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Leveraging ChatGPT for Writing in Scholarly Publications – Guidelines and Recommendations for Hospitality and Tourism Researchers

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Editorial

In the realm of hospitality and tourism research, scholars have increasingly turned to various technological tools to streamline the scientific writing process, ushering in more efficiency. Notable strides have been achieved in tools facilitating advanced statistical analyses, reference management, and grammar checks. Among these advancements, *large language models* have emerged as neural networks trained on extensive textual corpora, fine-tuned to engage in natural language dialogue effectively. The broader category encompassing algorithms generating diverse content—text, code, images, videos, and audio—is referred to as generative AI. The hospitality and tourism research landscape has witnessed a surge in publications harnessing Generative AI, as evidenced by the works of Dogru et al. (2023), Dwivedi et al. (2024), and Law et al. (2023).

However, a pivotal shift in the domain of generative AI within scientific research and publication has occurred with the advent of generative large language models, notably exemplified by ChatGPT. These models exhibit the capability to produce text closely mirroring human writing, with widespread accessibility (Ali & OpenAI, 2023). The potential transformative impact of ChatGPT on various facets of scholarly publishing in hospitality and tourism has prompted ethical and legal considerations, centering on research integrity, plagiarism, copyright infringement, and authorship (Park, 2023). This is owing to the computational prowess of Generative AI, which can delve into research questions, refine programming code, and articulate scientific language. However, a cautious approach is imperative (Ali & OpenAI, 2023), given the potential for errors and misinformation, particularly in technical domains where limited training data may hinder accuracy. OpenAI's technical report on Generative Pre-trained Transformer (GPT)-4 acknowledges its capacity to generate biased and unreliable content (Donker, 2023), stemming from biases inherent in the training data.

Noteworthy studies, such as that by Májovský et al. (2023), underscore the AI language model's ability to craft a fraudulent yet highly convincing scientific article. Despite its coherence in word usage, sentence structure, and overall composition, the AI-generated article contained fictitious citations, emphasizing the necessity for robust regulations governing ChatGPT's use in scientific fields, including hospitality and tourism.

Despite these challenges, ChatGPT presents an opportunity to significantly enhance the reporting of scientific work when wielded responsibly. Advocating an outright ban on this technology would be myopic (Ali & OpenAI, 2023). Instead, it is imperative to establish guidelines that promote the

responsible and effective use of ChatGPT in scientific publications (Jeyaraman et al., 2023). Authors are increasingly inclined to leverage generative AI for tasks ranging from framing thoughts to producing data, developing drafts, and creating visuals (Kaebnick et al., 2023). However, critical concerns necessitate the diligent fact-checking of AI-generated content, accountability assignment for such information, and transparent disclosure of generative AI utilization in scholarly or scientific work. This disclosure is especially crucial when the use of generative AI significantly impacts the meaning and content of information intended for potential publication (Leung et al., 2023).

As the integration of ChatGPT into scientific and scholarly endeavors within the hospitality and tourism domain gains prominence, it becomes imperative to establish clear guidelines for its responsible utilization. In this editorial, I delineate recommendations for the responsible use of ChatGPT in authoring scientific and scholarly manuscripts within the hospitality and tourism domain. These recommendations also aim to navigate the challenges posed by generative AI while harnessing its potential effectively.

- **Transparent Disclosure:** Authors employing ChatGPT in the creation of manuscripts should transparently disclose the use of generative AI technologies. This includes explicitly mentioning instances where ChatGPT has contributed substantially to the content, ensuring clarity for both peers and readers. In the following table, I provide some sample acknowledgments, depending on different situations.

Table 1. Sample Acknowledgments for the Use of ChatGPT in Research Papers

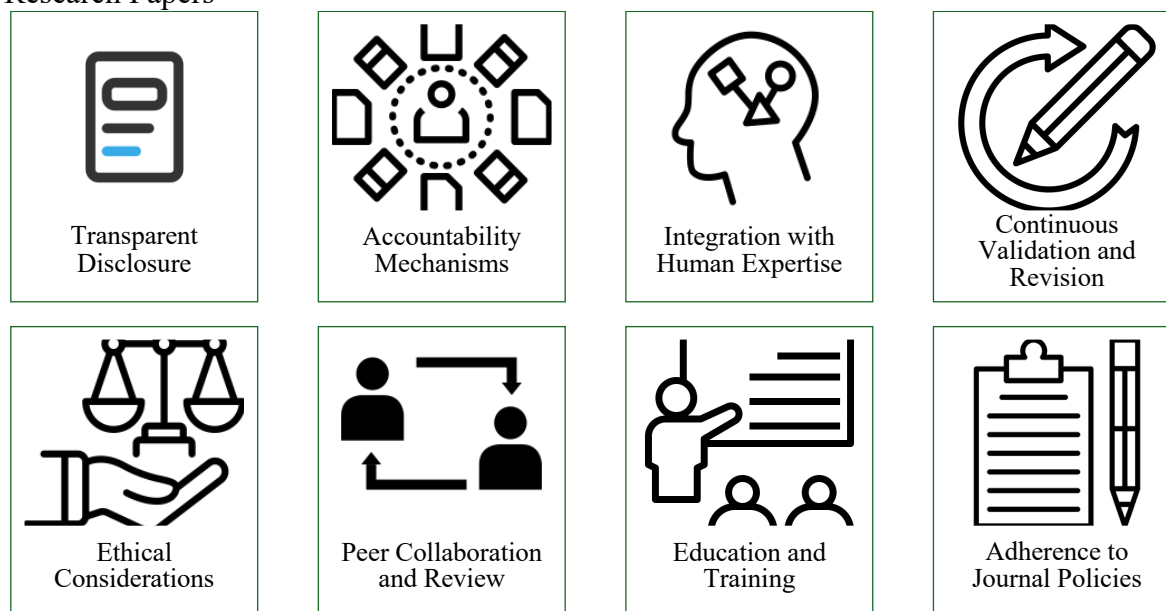
General use	The authors would like to express their appreciation to OpenAI for the use of ChatGPT, a powerful language model, in generating portions of the manuscript. The tool proved instrumental in framing research questions and enhancing the overall coherence of the narrative.
Content generation	The authors acknowledge the use of ChatGPT in generating specific textual content within this manuscript. The model’s capacity to produce coherent and contextually relevant language significantly contributed to the articulation of research findings.
Statistical analysis assistance	The authors extend their gratitude to ChatGPT for its role in assisting with statistical analyses. The model’s computational capabilities provided valuable support in processing and interpreting complex data sets, enriching the analytical aspects of this research.
Conceptual framework development	The conceptual framework of this study was refined with the assistance of ChatGPT. The authors acknowledge the model’s role in framing theoretical constructs, elucidating key concepts, and contributing to the conceptual clarity of the research
Language enhancement	The authors would like to thank ChatGPT for its contribution to refining the language and style of this manuscript. The model’s linguistic capabilities were harnessed to improve the overall readability and coherence of the written content
Drafting and revision support	Acknowledgments are extended to ChatGPT for its integral role in drafting and revising various sections of this paper. The model’s capacity to generate drafts and facilitate iterative revisions significantly streamlined the writing process

Note. Please customize these acknowledgments based on the specific contributions of ChatGPT to your manuscript.

- *Accountability Mechanisms:* Establishing mechanisms for accountability is crucial. Authors must assume responsibility for the content generated by ChatGPT, verifying its accuracy and reliability. This involves thorough fact-checking and ensuring that the AI-generated content aligns with established research standards.
- *Integration With Human Expertise:* While ChatGPT offers remarkable capabilities, it should complement, not replace, human expertise. Authors should maintain an active role in guiding the generative process, providing oversight, and intervening when necessary to ensure the fidelity and relevance of the generated content.

- *Continuous Validation and Revision:* Recognizing the evolving nature of AI models, authors should engage in continuous validation and revision processes. Regularly assess the performance of ChatGPT in generating accurate, unbiased, and contextually relevant content, making necessary adjustments to enhance the model's effectiveness.
- *Ethical Considerations:* Addressing ethical concerns surrounding AI-generated content is paramount. Authors should be cognizant of potential biases in the training data and proactively work to mitigate them. Ethical review boards should be involved in evaluating the use of generative AI in research, ensuring adherence to ethical standards.
- *Peer Collaboration and Review:* Collaboration with peers and subject experts in the field is vital. Authors utilizing ChatGPT should actively seek feedback from colleagues to validate the scientific rigor of the generated content. Peer review processes should explicitly account for the use of generative AI in manuscript creation.
- *Education and Training:* Authors and researchers adopting ChatGPT should undergo training on its functionalities and limitations. A comprehensive understanding of the technology will enable users to make informed decisions, mitigate potential risks, and maximize the benefits of generative AI in scholarly writing.
- *Adherence to Journal Policies:* Authors should align their use of ChatGPT with the specific policies and guidelines of the journals they submit to. This involves a thorough understanding of journal requirements regarding AI-generated content, citations, and the overall ethical considerations associated with AI utilization.

Figure 1. Recommendations for Hospitality and Tourism Researchers for Using ChatGPT in Research Papers



Overview of the Current Issue

I am elated to introduce the fifth issue of the Journal of Global Hospitality and Tourism (JGHT), Volume 3, Issue 1. The purpose of this issue is to enhance the journal's standing through five main publications and two viewpoints, shedding light on different aspects of hospitality and tourism, and offering valuable insights. This issue of JGHT includes five thoroughly evaluated articles

written by twelve authors who explored different topics helping readers understand critical issues in the field. The issue focuses on workplace burnout, resident attitude, regenerative tourism, service design, and finally generative AI. This issue also features an academic viewpoint and an industry viewpoint.

The first article of this issue is written by John Kahuthu Gitau, Rosemarie Ayuma Khayiya and Vincent Nyamari Marang. The authors investigate the impact of meaningful work on job burnout among frontline employees in Nairobi City County. Employing the conservation of resources theory, the researchers gathered data from 309 employees from different hotel categories; the findings highlight the importance of cultivating a sense of meaning and worthwhileness in the workplace, specifically for operators and managers of hotels.

This issue's second article is written by Christopher S. Dutt who analyzes residents' perceptions and attitudes towards tourism. In this paper, the author reveals the gap in researchers' understanding of residents' attitudes, by reviewing existing findings and past studies made on the subject. Through a rigorous analysis, the author encourages the reevaluation of a conventional approach to resident-tourism interaction paving the way for a more holistic framework.

The third paper in the issue is written by Michael Rudolfus Sawu and Muhammad Ridla. The two writers present a compelling study on regenerative tourism destinations, focusing on the Egon Buluk Tourism Village in Indonesia. The aim of their study is to analyze regenerative tourism components products, tourists' perceptions, tourists' experiences, and regenerative tourism development policies while involving tourists as co-creators.

In the fourth paper in this issue, Inci Polat Sesliokuyucu, Ahmet Ozturk, Ruveyda Koc, and Yudem Inel explore the concept of service design at airports from the perspective of passengers. This study comprising two different stages aims to measure passenger satisfaction using service design tools, such as customer journey maps and research walls. The paper demonstrates the impact of service design experience on value co-creation and customer satisfaction; used to improve both employees' and users' experience by optimizing business operations.

The last paper of this issue is written by Usman Khan, and Kashif Ali Khan who investigate the risks and benefits of generative AI in hospitality and tourism marketing by focusing on the diverse perspectives of industry professionals in the U.S. Through a self-administered online survey, the two authors use a quantitative approach to explore various practices of generative AI.

The academic viewpoint is written by Mohamed Youssef Helal and Mahmoud Ibraheam Saleh. In this viewpoint, authors investigate how AI tools influence deceptive digital practices within the hospitality industry. A comprehensive review is conducted to analyze how hospitality businesses utilize AI tools and how this shapes deceptive behaviors online. This study seeks to fill gaps in our understanding of how AI influences online credibility and shapes consumer behavior in ways that require mitigation.

The industry viewpoint written by Mehmet Bahar focuses on the sharing economy in tourism. This viewpoint explores the multifaceted impact of sharing economy practices in the industry. The sharing economy, encompassing various terms like collaborative and access economy, transforms the tourism sector by providing diverse, personalized experiences and positively affecting revenue,

employment, and environmental sustainability. Notably, accommodation and transportation sharing, exemplified by platforms like Airbnb and Uber, reshape traditional structures. The viewpoint proposes future research avenues, including investigating social and cultural impacts, examining marketing strategies, addressing security concerns in travel companion sharing, and establishing regulatory frameworks for sustainable sharing economy practices.

Collectively, the five articles and two viewpoints featured in this issue present a wide range of studies that contribute to the advancement of research in the field of hospitality and tourism. As we keep navigating through this fast-paced industry, I am confident that future studies will continue to pave the way for creativity and innovation. With this in mind, I hope you find this latest issue of JGHT both enlightening and enriching.

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