

Pricing research in tourism: from dynamic to algorithmic

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Abstract

This study aims to map the landscape of pricing research in tourism, with particular emphasis on the transition from dynamic and personalized pricing to algorithmic pricing. A domain-based systematic review following the PRISMA protocol—supplemented by Topic Modelling and a TCCM framework—identifies major research streams, key characteristics, and foundational pillars of current scholarship. The findings indicate a clear shift from traditional dynamic pricing towards algorithmic pricing, along with sustained attention to tourist-related constructs such as price fairness and strategic behaviour. Quantitative methods dominate the field, including econometric models based on pricing datasets and experimental designs that examine tourist responses to diverse pricing scenarios. As the use of AI-driven business practices expands, one-to-one price discrimination practices, ethical and policy implications emerge as critical areas for further investigation.

Track: Tourism Marketing