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on the 1st Students Research Conference, Abstract Proceedings

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About

The SST Research Journal

The SST Research Journal is a peer review open access journal published annually with the aim to provide an intellectual platform for the academia, researchers, practitioners, and students to publish their original works. The SST Research Journal publishes quality research articles, work in progress, research notes, and research proposals in the fields of business & management, hospitality & tourism, and computing. This is the Special Issue 2024 of the SST Research Journal.

Information about the Special Issue 2024:

The Special Issue 2024 of the SST Research Journal focuses on the students' research abstracts presented during the 1st Students Research Conference. The Student Research Conference (SRC) is an annual conference (more info on the website www.ctleuro. ac.cy). Its mission is to put Bachelor's, Master's and PhD research in the spotlight as well as to enhance interest among students for academic research. This conference gives students the unique opportunity for presenting their research to each other and to inform a varied audience on their research projects. It also enables them to experience academic practice by attending a conference.

During this academic year, the Student Research Conference (SRC) was co-organized with the Old Polish University of Applied Sciences in Kielce, Poland. Our distinguished keynote speaker for the SRC was Dr. Grzegorz Zając, PhD, who delivered a compelling presentation on "Mergers and Tourism of Air Carriers in Europe." The SRC was held on January 29th, 2024, at Ctl Eurocollege in Limassol, Cyprus. A total of 32 students from Ctl Eurocollege, Old Polish University of Applied Sciences, and Cyprus University of Technology participated across various fields including business, economics, management, tourism and hospitality, computing, pedagogy, and psychology. Among them, we collected 21 students' abstracts. These abstracts have been meticulously organized into two separate publications.

i. 13 students' abstracts published in the SST Research Journal Special Issue 2024 focusing on economics and management, tourism and hospitality, and computing science, and

ii. 8 students' abstracts published in the Journal of the Old Polish University of Applied Sciences in Kielce, Poland focusing on business, pedagogy, and psychology.

This SST Research Journal Special Issue 2024 is structured as following:

1. Economics and Management topics:

- Online Criticism and Cancel Culture in Digital Marketing: A Case Study of Audience Perceptions of Brand Cancellation
- Relationship Between Customer Satisfaction and Customer Loyalty in chain restaurant
- Gender motives for sport engagement: Evidence across types of sports

2. Hospitality and Tourism topics:

- Customer Preferences for 5-Star Hotels vs. Other Hotels
- New Generation in the Hospitality Sector
- Inbound tourism and peacebuilding: The case of Nepal
- Leadership Styles in the Hospitality Industry Increasing the Attractiveness of Tourist
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3. Information Technology Topics

- Understanding the Impact of Chat GPT on critical thinking in the workplace
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- Intellectual Disability at the Early School Education Stage

Economics & Management

ABSTRACT 1

Online criticism and cancel culture in digital marketing: A case study of audience perceptions of brand cancellation

Name of Student: Christina Kyriakou

Abstract

Among research on (digital) consumer activism, brand boycotting, and online flaming, brand cancellation practices within expanding cancel culture are yet to be fully explored. This paper contributes to extant research by identifying and analyzing factors that motivate the online audience to participate in cancelling a brand and strategies to articulate brand cancellation. Twenty individual, in-depth interviews with professionals in communication and marketing were conducted. The findings indicate that offensive advertisement content that contradicts a consumers personal beliefs is the most common factor leading to participation in brand cancellation, followed by brand ethics, anonymity in social media, peer pressure to join a cancellation, and a desire for justice. Furthermore, discreetly unfollowing a brand is the most preferred cancel practice. However, when audiences perceive hate comments on a brand for insignificant reasons, this might instigate support for the brand. Lastly, this study discusses implications for businesses to manage brand cancellation.

Keywords: Audience Engagement; Brand Cancellation; Brand Boycotting; Cancel Culture; Digital Consumer Activism; Online Criticism; Social Media.

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ABSTRACT 2

Relationship Between Customer Satisfaction and Customer Loyalty in Chain Restaurant

Name of Student: Mia Md Asifur Rahman

Abstract

Customers are main key elements of running businesses which influence decision-making process of organisations in terms of providing good quality services as well as products. In this study, clear aims, objectives and questions regarding integration between customer loyalty and customer satisfaction are mentioned based on a reputed organisation, McDonald's, in Cyprus. Purpose of this study is to address correlation between customer loyalty and customer satisfaction regarding buying products from McDonald's in Cyprus. Issues faced by customers of this brand, in terms of buying products, are elaborated in the form of problem statements. Rationale and significance of this study are discussed in detail in this part which highlights benefits of gaining ideas about relation between customer loyalty and satisfaction.

McDonald's has gained enormous popularity in Cyprus by serving good quality food products to customers and in this context, issues are also associated with bruises secretions of this brand. As suggested by Ozkan et al. (2022), customer satisfaction is one of essential aspects to be taken into account by organisations which are directly linked to profit generation. There are "24 McDonald's restaurants" currently operating in Cyprus and approximately "1000 employees" are working under this brand along with local suppliers (MCDONALDS, 2023). As a result of the COVID-19 pandemic, supply chain activities in Cyprus have been affected and this has imposed negative impacts on the business operations of McDonald's. Therefore, this brand has faced issues while supplying products as per market demands which brought negative experiences among customers. Apart from that, labour management by McDonald's has been impacted negatively by the pandemic which also reflects aspects of negative customer service.

McDonald's in Cyprus has been facing post-COVID issues while providing food products to customers. Besides this, shortage of labour has also imposed negative impacts on McDonald's providing good customer services which directly affects customer loyalty towards this brand.

Food chains in Cyprus have enough potential to generate profit as this is a profitable market where acceptability of restaurants and food processing sectors are high among customers. As per statistical data, it has been estimated that more than "1,081.21 million U.S. Dollars" would be earned by "restaurants and mobile food sectors" of Cyprus by end of 2025 (STATISTA, 2021). Following this information, it can be conceptualised that McDonald's has to deal with a large number of customers in different regions of Cyprus by providing them with good quality food products. As opined by Buksh et al. (2021), supply chain activities in different sectors have been impacted negatively by post-COVID regulations which have created barriers for organisations like McDonald's to meet demands of customers. An issue of labour crunch, in terms of "servers", "retail workers", "delivery drivers" and "truckers" has imposed negative impacts on McDonald's and resulted in "slow service" and "menu outages" (CYPRUS-MAIL, 2021). From this source, it can be understood that McDonald's has faced issues which have interrupted their customer services and that

has affected customer loyalty as well as satisfaction. Therefore, main aim of this study is to analyse relationship between customer satisfaction and customer loyalty in terms of improving organisational performance of McDonald's, Cyprus.

Keywords: Hospitality, McDonald's, Customer Satisfaction, Customer Loyalty, Chain Restaurant

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ABSTRACT 3

Gender motives for sport engagement: Evidence across types of sports

Name of Student: Maria Hadjielia

Abstract

The female sports interest and participation in sports have significantly increased over time. However, in many countries, women's participation remains lower compared to men (Deaner, Balish, & Lombardo, 2016). However, we do not have official statistics to verify this. The promotion of gender equality in Western countries has contributed to the rise of women's involvement in sports, yet there is still a lot of progress to be made.

What drives women's engagement in sports – the role of 'motives'

Regarding women's engagement in sports, it frequently depends on their personal motives and commitment. Studies highlight that men and women differ on their motives to engage in sports (e.g. Kilpatrick, Hebert, & Bartholomew, 2005). Studies also reveal that females' underrepresentation may also reflect a lesser interest (because of lack of motives), not merely fewer opportunities for engagement (Deaner, Balish, & Lombardo, 2016). There are also cultural and social factors that need to be considered, since they may negatively influence women's motives to engage in sports (Fasting & Sisjord, 1985).

We know very little on the motives of women to engage in sports. Thus, understanding these motives, organizations (e.g. sport organizations, governments) can take actions to promote female participation in sports. This research study aims to answer the following research questions:

(1) What are the motives of women to engage in sports?

(2) What factors can limit women's engagement (e.g. social, cultural etc)

(3) How can women be motivated to engage in sports?

Qualitative research through in-depth interviews (target 100 interviews) with 'women in sports' across types of sports (e.g. rowing, track-n-field, swimming). Comparison of results across sports to identify common and unique (for each of type of sport) motives.

Keywords: Gender, Motives, Sport, Engagement

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Hospitality & Tourism

Customer Preferences for 5-Star Hotels Over Normal Hotels

Name of Student: Pramila Paudel

Abstract

The main objective of this study is to identify the customer for 5- star hotels over normal hotels has been a subject of interest in the hospitality industry. In this survey we understand the factor influencing customer preferences for 5- star hotel & their implications.

A small survey was performed as to collect the questionnaire data methods in the study. In this process I have collected data there are lots of factors changing customer needs in a hotels business. A large percentage of the respondents reported enjoyment with their 5 star hotel experiences, stressing the expensive features and high quality service that these businesses provided. Customers regularly expressed pleasure with their stay, indicating that their expectations and goals were fulfilled or achieved.

The study also revealed several issues that clients experience, particularly in terms of their preference for 5-star hotels over standard hotels. Notably, pricing appeared as the most important consideration, with respondents worried about the price of luxurious hotels. Some participants stated that, despite the attractiveness of higher features, money limits regularly pushed them to choose more affordable solutions. This is too fast and efficiently modifies and republish your material! The different view of client preferences between 5-star hotels and basic hotels. While the attraction of luxury and excellent facilities attracts many, the study highlights the importance of affordability, perceived value, and gender-specific preferences in the dynamic decision-making process of hotel selection. This knowledge is useful for industry stakeholders looking to improve customer satisfaction and adjust their services for a wide range of customers.

Hence, I found that customer prefer 5-star hotels over normal hotel because of it price, expectations, high standards, personalization ,value for money, and the desire for a superior overall experience that goes beyond basic accommodation. While the initial cost may be higher, customers often find that the benefits and experiences provided by 5-star hotels justify the investment.

Customers seek luxury hotels to experience a level of refinement and indulgence that surpasses the ordinary. They prioritize spacious rooms adorned with elegant furnishings, high-quality bedding that promises comfort, and premium toiletries that pamper the senses. Beyond the physical comforts, attentive and personalized service is the hallmark of a luxurious hotel experience. Guests appreciate promptness, attentiveness, and proactiveness from staff members who anticipate their needs and cater to their preferences. The ambiance of a luxury hotel complements the overall experience, with sophisticated surroundings that evoke a sense of exclusivity and elegance. Private dining options, exclusive lounges, and personalized spa treatments elevate a stay to an entirely new level of luxury. These experiences provide guests with a sense of exclusivity and personalization, further enhancing their perception of the hotel's commitment to their well-being. A prestigious brand reputation and consistent delivery of exceptional service are the driving forces behind customer loyalty in the luxury hospitality sector. Guests return to hotels that consistently exceed their expectations, where they feel pampered, appreciated, and valued.

Keywords: Customer preferences, 5-star hotels, normal hotels, mixed research methods

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ABSTRACT 2

New generation in the hospitality sector

Name of Student: Godwin Emeka Onyema

Abstract

Hospitality industry is one of the major business sectors globally that keep increasing and advancing. It is a service sector oriented and it apply personnel role by the staff to function well. The economic and social condition of the society have brought changes in the hospitality sector throughout the world and these changes have a serious impact on the life of the staff in the hospitality sector. Balancing the work space with personnel life to create a better phenomenal to life satisfaction become a serious issue. The working condition in the sector is something one cannot avoid because it is real and relevant, this makes it more important when it comes to fresh graduates from hospitality programs coming into the sector. It is very well known that staff in the hospitality industry report significantly about the stress and lack of time for personnel life which may affect them psychological and social life. Therefore, this research study is on how fresh graduates from hospitality programs create, evolve and manifest their work and life in hospitality sector. And why is essential to balance work and life of freshly graduates in the hospitality sector. It is important because it deal directly with their ability to prioritize between work and lifestyle, health, family, social life, religious duties etc. And it is also link to their job performance and job satisfaction. The main purpose of the study is to reveal the dynamics of the hospitality sector related to freshly graduate. The study adopted qualitative research method and freshly graduates in the sector were selected randomly. Primary data was collected through the semi-structured interview of recent graduates from hospitality programs working in the sector to get their view on the subject matter and secondary data was obtained from published documents such as online articles, journals, reports and research to supplement the primary data.

The study finds indicates that the new generation seen working environment in the hospitality sector from their own understanding as been target on them to use them against their will or choice. So through the academic years the students of hospitality programs should be prepared ahead through more effective participation in industrial training's and let them understand the nature of hospitality working environment. Every government and stakeholders policy concern workers life and welfare must be meant by the employers in the hospitality sector. Lack of awareness and training on job, which the employers in the sector should try to create awareness programs regarding proper work life balance for staff's especially the freshly graduates in the sector. The policies in the industry need to reflects the beliefs, values and norms of the whole staff's. The graduates need more time with coaching and assist, for them to be able to adopt easily to the system. And their working hours should be made flexible for them to have time for themselves after work. The manager's and supervisors have to work more professional not to create unnecessary tension or fear among them the new generation in the industry.

Finally, the findings have showed the personal feels of the freshly graduates, the impact and effect of the hospitality sector on them. The need for employers to start looking at the situations surrounding them at the working place, to create a better working environment to enhance their potential and a good human resources management. The findings and interpretation of the study have proved the relevant to compare to other research carried out before on Hospitality and staff. The study highlighted that impact of working at the hospitality sector for new generation staff's how they felt, but the operational

system, working condition and job satisfaction were noticeably differently between the participants, which are negatively impact or positively impact.

Keywords: Hospitality Sector, Fresh graduates, Employ ability, Competency and Life & Work balance.

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Inbound tourism and peacebuilding: The case of Nepal

Name of Student: Limbu Lila Devy

Abstract

Due to its ability to promote global understanding and alleviate poverty, tourism—the largest and one of the most rapidly growing economic sectors—effectively touches every region and country in the world. Nepal is not an exception; the country's impressive tourist boom has been moving forward through its four progressive theoretical models/ platforms (such as advocacy, cautionary, adaptancy, and knowledge-based platforms), each of which has both positive and negative aspects related to peace. In this situation, tourism is probably receiving more attention and is being viewed with a fervor for its potential to promote peace. Tourism is receptive to peace and sensitive to conflict. However, it must deal with the unrest brought on by violent conflict and the negative effects it produces. In Nepal, tourism is a sizable industry that has the potential to foster peace in a variety of ways. Nepal is a small, landlocked nation in South Asia with a rich, varied culture in addition to a variety of natural attractions, such as the Himalayan Mountain range and several national parks. Millions of tourists visit Nepal each year because of these attractions, and the industry plays a significant role in the nation's economy. More subtly, tourism can help Nepal achieve peace. Tourism can promote mutual respect and understanding between individuals who might not otherwise have the chance to engage by bringing people of various cultures and backgrounds together. Furthermore, tourism can open business opportunities for nearby towns, which can assist in lowering the likelihood of conflict brought on by economic injustice or a lack of resources. A more harmonious and peaceful society may result from tourism's ability to assist sustainable development and conservation efforts, inbound tourism has a great deal of potential to help Nepal achieve lasting peace.

This project examines how a decade-long (1996–2006) armed war affected tourism in Nepal and the coping mechanisms used by this industry to rebound and survive. Based on the state's historical political transition and some positive initiatives by Nepalese tourism actors for sustainability, development, and peace. A "peace" that denotes the absence of direct violence and upholds harmonious connections among all levels and sectors of society and nature is a crucial and much treasured hope of humanity. With its dual characteristics of tourism for conflict and peace, Nepalese tourism, which endured a ten-year (from 1996 to 2006) violent conflict, serves as a real instance of this nexus of tourism and peace. In Nepal has border conflicts with China and India, as well as other eras of political turmoil, have all occurred in Nepal at various times throughout its history. Despite these obstacles, Nepal has made considerable strides in recent years toward political stability and economic growth, and it is today a well-liked travel destination for people all over the world. The most practical method for achieving Nepal's noble goal of promoting peace through tourism, according to this project, is community-based village tourism, which is supported by sustainable structure and actions, backed by proper implementation of tourism regulations, framed with appropriate codes of conduct, and materialized by the combined effort and partnership actions of all (non-scientific and scientific) stakeholders.

Cultural exchange efforts: In some tourism initiatives in Nepal, cultural exchange initiatives are used to educate visitors and locals about one another's cultures and lifestyles. These initiatives can work to foster respect and understanding among those from various backgrounds, which can advance

peace. Ecotourism: Ecotourism initiatives in Nepal place a priority on protecting the environment and encouraging environmentally friendly travel methods. These initiatives can support conservation efforts and lessen the possibility of conflicts over natural resources, which can help maintain peace. Many travel agencies and Tourism Board of Nepal is footed at the knowledge-based platform on transdisciplinary approach in which the scientific (e.g., researchers) and both academic and non-academic (e.g., local communities, local government, tourism practitioners, tourists, etc.) actors approached in an integrated effort to transform local tourism initiatives as peace promoting and conflict mitigating. With qualitative research and interviews makes easy for understanding tourism, peace, and their relationship in Nepal. By bringing individuals from all cultures and backgrounds together in various ways, tourism may support peace in Nepal. For instance, visitors visiting Nepal frequently engage with locals to learn about their culture and way of life. This can assist build peace by encouraging respect and understanding among those from various backgrounds.

In Nepal tourism can open business opportunities for nearby communities, which also promotes peace. When tourists travel to Nepal, they frequently spend money on regional goods and services, which can support economic growth and job creation. This can raise the living standards of those who live in these communities and lessen the likelihood of violence brought on by resource scarcity or economic disparity. People from all cultures together and benefiting local communities economically, tourism may contribute to the promotion of peace in Nepal and foster the development of a more cohesive and harmonious society. There are numerous ways that tourism might support peace, but each one needs to be thoroughly examined and evaluated, new opportunities and obstacles as new types of tourism develop, so there is a need for continual research to separate out the misconceptions and experimentally confirm the reality pertaining to the development of tourism as a force for good. The knowledge-based approach to Nepalese tourism is finally advocated in this paper as crucial for bridging the previous three platforms as well as for meeting the dual needs of Nepalese tourism now (mass as well as small-scale community-based village tourism) and achieving peace through tourism.

Keywords: Tourism, Peace, Development, Nepal, culture

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ABSTRACT 4

Leadership Styles in the Hospitality Sector

Name of Student: Nizhum Md Abir Islam

Abstract

The tourist and hospitality sector requires a lot of work. It is made up of an operational environment that is fast-paced, dynamic, unexpected, and unstable. It calls for exceptional leadership skills, and leaders may need to take on a transformational leadership role. Numerous theoretical and empirical research projects have demonstrated the significance of transformational leadership. But there's still a lot we don't know. As for the relationship between leadership, job involvement, and job happiness among workers in CYPRUS hospitality and tourism sector, no research has examined this relationship to far. Our knowledge of transformative leadership in the particular context of hospitality and tourism is widened by this study. Research has shown the advantages and significance of principles of leadership in service-oriented businesses for enhancing workers' general well-being. The purpose of this study was to investigate the relationship between employees' intentions to leave their jobs, their lives, and their job happiness when led in a transformational manner. The staff members of six operational university guesthouses in Cyprus were given asome questionnaires. The fit of the model was evaluated using structural equation modeling. The results showed that job satisfaction was positively impacted by idealized influence, intellectual stimulation, inspirational motivation, and customized consideration, and negatively by turnover intention. Furthermore, idealized influence and personalized attention improved life happiness, but intellectual stimulation and inspiring drive had no beneficial impact. Job satisfaction and life satisfaction were positively correlated.

The hotel industry falls within the realm of services and as such, carries with it all of the business characteristics of a service in contrast to a product. According to Kotler, Bowen, and Makens (2006), these distinctions include perishability, intangibility, variability, and inseparability. Since inventory cannot be kept, hotel rooms are perishable, and if a room is not sold, revenue is lost permanently. The front desk staff at hotels provide the majority of the service that guests receive, so hotel companies try to set themselves apart by investing in motivational speakers and training programs for their staff members. In order to guarantee client pleasure in the service business, having motivated and effective employees on the front lines is essential. Providing excellent customer service is the key to making money in the service sector, and successful customer service is essential for hotel industry success (Ford & Heaton, 2001).

Effective leadership in a company is reflected in the ability to comprehend the demands of clients and employees, create a vision that is acceptable, and challenge the status quo. Effective implementation of the aforementioned methods will change the existing culture inside any given firm, potentially making it more leadership-focused. In actuality, a leader should possess both externally accepted traits and internally driven qualities. According to Boyd (2011), leadership continues to be one of the most effective models for bringing about good and cogent organizational change through motivational techniques, organizational operations moderation, and the establishment of the greatest working environment possible to meet organizational goals.

As a result, strong leadership is essential for guiding an organization toward transformation and connecting its activities to long-term goals. This essay examines

Bill Marriott Junior's leadership in great detail. The paper's primary goal is to examine his successful leadership in the hospitality sector. In addition, the paper serves as an excellent example of how an organization's personnel must be continuously motivated, have a strong vision, be charismatic, and be focused on improving performance.

To differentiate between proper and ineffective leadership, the effects of terrible managers on staff members will also be examined. This study will contribute to our understanding of how poor leadership affects workers' engagement and job happiness. By creating a clear and consistent vision of the goals that an organization aspires to achieve and by overseeing and directing the staff as they work toward these objectives, managers at all levels of operations can gain a significant competitive advantage through leadership and management competencies. Finding and analyzing examples unique to the hospitality sector will help readers better grasp the abilities that professionals in the field need to succeed. This is the major goal of the literature study on hospitality competences. The question of whether these competences are innate traits or may be acquired via training is another facet of the research. The relationship between managerial and leadership competencies, employee job satisfaction, and its effect on competitiveness is, finally, an essential aspect of this research.

Keywords: Leadership, Styles, Hospitality, Cyprus

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ABSTRACT 5

Increasing the attractiveness of tourist destinations in Slovakia and Germany through storytelling

Name of Student: Sára Švidroňová

Abstract

The main aim of the research will be to find out which Slovak and German destinations are attractive, why the destinations are attractive from the visitors' point of view and what the story behind it is, or whether the story is true or on the other hand invented. The research will focus on ways and possibilities of promoting tourist destinations with an emphasis on storytelling. Its very important to investigate this phenomenon because tourism has huge impact on economy of both Slovakia and Germany and effective storytelling can attract more tourists to visits these countries on the base of their stories. With this phenomenon we can analyse how many tourists have already visited the destination and how many will visit in the future. Storytelling can educate tourists about the history, culture, and environment of a destination. Storytelling helps for the promotion of the unique cultural and historical aspects of a region to be promoted. By presenting their heritage and traditions through storytelling, both Slovakia and Germany can preserve and celebrate their cultural identity. I believe that there are some very old and true stories about some underrated or not famous places and areas which are not mentioned in any books but old people know a bout it (Zort, Ç. et al. 2023).

A lot of things will change in society. First of all, Naujok, N. (2023) says that tourists will have totally different experience in compare with traditional forms of knowing the places (from influencers, photos and videos especially on social media, etc..) They will have the opportunity to connect with the local culture, history, and people. Residents may also actively participate in sharing their stories, traditions, and unique experiences with tourists. Another aspect is very common but it will be good for economy too because more tourists will come and see the places.

Whaats more, Alejandro, V.B.P. (2023) added that this research is very unique because it describes two specific countries and this combination of countries is – Slovakia and Germany The research will reveal ways and possibilities of promoting tourist destinations with an emphasis on storytelling and why is storytelling usefull for them.

Keywords: Tourist destinations, Storytelling, Slovakia, Germany, Attractiveness

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ABSTRACT 6

New trends in the hospitality sector

Name of Student: Loizos Souroupis

Abstract

Trend can be defined as a change in a condition, output, or process, or a tendency of data points to move in a certain direction over time which differs from their previous states. My research interest is about new trends in Tourism, Hospitality and Catering Industry and help proffesionals in Recognizing changes, adjusting to new situations and responding to tourists' demands, e.g.: achievements in information and communication technologies (ICT), the development of new special and alternative forms of tourism, lifestyle changes that lead to new customer demands (vegan options), the new legislations – 11/9, the product Marketing – they create needs, the changes in the demographic characteristics of tourists (generation Z), the global event (Covid), the environment and sustainability.

Use of technology: Technological advancements are at the heart of many travel trends, voice search making it easier for customers to find travel products and, voice control enhancing the customer experience, artificial intelligence improves customer service, contactless payments and the Internet of Things are removing frictions.

Wellness & Retreat Travel Trends: here are many different types of wellness and retreat experiences available to travelers. Some of the most common examples include meditation retreats, health spas, silent retreats, healthy eating destinations, and yoga retreats. People intentionally get away from negative aspects of everyday life, including unhealthy food, alcohol, or work stress.

Solo Travel: Leisure travel was a family affair or something that couples undertook together. More and more people are choosing to strike out on their own. Enjoying a solo trip is no longer so unusual, and tourist trends increasingly reflect this. Some want to travel without the distraction of a companion. Others are young singles looking for social activities or to find a partner. Some widowed seniors even use long-term hotel stays or cruises as a luxurious alternative to conventional elder care. A mystery vacation is a trip you don't know anything about. No clue about the destination, activities or even accommodation. You only know that you're leaving and that it's going to be epic. Everything else it's happening little by little, and you're discovering it along the way.

Voice Control Technology: This allows guests to adjust their room's temperature, turn on the television, change channels, contact the front desk, use smart speakers or a voice-controlled hub. The same technology can be easily applied to other areas of the travel industry, providing further layers of safety and convenience.

The Power of Virtual Reality: Virtual reality technology has been one of the breakthrough technology trends, virtual reality allows for destinations to be showcased, properties to be viewed, and attractions to be explored, all via a digital experience. This can be especially helpful in the decision stage when travelers want certainty that they are going to the right place. It can also help organizations that host corporate or event bookings because these customers can fully explore facilities without needing to travel for in-person viewing

Keywords: Trends, Hospitality, Tourism, Catering, Professionals.

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Information Technology

ABSTRACT 1

Understanding the Impact of Chat GPT on critical thinking in the workplace

Name of student: Daria Batamirova

Abstract

The primary objective of this study is to explore and assess the potential effects of artificial intelligence (AI), specifically Chat GPT, on the critical thinking capabilities of employees in a professional environment. While AI can enhance efficiency and decision-making, excessive reliance on it can lead to a decline in critical thinking skills, which are crucial for effective problem-solving and innovation. The study seeks to identify patterns of interaction between people and AI, specifically Chat GPT, and observe potential negative impacts of AI on decision-making and problem-solving. The research methodology involves two key components: critical discourse analysis of chats between people and Chat GPT within a Marketing department, and a semiotic study of modern memes related to Chat GPT. The aim of the research is to define patterns of people's interaction with Chat GPT, describe and analyze discourse of these interactions. The study recommends that organizations implement measures to prevent over-reliance on AI and emphasize the importance of critical thinking skills. Additionally, it is essential to provide training programs to employees to enhance their critical thinking skills and ensure they understand the benefits and limitations of AI systems. This research adds to the ongoing discourse surrounding the influence of AI on the labor force and underscores the necessity for a well-rounded and deliberate approach when incorporating AI into the workplace.

Keywords: Artificial Intelligence. AI. Chat GPT. Critical thinking. Decision-making. Problem-solving. Bias. Task-setting. Goal setting. Language Model. Discourse Analysis. Memes. Creative Skills.

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Artificial Intelligence: The future or the destroy of humanity

Name of the students: Paulina Panuś and Edyta Salawa

Abstract

The aim of this work is to examine the impact of the development of artificial intelligence (AI) on society and to determine whether its development represents a future full of innovation and improvement of living conditions, or whether it carries potential threats. The work aims to analyze the benefits or risks associated with the use of advanced AI systems, taking into account ethical, social and economic aspects.

The hypothesis assumes that appropriate regulations and developed public awareness are crucial to directing the development of IS on a path that will provide maximum benefits while minimizing risks. The study will be based on the analysis of scientific literature, case studies, and the practical dimension of the use of artificial intelligence in science and economy. Literature analysis will allow you to understand current trends in the development of IS and their impact on society. Based on the analyzes performed, conclusions regarding the future of artificial intelligence will be presented. These will include both conclusions regarding the benefits of implementing AI, as well as threats that should be noted. This work allowed us to draw the following conclusions:

a) Potential technological and social benefits: The development of artificial intelligence can bring numerous technological benefits, improving the efficiency of processes, developing innovations e.g. in medicine, leading to automation, or contributing to solving global problems;

b) Ethical and social challenges: the development of AI brings with it ethical challenges, such as privacy, data security, and potential loss of jobs. The conclusion of the research is the need to develop appropriate regulations and ethical standards to protect society against potential threats;

c) Balance between progress and security: a key aspect is the need to find a balance between technological progress and ensuring the security of society;

d) Education and public awareness: The conclusion of the research is that educating and increasing public awareness about artificial intelligence is crucial. People should be aware of both the benefits and risks of AI in order to actively participate in the discussion and shape the development of the technology.

The final conclusion of the conducted research is that the development of artificial intelligence is a process that requires balancing innovation with social and ethical responsibility, while engaging society in this dynamic dialogue.

Keywords: Artificial intelligence, innovation, danger, technology, security

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Industry 4.0: Challenges for modern society

Name and of students: Anna Torba and Zbigniew Maślerz

Abstract

In this research study, we will present an analysis of the concept of Industry 4.0 and its impact on modern society. Industry 4.0 are solutions that integrate advanced technologies such as Internet Things (IoT), artificial intelligence (AI) and data analysis, which are revolutionizing production processes and becoming part of the information society. The aim of the work is to discuss the key elements of this concept, such as digital social integration, automation, interpersonal communication, and data analysis during use.. There will be an analysis of the benefits of adapting Industry 4.0, such as operational factors, cost optimization and core production. The aim of the work will also be to show a number of challenges related to the implementation of Industry 4.0, such as data security, employee training and the need for cultural changes in society and the transformation of industry into information.

The research will verify the following research hypothesis: the introduction of the concept of industry 4.0 is significantly related to increasing the competitiveness and operational efficiency of companies in the information society. The structure of the work, which is based on the following research methods, is subordinated to the purpose of the work and the research hypothesis.

The work uses the observation method, the method of analysis and logical construction, the statistical method and the document examination method, which will allow to obtain the expected effects of the work and verify the chosen hypothesis. Thanks to these research methods, a thorough analysis will be carried out and the following research conclusions will be drawn:

1. Modern technologies and the 4.0 approach can bring much greater benefits in the form of increasing the competitiveness of companies on the market, as well as improving the efficiency of internal operational processes and the impact of specific technologies on a given company compared to companies that have not implemented these solutions;

2. Future prospects for Industry 4.0, paying attention to the evolution of technology and potential development directions for a modern knowledge-based society;

3. The analysis aims to expand the comprehensive view of the Industry 4.0 revolution and encourage further research into this dynamic area of functional innovation in modern society.

Keywords: Industry, Modernity, Technology, Innovation, Future

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Researching possibilities of applying artificial intelligence in a process of educating students with light and moderate intellectual disability at the early school education stage.

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Abstract

Children with certificates of light and moderate degree of intellectual disability struggle with many problems at an early education stage. They require more attention from a teacher, frequent repetition, adjustment of tasks and requirements to individual possibilities and needs. More and more frequently parents of children with certificates of intellectual disability decide to educate them in general schools. A problem in general schools is a large number of forms, no financial means to employ an assisting teacher qualified to work with intellectually disabled students. This problem is especially visible in rural areas, when the communities do not have sufficient funds at their disposal. In such situations the teacher conducting classes must adjust tasks and requirements to the possibilities of a student with certificate of intellectual disability. The situation is increasingly more difficult since there are more and more students with special educational needs in general schools.

The goal of this paper is checking the possibilities of artificial intelligence in adjusting tasks to the possibilities and requirements of students with certificates of light and moderate degree of disability at an early education stage. The first stage of tests was conducted on a basis of a certificate of a first-grade student with moderate degree of disability certificate. Artificial intelligence on the basis of data introduced from the certificate generated mathematical tasks.

The second stage of verification of the artificial intelligence potential was the adjustment of textual problems from mathematical textbooks used in general schools to the possibilities and needs of students with disability. The children from generally accessible primary schools from the region of Małopolska were subjected to tests.

Conclusions. Artificial intelligence may be an excellent tool assisting a teacher in adjusting tasks to the needs of children with intellectual disability. However, it requires knowledge of a person conducting dialogue with artificial intelligence and verifying the correctness of supplied proposals. Without basic knowledge of a person conducting a conversation methodological error may appear which will prevent the correct completion of a task by a student with a certificate of intellectual disability of a light to moderate degree. Not all tasks proposed by artificial intelligence turned out to be easier for students with disabilities and they required additional actions from a person conducting a study.

Keywords: Intellectual disability, adjustment of tasks, artificial intelligence, early school education.

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ctl eurocollege
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