

THE EXPLORATION OF AI USAGE IN TOURISM PLANNING AMONG FOREIGNER ADOLESCENT TOURISTS IN THAILAND

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ABSTRACT

After humans mastered the control and use of fire, numerous subsequent revolutionary innovations emerged. In the 21st century, artificial intelligence (AI) is among the innovations predicted to transform various aspects of life, including travel. This research aims to examine AI acceptance, usage, and evaluation among Asian adolescent tourists in their travel planning. A sample of 400 individuals was collected using a simple random sampling technique from Asian adolescent tourists in Thailand. Results from Structural Equation Modeling (SEM) indicate that the segment characterized as Free Independent Travelers (FIT) demonstrates a higher level of AI acceptance in their travel planning. These travelers find AI beneficial due to its informative, interactive, and personalized travel planning capabilities, which cater to their lifestyles promptly. The study suggests that policymakers should enhance AI by providing diverse lifestyle travel information in the big data system, enabling AI to generate tailored travel plans for young travelers who are increasingly using AI in their travel planning.

Keywords: AI Acceptance, Travel Planning, Asian Adolescents

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