e.g., Güngör, 2020; Ivanov, & Webster, 2017; Rahman et al. 2021; Rana et al., 2022). Finally, ChatGPT provides a condensed SWOT analysis of the applications of Gen-AI tools in destination evangelism. For the internal environment analysis, strengths include enhanced creativity, time and cost efficiency, personalized experiences, and scalability and consistency, whereas weaknesses involve ethical concerns and bias, lack of human touch and authenticity, dependency on data quality, and potential overreliance on technology. For the external environment analysis, opportunities include content generation and customization, real-time language translation, VR and AR integration, hyper-personalization, and targeted marketing, while threats contain privacy and data security risks, negative user perception and resistance, legal and regulatory challenges, and technological limitations and unpredictability. These results support the argument by prior studies highlighting the positive and negative aspects of using AI-generated content (e.g., Carvalho & Ivanov, 2023; Ivanov & Soliman, 2023).

Given the aforementioned discussions, the present research has several academic contributions adding to the existing body of knowledge in different fields and domains including tourism and hospitality, destination management and marketing, AI, and tourism behavior. First, this AI-generated research expands on the few studies that have been conducted to explore the topic of destination evangelism. That is, the current piece of work enriches the theoretical background and foundations on destination evangelism and its associated antecedents and outcomes. In addition, the current work is, as far as the researchers are aware, one of the first attempts to explore this concept and its various dimensions, benefits, chances for application, and difficulties facing its implementation, based on content produced through AI applications. The paper also offers an innovative paradigm for comprehending the various stages of destination evangelism, emphasizing the crucial phases of awareness, engagement, advocacy, and empowerment. In addition, this paper supports theory advancement by providing a further understanding of destination evangelism, building upon existing theories or suggesting new conceptual frameworks related to this cutting-edge concept. In addition, this work provides new insights and fresh perspectives on the psychological, sociological, or marketing theories that underlie decisions concerning destination selection, persuasion, branding, or stakeholder engagement in the context of

destination evangelism. Furthermore, by utilizing its extensive knowledge base and data processing abilities, AI could assess a variety of facts, including historical trends, patterns of tourist behavior, cultural influences, and economic considerations. This in-depth investigation provides innovative viewpoints on the factors that fuel destination evangelism, the process by which tourists fervently promote certain destinations. Whether it be one-of-a-kind events, social media influence, or close relationships, AI could pinpoint the primary driving forces behind this advocacy. Furthermore, this article could introduce novel research methods and techniques or innovative approaches to investigating destination evangelism with generative AI tools. This opens the door to the use of qualitative, quantitative, or mixed-methods research approaches to shed light on various aspects of destination evangelism while considering different stakeholder viewpoints. In other words, the current paper produces methodological contributions, leading to employing innovative techniques, which in turn aim to represent an in-depth overview and insights into destination evangelism.

Moreover, this paper provides different managerial implications and practical guidelines to concerned stakeholders (e.g., DMOs, destination managers and marketers, tourism policymakers, etc.) regarding the advantages, opportunities, and challenges of the application of AI-generated destination evangelism content. First, the insights offered by this article can assist tourist destinations in more efficiently identifying and pursuing potential destination evangelists. Destination managers can utilize the findings of this generative AI article to develop targeted marketing strategies. Additionally, tourist destinations can modify their marketing strategies and communication programs to engage and empower these advocates by studying their motives and habits. This can entail developing tailored content, encouraging a sense of community, and belonging, and offering chances for destination evangelists to actively engage in promoting the destination. This study also emphasizes how crucial it is to raise up and develop destination evangelists. Organizing events or workshops where they can share their knowledge and experiences, offering incentives or rewards for their advocacy efforts, and building strong relationships with them through ongoing engagement and communication are all strategies that tourism organizations can use to encourage and support these advocates. In addition, the present study work investigates the opportunities of adopting AI-produced destination evangelism content, illuminating the revolutionary influence of fervent supporters in promoting tourist destinations using AI applications. The article digs into the psychological and sociological influences leading to becoming destination evangelists, providing insightful information on their motives, behaviors, and the impact on destination branding and marketing as a result. Organizations can discover influential people and engage with them by actively following and engaging in virtual discussions. This could increase the effectiveness of destination evangelism. The study also emphasizes the necessity for destination marketers to have a long-term viewpoint and make an investment in cultivating fruitful connections with destination evangelists. Organizations that foster these connections get enduring support, favorable word-of-mouth referrals, and greater brand loyalty.

Future studies can be directed in several ways by this AI-generated article on destination evangelism. To begin with, future research could focus on the evaluation of LLMs role in creating informative and evocative content for destination evangelism and its effectiveness in destination management and marketing. In addition, empirical research highlighting the essential determinants of the application of AI-destination evangelism-generated content could be an outstanding avenue for further research. In this vein, future research may investigate the perspectives of destination management organizations regarding this generated content and its significance. Further work may also examine an integrated structural framework exploring how generative AI applications could impact individuals' destination evangelism. Moreover, future studies could systematically review and/or empirically investigate the connection between intelligent automation (e.g., metaverse, service robots, VR, AR, wearable technologies, etc.) and destination evangelism. In this respect, unveiling the role of digital influencers in reinforcing the levels of destination evangelism will be a remarkable piece of work. Furthermore, exploring the association between destination branding, co-creation, and AI-destination evangelism-generated content is considered another promising research avenue.

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