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Employee Perspectives on Artificial Intelligence's Impact on the Quality of Tourism Services in Telangana

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Abstract:

By improving information processing and responsiveness, artificial intelligence (AI) technology has a major impact on the tourism industry, boosting both business competitiveness and visitor services. The purpose of this study is to ascertain how well personnel in Telangana tourism industry adopt AI applications and assess their opinions regarding the use of AI in tourism services. 100 workers from Hyderabad who work for travel agencies, airlines, and hotels—were surveyed. The results showed how important demographic aspects are in the adoption of AI, emphasizing the need for customized approaches that take into account the different demands and worries of different workforce groups.

The study emphasizes the need for proactive steps to facilitate AI integration, focused training initiatives, and increased awareness. By concentrating on these areas, travel agencies may better handle staff issues and encourage the successful implementation of AI, which will ultimately improve customer service and operational efficiency. These observations provide insightful suggestions for developing AI technology in the travel and tourism sector in Telangana

Keywords: AI Applications, Tourism Service Quality, Employee Acceptance, and Artificial Intelligence (AI)

Introduction

Artificial Intelligence In recent years, the supply of tourism services has undergone a revolution thanks to AI integration, which has significantly improved service quality. AI technology, which includes advanced chatbots, personalized recommendation systems, and extensive data analytics, is making tourism services more effective, responsive, and customized. These advancements are transforming not only the experience of travelers but also the operations of service providers, enabling more effective marketing strategies and resource management (Mohamed, 2022).

The term artificial intelligence was first used in 1955 by John McMullah, who described it as "using science and engineering to manufacture smart machines." (Hsu, 2018:127) According to Torra et al. (2019), artificial

intelligence can be divided into four main categories: (a) machine learning (ML), (b) knowledge-based systems and presentation, (c) problem solving, and (d) distributed AI.

AI is needed in the tourism industry to save costs, increase efficiency, and enhance quality (Sayed et al., 2022). Additionally, the expanding usage of AI technology to provide a variety of services will significantly raise consumer engagement levels and alter the way that service quality is viewed (Chi et al., 2020). Businesses' operations have been profoundly impacted by the use of AI in consumer data processing and voice interactions. Visitor experiences can be substantially improved by expanding cloud computing services and integrating the many sensors found in the real world to generate and process the data (Dhoundiyal & Mohanty, 2022).

According to Bulchand (2020), artificial intelligence (AI) improves customer relationship management (CRM) systems, facilitates the development of personalized forecasting, support agents, and intelligent sales assistants in the commercialization and marketing industry, and helps create customized experiences and services.

AI technology can perform better than humans by rapidly delivering a wide range of knowledge on all the crucial components. AI may outperform human services under specific circumstances (Samala et al., 2022). AI is therefore one of the key factors that can change travel behaviors, tourism-related firms, organizations, or communities (Kong et al., 2021). Notwithstanding the significance of implementing AI solutions, there are limitations and a lack of availability of AI (Hsu, 2018).

The study's goal is to demonstrate the notable variations in the adoption of AI applications among tourism industry workers according to demographic characteristics, which could assist the sector in developing plans and strategies to advance its technological infrastructure and enhance the abilities of the staff. The well-being of residents, the effectiveness and competitiveness of businesses and destinations, the quality of tourism services, the visitor experience, and overall competitive service sustainability are all impacted by this. and the following are the study's goals:

1. Showcase AI applications suitable for use in travel destinations.
2. Identify the key AI issues.
3. Identify the UTAUT model in the travel and tourism sector.
4. Examine the relationship between AI and the caliber of tourism services.

The study's hypothesis are that, depending on demographic characteristics, personnel in the tourism industry have varying degrees of acceptance of AI applications.

H.1 Depending on gender, there are notable disparities in how personnel in the tourism industry accept AI applications.

H.2 Depending on age, there are notable variations in how personnel in the tourism industry accept AI applications.

H.3 Depending on the nature of their jobs, individuals in the tourism industry have varying degrees of acceptance of AI applications.

H.4 Depending on their occupation, workers in the tourism industry have rather different attitudes on AI applications.

H.5 Based on experience level, there are notable variations in how personnel in the tourism industry accept AI applications.

2. Tourism applications of AI:

The amount of data created and the need for quick answers provide challenges for the travel and tourism sector. Tourism locations and travel organizations are starting to Make use of the AI resources. AI applications in tourism include integrated systems and algorithms that enable the customization of the tourism offering, assessment of visitor feedback, and prediction of future visitor interests. They are therefore helpful at every point of a tourist's journey (Gajdošík & Marciš, 2019).

Machine Learning, The goal of ML technology in the tourism industry is for collecting information, learning from it, and improving one's own capabilities via experience without the intervention of humans or simple reprogramming. Prior to developing analytical models, specialists' first collect, select, organize, preprocess, and transform data sets for the device. These models can be used in the different utilities such as Allora by Avvio (personalized sophisticated Recommender Engine to every user of the platform), hotel champ autopilot (recognizes and personalize the website experience in real-time to convince visitors to book direct.), Zoe by Quick text (motivate consumers to reserve direct) and Chatbots (covering chatting to customers 24/7) predict costs and customers request with the highest precision and accuracy rate by the ML model structure (Parvez, 2020).

Chatbots, sometimes known as virtual travel assistants, are 24/7 automated online chat services that answer consumer questions. Chatbots provide customers with accurate travel information. With chatbots, which are very customer-centric software, a firm developer may easily understand the needs and desires of tourists and modify the facilities accordingly. Put differently, chatbots offer personalized customer assistance (Soonthodu & Wahab, 2022).

Sam is a new 24/7 personalized travel assistant that helps a person at every stage of the trip. "It's a friendly, human-like name given to the technology to make it more relatable and user-friendly for travelers," says Sam. FCM Travel Solutions presented Sam. It is mostly geared at business travel, serves as a booking tool and a travel agency, and provides real-time information on itinerary changes and recommendations for local sights. It also calculates travel expenses and provides users with a city tour. Furthermore, it collects documentation and offers reservation options that comply with the travel policy of an individual's agency (Altexsoft, 2018).

In augmented reality (AR) applications, machine intelligence is used to enhance real-world photos to create a personalized experience for a service or product. Conventions and meetings are the most common settings for AR experiments. AR enables users to arrange virtual excursions, connect with others, and view 360-degree images of events. AR also offers virtual places and areas for viewers and activity planners. Users can participate in virtual events while seated in their homes or offices. Travelers can participate in mobile tours using this technology (Soonthodu & Wahab, 2022).

Virtual reality, or VR technology, is a method of consumer discovery that delivers tangible or intangible goods through a three-dimensional simulation platform without requiring physical interaction. With the advent of virtual reality (VR), the gap between direct and indirect encounters is closing (Lee & Yoong, 2021). Virtual

reality technology allows people to travel without ever leaving their homes. The "digital" Venice is a destination recommended by the Smithsonian Journeys Company. Similar to a regular expedition, the guest will be led by a personal assistant throughout each virtual tour, who will show him various parts of the city and give him information on the attractions.

For example, customers of the Eurostar rail service can use virtual reality goggles while traveling thanks to a unique feature offered by the company. is known for offering huge data created by users that aids in market analysis (Dhoundiyal & Mohanty, 2022).

Social media is known for providing user-generated big data that aids in market evaluation and for providing a communication platform for both users and travel agencies (Dhoundiyal & Mohanty, 2022). AI may improve the security of social media. It can be used to automatically moderate posts, identify unwanted content, and reduce it. Even without facial recognition and the associated privacy concerns, AI technologies such as deep fake detection and behavior analysis can manage social media safety. Privacy and ethics are important factors when using AI engines like AlgoFace's FaceTrace.ai, which focuses primarily on face AI with privacy-by-design rather than facial recognition (Algoface, 2022).

The term "metaverse" describes a modernized version of the internet that uses blockchain technology, virtual reality headsets, and avatars to combine the real and virtual worlds. People can communicate with each other in a virtual world by using VR headsets and avatars. With the use of VR haptic gloves, headsets, AR, and Extended Reality (XR), users can completely experience high degrees of engagement and realism (Askr et al., 2023). Virtual reality experiences are now the mainstay of Emirates' offerings after the airline experimented with Metaverse tourism solutions for a number of years. Customers can take a 360-degree virtual tour of the cabin of an Emirates aircraft, for instance, on the Emirates website.

Additionally, Emirates has developed its own virtual reality software that lets customers explore the cabins of Boeing 777 and Airbus A380 aircraft. Last but not least, an interactive 3D seat map lets customers reserve their preferred seat from within and provides a better image of what their seat will look like that online environment (Revfine, 2023).

3. AI and the UTAUT paradigm in the travel sector

Venkatesh et al. developed the Unified Theory of Acceptance and Use of Technology (UTAUT) in 2003 as a framework to better understand the variables influencing the adoption and use of technology. The Theory of Reasoned Action, Technology Acceptance Model, Motivational Model, Theory of Planned Behavior, a hybrid model of Technology Acceptance Model and Theory of Planned Behavior, Model of Personal Computer Utilization, Diffusion of Innovations Theory, and Social Cognitive Theory are among the eight earlier models of technology acceptance that are combined in this model. UTAUT aims to provide a comprehensive understanding of the factors influencing the adoption and use of technology (Enablers of Change, 2023).

Four fundamental dimensions make up the UTAUT model, which is used to predict how users will accept and use technology.

According to Ali et al. (2024) and Venkatesh et al. (2003), the dimensions are: Expectation of Performance

Chatbots and virtual assistants are examples of AI-powered customer service that employees expect to promptly respond to common client inquiries, allowing them to focus on more challenging tasks and increasing productivity (Nicolescu & Tudorache, 2022).

Expectation of Effort.

AI-powered systems that manage data entry and reservation administration can automate time-consuming administrative tasks, saving employees' time and effort while increasing productivity (Harris, 2023). User-Friendly Interfaces: By helping employees quickly adapt to new technologies without requiring extensive training, AI systems with user-friendly interfaces lessen the perceived complexity of using these products (Morozov anz., 2020).

Social Influence Management Support: Managers' and supervisors' encouragement and support of the usage of AI technologies can have an impact on employees' adoption of this technology (Lin, 2023). Peer Adoption: When colleagues successfully utilize AI tools and observe positive outcomes, it can encourage other employees to use similar technology (Harris, 2023).

Conditions that Facilitate

Training Programs: To provide employees the self-assurance and abilities they need to apply AI technology, Tourism Company provides comprehensive training and support programs (Morozov & Morozova, 2020). Technical Infrastructure: The availability of crucial technical resources, such as stable internet connectivity and contemporary hardware, enables the smooth adoption and application of AI technologies (Soonthodu & Wahab, 2022).

Behavioral Intention to utilize Positive Experiences: Employees may be more determined to utilize AI tools in the future if they have positive experiences with them, such as increased productivity and job satisfaction (Lin, 2023). Trust in AI systems: Improving the precision, reliability, and consistency of AI systems can increase employees' desire to use AI-powered tools at work (Morozov & Morozova, 2020).

These examples highlight the potential benefits and factors influencing the adoption and use of AI technology by tourism sector workers, providing insight into how AI may impact each element of the UTAUT model.

4. AI's difficulties in the travel industry

Right now, the primary concerns with AI are appropriate decision-making, personalizedization, individualized distinction, and safe, dependable data processing. After careful data processing and continuous data collection, all data should eventually be collected in a single system (Zsarnoczky, 2017). AI is expected to significantly affect many facets of the travel industry, including both business and lifestyle. Its impact is comparable to that of machines and computers as part of the Fourth Industrial Revolution. This brings up a number of basic issues that need to be clarified (Bulchand, 2020). AI faces significant obstacles like as

a) Due to the social acceptance and flexibility of tourists, creating increasingly sophisticated chatbots with AI characteristics is more challenging and requires a significant amount of computational know-how.

Because they are not intelligent, chatbots often make blunders, such not understanding what their users are trying to say. As a result, some customers became disappointed with using chatbots for amenities (Meerschman & Verkeyn, 2019). Nearly all tourists have more expectations for customisation and enjoy a more digital

experience. It is difficult to combine a personalized experience with their in-person interaction. Tourism companies must also assess a wide variety of information and react fast in order to maintain their competitive position (Gajdošík & Marciš, 2019).

b) Internet access and AI infrastructure, Providing seamless Internet connectivity to travelers is a major challenge for travel agents. In order to address the major issue of internet access in Asian countries, Hong Kong-based technology consultancy GlocalMe has created revolutionary "Pocket Wi-Fi" technology. This technology gives visitors a steady connection to the Internet. There may be less risks and dangers when traveling as a result. To browse the Internet, visitors from other countries do not require a SIM card or roaming data plans. Over three million travelers have downloaded this program, demonstrating its enormous popularity in the travel industry (Soonthodu & Wahab, 2022).

c) Concerns about job loss: Many workers in the tourism sector fear that artificial intelligence (AI) may alter their occupations and replace them with automated machinery, altering the essential terms of their employment. Additionally, there is widespread agreement that AI will disrupt the labor market, leading to the elimination of some jobs or alterations in the personalities of those that remain (Sayed et al., 2022).

d) Concerns about privacy, Since information transmission is the foundation of the tourism industry and can be used to create incredibly accurate, personalized, and detailed profiles of individuals, the travel agency's suggested decision-making process may be predicated on inaccurately interpreted, outdated, or unreliable information. It may be difficult for a business to find and delete an individual's information if it is stored across numerous different systems and places, especially if it is no longer needed for the purpose for which it was received or is based on inaccurate data (Masseno & Santos, 2019).

5. Methodology

In order to accomplish the study's goals, survey questions were created for employees to gauge their adoption and use of AI in Egypt's tourism industry. Convenience sampling was used to choose survey participants; Edgar & Manz (2017) established a Convenience sampling, which focuses on samples located close to a location or internet service, is a popular nonprobabilistic sampling technique.

The first section of the three-part questionnaire for employees asked about their profiles and work-related details. which comprise demographic information derived from (Phaosathianphan & Leelasantitham, 2019; Gaffar, 2020) and includes gender, age, employer, profession, and work experience.

The second section included four items that illustrated awareness of AI applications. These items were developed based on (Venkatesh et al., 2003; Phaosathianphan & Leelasantitham, 2019) and examined awareness, adoption, concerns, and challenges related to the integration of AI applications within the tourism and hospitality industry. The third section, which focuses on employee acceptance of AI applications in the tourism industry, shows five dimensions: behavioral intention to use, which refers to employees' intent to use AI-powered products in the workplace; performance expectancy, which is an individual's perception of AI implementation; effort expectancy, which evaluates the perceived ease of use of technology; and social

influence, which includes management support and facilitating conditions (AI infrastructure). The research of Ali et al., Abbad (2021), and Venkatesh et al. (2003) served as the researcher's guide.

A 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to present these items. A 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to present these items.

Only 393 employee forms were completed out of the 500 employee questionnaires that were provided. The surveys were dispersed throughout the Governorates of Cairo, Sharm el-Sheikh, and Hurghada, which are well-known tourist attractions in Egypt. Beginning with Targeting travelers and workers in the travel industry at hotels, airlines, and travel agencies from March to May 2024.

The statistical program for social science (SPSS) for Windows V.22.0 and SmartPLS 4 were utilized by the researcher to examine the study data and evaluate hypotheses. Before conducting additional analyses, the data was examined and validated for recording mistakes and data input accuracy. The statistical tests listed below were applied:

1. Tests for validity and reliability:

a. Explanatory factor analysis (EFA): By distilling the number of variables into a more manageable collection of components, EFA was utilized to uncover the data's underlying structure. This made it easier to comprehend the important factors that influence the constructs being measured.

b. The factor structure discovered by EFA was validated using Confirmatory Factor Analysis (CFA). This test makes sure the constructs are precisely described and represented by confirming whether the data fits the proposed measurement model.

2. Frequencies, percentages, means, and standard deviation: to characterize the sample's attributes and ascertain how the sample members responded to each of the study tool's axes.

3. To ascertain the direction and degree of the relationship between the variables under study, use the Pearson Correlation Coefficient.

4. To show how an independent variable affects a dependent variable, use simple linear regression.

5. The Mann-Watney and Kruskal-Wallis tests are used to determine how differently employees in travel agencies adopt AI. When comparing two independent groups, the Mann-Whitney U test was utilized; when comparing more than two groups, the Kruskal-Wallis test was employed.

With men making up 50.4% of the workforce and women 49.6%, the gender distribution in the tourism industry is almost equal, demonstrating a strong commitment to diversity. The age distribution reveals that most employees are under 40, with 47.3% being under 30 and 41.2% being between 30 and 40. over employees (those 40 and over) make up a lower percentage (11.4%). Employer representation in the tourism industry demonstrates the variety of job options available: 43.8% of workers are employed by travel agencies, 26.7% by hotels, 25.2% by airlines, and 4.3% by other industries. Workers hold a variety of professional positions, such as executive decision-makers (26.7%), managers/supervisors (32.6%), and front-line employees (23.7%). The range of job experience is as follows: 34.9% have less than a year's experience, 14.8% have one to three years, and 36.4% have three to five years.

Awareness of AI application in the workplace

The majority of the 393 respondents (80.9%) said they used AI applications at work, indicating that AI adoption is widespread in the firms studied. Nevertheless, 19.1% said they don't utilize AI, indicating that even while AI is commonly used, a sizable

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Tourism Organizations' Concern Levels About AI Applications: While 15% expressed anxiety and 4.3% were extremely concerned, a substantial portion of respondents—69.2%—said that their firms are either unconcerned or very unconcerned about the adoption of AI. 11.5% of respondents also thought their organizations were neutral. The average level of concern is 2.25, showing a range of responses, with a standard deviation of 1.15. These results demonstrate the necessity of increased awareness and proactive steps to handle AI-related opportunities and problems in the travel and hospitality industry.

Typical obstacles to implementing AI in travel agencies: These results imply that implementing AI technologies presents a variety of difficulties for travel agencies. The capacity to deal with various concerns, especially those related to cost, job security,

In order to successfully integrate AI and optimize the advantages of technological breakthroughs in the tourism sector, talent development and privacy issues will be essential.

Employee Acceptance of AI Applications in the Tourism Sector The most important factors are behavioral intention to use and performance expectancy.

The perceived significance of various factors, such as effort expectancy, social impact, and enabling conditions, varies, which influences the adoption of AI applications in the tourism industry. Businesses might use these findings to customize plans meant to address

particular issues and encouraging broad adoption and use of AI technologies by workers in the travel industry.

A thorough examination of the ways in which different demographic characteristics affect workers' acceptance of AI applications in the travel industry.

The Unified Theory of Acceptance and Use of Technology (UTAUT), a well-known paradigm for comprehending how various factors influence technology adoption, serves as the foundation for the investigation. In order to assess acceptance levels, the UTAUT model takes into account factors including social influence, performance expectancy, effort expectancy, and facilitating conditions.

Disparities in demographic information regarding use of AI applications: In contrast to female respondents, who have a mean rank of 175.21, male respondents have a mean rank of 218.46, suggesting a greater acceptance of AI applications. In total, there are 195 female responders and 198 male respondents worldwide. The p-value of 0.000 and the Chi-Square value of -3.778 demonstrate that this variation in acceptance levels is statistically significant.

The observed difference cannot be attributed to chance because the significance level is less than 0.05.

The highest mean rank, 239.24, is held by employees under 30, indicating a high level of adoption of AI applications. The largest age group in the survey, with 186 respondents, is this one. The high mean rank suggests that younger workers are more likely to use AI in their travel-related endeavors.

Employees between the ages of 30 and 40, on the other hand, have a mean rank of 150.21, which suggests that they are less accepted than the younger group. There are 162 responders in this category.

This age group appears to be less excited about incorporating AI into their work, based on the lower mean rank.

The mean rank of employees between the ages of 40 and 50 is 175.29, which is higher than that of the 30–40 age group but still far lower than that of the under-30 group. With just 28 responders, this group is the smallest. A reasonable degree of acceptance of AI applications is shown by the mean rank.

Remarkably, employees over 50 have a mean rank of 216.47, which is lower than the under-30 group but higher than the 30–40 and 40–50 age groups. There are seventeen responders in this category. Despite being fewer in number, elder employees exhibit a remarkably high level of acceptance of AI technology, as evidenced by the comparatively high mean rank.

The Chi-Square value of 54.848 and the significance level of 0.000 indicate that the differences in acceptance levels across age groups are statistically significant. This confirms that age is a significant factor influencing the acceptance of AI applications in the tourism sector. Employees from Travel Agencies exhibit the highest mean rank of 221.92, suggesting a strong inclination toward AI acceptance within this sector. With a substantial sample size of 172 respondents, Travel Agency employees represent a significant segment endorsing AI integration in their operational frameworks.

The Chi-Square value of 54.848 and the significance level of 0.000 show that the differences in acceptance levels between age groups are statistically significant. This indicates that age has a major impact on the travel industry's adoption of AI technologies. Employees at travel companies exhibit a strong inclination for AI adoption in their sector, with the highest mean rank of 221.92. 172 respondents, or a significant chunk of the sample, are travel agency employees who are in favor of integrating AI into their operational frameworks.

With the highest mean rank of 262.08, employees with less than a year of experience show a great propensity to accept AI applications. With 93 responders, this group probably reflects recent industry newcomers who would be more receptive to embracing cutting-edge technologies.

These results underscore varying degrees of readiness among employees with different levels of experience regarding AI adoption. Understanding these nuances is critical for tailoring AI implementation strategies that address the specific needs, expectations, and concerns of employees at different stages of their careers in the tourism industry.

Conclusion:

From the viewpoint of tourist company employees, this study explores the adoption and application of artificial intelligence in the industry. The findings emphasized how crucial it is to take demographics into account when encouraging AI usage in the travel industry. Gaining an understanding of these subtleties is essential to creating focused strategies that address the unique requirements and worries of various employee groups, thereby promoting a more successful and inclusive integration of AI technologies.

The findings showed that while older age groups have differing levels of acceptance, younger personnel are more open to AI technology. This implies that in order to guarantee the broad adoption of AI in the travel sector, specific tactics could be required to accommodate the unique demands and concerns of various age groups. This is also in line with a study by Morris and Venkatesh (2000) that found that younger workers' attitudes toward using technology had a greater influence on their technology usage decisions than did older workers.

The findings revealed different attitudes and preparedness levels on the use of AI applications among workers in travel agencies, airlines, hotels, and other industries. These findings highlight the necessity of specialized approaches to deal with sector-specific dynamics and successfully encourage broad AI adoption in the travel and tourist sector.

revealed different perspectives and degrees of preparedness for AI adoption among executives/decision-makers, managers/supervisors, front-line employees, and other professions.

In order to create focused plans that address the unique requirements and worries of every professional group and, eventually, enable successful AI integration throughout the travel and tourism sector, it is imperative to address these subtle variances revealed different perspectives and degrees of preparedness for AI adoption among executives/decision-makers, managers/supervisors, front-line employees, and other professions.

In order to create focused plans that address the unique requirements and worries of every professional group and, eventually, enable successful AI integration throughout the travel and tourism sector, it is imperative to address these subtle variances.

highlighted that employees with varied levels of experience were not all equally prepared to use AI. It is essential to comprehend these subtleties in order to customize AI implementation strategies that cater to the unique requirements, expectations, and worries of workers in the tourist sector at various phases of their careers.

The findings showed that travel firms use tools like social networking, Google Maps, and QR codes to emphasize trip planning and consumer engagement. These technologies help to improve customer comfort, expedite communication, and offer more specialized services.

Travel agencies have been reluctant to adopt AI-powered solutions like chatbots and robots, but their focus on user-friendly digital platforms shows that they are dedicated to facilitating seamless customer interactions. In contrast, hotels prioritize automation and smart technologies like chatbots, IoT, and robotics, while airlines employ similar AI tools to enhance operational logistics and customer service. New technologies like robotics and IoT are becoming more and more popular, especially in hotels, despite the underutilization of blockchain. . Overall, this indicates that travel agencies are more focused on improving customer-facing services rather than investing heavily in automation.

In terms of employee acceptance of AI applications in the tourism industry, the study found that although behavioral intention to use and performance expectancy were the most important factors influencing acceptance, there were differences in the perceived significance of other dimensions like effort expectancy, social influence, and facilitating conditions. Businesses can use these data to customize plans that target particular issues and encourage broad adoption and use of AI technologies by workers in the travel and tourist industry.

It is advised that travel agencies choose and use the practical AI tools, embrace blockchain in the travel sector, create thorough training programs for staff members, and customize AI integration strategies by creating training and support plans for staff members at all career stages. To foster trust and guarantee efficient use of AI tools, this project should include staff participation and clear disclosure of the benefits of AI. The authority and stakeholders can promote easier adoption and improve overall industry success by spearheading these initiatives. This study examined, from the viewpoint of tourist company personnel, the adoption and application of AI in the industry. Future study can examine a wide range of additional issues.

Future study can examine a wide range of additional issues. First and foremost, future studies ought to concentrate on examining how the use of AI affects customer satisfaction and general service quality in the travel sector, particularly from the viewpoint of the client. Furthermore, more research might look at how AI integration affects job satisfaction and employee roles over the long run, especially in relation to automation's impact on career progression. Future studies could also look into the difficulties and impediments to the application of blockchain technology in the travel industry, as well as how it might improve security and openness in travel-related transactions. Lastly, research that compare various regions or

countries could offer insights into how cultural factors influence the acceptance and effectiveness of AI technologies in tourism.

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