



Artificial Intelligence Chatbots in Philippine Tourism: An Extended Technology Acceptance Model of Trust, Privacy Concerns, Service Quality, and Booking Intention

Loida A. Cabaraban¹, Walter B. Juera¹, Mary Jane Ruiz-Betco¹, Hazel Tamalla-Cabigayan¹, Alecris V. Gregorio¹, Mark Doblas^{2*}

¹Faculty, Caraga State University, Agusan del Norte, Philippines, ²Faculty, Oman College of Management and Technology, Barka, Oman. *Email: mdoblas@ocmt.edu.om

Received: 27 March 2026

Accepted: 25 July 2026

DOI: <https://doi.org/10.32479/irmm.24413>

ABSTRACT

The widespread application of AI chatbots in tourism has changed the way people find information about their travels, communicate with service providers, and make booking transactions. Although the application of conversational AI in tourism systems is increasingly common, there is still no sufficient empirical evidence related to the factors affecting tourists' willingness to use AI chatbot-assisted booking system in emerging tourism destinations. Based on the extended version of Technology Acceptance Model (TAM), this study explores the impact of perceived usefulness, perceived ease of use, trust, privacy concerns, and service quality on booking intention and attitude toward AI chatbots as a mediating variable. In this study, the quantitative research design has been used, and data have been gathered through surveying 373 tourists who visited major destinations in Misamis Oriental and Bukidnon, Philippines, during February 2025 - December 2025. For data analysis, the Partial Least Squares Structural Equation Modeling method was applied. As a result, the effect of perceived usefulness, service quality, privacy concerns, and attitude toward AI chatbots on booking intention has been confirmed. Perceived usefulness, privacy concerns, and service quality have also proved to be significant predictors of attitude toward AI chatbots, while perceived ease of use and trust have failed to show significant effect on attitude. Moreover, attitude toward AI chatbots acts as a mediator between perceived usefulness, privacy concerns, service quality, and booking intention. These findings show that tourists appraise AI chatbot technologies mainly in terms of functional value and performance rather than just trust considerations. The current study extends the Technology Acceptance Model by including service-related and privacy-related variables.

Keywords: Artificial Intelligence Chatbots, Technology Acceptance Model, Booking Intention, Tourism Technology, Service Quality, Privacy Concerns, Philippines

JEL Classifications: M31, O33, L83, Z32, D91

1. INTRODUCTION

The tourism and hospitality industry has seen several transformations due to the development of artificial intelligence (AI) technologies that make customers' experience more personalized and efficient through a technology use. One of such innovations is AI chatbots which help tourists communicate with travel companies, get information related to their travel plans,

plan trips, and make bookings (Nicolescu and Tudorache, 2022; Lin et al., 2023; Sousa et al., 2024). Due to natural language processing, chatbots can provide continuous customer support and save money for tourism organizations at the same time (Calvaresi et al., 2023; Benaddi et al., 2024).

The use of AI chatbots is associated with the overall digital transformation of tourism services and increased role of online

platforms for customers who are looking for information and making purchase decisions (Doborjeh et al., 2022). Modern research states that interactions through AI help to improve customer engagement and service quality and result in higher customer satisfaction provided that the technology is seen as helpful and easy to use (Kim et al., 2023; Shaikh et al., 2024). Additionally, chatbots become a significant element of conversation marketing which affects customer decision-making process and booking process in tourism environment (Orden-Mejía et al., 2025).

Even though the implementation of artificial intelligence chatbots in tourism has become increasingly common, the success of such tools highly depends on how willing users are to interact with and use them. As previous studies show, consumer adoption of artificial intelligence tools is affected by several technological and psychological factors, such as usefulness, usability, trust, privacy, and quality of service (Rafiq et al., 2022; Wüst and Bremser, 2025; Magano et al., 2025). Although these factors were separately explored in the context of different technological adoption cases, there are not many studies that looked at their joint effect on tourists' booking intentions in artificial intelligence tourism chatbots.

The current scenario in the Philippines is an appropriate context to undertake a study on the adoption of AI chatbots due to the increase in digitization of tourism services and reliance on online booking websites (Polines et al., 2026). Empirical evidence on what drives the decision of adopting the services offered through the use of AI chatbots is however scant in the context of tourism in the Philippines. Studies on the adoption of technology in general have not sufficiently addressed how tourists assess AI chatbots as technological tools and service delivery channels.

In an attempt to fill this void, the current research builds on the TAM model by adding trust, privacy issues and quality of service to perceived usefulness and perceived ease of use in order to explore their direct influence on booking intention and indirect influence via attitude toward the use of AI chatbots. Focusing on tourists who visit tourism attractions in Misamis Oriental and Bukidnon, this research seeks to contribute to existing literature on AI tourism services.

2. LITERATURE REVIEW

2.1. AI Chatbots in Tourism and Hospitality

Chatbots have been used by many people for their ability to automate tasks and create a personalized service for tourists and hotel guests (Belda-Medina and Calvo-Ferrer, 2022). According to Nicolescu and Tudorache (2022), chatbots represent an artificial intelligence-based tool that can be utilized by a guest at anytime. Such technologies are available on the websites of hotels, airlines, booking platforms etc. to assist the customer in making bookings, answering questions, developing itineraries etc. (Sousa et al., 2024; Benaddi et al., 2024).

It is important to mention that the increase in the usage of AI chatbots is due to the digitalization of tourism and the preference

for a technology-mediated customer experience (Doborjeh et al., 2022). Thus, tourism companies more and more often use conversational AI to provide customers with continuous support, save costs, and improve the response rate.

Research indicates that there is a positive impact of the interaction system based on artificial intelligence on customers' engagement, satisfaction, and experience when customers find the technology effective, reliable, and convenient (Kim et al., 2023; Shaikh et al., 2024). According to Orden-Mejía et al. (2025), in the case of online tourism environment, chatbot-assisted communication has also become one of the critical elements of the strategy of conversational marketing that impacts the decision-making of clients and their booking process.

Despite those benefits of the use of AI chatbots, there are some factors influencing their adoption in the tourism industry that should be considered. The existing literature indicates that the acceptance of AI technologies by users is determined by such factors as usefulness (Rafiq et al., 2022), ease of use (Jung et al., 2026), trust (Wüst and Bremser, 2025), privacy protection (Magano et al., 2025), and service quality (Yu et al., 2026). Such concerns as the security of users' data, reliability of answers provided by the software, and lack of interaction with humans could negatively impact the customers' attitude to AI systems, especially when they interact with the software in order to make bookings (Khrouf et al., 2025).

For the purpose of identifying why users accept AI chatbot technology, Technology Acceptance Model is commonly used in technology adoption literature (Kelly et al., 2022). Technology Acceptance Model suggests that the user's behavioral intention regarding technology adoption is determined mainly by the perception of usefulness and ease of use (Liu et al., 2025). Nonetheless, according to the recent research, in case of using complex AI-based tourism services, additional determinants, such as trust and privacy concerns and quality of service need to be taken into account (Rafiq et al., 2022; Wüst and Bremser, 2025; Doblás et al., 2024).

2.2. Technology Acceptance Model (TAM)

The Technology Acceptance Model is one of the best-known models in order to explain user acceptance and to understand the intention to use new technologies (Granić, 2022). This model has been developed in order to understand how people adopt and accept Information Systems. The model states that the behaviors of individuals are influenced by their attitudes toward a particular technology. These attitudes depend on two basic beliefs: usefulness and ease of use. Usefulness is described as the users' belief about the potential to improve his or her performance due to the introduction of the technology (Tian et al., 2023) while easiness is described as how easy it is to use the technology (Siagian et al., 2022).

TAM has found great application in research into tourism and hospitality industry to understand the adoption of digital technology, online booking, mobile applications, and AI-based services. Research indicates that the more useful, convenient,

and easier the tourism technology is, the greater its adoption by the traveler becomes (Solomovich and Abraham, 2026). In case of AI-based solutions, such attributes as quickness of response, personalization of recommendation, and ease in booking process can ensure usefulness of the system, while convenience reduces complexity of the interaction with technology (Cimbaljević et al., 2024; Belda-Medina and Calvo-Ferrer, 2022). The importance of these constructs appears even greater in relation to chatbot-based tourism services.

Despite its excellent theoretical grounding for technology adoption studies, the recently published studies have suggested that the framework might be unable to fully explain the complicated nature of the user's behavior mediated by AI. The main reason is that, unlike regular information systems, the use of chatbots with the use of AI implies automation of decisions made, conversations, and the exchange of private information – aspects that require the consideration of psychological and service factors (Doblas et al., 2024; Al-Abdullatif, 2024; Rana et al., 2024). It means that researchers begin to modify TAM by adding such constructs as trust, privacy concerns, and service quality to analyze the attitude and intentions to use the technology (Shrivastava, 2025).

Considering that conversational AI technology has been increasingly adopted in the tourism sector, expanding on TAM will offer an expanded theoretical framework for understanding how tourists feel about using AI chatbots and consequently their intention to make bookings. In the current research, then, TAM is taken up as the main theory underlying this study, alongside other factors like trust, privacy, and service quality.

2.3. Core TAM Beliefs: Perceived Usefulness and Perceived Ease of Use

Perceived usefulness and ease of use in the Technology Acceptance Model are seen as the key drivers of technology adoption. As Tian et al., (2023) note, perceived usefulness can be understood as people's perception of whether using a technology will improve their efficiency or results while perceived ease of use involves people's assessment of how easy the technology is to use and understand (Siagian et al., 2022). Concerning AI chatbots, these perceptions are critical since people generally assess such systems depending on whether they can provide prompt and relevant information and make decisions easier.

Studies have shown that the perceptions of usability and simplicity are essential in assessing how users evaluate AI technology-based service offerings. In hospitality Pillai and Sivathanu (2020) found both usability and simplicity as significant contributors to how travelers evaluated an AI technology based customer service solution. Abed (2024) further concluded that travel consumers were more likely to accept and utilize AI technology-based services, when they perceived them to be beneficial and simple to use. The literature surrounding chatbot adoption has indicated that if users find chatbots easier to interact with, their interactions with the chatbots are more efficient, and the services offered through the chatbots are simpler to access; then users may form favorable impressions toward the conversational AI service offering (Wutz et al., 2023; Pang et al., 2025).

Apart from the attitude formation process, perceived usefulness and ease of use can have direct impacts on the intention to book. It is known that consumers of tourism look for technologies that decrease the search cost, simplify transactions and the booking process itself. Chatbots that are able to provide relevant recommendations, quick response and easy interaction, thus, may encourage tourists to proceed with reservation on the basis of AI. Studies of online tourism and electronic commerce show that perceived usefulness and ease of use have positive impact on the intentions to make purchases and conduct transactions (Ruiz-Herrera et al., 2023; Siagian et al., 2022). Hence, these key components of TAM are critical to understand tourists' adoption of AI chatbots and their intention to book. Thus, the following hypotheses are formulated:

- H₁: Perceived usefulness significantly influences attitude toward AI chatbots
- H₂: Perceived usefulness significantly influences booking intention
- H₃: Perceived ease of use significantly influences attitude toward AI chatbots
- H₄: Perceived ease of use significantly influences booking intention.

2.4. Trust and Privacy Concerns in AI Chatbot Adoption

Among other elements, trust and privacy issues have proven to be some of the most significant drivers of consumers' use of AI-powered services. Although such technologies as AI chatbots have many advantages such as convenience and customization, their impact still relies heavily on consumers' trust in the service and readiness to provide personal details. Specifically, trust and privacy issues become especially relevant when using artificial intelligence services in the area of tourism, where financial and personal data are processed (Wüst and Bremser, 2025; Magano et al., 2025; Al-Abdullatif, 2024).

In this context, the term trust reflects "users' beliefs in the dependability, effectiveness, and trustworthiness of a technological system" (Kuen et al., 2023). The literature has proven that trust is an essential factor affecting AI implementation and user behavior on the Internet. Frank et al. (2023) reported that trust and reliability of AI systems were key to people's intended use of such technologies. Similarly, Malodia et al. (2023) showed that trust increased certainty in consumers and their participation in interaction with AI-enabled service technologies. In the hotel business, Pillai and Sivathanu (2020) found that trust positively influenced customers' evaluations of AI-driven customer service systems. This means that trust not only contributes to positive attitudes to chatbots but can also be a motivation for making purchases through AI technologies.

Privacy concerns refer to the perceived threats related to the collection, storage, and utilization of data by digital technologies (Menard and Bott, 2025). The increasing demand for data from consumers to deliver personalized services by AI chatbots has raised growing concerns about potential data security and abuse of personal information. As per the existing literature, privacy concerns could have a negative influence on consumers'

attitude to use AI technologies owing to an increased perception of risk and decreased trust in automation. Kanchi et al. (2026) specifically found that concerns about the use of personal data have negatively affected people's willingness to use AI technologies. Campbell et al. (2025), privacy risks have impacted negatively the consumers' intention to use online tourism services. Therefore, privacy concerns can harm not only positive attitude towards AI chatbots but also tourists' willingness to book through AI-mediated channels. Thus, it is important to formulate the following hypotheses:

- H_5 : Trust significantly influences attitude toward AI chatbots
- H_6 : Trust significantly influences booking intention
- H_7 : Privacy concerns significantly influence attitude toward AI chatbots
- H_8 : Privacy concerns significantly influence booking intention. (Negative relationship expected).

2.5. Service Quality in AI-Enabled Tourism Interactions

Quality of service has been identified as one of the major determinants of customer satisfaction, technology acceptance, and intention behavior in tourism and hospitality literature (Lisha et al., 2025). Service quality in an environment where services are mediated by AI is considered as user perception about the accuracy of the information provided, the speed of the response, customization of help provided and the quality of service outcomes (Chen et al., 2025). With the adoption of the role of chatbot as that of a customer in tourism firms, the quality of such services is becoming very important.

Research done indicates that good quality interactions with the help of AI affect customers' perceptions and behaviors positively. According to Prentice et al. (2020), the responsiveness, quality of information, and personalization greatly affected the perception of users about the AI-powered customer service technology. Likewise, according to Hsu and Lin (2023), customers were more open to the AI technology when the technology was delivering efficient and reliable services that matched those provided by the human workforce. Also, in the hospitality industry, according to Pillai and Sivathanu (2020), the quality of service was seen as an important factor influencing good attitudes towards AI-based service technologies. Thus, from all these studies, we can conclude that good service experience results in good attitudes among tourists towards AI chatbots.

Service quality can also directly influence booking intention. Many tourists use service quality as an important criterion for their decision to purchase and make reservation, especially in situations where they do not have a direct contact with the service provider. Chatbots offering precise advice, problem-solving and support for all phases of the process can increase consumer confidence and minimize transaction uncertainties (Zhu et al., 2023). Numerous research articles show that service quality has a positive effect on purchase intentions and consumers' booking behavior (Kulman et al., 2025; Vrontis et al., 2022). Consequently, higher perceived service quality of chatbots can improve tourists' intention to book services via AI-powered platforms. Therefore, the following hypotheses are put forward:

- H_9 : Service quality significantly influences attitude toward AI chatbots
- H_{10} : Service quality significantly influences booking intention.

2.6. Attitude Toward AI Chatbots and Booking Intention

The attitude toward AI chatbots refers to a person's perception and evaluation of using chatbot technology in the process of delivering services (Ngo et al., 2025). In the context of the Technology Acceptance Model, attitude acts as a critical psychological factor that transforms beliefs and perceptions of people into the intention of behavior (Rana et al., 2024). The attitudes of people towards the tourism industry are affected by the perceptions of the usefulness, usability, reliability, privacy and service quality of AI chatbots.

Past researches have proven that positive attitudes towards artificial intelligence technologies are related to behavioral intentions. Positive attitudes toward the use of artificial intelligence in services were positively related to higher behavioral intentions to use artificial intelligence technologies (Roy et al., 2024). In a similar fashion, Rasheed et al. (2023) found that positive attitudes toward service delivery systems using artificial intelligence positively influenced the intentions to use the technology. Studies on the adoption of chatbots have also shown that positive attitudes towards conversational artificial intelligence increased users' behavioral intentions to use chatbots to obtain information and for other purposes (Cimbaljević et al., 2024; Belda-Medina and Calvo-Ferrer, 2022).

Booking intention is the customer's willingness to book or purchase tourism products on a particular website in the tourism and hospitality industry (Shariffuddin et al., 2023). In view of the growing integration of AI chatbots in the booking process, there is a possibility that tourists' attitudes towards such chatbots would be critical to their eventual booking behavior. When customers have favorable views about AI chatbots, they tend to develop trust for the technology, see the importance of the benefits offered by the chatbots, and use them when making decisions and conducting transactions. The hypothesis proposed is as follows:

- H_{11} : Attitude toward AI chatbots significantly influences booking intention.

2.7. Mediating Role of Attitude Toward AI Chatbots

In the Technology Acceptance Model, it is proposed that users' perceptions of a technology will impact behavioral consequences via the development of attitudes. Therefore, attitude is seen as a psychological process that turns the assessments made by users about a certain technology into behavioral intentions (Kim et al., 2021; Songkram et al., 2023). With respect to AI chatbots, travelers could evaluate the aspects of usability, usefulness, credibility, privacy, and service quality of the technology first and then form attitudes, which would drive their booking behavior.

Previous studies have found empirical evidence regarding the role of attitude as a mediator of technology adoption. Empirical studies based on the TAM theory have shown that users' evaluations of technological features are important in shaping their behavioral intentions but this is done indirectly through attitude (Belanche et al., 2020). Recent studies examining adoption of AI-based

services have found that positive evaluations of AI technologies lead to better behavioral intentions through the formation of positive attitudes toward adopting them (Pillai and Sivathanu, 2020). In the context of tourism and hospitality, customers' perceptions of usefulness, ease of use, trustworthiness, and high-quality service delivery of AI chatbots lead to the development of positive attitudes towards the technology and hence increase booking intentions. High levels of privacy concerns may lower positive attitudes and hence reduce booking intentions.

Considering that attitudes are fundamental elements in the process of understanding technology acceptance and intention, it can be hypothesized that the attitude towards AI chatbots functions as the mediator between the tourist's perception of the chatbots and his/her intention to make the booking. Consequently, the following hypotheses will be made:

- H_{12} : Attitude toward AI chatbots mediates the relationship between perceived usefulness and booking intention
- H_{13} : Attitude toward AI chatbots mediates the relationship between perceived ease of use and booking intention
- H_{14} : Attitude toward AI chatbots mediates the relationship between trust and booking intention
- H_{15} : Attitude toward AI chatbots mediates the relationship between privacy concerns and booking intention
- H_{16} : Attitude toward AI chatbots mediates the relationship between service quality and booking intention.

The reviewed literature suggests that tourists' adoption of AI chatbot-assisted tourism services is influenced by a combination of technological, service-related, and psychological factors. While the Technology Acceptance Model provides a strong foundation for understanding technology adoption, emerging evidence indicates that trust, privacy concerns, and service quality also play important roles in shaping users' attitudes and behavioral intentions toward AI-enabled services. Despite the growing body of research on AI applications in tourism, limited empirical studies have examined these factors simultaneously within the context of AI chatbot-assisted booking behavior in emerging tourism destinations. Accordingly, the present study proposes an extended Technology Acceptance Model in which perceived usefulness, perceived ease of use, trust, privacy concerns, and service quality influence booking intention directly and indirectly through attitude toward AI chatbots. The resulting conceptual framework and hypotheses provide the basis for the empirical investigation that follows.

3. METHODOLOGY

The quantitative research design was employed in this study to examine the factors influencing tourists' booking intentions toward AI chatbot-assisted tourism services in the Philippines. Specifically, the study investigated the effects of perceived usefulness, perceived ease of use, trust, privacy concerns, and service quality on booking intention, as well as the mediating role of attitude toward AI chatbots. A survey-based quantitative approach was adopted because it is appropriate for examining theoretically derived relationships among latent constructs and testing direct and indirect effects through structural equation modeling (Islam and Ali Khan, 2024).

Data were gathered from 373 tourists visiting the major tourist destinations in Misamis Oriental and Bukidnon. Purposive sampling was used to choose the participants; however, the study only involved those who have previous experience in using online tourism websites, online booking facilities, mobile applications for travel purposes, and AI-based customer service technologies in travel planning and booking processes. Data collection took place in February 2025–December 2025 using a structured questionnaire distributed online and on-site in certain tourist destinations. Only valid data entries were included in the analyses.

Instruments that have been developed were derived from validated scales in earlier research on technology acceptance, AI services and tourism-related behavior. The perceived usefulness and perceived ease of use variables have been evaluated based on the adapted items derived from Davis (1989) – those are the most frequently used variables within the Technology Acceptance Model. Trust has been evaluated using items that were adopted from McKnight et al. (2002) and Belanche et al. (2020) and deal with users' perception of reliability and credibility of technology-mediated transactions. Privacy concerns have been measured using items adopted from Malhotra et al. (2004) and Agag and El-Masry (2016) and relate to the concerns about personal information collected, stored and utilized through the digital environment. Service quality has been evaluated using the adapted items derived from Pillai and Sivathanu (2020) and Morosan and DeFranco (2016) – those relate to the responsiveness, reliability and effectiveness of AI-based service. Attitude towards AI chatbots has been measured using the adapted items derived from Kasilingam (2020) while booking intention has been evaluated using the adapted items from Kasilingam (2020) and Agag and El-Masry (2016). All measurement variables have been measured using the five-point Likert Scale (1 “strongly disagree”– 5 “strongly agree”).

The analyses involved Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model was tested in the initial step of the two-step analysis process using evaluations of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Thereafter, the structural model was assessed to establish the hypothesized relationships and mediating effect of attitude towards AI chatbots. According to Hair et al. (2022), it is appropriate to apply PLS-SEM in the case of prediction-based research models which involve several latent variables, mediation effects, and extension of theories and have been widely used in tourism, hospitality, and technology adoption studies.

4. RESULTS AND DISCUSSION

4.1. Profile of the Respondents

In all, 373 valid responses were received for analysis. A demographic overview of the respondents was conducted based on age and gender. In relation to age, the most significant proportion of the respondents falls within the age range 26–35 years constituting 31.10% (n=116), followed by respondents falling within the age range of 18–25 years who constitute 28.69% (n=107). Those respondents aged 36–45 years fall within the age range of 21.45%

(n=80) and those aged 46-55 years constitute 12.87% (n=48) of the total sample. Respondents aged more than 55 years constitute 5.90% (n=22) of the total sample size. In relation to gender, 54.69% (n=204) of the sample consists of female respondents and 45.31% (n=169) consist of male respondents. It is evident from the demographic composition of the sample that the sample largely consisted of younger and middle-aged tourists who are relatively more tech-savvy making them the right population to conduct the study.

4.2. Construct Validity

Internal consistency and convergent validity assessment is shown in Table 1. All indicator loadings were higher than 0.70, which is a suggested value, and ranged between 0.827 and 0.933, implying adequate indicator reliability.

The scales had sufficient internal consistency, where Cronbach's alpha ranged between 0.717 and 0.955, and composite reliability values were between 0.874 and 0.965, which is higher than the required value of 0.70. Moreover, the AVE values were within 0.739 and 0.847, which is greater than the required value of 0.50, thus proving convergent validity. In addition, the VIF values were less than the threshold of 10, which implies no presence of any multicollinearity problem.

The discriminant validity test based on HTMT criteria has been shown in Table 2. All values of HTMT criteria were less than the recommended value of 0.90, with a range of 0.601 to 0.871. This implies that there is sufficient discriminant validity between the constructs used in the study. The results indicate that each construct

measures a unique construct and is able to be differentiated from other constructs.

4.3. Path Analysis

Table 3 and Figure 1 show the outcomes of the analysis of the structural model. Of the eleven hypotheses tested for direct effects, eight were confirmed and three were falsified.

Attitude towards AI chatbots proved to be the most effective predictor of intention to book ($\beta = 0.383$, $P < 0.001$), thus confirming the central hypothesis of the Technology Acceptance Model regarding the link between positive assessment of the technology and stronger behavioral intentions. The results imply that tourists forming positive attitudes towards AI chatbots will be more inclined to employ AI-based platforms in booking tourism-related products or services. The significant influence of attitude on intention to book corresponds to previous research findings in relation to AI adoption and tourism technology.

Perceived usefulness and service quality were found to have a significant positive effect on attitude and booking intention among the antecedent variables. The results showed that perceived usefulness had a significant effect on attitude ($\beta = 0.279$, $P = 0.008$) and booking intention ($\beta = 0.351$, $P < 0.001$). Tourists tend to adopt AI chatbots in terms of booking hotels when there are specific advantages provided by the use of the technology in order to improve efficiency and convenience. Service quality was found to be positively related to attitude ($\beta = 0.289$, $P < 0.001$) and booking intention ($\beta = 0.249$, $P < 0.001$). It can be concluded that the quality of services provided through the use of AI chatbot technology plays an important role for tourists when making their decisions on the use of the technology. Perceived ease of use was positively correlated with booking intention ($\beta = 0.128$, $P = 0.003$) but not with attitude ($\beta = 0.007$, $P = 0.921$).

Perceived usefulness and service quality were found to have a significant positive effect on attitude and booking intention among the antecedent variables. The results showed that perceived usefulness had a significant effect on attitude ($\beta = 0.279$, $P = 0.008$) and booking intention ($\beta = 0.351$, $P < 0.001$). Tourists tend to adopt AI chatbots in terms of booking hotels when there are specific advantages provided by the use of the technology in order to improve efficiency and convenience. Service quality was found to be positively related to attitude ($\beta = 0.289$, $P < 0.001$) and booking intention ($\beta = 0.249$, $P < 0.001$). It can be concluded that the quality of services provided through the use of AI chatbot technology plays an important role for tourists when making their decisions on the use of the technology. Perceived ease of use was positively correlated with booking intention ($\beta = 0.128$, $P = 0.003$) but not with attitude ($\beta = 0.007$, $P = 0.921$).

4.4. Theoretical Implications

A number of theoretical implications arise from the results of this research regarding the increasing body of literature devoted to adoption of AI technologies, conversational marketing, and consumer behavior driven by technology in the context of tourism.

Table 1: Internal consistency and convergent validity

Construct	Factor	VIF	Loading	AVE	α	CR
Perceived Usefulness (PU)	PU1	2.316	0.889	0.789	0.866	0.918
	PU2	2.550	0.905			
	PU3	2.038	0.870			
Perceived Ease of Use (PEOU)	PEOU1	1.454	0.851	0.777	0.717	0.874
	PEOU2	1.454	0.911			
Trust (TR)	TR1	2.517	0.884	0.739	0.882	0.919
	TR2	2.066	0.831			
	TR3	2.423	0.870			
	TR9	2.101	0.853			
	PC1	4.665	0.930			
Privacy Concerns (PC)	PC2	4.211	0.914	0.847	0.955	0.965
	PC3	4.654	0.908			
	PC5	4.151	0.915			
	PC9	5.432	0.933			
	SQ1	2.628	0.859			
Service Quality (SQ)	SQ2	2.538	0.873	0.779	0.929	0.946
	SQ3	5.467	0.899			
	SQ5	2.738	0.856			
	SQ9	6.488	0.923			
	ATT1	3.775	0.903			
Attitude Toward AI Chatbots (ATT)	ATT2	2.326	0.827	0.773	0.926	0.945
	ATT3	3.459	0.896			
	ATT5	3.002	0.871			
	ATT9	3.424	0.897			
	BI1	4.262	0.922			
Booking Intention (BI)	BI2	3.652	0.908	0.811	0.942	0.956
	BI3	3.828	0.904			
	BI5	2.427	0.841			
	BI9	4.672	0.926			

Table 2: Discriminant validity Heterotrait–Monotrait (HTMT) ratio

Construct	PU	PEOU	TR	PC	SQ	ATT	BI
Perceived Usefulness (PU)	—						
Perceived Ease of Use (PEOU)	0.824	—					
Trust (TR)	0.808	0.854	—				
Privacy Concerns (PC)	0.601	0.652	0.683	—			
Service Quality (SQ)	0.767	0.804	0.839	0.643	—		
Attitude Toward AI Chatbots (ATT)	0.727	0.704	0.727	0.660	0.710	—	
Booking Intention (BI)	0.811	0.806	0.871	0.610	0.822	0.857	—

Table 3: Summary of hypothesis testing results for direct and indirect effects

Path	H	β	SD	t	P	Decision
Direct Effects						
Perceived Usefulness→Attitude	H ₁	0.279	0.105	2.652	0.008	Accepted
Perceived Usefulness→Booking Intention	H ₂	0.351	0.062	5.677	<0.001	Accepted
Perceived Ease of Use→Attitude	H ₃	0.007	0.074	0.099	0.921	Rejected
Perceived Ease of Use→Booking Intention	H ₄	0.128	0.042	3.018	0.003	Accepted
Trust→Attitude	H ₅	0.006	0.122	0.048	0.962	Rejected
Trust→Booking Intention	H ₆	-0.026	0.061	0.435	0.664	Rejected
Privacy Concerns→Attitude	H ₇	-0.294	0.052	5.617	<0.001	Accepted
Privacy Concerns→Booking Intention	H ₈	0.055	0.025	2.195	0.029	Accepted
Service Quality→Attitude	H ₉	0.289	0.077	3.733	<0.001	Accepted
Service Quality→Booking Intention	H ₁₀	0.249	0.046	5.393	<0.001	Accepted
Attitude→Booking Intention	H ₁₁	0.383	0.048	7.904	<0.001	Accepted
Indirect effects (Mediation via Attitude)						
Perceived Usefulness→Attitude→Booking Intention	H ₁₂	0.107	0.043	2.486	0.013	Accepted
Perceived Ease of Use→Attitude→Booking Intention	H ₁₃	0.003	0.028	0.101	0.920	Rejected
Trust→Attitude→Booking Intention	H ₁₄	0.002	0.047	0.048	0.962	Rejected
Privacy Concerns→Attitude→Booking Intention	H ₁₅	-0.113	0.022	5.134	<0.001	Accepted
Service Quality→Attitude→Booking Intention	H ₁₆	0.111	0.033	3.365	0.001	Accepted

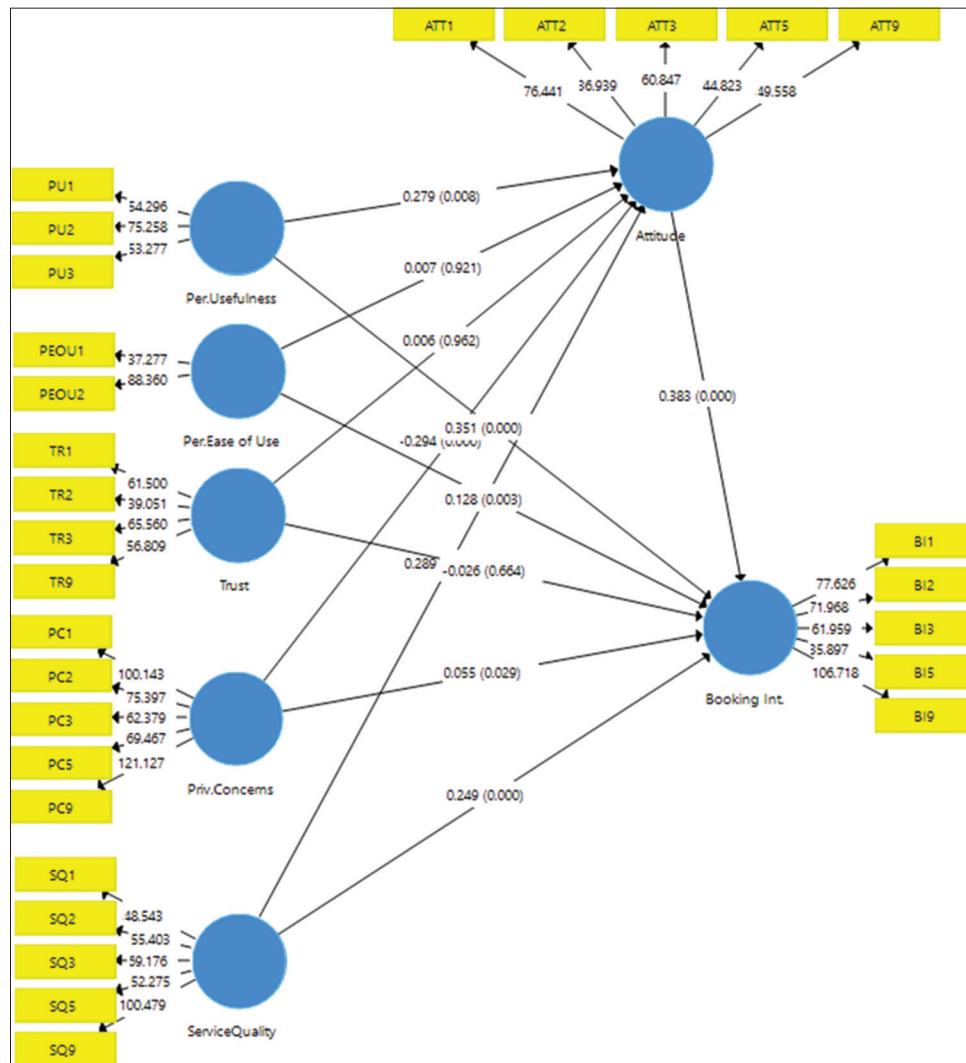
Firstly, this research builds on the Technology Acceptance Model (TAM) by showing that the classic factors included in the TAM have non-uniform impact in the environment of using AI in tourism. Perceived usefulness had significant impact on both attitude toward AI chatbots and booking intention while perceived ease of use had impact on booking intention only without affecting the attitude. The findings support some of the key hypotheses of the TAM model; namely that perceived usefulness and perceived easiness of use will both be key factors for how well customers accept new technologies (Granić, 2022); however the finding that perceived usefulness has a greater effect on customer attitudes toward these new technologies supports more recent literature in the areas of tourism and AI; particularly that consumer interest in what intelligent systems can do is increasing (Abed, 2024; Cimbalević et al., 2024).

Secondly, the results add to the nascent body of knowledge about AI chatbots in the field of tourism by pointing out the importance of service quality in determining the attitudes and behaviors of the users of such technologies. Previous research on technology acceptance models has mainly centered on the technology's aspects such as usefulness and usability, but the current results on the effect of service quality on attitudes and booking intentions point out that people perceive AI chatbots not only as technology but as service delivery mechanisms. The current results fit in with past studies which have pointed out the significance of responsiveness, information quality, reliability, and personalization in determining users' perceptions of service delivery through AI (Prentice et al., 2020; Hsu and Lin, 2023; Pillai and Sivathanu, 2020).

Third, the present study contributes to the literature of privacy issues in relation to AI applications in tourism. As a follow up to previous research on privacy in relation to AI technology, privacy was a negative outcome on attitudes toward AI chatbots. This is consistent with Menard and Bott (2025) and Kanchi et al. (2026) and Campbell et al. (2025) who all reported that concerns over data collection, storage and security would lead to less favourable views of AI-based technologies. However, there is a direct positive relationship found between privacy and booking intentions. The relationship is not expected based upon what has been established within the technology acceptance literature. This finding indicates that the tourist will likely use AI-based booking platforms in spite of privacy concerns due to the advantages and conveniences provided by AI services being greater than the perceived risk associated with using these systems.

Finally, the results validate the relevance of trust in the theoretical framework for AI-assisted tourism environments. Contrary to the expectations based on earlier studies in the area of adoption of AI technology and e-consumers' behavior, trust failed to become a relevant predictor of attitudes towards AI chatbots or intention to book lodging (Frank et al., 2023; Malodia et al., 2023; Pillai and Sivathanu, 2020). The absence of an effect can be interpreted as an indication that trust may fail to play the key role in forming behavioral intention of using AI technologies in tourism when there is a set of other factors like usefulness or service quality. Trust may act as a given assumption of experienced digital users rather than a necessary condition for adopting new technologies.

Figure 1: Structure model assessment



The current study makes an important contribution to the body of knowledge on mediation of attitudes in extended TAM frameworks. In line with TAM and technology acceptance theories, attitude was identified as the mediator between perceived usefulness, privacy concerns, service quality, and intentions to book (Belanche et al., 2020; Pillai and Sivathanu, 2020; Kim et al., 2021). The obtained results reinforce the crucial role of attitude as a mediator channel through which the user assessment of the technological features impacts behavior. Nevertheless, the absence of the mediating effect of perceived ease of use and trust proves that all antecedents do not have one cognitive mechanism. Thus, the usage of AI chatbots includes both attitudinal and non-attitudinal factors, suggesting that the explanation of technology adoption should be more complex than in traditional TAM models. In this way, the research makes an important contribution to the construction of advanced AI adoption models since booking intention among tourists is driven by various features that have distinct mechanisms.

Furthermore, with the investigation of the factors driving the adoption of AI chatbots in the Philippine tourism industry, the current research broadens the external applicability of technology acceptance and AI adoption theories to a newly developed tourism

market. Most of the prior studies exploring AI-driven tourism services have paid attention to the highly developed countries. The current findings indicate that the processes that explain the adoption of AI chatbots are applicable to the developing tourism markets as well; at the same time, they highlight the context-specific aspects, namely the issue of privacy and trust.

4.5. Practical Implications

Some of the most practical implications of the findings obtained from this research work for tourism companies, hospitality firms, destination marketers, and digital platforms offering chatbots include that the perceived usefulness was among the most important factors predicting attitudes towards AI chatbots and booking intention. This implies that earlier findings of other researchers regarding the adoption of AI chatbot applications by tourists were valid. These include that tourists will be more inclined to use AI chatbot applications due to the performance benefit they offer in terms of efficiency, speed of response, and decision-making assistance (Cimbaljević et al., 2024; Abed, 2024; Ruiz-Herrera et al., 2023). Therefore, tourism companies should focus on the practical value provided by AI chatbots as opposed to being too technology-oriented. In such a case, they

need to consider developing useful functions that help tourists in searching for information, planning, making recommendations for destinations, and completing the process of booking.

Second, the notable impacts of service quality on attitudes as well as booking intentions indicate the necessity of perceiving AI chatbots as channels for providing services, and not just as means of automation of communication processes. It is important to mention that previous researches have shown that responsiveness, information quality, reliability, and personalization considerably improve users' assessments of the AI-powered service systems (Prentice et al., 2020; Hsu and Lin., 2023; Pillai and Sivathanu, 2020). The results obtained during the current study corroborate the above-stated view and prove that service quality stays an essential variable influencing attitude and behavior of customers. Tourist organizations need to constantly check the performance of chatbots, ensure the correctness of information presented, and include personalization options into the service provision process.

Third, the results highlight the need to take care of the privacy concerns associated with AI tourism services. Like in earlier studies, privacy concerns had a negative impact on attitude towards AI chatbots, indicating the sensitivity of tourists towards matters such as data gathering, storing and use (Menard and Bott, 2025; Kanchi et al., 2026; Campbell et al., 2025). Yet, despite the presence of privacy concerns, booking intention remained unchanged implying that people can put up with the risks if there are enough benefits from using AI-based tourism services. However, the findings cannot be interpreted as the weakening of the significance of ensuring privacy. On the contrary, tourism businesses are supposed to develop policies on data management, be transparent about information use and communicate security measures to clients. This could help mitigate the risks and positively evaluate the services.

Fourth, the research findings also add to the understanding of the impact of trust in AI-mediated relationships between tourists and travel organizations. Contrary to the assumptions based on earlier literature (Frank et al., 2023; Malodia et al., 2023), trust did not have any significant effect on both attitude towards the use of AI chatbots as well as booking intentions. This may indicate that tourists consider AI chatbots to be an inevitable element of current digital environment. For managers, this means that merely stressing chatbot credibility will not suffice for adoption. Instead, the companies should offer customers some benefits and create better service experience which contributes to better travel planning and convenient bookings.

Last but not least, the important mediating effect of attitude toward AI chatbots implies that organizations need to regard customer attitudes as a strategic result instead of just an effect of implementing technology. In line with the Technology Acceptance Model and other researches on adopting AI (Belanche et al., 2020; Pillai and Sivathanu, 2020), it was shown that good attitudes have an important effect on increasing the intentions to make bookings and mediate the impact of the perception of usefulness, privacy issues, and service quality. Thus, tourism organizations need to implement a comprehensive strategy of using AI chatbots that

will involve improvement of both technological capabilities and service performance.

In relation to the tourism industry of the Philippines, the results have indicated that AI chatbots can be used as powerful tools to help with the promotion and customer services related to the bookings. Since organizations are becoming more competitive in the digital age, chatbots will provide a scalable solution for offering personalized help to customers, making the process easier for them and helping them make the decision to book. Therefore, the results have supported the idea of using chatbot technology as part of digital transformation.

5. CONCLUSION

This research illustrates that the efficiency of the use of AI chatbots in the field of tourism does not depend on technological aspects only, but also on the assessment of tourists regarding the benefits and quality of communication with the help of AI technology. Although traditional technology adoption factors have their place, the results obtained indicate that tourists' decisions are based more on the advantages and the performance of the services provided by AI chatbots, rather than on trust. Thus, the use of AI chatbots may be considered not only as technology but also as a service interface.

More generally, the research sheds light on the dynamics in the relationship between consumers and artificial intelligence in tourism contexts. As revealed by the results, positive perceptions of AI chatbots appear when people find value from using them for a purpose and the factor of privacy plays a significant role in their judgments. Therefore, this implies that the success of conversational marketing in the tourism industry is likely to rely more on practical implementation of the technology than on its novelty.

Through the examination of Technology Acceptance Model in the field of tourism in the Philippines, the study contributes to the growing body of literature on consumer behavior supported by AI in developing digital economies. In the view of rising prevalence of conversational AI in tourism services, the study reveals that the factors affecting the adoption of AI are becoming more experience-based. Further research can focus on the evolution of AI technology, cultural context, and customers' demands in changing the relationship between AI and tourism decisions.

REFERENCES

- Abed, S.S. (2024), Acceptance and use of artificial intelligence in online tourism services by Generation Z in Saudi Arabia. *IEEE Access*, 12, 164533-164542.
- Agag, G., El-Masry, A.A. (2016), Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. *Computers in Human Behavior*, 60, 97-111.
- Al-Abdullatif, A.M. (2024), Modeling teachers' acceptance of generative artificial intelligence use in higher education: The role of AI literacy, intelligent TPACK, and perceived trust. *Education Sciences*,

- 14(11), 1209.
- Belanche, D., Casaló, L.V., Flavián, C., Schepers, J. (2020), Service robot implementation: A theoretical framework and research agenda. *The Service Industries Journal*, 40(3-4), 203-225.
- Belda-Medina, J., Calvo-Ferrer, J.R. (2022), Using chatbots as AI conversational partners in language learning. *Applied Sciences*, 12(17), 8427.
- Benaddi, L., Ouaddi, C., Jakimi, A., Ouchao, B. (2024), A systematic review of chatbots: Classification, development, and their impact on tourism. *IEEE Access*, 12, 78799-78810.
- Calvaresi, D., Ibrahim, A., Calbimonte, J.P., Fragnière, E., Schegg, R., Schumacher, M. (2023), Leveraging inter-tourists interactions via chatbots to bridge academia, tourism industries and future societies. *Journal of Tourism Futures*, 9(3), 311-337.
- Campbell, M., Barthwal, A., Joshi, S., Shouli, A., Shrestha, A.K. (2025), Investigation of the Privacy Concerns in AI Systems for Young Digital Citizens: A Comparative Stakeholder Analysis. In: 2025 IEEE 15th Annual Computing and Communication Workshop and Conference (CCWC).
- Chen, S., Wang, P., Wood, J. (2025), Exploring the varying effects of chatbot service quality dimensions on customer intentions to switch service agents. *Scientific Reports*, 15, 22559.
- Cimbaljević, M., Demirović Bajrami, D., Kovačić, S., Pavluković, V., Stankov, U., Vujičić, M.D. (2024), Employees' technology adoption in the context of smart tourism development: The role of technological acceptance and technological readiness. *European Journal of Innovation Management*, 27(8), 2457-2482.
- Davis, F.D. (1989), Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Doblas, M.P., Becaro, J.M.G., Sankar, J.P., Natarajan, V.K., Yoganandham, G., Arumugasamy, G. (2024), Testing integrative models of the change behavior in the intention to adopt cryptocurrency. *SAGE Open*, 14(2), 1-13.
- Doborjeh, Z., Hemmington, N., Doborjeh, M., Kasabov, N. (2022), Artificial intelligence: A systematic review of methods and applications in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 34(3), 1154-1176.
- Frank, D.A., Jacobsen, L.F., Søndergaard, H.A., Otterbring, T. (2023), In companies we trust: Consumer adoption of artificial intelligence services and the role of trust in companies and AI autonomy. *Information Technology People*, 36(8), 155-173.
- Granić, A. (2022), Educational technology adoption: A systematic review. *Education and Information Technologies*, 27(7), 9725-9744.
- Hair, J.F. Jr., Hult, G.T.M., Ringle, C.M., Sarstedt, M. (2022), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 3rd ed. London: SAGE Publications.
- Hsu, C.L., Lin, J.C.C. (2023), Understanding the user satisfaction and loyalty of customer service chatbots. *Journal of Retailing and Consumer Services*, 71, 103211.
- Islam, Q., Ali Khan, S.M.F. (2024), Assessing consumer behavior in sustainable product markets: A structural equation modeling approach with partial least squares analysis. *Sustainability*, 16(8), 3400.
- Jung, E., Shi, S., Rew, D. (2026), Unlocking trust: How UX builds trust and engagement in online travel agencies. *Tourism and Hospitality Research*, 2025, 14673584261418145.
- Kanchi, M., Somani, A., Joshi, A.D., Mittal, A., Singh, P. (2026), Trust, Privacy, and Risk Perception in AI-Enabled Cyber Security Systems. 2026 5th International Conference on Innovative Practices in Technology and Management (ICIPTM). p1-6.
- Kasilingam, D. (2020), Understanding the attitude and intention to use smartphone chatbots for shopping. *Technology in Society*, 62, 101280.
- Kelly, S., Kaye, S.A., Oviedo-Trespalacios, O. (2022), A multi-industry analysis of the future use of AI chatbots. *Human Behavior and Emerging Technologies*, 2022(1), 2552099.
- Khrouf, L., Azzabi, M., Bouchnak, M. (2025), Predicting continuance intention to use chatbots in tourism commercial websites. *Journal of Hospitality and Tourism Insights*, 8(10), 3687-3704.
- Kim, E.J., Kim, J.J., Han, S.H. (2021), Understanding student acceptance of online learning systems in higher education: Application of social psychology theories with consideration of user innovativeness. *Sustainability*, 13(2), 896.
- Kim, Y., Myeong, S., Ahn, M.J. (2023), Living labs for AI-enabled public services: Functional determinants, user satisfaction, and continued use. *Sustainability*, 15(11), 8672.
- Kuen, L., Westmattellmann, D., Bruckes, M., Schewe, G. (2023), Who earns trust in online environments? A meta-analysis of trust in technology and trust in provider for technology acceptance. *Electronic Markets*, 33, 61.
- Kulman, A.B., Yermekbayeva, D.D., Celik, S. (2025), Impact of digital e-commerce platforms on consumer purchase behavior: Management perspectives and service perception. *Bulletin of "Turan" University*, 4(108), 192-204.
- Lin, C.C., Huang, A.Y.Q., Yang, S.J.H. (2023), A review of AI-driven conversational chatbots implementation methodologies and challenges (1999-2022). *Sustainability*, 15(5), 4012.
- Lisha, C., Goh, C.F., Low, Y.M., Tan, O.K., Lim, K.Y. (2025), From service to intention: A technology acceptance model perspective on e-service quality in online hotel booking. *SAGE Open*, 15(4), 1-17.
- Liu, G.L., Darvin, R., Ma, C. (2025), Exploring AI-mediated informal digital learning of English (AI-IDLE): A mixed-method investigation of Chinese EFL learners' AI adoption and experiences. *Computer Assisted Language Learning*, 38(7), 1632-1660.
- Magano, J., Quintela, J.A., Banerjee, N. (2025), Driving consumer engagement through AI chatbot experience: The mediating role of satisfaction across generational cohorts and gender in travel tourism. *Sustainability*, 17(17), 7673.
- Malhotra, N.K., Kim, S.S., Agarwal, J. (2004), Internet users' information privacy concerns (IUIPC): The construct, the scale, and a causal model. *Information Systems Research*, 15(4), 336-355.
- Malodia, S., Ferraris, A., Sakashita, M., Dhir, A., Gavurová, B. (2023), Can Alexa serve customers better? AI-driven voice assistant service interactions. *Journal of Services Marketing*, 37(1), 25-39.
- McKnight, D.H., Choudhury, V., Kacmar, C. (2002), Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359.
- Menard, P., Bott, G.J. (2025), Artificial intelligence misuse and concern for information privacy: New construct validation and future directions. *Information Systems Journal*, 35(1), 322-367.
- Morosan, C., DeFranco, A. (2016), It's about time: Revisiting UTAUT2 to examine consumers' intentions to use NFC mobile payments in hotels. *International Journal of Hospitality Management*, 53, 17-29.
- Ngo, T.T.A., Phan, T.Y.N., Nguyen, T.K., Le, N.B.T., Nguyen, N.T.A., Le, T.T.D. (2025), Understanding continuance intention toward the use of AI chatbots in customer service among generation Z in Vietnam. *Acta Psychologica*, 259, 105468.
- Niculescu, L., Tudorache, M.T. (2022), Human-computer interaction in customer service: The experience with AI chatbots-a systematic literature review. *Electronics*, 11(10), 1579.
- Orden-Mejía, M., Carvache-Franco, M., Huertas, A., Carvache-Franco, O., Carvache-Franco, W. (2025), Analysing how AI-powered chatbots influence destination decisions. *PLoS One*, 20(3), e0319463.
- Pang, H., Hu, Z., Wang, L. (2025), How perceived motivations influence user stickiness and sustainable engagement with AI-powered chatbots-unveiling the pivotal function of user attitude. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3), 228.

- Pillai, R., Sivathanu, B. (2020), Adoption of AI-based chatbots for hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 32(10), 3199-3226.
- Polines, N.M., Mendoza, N., Ortaleza, J., Regidor, R.E. (2026), Digital marketing strategies and guest booking behavior in hospitality: A narrative literature review in the Philippines. *JPAIR Multidisciplinary Research*, 65(1), 105-119.
- Prentice, C., Weaven, S., Wong, I.A. (2020), Linking AI quality performance and customer engagement: The moderating effect of AI preference. *International Journal of Hospitality Management*, 90, 102629.
- Rafiq, F., Dogra, N., Adil, M., Wu, J.Z. (2022), Examining consumer's intention to adopt AI-chatbots in tourism using partial least squares structural equation modeling method. *Mathematics*, 10(13), 2190.
- Rana, J., Jain, R., Nehra, V. (2024), Utility and acceptability of AI-enabled chatbots on the online customer journey in e-retailing. *International Journal of Computing and Digital Systems*, 15(1), 323-335.
- Rasheed, H.M.W., Chen, Y., Khizar, H.M.U., Safeer, A.A. (2023), Understanding the factors affecting AI services adoption in hospitality: The role of behavioral reasons and emotional intelligence. *Heliyon*, 9(6), e16968.
- Roy, P., Ramaprasad, B.S., Chakraborty, M., Prabhu, N., Rao, S. (2024), Customer acceptance of use of artificial intelligence in hospitality services: An Indian hospitality sector perspective. *Global Business Review*, 25(3), 832-851.
- Ruiz-Herrera, L.G., Valencia-Arias, A., Gallegos, A., Benjumea-Arias, M., Flores-Siapo, E. (2023), Technology acceptance factors of e-commerce among young people: An integration of the technology acceptance model and theory of planned behavior. *Heliyon*, 9(6), e16418.
- Shaikh, A.A., Kumar, A., Mishra, A., Elahi, Y.A. (2024), A study of customer satisfaction in using banking services through artificial intelligence (AI) in India. *Public Administration and Policy*, 27(2), 167-181.
- Shariffuddin, N.S.M., Azinuddin, M., Yahya, N.E., Hanafiah, M.H. (2023), Navigating the tourism digital landscape: The interrelationship of online travel sites' affordances, technology readiness, online purchase intentions, trust, and e-loyalty. *Heliyon*, 9(8), e19135.
- Shrivastava, P. (2025), Understanding acceptance and resistance toward generative AI technologies: A multi-theoretical framework integrating functional, risk, and sociolegal factors. *Frontiers in Artificial Intelligence*, 8, 1565927.
- Siagian, H., Tarigan, Z.J.H., Basana, S.R., Basuki, R. (2022), The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform. *International Journal of Data and Network Science*, 6(3), 861-874.
- Solomovich, L., Abraham, V. (2026), Exploring the influence of ChatGPT on tourism behavior using the technology acceptance model. *Tourism Review*, 81(1), 378-395.
- Songkram, N., Chootongchai, S., Osuwan, H., Chuppunnarat, Y., Songkram, N. (2023), Students' adoption towards behavioral intention of a digital learning platform. *Education and Information Technologies*, 28(9), 11655-11677.
- Sousa, A., Cardoso, P., Dias, F. (2024), The use of artificial intelligence systems in tourism and hospitality: The tourists' perspective. *Administrative Sciences*, 14(8), 165.
- Tian, Y., Chan, T.J., Suki, N.M., Kasim, M.A. (2023), Moderating role of perceived trust and perceived service quality on consumers' use behavior of Alipay e-wallet system: The perspectives of technology acceptance model and theory of planned behavior. *Human Behavior and Emerging Technologies*, 2023(1), 5276406.
- Vrontis, D., Massoud, M., Dennaoui, H., El Nemar, S. (2022), The impact of e-service on hotels' booking: Adjusted TAM framework for customers' intentions to book hotels online. *Global Business and Economics Review*, 26(3), 285-313.
- Wüst, K., Bremser, K. (2025), Artificial intelligence in tourism through chatbot support in the booking process-an experimental investigation. *Tourism and Hospitality*, 6(1), 36.
- Wutz, M., Hermes, M., Winter, V., Köberlein-Neu, J. (2023), Factors influencing the acceptability, acceptance, and adoption of conversational agents in health care: Integrative review. *Journal of Medical Internet Research*, 25, e46548.
- Yu, T., Teoh, A.P., Tu, Q., Wang, C. (2026), Quality, norms and privacy in AI chatbot adoption: A multigroup analysis. *International Journal of Contemporary Hospitality Management*, 38(5), 1701-1724.
- Zhu, Y., Zhang, R., Zou, Y., Jin, D. (2023), Investigating customers' responses to artificial intelligence chatbots in online travel agencies: The moderating role of product familiarity. *Journal of Hospitality and Tourism Technology*, 14(2), 208-224.