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Sommario

Stakeholder Profiles And Strategic Scenarios For The Future Of Sustainable Tourism In Apulia: A Random Forest Approach

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Abstract.

This study examines the role of sustainability across different tourism sectors in Apulia (coastal/nautical, religious, hospitality, food and wine, tour operators, and major events) with the aim of identifying stakeholder profiles and classifying possible trajectories for the next twenty years. The analysis employs Random Forests to determine the most influential variables shaping decision-making processes and to generate interpretable decision trees that map diverse scenarios of regional tourism development.

For each scenario, a synthetic measure of affidability is introduced, combining three dimensions: desiderability (alignment with stakeholders' aspirations and policy goals), likelihood (probability of occurrence based on current trends and predictive modeling), and importance (strategic relevance for the sustainability of the sector). This composite index allows for a nuanced evaluation of alternative futures, distinguishing between highly desirable but less probable trajectories, realistic yet less transformative paths, and scenarios that balance feasibility with strategic impact.

The results highlight differentiated configurations of tourism actors, revealing how sustainability practices, governance models, and innovation capacities interact to shape long-term prospects. By integrating Random Forest determinants with affidability measures, the study provides actionable insights for policymakers and destination managers, offering evidence-based guidance to design forward-looking strategies that enhance resilience, competitiveness, and sustainable development tailored to the territorial specificities of Apulia.

Keywords:

Sustainability, Tourism, Random Forest, Swot Analysis

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Artificial Intelligence and everyday life between hopes and fears: an explorative research project

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Abstract

Artificial intelligence and new technologies have radically transformed every aspect of human existence, altering not only individuals' daily lives but also their perception of the world (Dandotiya et al., 2024). These changes have redefined how people understand social relationships (Zimmerman et al., 2024), work dynamics (Tyagi et al., 2025), and cognitive processes (Dhawan et al. 2025), while at the same time fuelling new expectations of progress. Optimistic perspectives suggest that technological advancements enhance convenience, efficiency, and sustainability in everyday life. However, ethical, social, and economic questions are becoming increasingly urgent, often linked to fears of a future marked by growing inequalities, discrimination, and unprecedented forms of vulnerability (Marconi, Cabitza, 2024).

Underexplored areas include the psychological impact of predictive algorithms, evolving digital consumer identities, and the ethics of hyper-personalized marketing. Automated choices threaten individual agency, while digital platforms blur the line between consumers and producers, reinforcing new forms of digital labour.

The paper presents the main findings of a research project aimed at exploring the social impact of the introduction of smart technologies, investigating how they are transforming people's daily lives, both in their private and professional spheres. At the core of the analysis there are the individuals, — with their values, expectations for an improved quality of life and work, but also their anxieties in the face of ongoing transformations. Among these concerns emerge fears related to technological unemployment, loss of privacy, and the risk of new forms of inequality.

The research project, based on a quantitative methodology, was conducted through a self-administered questionnaire - containing closed-ended questions, as well as widely tested and internationally recognized attitude and behaviour scales - distributed online via the SurveyMonkey platform. Between November and December 2024, a total of 9,457 questionnaires were collected using a snowball sampling approach (Gabor, 2007; Handcock & Gile, 2011). Specifically, approximately 600 university students coming from all over Italy, participated in the study. They shared the survey link with a small circle of relatives, friends, and acquaintances, who in turn forwarded it to others.

Results highlight the recognized importance of the technology but also the perception of a limited spread of concrete and in-depth knowledge about artificial intelligence, a technology that is increasingly influencing many areas of daily life — from work to information, from health to education. Moreover, the results indicate an ambivalent and selective attitude toward Artificial Intelligence: high expectations in certain key sectors, but widespread distrust regarding its broader impact on society and the environment.