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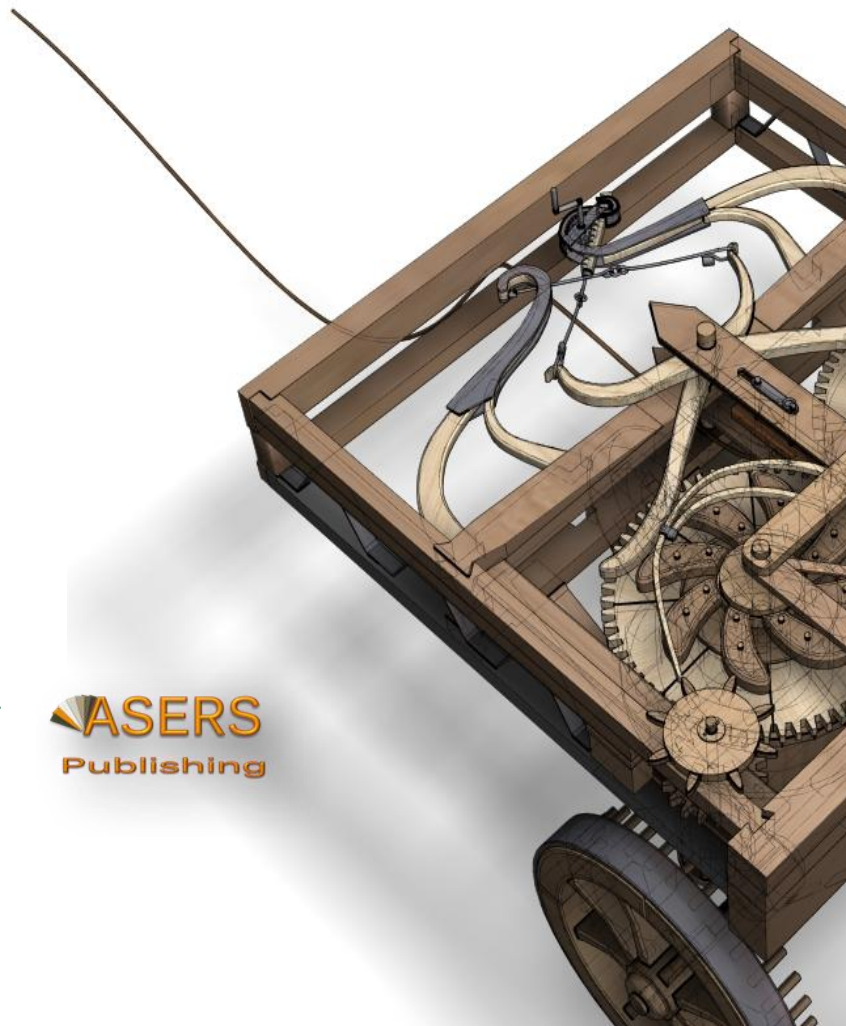
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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

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The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

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AI-Driven Creativity: The Role of Generative Models in Event Theme and Design Conceptualization

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Abstract: This study examines how generative AI influences creativity in event theme development and design conceptualization. It explores how AI affects ideation, originality, efficiency, and ethical decision-making within event management.

An integrative review of academic and industry literature from 2021–2025 was conducted across event design, creative industries, and AI research. A qualitative thematic analysis synthesised insights on generative models, human - AI co-creation, and design workflows, forming the basis for a conceptual framework.

Results indicate that generative AI accelerates ideation, visualization, and early-stage prototyping, allowing designers to explore a wider range of creative directions in less time. Human - AI collaboration enhances creativity but may also narrow stylistic diversity when prompts or datasets lack cultural depth. Ethical challenges persist around authorship attribution, data provenance, and cultural bias. The study emphasizes that AI is most effective when positioned as a co-creator that complements human intuition and contextual judgement.

This study is among the first to focus specifically on generative AI within event design. It offers a conceptual model of human - AI co-creation and identifies professional, educational, and regulatory implications for integrating AI into creative workflows.

The study is based on secondary data; future empirical research is needed to validate the proposed framework.

Keywords: generative AI; event design; human - AI collaboration; creativity; ethics; event management

JEL Classification: D47; O32; Z33.

1. Introduction

1.1 Background and Rationale

Artificial Intelligence has undergone its transformation from the backstage assist to an apparent creative partner across the industries. The nature of GenAI is now affecting the conceptualization of event themes and visual identities in the event management industry, where immersive designs, narratives, and emotional resonance define audience engagement. Traditionally, event design relied on human intuition, manual sketching, and iterative brainstorming. But now, with the diffusion- and transformer-based models, designers are able to produce on-the-fly visual prototypes incorporating data-driven insight with their creative exploration (Croitoru *et al.* 2023; Yang *et al.* 2022).

Within mere seconds, Midjourney and DALL-E, Runway, and Stable Diffusion provide concept variations, which lend visual varieties and ideation efficiency that had previously been unthinkable. In effect, these advances have shifted designers' roles, requiring them to act as prompt engineers who guide AI tools toward client expectations. With the industry gradually choosing digital workflows in the post-COVID world (Keiper, 2023), the

need to assess how AI-based creativity influences event theme and design conceptualization was at the center of this study.

This study argues that AI advances are transforming event design from a purely technical process to a cultural-creative one. Generative AI raises new questions about authorship, originality, and creative autonomy (Bender, 2024; Erickson, 2024). Considered from an event-management perspective, such shifts indicate that the designer might cease to be an independent creator, becoming rather one among a number of co-creators with algorithms.

1.2 Evolution of Creativity in Event Design

Creativity in event design has continuously evolved in response to changing cultural, aesthetic, and technological influences. Earlier, creative processes depended largely on human imagination, sketching, and manual concept development. With the introduction of digital rendering and visualization tools in the 2000s, designers began integrating technology to experiment with layouts, lighting, and thematic compositions more efficiently. Generative AI represents the latest stage in this evolution. Rather than simply automating tasks, it acts as a creative collaborator by translating text prompts into visual metaphors, thematic compositions, and aesthetic variations. This shift reflects a broader transition from purely human-led creativity to hybrid human - AI co-creation, where designers combine their intuition with algorithmic generation to develop immersive and culturally relevant event experiences.

1.3 Emergence of Generative AI in Creative Industries

Across the wider creative industries - such as advertising, gaming, media production, and digital art - generative AI has rapidly become a core tool for visual ideation. Studies show that human - AI collaboration enhances productivity and expands the range of creative possibilities through faster iteration cycles and diverse aesthetic outputs (Holzner *et al.* 2025; Doshi *et al.* 2024). In event design specifically, generative models are now used for moodboards, stage layouts, thematic storyboards, décor simulations, and brand-inspired concept variations. However, their growing adoption also introduces challenges, including intellectual property ambiguity, data-provenance concerns, and the risk of homogenized creative outputs when AI-generated visuals are applied without human interpretation. These concerns highlight the need to treat AI not merely as a tool, but as a participant within a responsible, culturally aware design process where human intention and ethical judgment remain central (Haase & Pokutta, 2024).

1.4 Significance of AI in Event Management and Thematic Innovation

Event design values emotional impact and originality. Generative AI supports these goals by combining analytical insights with aesthetic intuition. By incorporating elements such as brand personality, cultural motifs, and sustainability themes, AI-generated visuals help create event concepts that resonate strongly with audiences. Keiper (2023) maintained that in integrating ChatGPT and image-generation systems with event-planning workflows not only heightens efficiency but also fosters further creative experimentation. In the planning stage, creative processes powered by AI allow event professionals to test multiple creative directions, generate dynamic moodboards, and simulate audience experiences prior to any actual execution. It allows them to cut down costs while speeding up approval cycles and stakeholder engagement. Yet according to such authors as Bender (2024) and Erickson (2024), if AI invades creative labor, the lines of authorship can be blurred, creativity is made commodified. Hence, a responsible use of generative AI will require transparency, ethical design practices, and human oversight to ensure that event storytelling retains authenticity.

1.5 Scope, Methodology, and Limitations

This study selects qualitative, secondary-data-based research design. The data were collected from peer-reviewed journals (2021–2025), white papers of industry, and scholarly reviews on AI in creativity, design, and event management. This research synthesizes conceptual insights joined with recent case discussions to map the role of generative AI in conceptualizing event themes and design. There is no primary data collection for this paper, rather this paper attempts interpretive insight by comparing and synthesizing literature. One of the limitations is that AI evolves so rapidly that some tools or models currently impeded may all cease to exist within the span of a few months. Another limitation is the interpretive nature of research-based creativity. Nonetheless, the study offers a conceptual basis for the comprehension of AI-driven creativity in the event sector and covers several areas for integration of an ethical nature, allied professional development, and curricular promotion.

1.6 Research Objectives

This study investigates the use of generative AI methods to foster creativity in event theme and design conceptualization. The first objective is to search for patterns into the impact of generative AI on the creative processes in event design; more precisely, into the interaction between humans and AI for ideation, visualization, and thematic creativity.

The second objective seeks to further explore the advantages generated AI software can produce to innovation, efficiency, and aesthetic virtues and whether the tools promote artistic innovation or risk becoming a kind of aesthetic uniformity in event design practices.

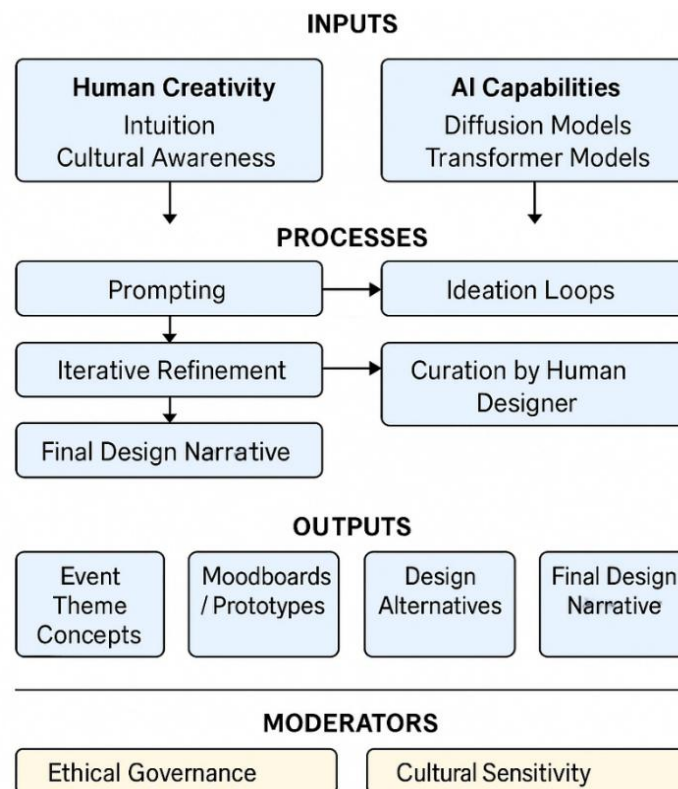
The third objective concerns the assessment of the implications and opportunities occasioned by the integration of generative AI in professional event design workflows, including ethical concerns and authorship issues, as well as the management of creativity. These objectives shape the literature review, which explores the evolving relationship between human creativity and AI-assisted creativity in event design.

1.7 Research Gap and Contribution

Although generative AI has been widely studied in creative industries, little research examines its role specifically in event theme development and design conceptualization. Existing work focuses on general creativity, media production, or design education, but does not provide an event-focused understanding of how diffusion and transformer models influence ideation, visualization, or thematic storytelling. There is also a lack of clear conceptual frameworks describing how human designers and AI systems interact during the early creative stages of event design. As a result, the event sector lacks a structured perspective on how AI affects originality, aesthetic direction, and ethical decision-making.

This study addresses these gaps by offering an integrated synthesis of literature from AI, design research, creative studies, and event management to explain how generative models reshape creative workflows in event design. It proposes a conceptual model of human–AI co-creation that clarifies the relationship between human intuition, computational generation, and designer-led curation. The study also highlights event-specific opportunities, risks, and ethical considerations, including issues of authorship, bias, and cultural sensitivity. By doing so, it provides a foundational conceptual base for future empirical research on AI-assisted creativity in event design.

Figure 1. Conceptual Framework for Human–AI Co-Creation in Event Design



2. Literature Review

2.1 Technical Foundations of Generative AI Relevant to Event Design

Recent studies highlight major advances in image and multimodal generation. Diffusion models and transformer-based pipelines now offer higher fidelity and greater control compared to earlier GAN approaches, enabling faster and more accurate visual ideation (Croitoru *et al.* 2023; Yang *et al.* 2022). For event designers, this means they can quickly generate moodboards, scenic concepts, wayfinding motifs, and color palettes. These outputs can then be refined through multiple iterations to meet tight client timelines.

2.2 Human-AI Co-creativity: what Improves, what Converges

According to existing evidence, human creativity improves with GenAI assistance, though overly strong AI direction can limit the range of ideas. According to the 2025 meta-analysis across 28 studies, there is no significant difference between AI-only and human-only outputs, while collaboration between human and AI improved creativity ($g = 0.27$) but decreased diversity ($g = -0.86$) (Holzner *et al.* 2025). Experiments in Science Advances conversely showed that AI ideas might raise perceived creativity and writing quality but might converge to avoid divergence (Doshi *et al.* 2024). These findings imply that event teams should mix AI-generated ideas with methods promoting divergence, such as alternate prompting, counter-briefs, or human curation checkpoints (Holzner *et al.* 2025; Doshi *et al.* 2024).

2.3 AI in Design Workflows: Early-Phase Amplification, Late-Phase Curation

Across all design disciplines, GenAI is most helpful in early ideation phases, generating many viable variants in a short time, whereas humans remain responsible for evaluation, integration, and narrative coherence (e.g., brand fit, cultural nuance, site constraints). Human-AI co-creation paradigms stress transparent controls and role clarity (AI as assistant/co-creator) and consider interfaces exposing parameters so designers can steer rather than passively accept outputs (Haase & Pokutta, 2024; Wang, 2025). This is consistent with the event theming pipeline, by which prompts serve breadth generation and experts culminate toward a coherent experience grammar (Haase & Pokutta, 2024; Wang, 2025).

2.4 Evidence from Event Management and Hospitality Education

Direct research into the event sector is emerging. Keiper (2023) observes that ChatGPT speeds various planning tasks—from briefing, run-downs, and vendor communications—to simulating event workflows in the classroom and asserts critical review and prompt literacy should be core competencies. Sector literature and practice notes propose use cases in content ideation, schedule generation, audience Q&A, and hybrid staging, while warning against over-automation and loss of "human touch" in experiential design (Keiper, 2023; also see applied notes in practitioner outlets).

2.5 AI-driven Experiences in Cultural & Creative Industries (CCIs)

In their study, Gürel (2025) show GenAI reshapes supply chains of content, interactive storytelling, and real-time adaptation to audience signals. Such kinds of insights can be applied to event theming: AI aided in mapping brand values to visual metaphors, iterated scenography for different audience segments, and simulated atmospheres for alternative decisions (e.g., eco-centric galas versus tech futurism summits) before build-out.

2.6 Ethics, Legality, and Governance for AI-Generated Design

The ethical literature records recurring issues concerning training-data provenance and storage, copyright and fair use, bias, privacy, and the displacement of human labor (see, e.g., Osborne *et al.* 2022; Santoso *et al.* 2022; Chesher and Hepworth, 2024). An interdisciplinary review, however, suggests solutions that scholars can use themselves to fight against these concerns: transparency and licensing of the dataset, watermarking and attribution of the outputs, and governance by design (AI-kfairy *et al.* 2024). Policy analysis in the U. S. and EU highlights also the still-unresolved legal questions about trainability on copyrighted works and the copyrightability of outputs produced by AI—a question of utmost importance for agencies pitching AI-assisted ideas to clients (U. S. Copyright Office, 2025; European Parliament, 2025). The implications for event design would hence be: disclosure, scoped licensing, and internal QA for bias/cultural sensitivity (AI-Kafiry *et al.* 2024; U. S. Copyright Office, 2025; European Parliament, 2025).

2.7 Sector-Adjacent Insights from Tourism & Experience Management

Recent reviews examined how AI is used in tourism - from personalization to logistics and risk analysis - but noted that little work addresses its aesthetic or thematic aspects, which motivates this study (López-Naranjo *et al.* 2025). This implies an under-theorized and poorly documented prescribing potential of AI intervention in the creative front-end of events, including theme ideation, visual storytelling, and spatial moods, thus marking the need for a targeted synthesis on generative models for design conceptualization. (López-Naranjo *et al.* 2025).

3. Research Methodology

3.1 Research Design

The research is framed as qualitative, exploratory, and descriptive. It, in any case, rests primarily on secondary data. This approach provides a comprehensive understanding of theoretical and experiential developments in creativity and technology, especially as generative AI continues to evolve in event design. The investigation as opposed to testing hypotheses centers on compiling or presenting an interpretation of relevant literature with the aim of discerning the thematic landscape, salient opportunities, and challenges with AI facilitated creativity. A literature-based approach (Snyder, 2019) seems most fitting for an attempt at knowledge consolidation in a fast-changing field.

Achieving this goal is the objective of this study through the integrative literature review approach, which involves conducting conceptual analysis, thematic synthesis, and comparative evaluation. At a more theoretical perspective, integrative reviews suit topics that are emerging in multi-domains such as this, since they weave results from various disciplines into a common conceptual framework (Whittemore & Knafl, 2005). Thus, the methodology consists of four interpretivist analyses: locating material, screening based on inclusion criteria, organizing the literature thematically, and synthesizing insights to disassemble the conceptual linkages among AI, creativity, and event design.

3.2 Data Sources

The investigation depends completely on secondary sources, chosen between 2021 and 2025 from academic and industry writings. They included event management, hospitality, design, and computer science peer-reviewed journals, credible industry white papers, policy reports, and conceptual reviews of the related issues. The main academic literature was accessed by means of credible databases such as Scopus, Web of Science, ScienceDirect, and Google Scholar.

The study of AI-assisted services for event planning was conducted by Keiper (2023), while Wang (2025) evaluated Human-AI co-creation in design, and Holzner *et al.* (2025) studied generative AI and its implications upon creativity. Technical surveys are also available on diffusion models (Croitoru *et al.* 2023) and on ethical frameworks related to AI in creative contexts (Bender, 2024; Guzman & Lewis, 2024; U. S. Copyright Office, 2025). Only sources with verified DOIs or official institutional links were included to ensure reliability.

3.3 Inclusion/Exclusion Criteria

The data collection process followed a set of established inclusion/exclusion criteria in order to maintain relevance and quality of the work. Publications were included if they were peer-reviewed, published between 2021 and 2025, and lay in domains such as generative AI, creative design, human-AI collaboration, or event management. Studies that explicitly dealt with the study of creativity, modeling of technological mediation, and processes of design in professional or educational settings were selected.

On the other hand, sources that did not have a verifiable author or DOI, or, if they exclusively dealt with automation, robotics, or predictive analytics without any reference to creativity or design, were excluded. Non-academic material such as blogs and opinion pieces was also discarded. After this initial screening, thirty-eight peer-reviewed studies and seven conceptual reports were offered as the core data set for this research.

3.4 Analysis Approach

The literature has been subjected to a qualitative thematic analysis based on the framework by Braun and Clarke (2019). Thereafter, all documents were read with care, and repetition of certain ideas was coded into themes such as AI and creative ideation, human-AI co-creativity, transforming design workflows, ethical considerations, and event and experience industries applications. These themes helped in the cross-disciplinary synthesis from where patterns relevant to event themes and design conceptualization could be identified.

The emphasis in the thematic process was on interpretive depth and away from statistical generalization; this allowed for constructing conceptual linkages among the creative and event industries. The qualitative synthesis links ideas from AI, hospitality, and design research to explain how generative systems shape creativity in event contexts.

3.5 Validation and Reliability

The reliability of research findings was assured using several validation methods. Triangulation was performed within different academic disciplines of AI technology, creative design, and event management to assess whether the results were consistent. To verify the integrity of the citations and DOIs and ensure traceability, the veracity of such references was cross-checked along multiple scholarly databases. Inclusiveness was maintained by including both the rosy view that sees innovation and efficiency (Keiper, 2023; Wang, 2025) and the objectionist view that emphasizes labor and ethical issues (Bender, 2024; Erickson, 2024), thus reducing the risk of bias. Other opinions on design were analyzed in detail; stepwise approach. The many ways of triangulation coupled with reflexivity make the analysis process transparent and credible.

3.6 Limitations of the Methodology

Since this study draws only on secondary data, it is thus limited by the reach and depth of the existing literature. The fast pace with which generative AI technologies sprout is another major impediment to study, as any tool or technique can become outdated in no time. More so, since much of the literature reviewed is conceptual, practically applicable insights based on event design workflows may yet remain underdeveloped.

The qualitative and the interpretive nature of the study makes it ripe for some sort of bias to creep into thematic categorization. However, these limitations are counterbalanced by the broad interdisciplinary scope of this study, meticulous source verification, and balanced analysis. Even with these limitations, the selected methodology serves as a solid conceptual foundation for giving us an understanding of how generative AI can affect creativity, efficiency, and ethical decision-making in the development of event themes and designs.

4. Results and Analysis

4.1 Generative AI and the Creative Process in Event Design

The analysis shows that generative AI reshapes creative workflows by altering how ideas are produced. Wang (2025) notes that human - AI co-creation extends designers' cognitive reach by giving access to wide aesthetic variations generated through repeated prompting. Haase and Pokutta (2024) similarly describe AI as a "co-creative partner" that encourages divergent thinking and expands creative options.

In event design, such benefits appear through text-to-image tools like Midjourney or DALL·E, which convert abstract themes into concrete visual drafts. Keiper (2023) highlights their value for early brainstorming and for clarifying design intent. The speed and richness of these outputs shorten the ideation phase and improve planning efficiency.

Yet the literature cautions against creative convergence - AI's tendency to repeat patterns found in its training data (Doshi *et al.* 2024; Holzner *et al.* 2025). Vague or culturally detached prompts can lead to homogeneous results and weaker thematic identity. Designers therefore need to maintain curatorial control to ensure AI-generated visuals align with brand culture and audience expectations.

Overall, generative AI acts as a powerful amplifier of creativity, but its outputs must remain anchored in human judgment.

4.2 Originality, Efficiency, and Aesthetic Value in AI-Assisted Design

In relation to the second aim, generative AI enhances efficiency and enables rapid computational experimentation in event design. Studies on diffusion models show that AI can produce high-quality visuals with refined lighting, textures, and composition in seconds (Croitoru *et al.* 2023; Yang *et al.* 2022). This capability lets designers review multiple thematic options at once - something previously limited by time and resource constraints.

Holzner *et al.* (2025) further find that human-AI teams outperform humans alone on visual ideation tasks. In practice, this translates to faster prototyping in event production, allowing immediate visualization of décor, layouts, and moodboards. AI-generated outputs also introduce unexpected aesthetic combinations, which can prompt fresh design directions.

Concerns remain about originality. Erickson (2024) and Bender (2024) argue that algorithmically generated content may lack emotional depth or cultural nuance. While AI can produce visually appealing results, it cannot yet create symbolic resonance or experiential storytelling on its own. Thus, the originality of AI-assisted

design rests on human interpretation - designers shape, refine, and assign meaning to the generated forms. When this partnership occurs, AI becomes a creative extension rather than a replacement, supporting designs that feel both novel and emotionally grounded.

4.3 Ethical Considerations and Integration Challenges

The third objective examines the opportunities and challenges of integrating AI into event-planning workflows. Evidence shows clear operational benefits: AI automates routine tasks, improves communication through rapid visual outputs, and broadens creative participation by enabling non-designers to generate ideas through simple prompts (Keiper, 2023). This accessibility supports cross-disciplinary collaboration among planners, marketers, and designers.

At the same time, integration brings ethical, legal, and cultural concerns. Key issues include data provenance, copyright, and algorithmic bias (Al-Fakiry *et al.* 2024). Because models train on massive datasets, outputs may inadvertently contain copyrighted elements or reflect Western-centric aesthetics (Guzman & Lewis, 2024). The U.S. Copyright Office (2025) also notes continued ambiguity around ownership of AI-generated work. As a result, event agencies must adopt disclosure practices and governance protocols when using AI-assisted visuals.

Overall, while AI expands creative capacity, it also demands ethical safeguards. Organizations will need internal policies for design validation, bias checks, and prompt-use guidelines, alongside training for event professionals in responsible AI use.

4.4 Opportunities and Challenges in Integration

The third goal - examining opportunities and challenges in integrating generative AI into event planning - shows clear benefits along with important concerns. AI improves efficiency by automating scheduling, generating visual proposals, and creating audience materials (Keiper, 2023). It also broadens access to creativity through intuitive text-to-image tools (Haase & Pokutta, 2024).

Key challenges persist around authorship, intellectual property, and data provenance, as AI models may draw on copyrighted or culturally biased datasets (Al-fairy *et al.* 2024; U.S. Copyright Office, 2025; Guzman & Lewis, 2024). Another concern is the risk of creative deskilling if automation sidelines human input (Erickson, 2024).

Overall, the literature suggests that generative AI can greatly enhance event design when used collaboratively and with strong human oversight.

4.5 Thematic Synthesis and Interpretation

Some key insights vanishing into a convergence pull are as follows: Firstly, generative AI changes creativity into a linear process that becomes a collaborative ecosystem of human-machine co-production. Secondly, the use of AI within event design allows creativity to flourish, whereas its automation would depreciate creativity. It enables faster ideation, visual diversity, and communication with stakeholders in the spirit of sustainability, inclusivity, and innovation in the event industry. Therefore, the integration of generative AI brings with it some ethical takeaways that need to ensure transparency, data accountability, and place human creativity in the driving seat of the design process.

This implies that while generative AI supports creativity, it also challenges designers to rethink authenticity, authorship, and aesthetic judgment in the digital age. Hence, there lies the need in the event design realm for a morally conscious, professionally guided, balanced framework to embrace AI.

4.6 Comparative Capabilities of Generative AI Tools for Event Design

Generative AI tools differ in how they support event design, particularly in ideation, visual exploration, and thematic development. Midjourney produces highly stylized and visually rich images, making it ideal for moodboards and atmospheric concepts. Its strength lies in aesthetic impact, though it offers limited control over precise spatial or structural details.

DALL·E generates more literal and accurate visuals, which is useful for props, décor elements, signage, and brand-aligned motifs. Its stronger editing and manipulation features allow designers to refine specific components of a concept with greater precision.

Stable Diffusion offers the most customization because of its open-source nature. Designers can fine-tune models, integrate brand-specific datasets, and adjust parameters through tools like ControlNet. This makes it valuable for agencies needing consistent stylistic output, though it requires higher technical skill.

Together, these platforms provide complementary strengths: Midjourney excels in style and mood, DALL-E supports clarity and alignment with design intent, and Stable Diffusion delivers precision and customization. Understanding these differences helps event professionals choose the right tool for each stage of the creative workflow.

5. Results and Discussion

5.1 Overview

The thematic synthesis of secondary data results points to generative AI reshaping creative processes in event design. A common pattern manifests in past accounts of these events: in any scenario where AI is involved, it does not replace human creativity; rather, it supplements it by quickly acting as an ideation partner in conceptual evolution, possibilities for esthetic exploration, and reconsidering traditional ideas around authorship. We discuss these results in relation to the three main research objectives, with each generating a separate implication for the creative, operational, and ethical facets of the industry.

5.2 Cross-Thematic Insights and Implications

In a synthesis of these findings, there emerge three implications of a more general nature. The first implication posits a paradigm in which generative AI transforms creativity into an ecology, whereby innovation results from the iterative exchange between human insights and computational intelligence. The hybrid notion of creativity stands in contrast to the traditional concepts of authorship and, therefore, produces richer and more dynamic outputs.

Secondly, the AI enhances experiencing design and communications; event practitioners iterate faster, concretize ideas more richly, and present them to clients with less cost. Nonetheless, sustaining originality calls for human intervention requiring critical judgment, contextual awareness, and ensuring that machine-produced aesthetics align as much with cultural and emotional intention.

Thirdly, the ethical question remains absolute: as Bender and Erickson have each separately highlighted in 2024, being reliant on AI unchecked could demean creative labor and standardize artistic expression; hence, the event industry would have to evolve ethical frameworks in protection of creative integrity while accepting technological advances. The proscription of mechanisms governing AI, including transparency of authorship and right remuneration of human creators, as well as culturally inclusive data sets, will mark how sustainable event design aided by AI will be in the long run.

5.3 Summary of Findings

The analysis reveals that AI-fueled creativity enhances human ingenuity but cannot completely supplant it in conceptualizing event theme and design. Generative tools enlarge the ideational scope, speed up the visualization, and popularize its creative participation. They, however, require an interpretative domestic culture, human emotion, ethics, and cultural intelligence to give meaning to the output. Overall, AI is most effective when treated as a co-creator that complements rather than replaces human imagination and the creative depth behind successful events.

Based on these discoveries, the concluding section will draw together the conclusion and recommendations, focusing on routes to responsible AI lifestyle applications and avenues for future research in creative event design.

5.4 Implications for Practice

Generative AI has important implications for event designers. It enhances early-stage ideation by enabling rapid visual exploration, but designers must retain curatorial control to ensure that AI outputs remain contextually accurate, culturally sensitive, and aligned with client expectations. Strengthening skills in prompt formulation, critical evaluation, and aesthetic judgment becomes essential for balancing efficiency with originality. Treating AI as a collaborative partner rather than an autonomous creator helps maintain the emotional depth and narrative coherence required in professional event design.

For educators and training institutions, the rise of generative AI highlights the need to incorporate AI literacy into event design and hospitality curricula. Students require structured exposure to prompting techniques, iterative human–AI co-creation, and ethical issues such as data provenance, authorship, and bias. Integrating AI-enabled studio exercises can help future practitioners understand how to blend human intuition with computational generation while avoiding overdependence on automated outputs.

For policymakers and industry bodies, generative AI creates an urgent need for clear guidelines governing copyright, disclosure, and ethical design practices. Policies must address dataset licensing, transparency when AI-generated elements are used in proposals, and protections for human creative labor. Establishing governance frameworks that promote responsible AI use will support innovation while safeguarding professional standards and cultural integrity within the event industry.

Conclusion

This study examines how artificial intelligence influences creativity in event theme development and design conceptualization. Drawing on secondary academic and industry sources, it addressed three key objectives: understanding how AI contributes to creative processes, determining whether AI functions as an enabler or co-creator alongside human designers, and identifying ethical concerns associated with AI-assisted event design. The findings show that human creativity increasingly interacts with AI systems, as designers combine their intuition with AI-generated outputs. Diffusion-based generative models enable rapid ideation, visualization, and prototyping, accelerating many stages of the design process. These tools expand creative possibilities but also raise questions about authorship, originality, and professional identity.

A central paradox emerges: while AI can enhance originality and coherence at the micro level, it may also narrow stylistic diversity when used without critical oversight. Event designers must therefore position AI as a supportive ideation partner rather than a dominant creative force to maintain thematic integrity, emotional resonance, and cultural relevance. Ethical considerations remain essential, particularly related to data provenance, copyright, and cultural bias. The growing complexity of attribution in AI-generated content underscores the need for updated guidelines and clear disclosure practices. Successful integration of AI into event design will require governance frameworks, professional training, and a balanced creative approach that preserves human judgment.

Future research should build on this conceptual analysis through empirical studies. Comparative evaluations of platforms such as Midjourney, DALL·E, and Stable Diffusion could clarify how each tool influences idea diversity, creative quality, and design efficiency. Experiments involving designers, students, and clients would help assess perceptions of human - AI co-creation and its impact on workflow dynamics. Longitudinal studies may reveal how AI adoption reshapes collaboration, responsibility, and innovation within event agencies. Additionally, real-world case analyses are needed to explore legal and ethical issues, such as authorship, licensing, and data transparency. Such investigations will help refine conceptual models and support responsible, industry-ready applications of AI in creative event design.

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Credit Authorship Contribution Statement

Rachita Pradeep Hulekal: Conceptualization; Literature review; Methodology; Analysis; Writing – original draft; Writing – review and editing.

Shravya AS: Supervision; Validation; Critical revisions; Writing – review and editing. Data curation; Visualization; Writing – review and editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have influenced the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

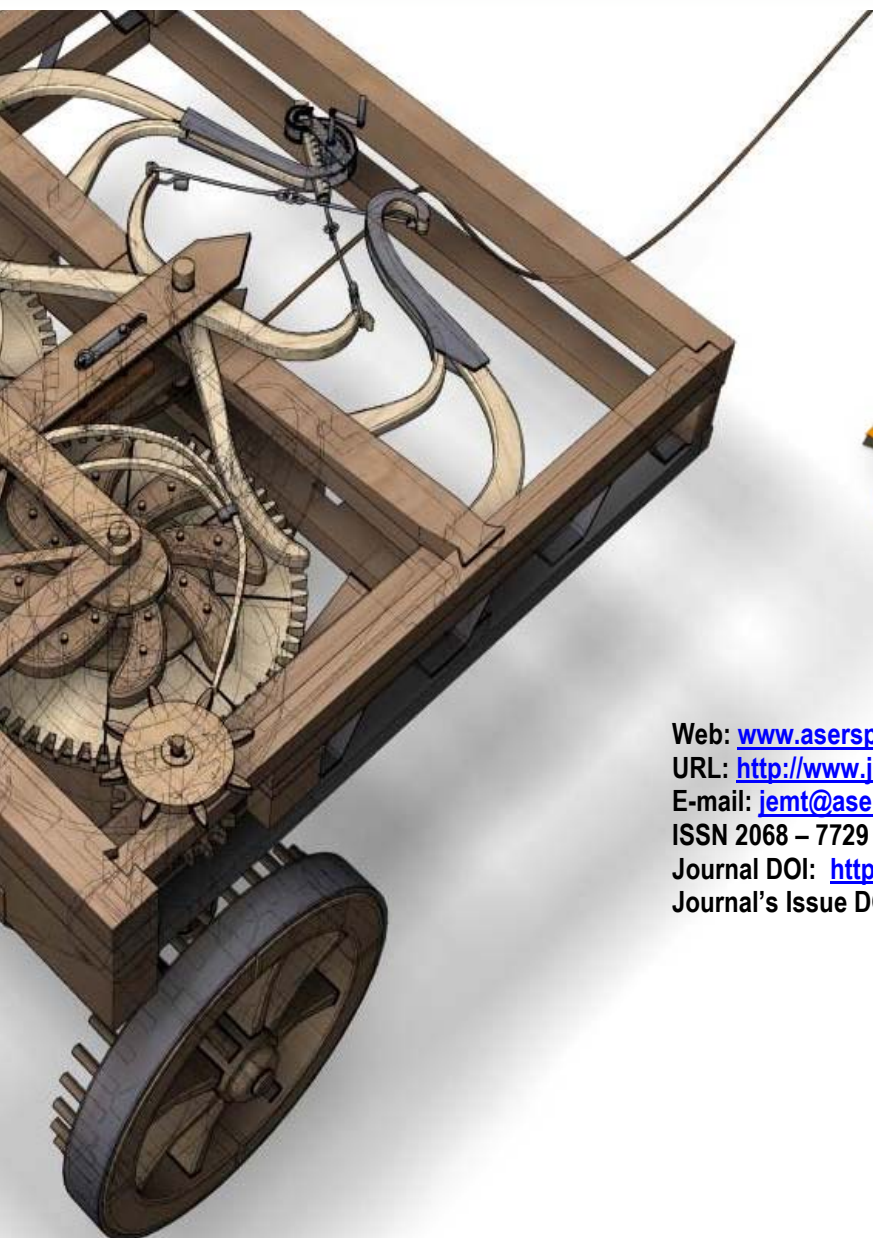
Generative AI tools were used only to support grammar refinement, structural clarity, and formatting. All ideas, interpretations, and conclusions were developed by the authors, and all AI-assisted text was reviewed and validated for accuracy.

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