

Personalised AI offers and their effect: Application in Tourism Industry

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Abstract (999 characters)

Selecting the right hotel, flight, trip while booking online requires time, usually accompanied with price and offerings comparison. With the rise of Artificial Intelligence (AI) applications, it seems the process of booking is facilitated as often consumers are shown personalised messages and fine-tuned price offers. Question arises, however, concerning the fairness of such offers, and whether consumers are treated equally. Consumer perception of price fairness and transparency of AI algorithms employed further questions the effect (positive/negative) personalised offerings may exert.

Current paper addresses these issues in an attempt to provide the much-needed understanding on how AI reshapes personalisation when it comes to tourism and hospitality context. A model summarises the study outcomes, and discussion reflects the perspectives of how to navigate effective personalised offerings to facilitate consumers in deliberate choice while booking online, fostering positive experience.

Keywords: *Artificial intelligence, personalisation, pricing*

Track: *Tourism Marketing*