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Literature Review

Friend, Guide, or Frustration? Understanding Trust in AI Chatbots for Tourism and Hospitality

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ABSTRACT

Artificial intelligence (AI)-based chatbots are increasingly deployed in the tourism and hospitality industry to support travellers and guests across the customer journey. Their adoption reflects the sector's broader digital transformation and the need for efficient and always-available service tools. However, in a field where experiences and relationships are central, technological efficiency alone does not guarantee customer satisfaction or loyalty. Trust functions as the critical bridge linking chatbot use to positive customer outcomes. Despite the rapid growth of chatbot applications, research on their role in shaping trust is limited and fragmented. Existing studies highlight functional benefits such as reliability and information accuracy; however, evidence is mixed on the emotional and cultural dimensions of trust. The aim of this study is to critically evaluate how AI-based chatbots influence customer trust in the tourism and hospitality industry and to identify underexplored areas for future research. To achieve this, a systematic literature review was conducted, and the findings were synthesised using thematic analysis. The review identifies three themes: (a) functional trust foundations, (b) emotional and relational mechanisms, and (c) trust erosion after service failures, while highlighting gaps in trust repair and non-user trust. The findings contribute to theory by advancing understanding of trust as both a functional and emotional construct in AI-mediated services. They also contribute to practice by encouraging tourism and hospitality providers to design chatbots that are not only efficient but also empathetic, human-like, and culturally sensitive, thereby reinforcing trust and sustaining long-term brand loyalty.

Keywords: Artificial intelligence, Chatbots, Customer trust, Tourism and hospitality, Systematic literature review

INTRODUCTION

The rapid digital transformation of the tourism and hospitality industry has reshaped how services are delivered and how customers engage with providers. The acceleration of automation to minimise physical contact during the COVID-19 pandemic, along with the rapid development of generative artificial intelligence (AI), has made AI-based chatbots an increasingly central part of customer interactions (Choi et al., 2022; Dogru et al., 2025). These tools now assist travellers across the entire journey from planning and booking to post-visit communication and feedback(Orden-Mejía et al., 2025; Zhang et al., 2025). For instance, major hotel chains such as Marriott use AI-driven chatbots to confirm bookings and handle check-in queries, while airlines like Singapore Airlines employ chatbots to provide flight updates and personalised travel assistance. Given the highly experiential and relational nature of tourism, trust is essential for customer adoption, loyalty, and satisfaction (Chen et al., 2022; Chi & Vu, 2023). However, there is still debate about whether AI chatbots strengthen or weaken customer confidence in the provided services (Nguyen et al., 2023; Wong et al., 2023). Understanding this issue is crucial for tourism operators who must balance efficiency with personal, emotionally sensitive, and culturally aware interactions.

Existing studies show that practical features such as ease of use, responsiveness, and the accuracy of information play an important role in customer trust and acceptance of chatbots (Lu et al., 2019; Pillai & Sivathanu, 2020) At the same time, researchers have begun to emphasise the social and emotional aspects of these interactions, including empathy, human-like qualities, and cultural fit (Folk et al., 2025; Nguyen et al., 2023; Pelau et al., 2021). Yet, when expectations are not met, such as when communication feels impersonal or support is not provided, customers may feel less inclined to rely on the service (Husnain et al., 2025; Scarpi, 2024). Another area that has received limited attention is how "non-users," such as observers or bystanders, form impressions of chatbots and whether these perceptions affect trust (Orden-Mejía et al., 2025; Wong et al., 2023). These areas highlight that while progress has been made, there is still much to learn about the different ways in which trust in AI chatbots develops in tourism contexts.

Considering these gaps and unanswered questions, a systematic review of the literature offers a timely and valuable way forward. By taking a comprehensive view of how AI chatbots are used in tourism and hospitality, this study provides a rigorous assessment of current knowledge while also identifying areas that need further exploration. In doing so, this study aims to address the following research questions:

1. What is the current state of knowledge on the role of AI chatbots in shaping customer trust in tourism and hospitality?
2. What are the main directions for future research on AI and customer trust in tourism?

In answering these two questions, the study makes three contributions. First, it brings evidence from peer-reviewed journal articles to provide a comprehensive overview of how AI chatbots affect trust in tourism services. Second, it develops a broader understanding of trust by drawing attention to areas that have not been widely explored, such as how trust is restored after challenges and how non-user trust is formed. Third, it offers practical suggestions for managers and designers by highlighting strategies that combine reliability with emotional intelligence and cultural awareness. These contributions offer both a stronger theoretical base and valuable guidance for applying AI chatbots in the tourism and hospitality industry.

METHODOLOGY

A systematic literature review (SLR) approach was adopted to ensure rigour, transparency, and replicability in synthesising knowledge on the role of AI chatbots in shaping customer trust in tourism and hospitality (Snyder, 2019). An SLR is particularly well-suited for this study because the field of AI in tourism is still emerging, highly fragmented, and characterised by rapid technological and conceptual developments. As prior reviews have shown in related disciplines (Budhwar et al., 2022; Xiao & Watson, 2019), systematic reviews provide a structured way to map existing knowledge, evaluate patterns and inconsistencies, and identify key gaps that can inform future research. Unlike traditional narrative reviews, which may be selective or interpretive, the SLR method follows explicit steps in identifying, screening, and analysing studies, thereby reducing bias and improving the reliability of conclusions. This approach is therefore appropriate for addressing the research questions of this study, which seek both to consolidate what is known and to highlight future directions.

Selection of articles and qualitative assessment

The review concentrated on peer-reviewed journal articles published between 2018 and 2025, a period that reflects the growing adoption of AI-powered chatbots in tourism and hospitality. To ensure coverage across disciplines, three

major databases were searched: Business Source Complete, Taylor & Francis Online, and ProQuest. These sources were selected because they provide high-quality access to journals in tourism and hospitality management while also capturing relevant contributions from marketing, information systems, and technology studies. The search strategy employed a set of keywords, including AI chatbot(s), tourism/hospitality, trust, and human–machine interaction. Additional searches were run through platforms such as Google Scholar to ensure comprehensiveness. Studies were included if they met three criteria: (a) they were peer-reviewed empirical articles published between 2018 and 2025; (b) they focused on tourism, hospitality, or related travel services (e.g., OTAs, hotels, destination chatbots, service robots, or pandemic-related health chatbots with direct travel relevance); and (c) they explicitly examined trust or related constructs such as empathy, human-like qualities, reliability, or interaction quality. The initial search identified 78 papers, of which 25 were retained after full-text screening.

The final pool of 25 studies was considered sufficient and appropriate for two main reasons. First, a substantial proportion of the articles were published in well-regarded journals recognised in the Australian Business Deans Council (ABDC) Journal Quality List, including several A*/A-ranked journals (see Table 1). While not all studies were from top-ranked outlets, the overall distribution indicates that the evidence base largely reflects credible and peer-reviewed scholarship. Second, the selection captured a broad geographical and sectoral scope, covering online travel agencies, hotels, destination management, service robots, and pandemic-related health chatbots linked to travel (e.g. (Cai et al., 2022; Orden-Mejía et al., 2025). This range ensures that the review draws on diverse contexts within tourism and hospitality to enhance the representativeness of the findings.

Table 1: Summary of Journal Ranking

Journal / Outlet	**ABDC 2022**	**Quartile (SJR 2024)**	**Included**
Tourism Management	A*	Q1	3
International Journal of Hospitality & Management	A*	Q1	3
International Journal of Contemporary Hospitality Management	A	Q1	2
Journal of Cross-Cultural Psychology	A	Q1	1
Journal of Hospitality & Tourism Research	A	Q1	1
Journal of Hospitality Marketing & Management	A	Q1	1
Journal of Hospitality and Tourism Management	A	Q1	1
Journal of Travel Research	A*	Q1	1
Journal of Travel & Tourism Marketing	A	Q1	1
The International Journal of Human Resource Management	A	Q1	1
Electronic Markets	A	Q1	1
Journal of Services Marketing	A	Q1	1
Computers in Human Behavior	A	Q1	1
Consumer Behavior in Tourism and Hospitality	B	Q2	1
The Service Industries Journal	B	Q1	1
Journal of Hospitality and Tourism Technology	B	Q1	1
Technology in Society	C	Q1	1
Future Generation Computer Systems	—	Q1	1
Frontiers in Psychology	—	Q2	1
PLOS ONE	—	Q1	1
Cyberpsychology, Behavior, and Social Networking	—	Q1	1

Notes. ABDC = ABDC Journal Quality List (2022; latest public release). Quartile uses SCImago SJR 2024 for consistency across disciplines. "—" = not listed / not applicable.

Data Analysis

To systematically organise the findings, a literature review matrix was used to record the objectives, contexts, methods, samples, and key findings of each study. The data were analysed using a thematic analysis approach (Braun & Clarke, 2006). To ensure consistency, the coding framework was iteratively verified and refined, enhancing the reliability of interpretation (Bazzoli & Probst, 2023). This systematic approach allowed the review to identify not only recurring findings but also contextual variations and boundary conditions across different studies.

RESULTS

The descriptive features of the 25 included studies are represented in Table 2 and provide an overview of the methodological research approaches, geographic concentration, and research focus. Table 3 illustrates the theme development process through an example of selective codes that informed the categorisation discussed in this section.

Table 2: Descriptive Characteristics of the Studies Included

No.	Author(s) & Year	Sample	Country	(Research) (design)	(Main research question(s)
1	Adam et al. (2021)	Online participants interacting with customer-service chatbots	Germany	Quantitative	How do verbal anthropomorphic design cues and the foot-in-the-door technique affect user compliance in customer-service chatbot interactions?
2	Dogru et al. (2025)	Hospitality and tourism experts	International	Qualitative	What is the role of generative artificial intelligence (GAI) and postulates expert opinion on the implications of GAI for hospitality and tourism stakeholders
3	Belanche et al. (2020)	N/A	International	Qualitative	What are the key dimensions and factors for service managers to consider when implementing service robots?
4	Budhwar et al (2022)	N/A	International	Qualitative	What are the challenges and opportunities of AI for international HRM, and how does AI impact employee and organisational outcomes?
5	Bock et al. (2020)	N/A	International	Qualitative	How is artificial intelligence disrupting traditional service marketing practices and consumer experiences?
6	Cai et al. (2022)	Users of OTA chatbots	China	Mixed Methods	What are the perceived chatbot anthropomorphism cues and their effects on customers' chatbot usage intentions (UIs) in the online travel agency context?
7	Chen et al. (2022)	Customers of home-sharing platforms	Australia	Quantitative	How do customer trust and artificial intelligence influence customer engagement and loyalty in the home-sharing industry?

No.	Author(s) & Year	Sample	Country	(Research) (design)	(Main research question(s)
8	Choi et al. (2022)	Customers of cafes	Global (online-based)	Quantitative	What effects do human vs. robot baristas have on perceived safety and visit intention during COVID-19?
9	Ciechanowski et al. (2019)	Chatbot users	Poland	Mixed Methods	How do different chatbot interfaces influence the uncanny valley effect and users' affective responses?
10	de Kervenoael et al. (2020)	Visitors in hospitality services	Singapore	Mixed Methods	What factors influence visitors' intentions to use social robots in hospitality, focusing on perceived value, empathy, and information sharing?
11	Husnain et al. (2025)	Chatbot users	China	Mixed Methods	How do chatbot negative experiences shape brand hate and outcomes in hospitality and tourism?
12	Folk et al. (2025)	University students with East Asian and European cultural background	Canada	Quantitative	Do people from different cultural backgrounds differ in their attitudes toward social chatbots, and are these cultural differences mediated by the degree to which individuals anthropomorphise the chatbot?
13	Kasilingam et al. (2020)	Users of a custom e-commerce chatbot	India	Quantitative	What factors significantly influence attitude and intention to use smartphone chatbots for shopping?
14	Lu et al. (2019)	Hospitality industry consumers	USA	Quantitative	What are key dimensions characterizing consumers' willingness to integrate service robots?
15	Marghany et al. (2025)	UK hotel guests	UK	Quantitative	What factors contribute to robot acceptance by UK hotel guests?
16	Zhu et al. (2023)	Customers who had experienced the use of travel AI chatbots	China	Quantitative	How do consumers' perceptions of artificial intelligence (AI) chatbots influence individuals' cognitive and emotional states and their subsequent behavioural intentions vis-a-vis online travel agencies (OTAs)?
17	Nguyen et al. (2023)	413 hotel customers	Vietnam	Quantitative	What impacts do empathy response, anonymity, and customization of AI chatbots have on customer trust in the hotel industry?
18	Orden-Mejía et al. (2025)	Travelers using chatbots	International	Mixed Methods	How do AI-powered chatbots influence destination decision-making?

No.	Author(s) & Year	Sample	Country	(Research) (design)	(Main research question(s)
19	Pelau et al. (2021)	College students	Romania	Quantitative	What roles do interaction quality, empathy, and anthropomorphic characteristics play in customer acceptance of AI in services?
20	Pillai and Sivathanu (2020)	Travellers and travel agency managers	India	Mixed Methods	What factors influence the adoption intention and actual usage of AI-powered chatbots in tourism and hospitality?
21	Scarpi (2024)	Hotel customers	UK	Quantitative	How chatbot adoption affects psychological ownership and customer rebooking intention in tourism?
22	Shi et al. (2021)	Tourists with prior experience of AI technology	China	Quantitative	What factors influence travellers' trust and adoption intention toward AI recommendation systems?
23	Wong et al. (2023)	N/A	International	Qualitative	How do generative AI technologies like ChatGPT impact tourist decision-making in pre-trip, en-route, and post-trip stages?
24	Yu (2020)	YouTube reviews	International	Qualitative	What are public perceptions of humanlike robots employed as hotel frontline employees based on online reviews?
25	Zarouali et al. (2018)	Facebook users	International	Quantitative	What cognitive and affective factors influence consumers' attitudes and intentions to use and recommend chatbots on Facebook?

Table 3: Example of Theme Development and Selective Codes

Selective first-order themes	Second-order theme	Aggregate dimension
24/7 availability and rapid response time improve customer experience (20); prompt and readily accessible service reduces uncertainty in trip planning (22); real-time feedback creates assurance in service performance (14)	Performance reliability	Functional Trust Mechanisms
Perceived ease of use and usefulness enhance adoption intention (13, 18); intuitive interface design reduces user fatigue (6); fewer efforts improve interaction quality (9)	Usability and efficiency	Functional Trust Mechanisms
High quality, relevant, and timely information increases confidence in decisions (22); helpful and up-to-date chatbot answers (7); user context-adapted information increases perceived usefulness (17)	Informational value	Functional Trust Mechanisms
Destination-specific recommendations create satisfaction (18); chatbot recommendations that match intent make planning more successful (7); relevance of content to personal needs fosters loyalty (1)	Service alignment	Functional Trust Mechanisms
Regular, proper interaction establishes trust in the long term (14, 18); repeated action replenishes trust based on repeated use (14); repeated use generates user dependence (18)	Operational consistency	Functional Trust Mechanisms

Effects of functional capabilities of AI chatbots on trust

Customer trust in AI chatbots within tourism is closely shaped by their functional attributes, such as reliability, usability, and the accuracy of information they provide. Pillai and Sivathanu (2020) found that responsiveness, consistency, and 24/7 availability are strong predictors of chatbot adoption in hospitality settings. These qualities give users confidence that the system will perform well in service-critical situations. Similarly, Lu et al. (2019) identified that stable system performance builds structural trust, as reliability is an essential condition for users to accept service robots. In contrast, Kasilingam (2020) suggested that a simple interface and low cognitive effort foster trust by reducing user fatigue. In the same vein, Adam et al. (2021) found that AI chatbots that communicate clearly and respond accurately enhance users' willingness to comply with their suggestions. These studies demonstrated that functional dependability plays a vital role in trust formation, though they emphasise different aspects depending on the context. While Pillai and Sivathanu (2020) and Lu et al. (2019) focus on continuous performance in emotionally sensitive and time-pressured environments, Kasilingam (2020) draws attention to usability in low-touch, transactional settings. This difference suggests that extant research still tends to view trust through narrow, context-specific lenses, offering limited insight into how functional features support trust across different tourism experiences.

Within the hospitality industry, Marghany et al. (2025) confirmed that performance and effort expectancy both shape users' attitudes and intentions to engage with hotel service robots, with trust acting as an important nexus between these factors. Similarly, Zhu et al. (2023) found that interaction and information quality of AI chatbots significantly increase potential tourists' trust and purchase intention, with perceived usefulness mediating these relationships, and product familiarity strengthening the link between perceived usefulness and trust. Their results align with the framework proposed by Belanche et al. (2020) , who argued that functional capability forms the backbone of customer acceptance and satisfaction. When chatbots operate smoothly, provide reliable information, and integrate well with the wider service environment, they reduce uncertainty and increase user confidence. Zarouali et al. (2018) found similar results on social-media platforms, where perceived usefulness and positive prior attitudes predicted people's willingness to interact with chatbots. This finding mirrors how travellers are more likely to rely on AI systems that offer accurate and personalised recommendations.

The credibility and relevance of the information that chatbots provide also strongly influence trust. Shi et al. (2021) showed that accurate, timely, and customised information reduces uncertainty and builds cognitive trust, especially in high-stakes travel planning. Orden-Mejía et al. (2025) added that enjoyable and easy interactions with destination chatbots enhance both perceived usefulness and satisfaction. While both studies highlight the value of information quality, they take different perspectives. Shi et al. (2021) focus on trust as a rational, risk-reducing process, whereas Orden-Mejía et al. (2025) view it as part of an emotional experience that increases engagement. This contrast reflects a broader pattern in chatbot research, where trust is often seen as either instrumental or emotional, rather than a combination of both. Therefore, these studies show that functional trust rests on performance, usability, and credible information, but it also interacts with emotional engagement. A well-designed and reliable chatbot does more than perform tasks efficiently; it builds the foundation for deeper user connection and lasting trust across different stages of the tourism experience.

Emotional and relational aspects of trust: The affective view

Although functional competence forms the foundation of trust, emotional and relational qualities are becoming increasingly important in tourism contexts. As digital interactions become more sophisticated, users begin to judge

chatbots not just by performance but by how they make them feel. Nguyen et al. (2023) found that empathetic and friendly responses enhanced perceptions of social presence, which strengthened trust. Pelau et al. (2021) similarly reported that responsiveness and emotional expressiveness increased perceptions of anthropomorphism and trustworthiness. However, Scarpi (2024) alerted that when empathy feels artificial, interactions with non-human agents may threaten users' sense of identity and belonging. These findings reveal that emotional design can both reinforce and undermine trust. To succeed, chatbots must align empathetic cues with users' psychological needs and social expectations, ensuring emotional comfort rather than alienation.

Empathy and responsiveness transform functional exchanges into genuine relationships. de Kervenoael et al. (2020) suggested that tourists are more willing to engage with social robots when they perceive understanding and care. Chatbots that listen attentively and respond in emotionally intelligent ways are seen as companions rather than tools. Yu (2020) found that guests described friendly and humorous robots as trustworthy, whereas cold or mechanical behaviour reduced satisfaction. Belanche et al. (2020) explained that trust develops through the interaction of technology design, user attitude, and service context. Marghany et al. (2025) further demonstrated that appealing design and perceived social value directly shape positive attitudes and trust in hotel service robots. As a result, this demonstrates that emotional engagement allows AI systems to build relationships that extend beyond transactional efficiency, fostering loyalty and connection in tourism experiences.

The emotional side of trust extends beyond interface design to how organisations use AI responsibly. Bock et al. (2020) argued that as AI becomes embedded in services, it reshapes perceptions of transparency, fairness, and integrity. Users must feel that empathy is genuine and that the organisation behind the chatbot acts ethically. Cultural and aesthetic factors also play a crucial role. Folk et al. (2025) found that East Asian users tend to hold more favourable attitudes toward chatbots than Europeans, partly because they are more receptive to anthropomorphic design. Ciechanowski et al. (2019) observed that overly realistic avatars can cause discomfort through the uncanny-valley effect, whereas stylised designs feel more natural. This highlights the need for emotional realism balanced with cultural awareness. Overall, trust develops when users perceive chatbots as socially aware, emotionally responsive, and ethically sound. AI Chatbot designers and organisations must move beyond scripted politeness to create culturally attuned and psychologically grounded interactions. When empathy feels sincere and design aesthetics evoke comfort, users experience social presence that deepens their confidence in AI systems. In tourism, where emotions shape experiences, this relational form of trust can be as influential as functionality in determining whether travellers continue to engage with AI-powered services.

Trust erosion: When chatbots fail to connect

Although efficiency is often cited as a key advantage of AI chatbots, unmet emotional needs can actively undermine customer trust, particularly in tourism, which is an emotionally sensitive service. Husnain et al. (2025) identified brand irritation, lack of distinctiveness, and feelings of powerlessness as key drivers of brand hate, emphasising that these are not fleeting frustrations but deep psychological responses. Similarly, Scarpi (2024) argued that the absence of psychological ownership in chatbot interactions reduces users' sense of control and belonging, gradually eroding affective trust. These findings show that poor chatbot interactions, such as cold or impersonal responses, can trigger detachment, resentment, and even online retaliation. Therefore, trust breakdowns stem not only from technical shortcomings but also from emotional failures. For chatbots in tourism, integrating emotional intelligence and genuine responsiveness is essential to maintaining user confidence and avoiding long-term reputational harm.

Trust erosion intensifies when users interpret technical or contextual failures as signs of indifference or disre-

spect. Husnain et al. (2025) found that 75% of users became frustrated when they could not escalate issues to a human agent, and 59% expressed irritation when forced to repeat themselves due to poor contextual memory. These experiences are not perceived as minor inconveniences but as evidence of communicative insensitivity that damages brand relationships. Scarpi (2024) added that when chatbots lack contextual awareness, users feel emotionally disconnected and are less likely to rebook or engage in repeat interactions. Interpreted through the Stimulus–Organism–Response (SOR) model, chatbot insensitivity acts as a stimulus that provokes dissatisfaction and alienation, undermining both trust and loyalty. In emotionally charged service sectors such as tourism, failures of communication quickly translate into failures of trust, highlighting the need for emotionally intelligent escalation pathways and consistent contextual understanding.

When chatbots fail to convey empathy or adaptability, users perceive the technology as uncaring or incompetent. Yu (2020) found that guests described unresponsive hotel robots as awkward and cold, which reduced trust and satisfaction. de Kervenoael et al. (2020) also observed that limited empathy and social presence lowered visitors' willingness to use hospitality robots. Similarly, Adam et al. (2021) reported that rigid, context-blind dialogues weakened user compliance and perceived credibility. This highlights that trust erosion arises from the interplay of technical rigidity and emotional detachment. Once users feel misunderstood or dismissed, they tend to avoid future interactions with chatbots, viewing them as symbols of organisational insensitivity rather than service enhancement. Hence, restoring trust depends on designing systems that listen actively, adapt to user context, and respond with emotional awareness.

Preventing trust erosion depends on an organisation's ability to blend technical reliability with empathy and ethical communication. Bock et al. (2020) warned that when AI systems lack transparency or moral accountability, users interpret mistakes as deliberate neglect. Zarouali et al. (2018) further demonstrated that negative experiences reduce future willingness to interact with chatbots, showing that trust loss is cumulative. To counteract this, organisations must monitor chatbot performance closely, provide human backup options, and design emotionally sensitive interfaces that acknowledge frustration and guide users calmly. In tourism, where service encounters are emotionally rich and personal, even small lapses can damage the sense of care that underpins trust. Combining empathetic dialogue, context-aware communication, and consistent accuracy can help rebuild user confidence and prevent trust from deteriorating into disengagement or brand rejection.

CONCLUSION

This systematic literature review examined how AI chatbots influence customer trust in tourism and hospitality. Three key themes emerged. First, functional attributes such as reliability, responsiveness, and information accuracy were consistently identified as foundations of trust, especially in service-critical contexts. Second, affective and relational qualities, including empathy, anthropomorphism, and cultural sensitivity, enhanced perceptions of social presence and long-term trust, though poorly designed cues risked alienation. Third, the findings highlighted the fragility of trust, as unmet emotional expectations and technical shortcomings could escalate into dissatisfaction, reputational harm, or even brand hate. These insights emphasise that customer trust in AI chatbots depends on a careful balance between technical efficiency and emotional intelligence.

The review also points to two underexplored areas for future research. The first is trust repair, particularly the effectiveness of recovery strategies, such as apologies, transparency, and empathic design, after negative chatbot experiences. The second is non-user trust, where passive audiences may form impressions of chatbot credibility without direct interaction. Addressing these gaps will refine theoretical models of trust by incorporating resilience

and indirect perception, while also guiding tourism providers in designing chatbots that support both active users and bystanders.

This review is limited by its reliance on 25 studies, may not reflect the full breadth of emerging research. In addition, certain dimensions, such as privacy, ethics, and multi-channel integration, remain underrepresented. Future research could expand the evidence base and explore longitudinal and cross-sectoral perspectives to capture the evolving dynamics of trust in AI-enabled tourism.

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