FROM COMPLAINT VOICE TO PLATFORM-MEDIATED SILENCE: RETHINKING TOURIST COMPLAINT BEHAVIOR IN AI-ENABLED SERVICE ECOSYSTEMS

ERDOGAN EKIZ
CENTRAL ASIAN UNIVERSITY

Comunicação:
O XIV SINGEP foi realizado em conjunto com a 14th Conferência Internacional do CIK (CYRUS Institute of Knowledge) e com a SPARK (Society for Promoting Academic Research and Knowledge), em formato híbrido, com sede presencial na UNINOVE - Universidade Nove de Julho, no Brasil.

Agradecimento à orgão de fomento:
NA

FROM COMPLAINT VOICE TO PLATFORM-MEDIATED SILENCE: RETHINKING TOURIST COMPLAINT BEHAVIOR IN AI-ENABLED SERVICE ECOSYSTEMS

Study purpose
This conceptual paper examines tourist complaint silence in AI-enabled service ecosystems. It asks how digital platforms and automated recovery systems may suppress, delay, or redirect complaint voice beyond the tourism-specific constraints identified in the original Tourist Complaint Constraints framework.

Relevance / originality
e paper distinguishes voluntary, constrained, and platform-mediated silence. It extends complaint behavior beyond a simple complaint/non-complaint dichotomy and treats silence as a potentially structural outcome of digitally mediated recovery rather than evidence of satisfaction or indifference.

Methodology / approach
A conceptual synthesis integrates established consumer complaint behavior, the Tourist Complaint Constraints framework, service recovery research, and recent literature on digital platforms and AI-enabled service systems.

Main results
The analysis proposes a voice-silence continuum across interconnected channels and distinguishes technical accessibility from effective accessibility of complaint voice. Platform-mediated silence may involve delayed response, passive disengagement, or redirection of dissatisfaction toward reviews, social media, or alternative platforms.

Theoretical / methodological contributions
The paper reframes complaint silence as a heterogeneous phenomenon and advances organizational silence versus ecosystem-level silence as an additional distinction. It also identifies platform transparency, escalation opportunities, algorithmic trust, justice perceptions, and complaint efficacy as priorities for future empirical testing.

Social / management contributions
A quiet complaint channel should not automatically be interpreted as satisfied customers. Hospitality managers should examine whether digital recovery systems create hidden barriers to voice and provide transparent complaint pathways, meaningful escalation options, and human intervention when automated recovery is insufficient.

Keywords: tourist complaint behavior, artificial intelligence, platform-mediated silence, Tourist Complaint Constraints, tourism and hospitality