

# **The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations**

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# **The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations**

EDITED BY

**ALHAMZAH ALNOOR**

*Southern Technical University, Iraq*

**GÜL ERKOL BAYRAM**

*Sinop University, Türkiye*

**CHEW XINYING**

*Universiti Sains Malaysia, Malaysia*

AND

**SYED HAIDER ALI SHAH**

*Bahria University, Pakistan*



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## About the Editors

**Alhamzah Alnoor**, PhD, is a Senior Lecturer at Southern Technical University Iraq. He has published many articles, book chapters and books in national and international contexts. His research interests are statistical quality control, statistical process control, robust statistics operations research, machine learning organisations and studies leadership.

**Gül Erkol Bayram** is working as an Associate Professor in Tourism Faculty, Sinop University, Turkey. She has many publications on tourism, management sciences and women studies. Her core interests are tourism, women studies and organisational behaviour.

**Dr Chew XinYing** is a Senior Lecturer in the School of Computer Sciences, Universiti Sains Malaysia (USM). She is also the Programme Manager (Computer Science) of the School of Computer Sciences, USM. She holds a PhD in statistical quality control from the University Sains Malaysia. She is a certified trainer with Human Resources Development Fund (HRDF). She is also the certified trainer for the MDEC-Intel AI Academy Programme and SAP Next-Gen Programme. She is an Adjunct Research Fellow of Swinburne University of Technology, Sarawak Campus, and also the Professional Technologist with the Malaysia Board of Technologist (MBOT). Prior to her academic career, she worked in the Advanced Analytics research team of a renowned US multinational company. Her areas of research are in advanced analytics and statistical quality/process control.

**Syed Haider Ali Shah** is working as an Associate Professor at Business Studies Department, Bahria University, Islamabad, Pakistan. He has many experiences as keynote speaker, organiser and motivational speaker. He also has experiences in management arena. He has published many articles, book chapters and books in national and international contexts as Springer and Emerald. His research interest is management sciences.

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## About the Contributors

**Muhammad Imran Afzal** is working as an academic staff at Northeast Normal University, Jilin, China. He has published many articles, book chapters and books in national and international contexts. His research interests are management sciences, business and tourism.

**Maria Ahmed Ajaz** is working as an academic staff at Iqra University, Karachi, Pakistan. She has published many articles, book chapters and books in national and international contexts. Her research interests are management, business, tourism and data sciences.

**Ferzan Aktaş** is a Lecturer at Vocational School of Tourism and Hotel Management, Kilis 7 Aralık University, Kilis, Turkey. He has published many articles, book chapters and books in national and international contexts. His research interests are gastronomy, tourism management and sustainable tourism.

**Waled Ahmed Al-Attas** is working as a Lecturer at Department of Finance and Banking, Faculty of Administrative Science, Hadhramout University, Al Mukalla, Yemen. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and tourism.

**Ahmad Mohammad Aldegis** has received BSc degree in accounting from Al Albayt University. After completing his BSc in accounting, he has received a master's degree in accounting information system from Al Albayt University, Jordan. He is currently pursuing a PhD in accounting at the Graduate School of Business, Universiti Sains Malaysia, located in Penang, Malaysia. His research interests encompass a broad spectrum, including accounting, auditing, financial accounting, marketing, tourism, accounting information system and artificial intelligence (AI), Strategic Management, Business Ethics, Leadership, Human Resources Management, Organizational Psychology, Organizational Sociology, Innovation, Entrepreneurship, SMEs, Technology Adaption, and Social Commerce. He has published numerous scientific journal articles and conference papers. He has handbook published in Springer.

**Sanallah Al Azhari** is working as an academic staff at Department of Islamic Studies, Bahria University Islamabad. He has published many articles, book chapters and books in national and international contexts. His research interests are management sciences, business and tourism.

**Basheer M. Al-Ghazali** is working as a Lecturer at Basheer M. Al-Ghazali1, Department of Business Administration-DCC, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia Centre for Finance and Digital Economy, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia. He has some experiences in economy sciences. He has published many articles, book chapters and books in national and international contexts as Springer and Emerald. His research interests are economy, management and tourism.

**Hitmi Khalifa Alhitmi** is working as a Lecturer at College of Business and Economics, Qatar University, Qatar. He has published many articles, book chapters and books in national and international contexts such as Apple Academic Press, Emerald, Springer. His research interest is management, business and tourism.

**Ibrahim Barjes Saad Almashaqbeh** is working as a staff member at Graduate School of Business, Universiti Sains Malaysia, Penang Malaysia. He has experiences in tourism in the academic and sectoral arena. He has published many articles, book chapters and books in national and international contexts. His research interests are management and business sciences.

**Mohammed Alawi Al-Sakkaf** is working as an academic staff at Department of Business Administration, Faculty of Administrative Science, Hadhramout University. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and tourism.

**Saleh Amarneh** is a Researcher at Arab American University. He has published many articles, book chapters and books in national and international contexts. His doctorate degree is in Human Resource Practices and research interest is Human Resource Practices, Health Human Resources, Organisational Behaviour, Person-Environment Fit and Medical Tourism.

**Manpreet Arora**, a distinguished Senior Assistant Professor of Management at the Central University of Himachal Pradesh, Dharamshala, India, brings to the academic realm more than two decades of immersive teaching experience. Her journey is marked by a trail of academic accomplishments, including a PhD in International Trade, an MPhil and the recognition as a gold medallist, alongside various other academic distinctions conferred by Himachal Pradesh University, Shimla. Dr Arora's scholarly pursuits are characterised by a broad spectrum of research interests, spanning Accounting, Finance, Strategic Management, Entrepreneurship, Qualitative Research and Microfinance. Notably, Dr Arora is recognised for her mentorship in doctoral research, specialising in Microfinance, Entrepreneurship, Behavioural Finance, Sustainable Development Goals and Corporate reporting. As an accomplished academic, Dr Arora carries an impressive publication record, with over 30 authored papers featured in esteemed national and international journals indexed in Scopus, WOS and Category journals. Additionally, she has contributed to 55 book chapters, collaborating with reputed publishers such as Emerald, Routledge, CABI, Springer Nature,



AAP and more. Dr Arora's dedication to advancing management research is further underscored by her role as an editor for four books, showcasing her commitment to shaping the discourse in her field.

**Suat Arpacı** Fırat University Vocational School and Social Sciences, Türkiye. He was born on 1 January, 1984, in Maden district of Elazığ. He completed his primary, secondary and high school education in Elazığ. He completed the Department of Tourist Guidance and Travel Agency at Adnan Menderes University Faculty of Tourism. He completed his Master's degree at Adnan Menderes University. He completed his doctorate at Nevşehir Hacı Bektaş Veli University. He works as a Lecturer at Fırat University. He has nearly 10 years of sector experience. He has good English reading, writing and listening skills. He has published four articles in national journals. He has nine book chapters which were published by international publishing houses.

**Cemal Artun** is an Assistant Professor at Mugla Sıtkı Koçman University Fethiye Faculty of Business Administration Tourism Management Department. He completed his PhD in Tourism Management in 2020. He focused on strategic management related tourism and hospitality management. He focuses on the literature on current approaches to explaining competitiveness (dynamic capability, agile, strategic flexibility, design thinking). He has given Tourism Policy and Planning lessons at bachelor level since 2020. He has a book chapter about 'The Success Conditions of Sustainable Tourism and Factors Affecting the Determination of an Effective Tourism Policy'.

**Andi Asrifan**, SPd, MPd, is a Lecturer in Faculty of Teachers Training and Education, Universitas Muhammadiyah Sidenreng Rappang (UMS Rappang) in South Sulawesi, Indonesia. He is also the head of Students and Alumni Affairs of Universitas Muhammadiyah Sidenreng Rappang (UMS Rappang). He received his PhD (Language Education, Concentration in English Language) and MPd (Master Pendidikan/Master of Education) from State University of Makassar, South Sulawesi, Indonesia.

**Shahab Aziz** is working as a Lecturer in the Business Studies Department, Bahria University Islamabad, Pakistan. She has published many articles, book chapters and books in national and international contexts. Her research interests are management sciences, business, administration and management arena.

**Mriza Kashif Baig** is working as an Assistant Professor at DOW University OJHA campus. He is a keen researcher who is pursuing his PhD from Karachi University Business School.

**Mohammed Basendwah** is a prominent tourism management figure pursuing a PhD in tourism development at the University of Science Malaysia. Beginning his academic pursuit with a bachelor's degree in Tourism Management from King Saud University, KSA, where he was honoured with a degree of honour, he then advanced to acquire a master's degree in tourism from the Rochester Institute of Technology, NY, USA. Mohammed has enriched the academic sphere as a Lecturer and Teaching Assistant at Umm Al-Qura University's College of

Business Administration. His scholarly contributions are substantial, focusing on enhancing tourist satisfaction and the image of destinations, particularly in Saudi Arabia. His works have been acknowledged in international forums and featured in esteemed journals. Beyond academia, Mohammed has demonstrated leadership in student organizations and volunteered in various capacities. His innovative approach to improving airport traveller safety is evidenced by his patent titled “Emergency Runway Systems”. Mohammed’s PhD research, “Satisfaction of International Non-Muslim Tourists with Islamic and Generic Destination Attributes in Saudi Arabia”, epitomizes his dedication to exploring the interplay between tourist satisfaction and destination attributes. His research interests include Tourist Satisfaction, Tourist Experience, and service quality in tourism, showcasing his commitment to advancing tourism quality and satisfaction.

**Salameh Jamil Salameh Alkhazaleh Basendwah** is working as an academic staff at Author School of Management, Universiti Sains Malaysia, Penang Malaysia. He has experience in tourism as academic and sectoral arena. He has published many articles, book chapters and books in national and international contexts. His research interests are management and business sciences.

**Shakeel Basheer** is a Researcher at Lovely Professional University. He has completed his bachelor’s degree in Business Administration from Kashmir University and an MBA in Tourism Management from Central University of Kashmir. His interests revolve around E-marketing, Ethical marketing, Ethical Tourism, Metaverse tourism, JK tourism, Sustainability, E-Tourism, social media, consumer psychology, organisation behaviour and digital learning. He is proficient in using VOSviewer, Smart-PLS, AMOS, SPSS, LIWC, NVIVO, ATLAS.ti and Mendeley and is a beginner in Python and R.

**Burçin Cevdet Çetinsöz** graduated from Gazi University Tourism Management. He completed his Master’s degree at Mersin University. He completed his doctorate at Adnan Menderes University. He works at Alanya Alaaddin Keykubat University. He has academic research in the field of tourism management.

**Monika Chandel** is a dedicated Research Scholar at the School of Commerce and Management Studies, Central University of Himachal Pradesh. Monika is currently pursuing her doctorate in the field of Sustainable Development Goals (SDGs), with a specific focus on microfinance. Monika Chandel’s research interests lie at the intersection of sustainable development and financial inclusion. As a Research Scholar, Monika has demonstrated exceptional analytical skills and a deep commitment to her academic pursuits. Her ability to critically assess existing literature, design comprehensive research frameworks and draw meaningful conclusions from data sets reflects her proficiency in research methodologies. Moreover, her passion for addressing real-world challenges aligns well with the broader goals of sustainable development.

**Laith Jabur Ali Daradkah** is working as a Lecturer at School of Management, Universiti Sains Malaysia, Penang Malaysia. He has experience in tourism as academic and sectoral arena. He has published many articles, book chapters and

books in national and international contexts. His research interests are management and business sciences.

**Tevfik Demirciftci**, PhD, received his MSc degree in Hospitality Information Management from University of Delaware, a PhD in hospitality administration from UNLV and another PhD in Tourism Management from Istanbul University. Demirciftci is an excel specialist and has his expert certificate approved by Microsoft Office. He has 22 years of experience in casinos (MGM-Borgata Hotel Casino and Spa), hotels (Marriott and Ritz-Carlton) and restaurants (Buddakan Atlantic City) in Bahrain, United States and Turkey. In his free time, Demirciftci loves playing and watching basketball and soccer, horoscopes and riding his bike.

**Alaa Last El-shari** is working as an academic staff in the Graphic Design Department Faculty of Architecture and Design, Al-Zaytoonah University of Jordan, Amman. He has published many articles, book chapters and books in national and international contexts. His research interests are management and graphic design.

**Sheezan Farooq** is a Researcher in the Department of Computer Science at the Islamic University of Science and Technology. He has completed bachelor's degree in Computer Application from Kashmir University and a Master's in Computer Application from Central University of Kashmir. His interest revolves around NLP, artificial intelligence, machine learning and digital learning.

**İbrahim Cemal Gençay** is an Assistant Professor in the Faculty of Health Sciences, Tokat Gaziosmanpaşa University, Tokat, Turkey. He has papers on tourism management, organisational behaviour tourism and other areas of tourism. His research interests are tourism management, organisational behaviour in hotel management and organisational behaviour in tourism.

**Eda Hazarhun** graduated from the Department of Tourism Management at Dokuz Eylül University in 2011. She received her Master's degree from the Department of Tourism Management at Dokuz Eylül University in 2017. In 2022, she obtained her doctoral degree from the doctoral programme in Tourism Management at Dokuz Eylül University. Eda Hazarhun's main areas of research include information technologies, digital marketing, gastronomy and religious tourism. She currently serves as an Assistant Editor in various journals and holds membership positions in various tourism associations.

**Muhammad Humayun** is a Researcher at University of Malakand Chakdara Khyber Pakhtunkhwa, Pakistan. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and computer sciences.

**Ali İnanir**, PhD, is working as an Associate Professor at the Department of Travel Tourism and Leisure Services, Ağlasun Vocational School, Burdur Mehmet Akif Ersoy University, Burdur, Turkey. He has published many articles, book chapters and books in national and international contexts. His research interests are tourism management, sustainable tourism, management, business and tourism.

**Cemal Ince** is an Associate Professor in the Department of Recreation Management, Tokat Gaziosmanpaşa University, Tokat, Turkey. He has written book chapters on research methods in tourism, sustainable tourism, recreational tourism and other areas of tourism. His research interests are recreation management, destination management and marketing, hotel management, organisational behaviour in tourism, alternative tourism and sustainable tourism.

**Samrah Jamshaid** is working as an academic staff at Northeast Normal University, Jilin, China. She has published many articles, book chapters and books in national and international contexts. Her research interests are management sciences, business and tourism.

**Kamran Jamshed** is working as an academic staff at Bahria University Islamabad, Pakistan. He has experience in management arena. He has published many articles, book chapters and books in national and international contexts as Springer, Emerald. His research interest is management sciences.

**Fedwa Jebli** is working as a Lecturer in the Department of Human Resources Management and Organisational Behaviour Rabat Business School, International University of Rabat. He has some experience in Human Resources Management. He has published many articles, book chapters and books in national and international contexts as Springer, Emerald. His research interests are human resources and management.

**Sejana Jose V.** is pursuing her PhD in Tourism Management from Christ University, Bangalore. She has successfully completed her MPhil and Masters in Tourism Administration from Christ University, Bangalore. She is currently working as a Lecturer at Mount Carmel College, Bangalore. She has 1 year of industry experience working in a leading tour operation company and teaching experience of 4 years. Her research interest includes green transportation, sustainable tourism, organisational behaviour and tourism logistics.

**Emrah Keskin** is an Associate Professor at Tourism Faculty, Nevşehir Hacı Bektaş Veli University, Nevşehir, Turkey. He has published many articles, book chapters and books in national and international contexts. His research interests are gastronomy, tourism management, sustainable tourism.

**Nasser Khalufi** completed his PhD in Business Management. He is working as a Lecturer at College of Business Administration, Jazan University, Saudi Arabia. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and tourism.

**Nangyalay Khan** is a Researcher at University of Malakand Chakdara Khyber Pakhtunkhwa, Pakistan. He has published many articles, book chapters and books in national and international contexts. His research interests are computer sciences, AL and management, business.

**Waleed Khan** is a Researcher at University of Malakand Chakdara Khyber Pakhtunkhwa, Pakistan. He has published many articles, book chapters and

books in national and international contexts. His research interests are computer sciences, AL, management and business.

**Rabia Kishwer** is working as an academic staff at International Islamic University, Islamabad, Pakistan. She has published many articles, book chapters and books in national and international contexts. Her research interests are management sciences, business and tourism.

**Hamid Hazim Majid** is working as an academic staff at Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and tourism.

**Danish Mehraj** is an Assistant Professor in the Department of Management Studies, North Campus University of Kashmir, Srinagar, 190008-India. His research interests are green marketing, green brand positioning, entrepreneurship, and green tourism. He has published many articles, book chapters and conference papers.

**Dr. Mohsen Ali Murshid** is a Graduate School of Business, Universiti Sains Malaysia, Pulau Pinang, Malaysia, and a Lecturer in the Department of Business Administration, Faculty of Administrative Science, Hadhramout University, Al Mukalla, Yemen.

**Muthmainnah** is working as Assistant Professor of Universitas Al Asyariah Mandar Sulawesi Barat Indonesia. She is Country Ambassador of Charles Walter's Society and Innovation and Research and Saint Patrick School – Quezon City, Lead. She has published many articles, book chapters and books in national and international contexts. She has working experience in the private and governmental sector. Her research interests are management, business, tourism and data sciences.

**Arab Naz** is working as a Professor and Dean of Social Sciences, Department of Sociology at University of Malakand Chakdara Khyber Pakhtunkhwa, Pakistan. He has published many articles, book chapters and books in national and international contexts. His research interests are sociology, management and business.

**Adel Omar** is working as an academic staff at Graphic Design Department Faculty of Architecture and Design, Al-Zaytoonah University of Jordan, Amman. He has published many articles, book chapters and books in national and international contexts. His research interests are management, graphic design and management.

**Muhammad Asif Qureshi** is working as an academic staff at Faculty of Business Administration, Mohammad Ali Jinnah University Karachi, Pakistan. He has experience in management and administration arena. He has published many articles, book chapters and books in national and international contexts as Springer and Emerald. His research interests are management and organisational sciences.

**Eman Zameer Rahman** is a researcher associated with Bahria University with a prior academic background encompassing MPhil and MBA degrees, demonstrates a strong passion for research. She has published articles and book chapters in numerous international journals and reputable publishing platforms. Her scholarly pursuits revolve around green approaches, HR management, leadership, entrepreneurship, sustainability, innovation, tourism and technology. This diverse range of research interests showcases a comprehensive understanding of various management facets and their commitment to exploring contemporary issues and emerging trends in the field of management sciences.

**Murtaza Ahmad Reshi** is a Researcher in the Department of English Literature at Lovely Professional University. He has completed his bachelor's degree in English Literature. He works on English Language and Literature.

**Abdullah Mohammed Sadaa** is working as an academic staff at Graduate School of Business, Universiti Sains Malaysia, Penang Malaysia, College of Economics and Administration, University of Anbar, Iraq. He has published many articles, book chapters and books in national and international contexts ad Springer, Emerald and Routledge. His research interests are management, business and tourism and hospitality management.

**Abdullah Mohammed Sadaa** is a Scholar at Graduate School of Business, Universiti Sains Malaysia, Penang Malaysia. He has experience in tourism as academic and sectoral arena. He has published many articles, book chapters and books in national and international contexts. His research interests are management and business sciences.

**Aiza Saeed** is working as an academic staff at University of the Punjab, Gujranwala Campus. She has published many articles, book chapters and books in national and international contexts. Her research interests are management, business, tourism and data sciences.

**Muhammad Furqan Saleem** has been associated with the higher education industry and research for the past 15 years. Recently, he has been working as an Assistant Manager in the Research and Facilitation Department, Iqra University, Karachi, for more than a decade. He is also in the compilation phases of his PhD from the University of Karachi in the field of Business Administration.

**Sandhya H.** is pursuing her PhD in Tourism Management from Christ University, Bangalore. She successfully completed her MPhil and Master's in Tourism Administration (MTA) from Christ University, Bangalore, by securing the first rank. She has industry experience of 1 year having worked with one of the leading multinational tour operations companies, Kuoni SOTC, Bangalore, and teaching experience of over 6 years having associated with some of the prestigious academic institutions and colleges in Kerala. She has worked as Research Associate of the Major Research Project on the lines of Destination Management Organisations. She is a very passionate and keen researcher, and her research interests include Destination Management, Destination Branding and Smart Tourism. She has around four Scopus publications and has presented papers in various

international conferences. She is currently working as an Academic Auditor and Deputy Academic Coordinator at Kairos Institute, Cochin, Kerala.

**Elif Şenel** is a PhD candidate in Eskişehir Osmangazi University, Institute of Social Sciences, Tourism Management and professional trainer. Her topic is tourism management and hospitality. She has research on yoga tourism, recreation and flow theory.

**Hasan Önal Şeyhanlioğlu** is working as an Associate Professor in the Department of Gastronomy and Culinary Arts, Tourism Faculty, Batman University, Batman, Turkey. He has published many articles, book chapters and books in national and international contexts. His research interests are gastronomy tourism, tourism management, sustainable tourism, management, business and tourism.

**Syed Bilawal Ali Shah** is working as an academic staff at University of Malaya, Malaysia. She has published many articles, book chapters and books in national and international contexts. Her research interests are management sciences, business and tourism.

**Muhammad Faisal Sultan** is an Assistant Professor and Research Supervisor Faculty of Management and Information Sciences, KASBIT, Pakistan. He has published many articles, book chapters and books in national and international contexts. His research interests are management, business and tourism. He is also at the verge of his PhD from Karachi University Business School.

**Aleena Syed** is working as an academic staff at University of the Punjab, Lahore, Pakistan. She has published many articles, book chapters and books in national and international contexts. She has working experience in private and governmental sector. Her research interests are management, business, tourism and data sciences.

**Arzu Toker** is an Associate Professor in the Tourism Faculty, Department of Tourism Management, at Anadolu University in Eskişehir, Türkiye, and has been a faculty member since 2012. She received her Master's and PhD degrees from the Department of Tourism Management of Anadolu University, Türkiye. She has specialised in tourism sociology, tourism history (microhistory) and qualitative research methods. She teaches courses on behavioural sciences, hotel management, tourism psychology, tourism sociology and qualitative research methods. She has published several book chapters, articles and conference papers on tourism sociology and tourism history.

**Muhamad Nawaz Tunio** is a keen researcher, academician and trainer with multiple articles, chapters and conference proceeding to his name. Nawaz Tunio is one of the well-known PhDs operating in the field of management sciences. He completed his PhD at Alpen Adria University, Austria, and recently is working as an Assistant Professor at University of Sufism and Modern Sciences, Bhitshah.

**Bindi Varghese** is a Doctorate in Commerce, specialising in Tourism. As an academician and tourism professional, she has over 18 years of academic and 1 year of industrial experience. Currently, she is affiliated with Christ University, as

an Associate Professor and is the Research Coordinator at School of Business Studies and Social Sciences. She has served many educational institutions in South India and has served as a national and international expert, for a decade among the educational institutions of India. Currently, she is actively associated with Indian Tourism Congress (ITC) and Kerala Development Society (KDS), New Delhi. The active researches undertaken include Impact Assessment Studies, Medical Tourism, Destination Management Organization and Ecological Studies. Dr Bindi completed a major research project on the title 'Strategic Intervention of Destination Management Organizations to Enhance Competitiveness of Tourism Destinations – A Model for Karnataka' funded by Christ University. Along with her academic expertise, she is also a Section Editor for 'ATNA – Journal of Tourism Studies', published by Christ University, Bengaluru. She has authored one book, on Medical Tourism in India, by an international publisher in Germany, and has also contributed chapters to edited books and has published several articles in areas of Destination Management, Governance, Medical Tourism, E-Tourism, etc. To her credit, she has edited a book on 'Evolving Paradigms in Tourism and Hospitality in Developing Countries: A Case Study of India'. The book is published by CRC Press, Taylor and Francis group – international publisher in the United States and released in 2018.

**Sandeep Walia** is an Associate Professor and Head of Department, School of Hotel Management and Tourism, Lovely Professional University, India. His core subject is tourism management. He has published many articles, books and conference papers.

**Ayesha Yaseen** is working as an academic staff at Riphah International University, Islamabad, Pakistan. She has published many articles, book chapters and books in national and international contexts. She has working experience in sector. Her research interests are management, business, tourism and data sciences.



# Foreword

Artificial intelligence (AI) is being used to optimise energy consumption, oversee waste management and predict climate change patterns. These AI-enabled solutions are becoming effective and cost-effective options for businesses and governments worldwide. In contrast, green behaviour is a trend that reflects the growing awareness of reducing environmental impacts and is becoming increasingly widespread in society. Individuals, companies and governments are taking steps to reduce their carbon footprint, conserve resources and promote sustainable practices. The combination of AI and green behaviour can make these efforts more effective.

The use of AI in the tourism sector and destinations enables tourists to access services and products more easily. Smart applications developed in this contexts allow tourists to purchase services that produce more with less energy. The use of AI in destinations can optimise energy consumption, significantly reduce energy waste and provide a more environmentally friendly environment. Additionally, AI can be used in waste management in destinations to sort and recycle waste more efficiently and encourage the recycling of materials, thereby preserving resources.

One of the most significant challenges of green destinations is the protection of green areas and forests. AI plays a crucial role in monitoring and combating deforestation. It analyses satellite images to detect changes in forest cover and notifies authorities of illegal logging activities, enabling timely intervention and preventing forest loss. Additionally, it predicts climate change patterns, providing valuable information for policy and decision-making processes.

However, the use of AI in promoting environmental sustainability in destinations presents several challenges. These include concerns about the energy consumption of AI systems, data privacy and security. Additionally, the use of AI may require investment and technical expertise that may be beyond the reach of many developing countries. Nevertheless, the potential of using AI in destinations to support environmental sustainability is undeniable. The intersection of AI and green behaviour presents an opportunity to address environmental challenges with greater efficiency and effectiveness. AI can aid in resource conservation, waste reduction, deforestation prevention and the transition to renewable energy in various destinations.

*The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations* book aims to serve as a theoretical and practical resource on the subject, as well as provide a perspective for future research.

*Imran Saeed* (PhD)  
Department of Management Science  
The University of Agriculture And IBMS Peshawar  
Pakistan