

Digital Transformation in Tourism Platforms: Examining User Satisfaction Towards AI Chatbots

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Abstract

The digital revolution in the tourism industry is progressing at an accelerated rate of change as major innovations of artificial intelligence and platform-based developments are incorporated. One of these new technologies is the AI-driven chatbots, which has become prominent in the domain of digital enabler that can change customer interaction and service experiences on tourism platforms. Conceptual paper will elaborate how AI chatbots can be used to enhance the digital transformation in tourism platforms through focusing on user satisfaction as a crucial success factor of chatbot mediated interaction. This paper will discuss the potential of chatbots and how such capabilities influence the perception and satisfaction of customers of the tourism services by collecting information about the literature on digital transformation, service excellence, and customer experience through the use of technology. The research paper contributes to the current body of knowledge about tourism and digital innovation since it offers a conceptual view of service transformation with chatbots and its potential to enhance the process of digital tourist experiences.

Keywords: AI Chatbots, Digital Transformation, Tourism Platforms, User Satisfaction

Introduction

Online transformation in the tourism sector is booming very fast with international online travel sales estimated to hit USD 855 billion. More than 70 percent of the travellers do research and booking using smartphones, and mobile travel booking will increase by 12.2 percent in the period 2021 to 2029. This means that the digitalization is poised to bring in USD 305 billion of value to the tourist industry, according to the estimates of World Economic Forum. Such tendencies show that, in the world, tourism is being changed rapidly by digital technology and, specifically, AI. In that vein, it has been discovered that more than 60 percent of tourism companies global are invoking AI-powered chatbots in responding to customer inquiries, and chatbots are capable of solving most customer inquiries and the difference in responding time has declined significantly. Furthermore, more than two-thirds of tourism sectors are planning to use AI more, and AI technology has been discovered

to boost customer satisfaction rates up to 20 percent in the tourism sector since books and digital planning are now run by online travel agencies and applications. Digital transformation of the tourism platforms uses AI chatbots to simplify the interactions of users as it will improve customer satisfaction by providing recommendations and providing tailored customer support. Nevertheless, the existing empirical gaps are due to the necessity to measure long-term engagement and cultural aspects in various markets, as the AI market in the travel and tourism sector is likely to expand and increase substantially in the nearest future. The importance of digital transformation projects utilizing intelligent technologies like chatbots has also been mentioned.

Review of Literature

According to Orden-Mejia, M. et al. (2023) AI chatbot qualities, such as informativeness and empathy, generate user satisfaction and curiosity to visit a destination on tourism platforms. The condundrum of the research is that perceived usefulness and enjoyment are key motivators of the behavioral loyalty in digital tour interactions. Orden-Mejia, M. et al. (2025) hypothesizes that AI chatbots influence destination decisions through multiplexed contentment through the booking applications. The results show that interactivity is an intermediary that enhances user confidence and platforming longevity in tourism digital revolution.

Prasanna et al. (2025) This is a systematic review of conversational AI within the tourism sector, focusing on user satisfaction gaps during platform implementation, and suggests research priorities to narrow that gap to improve the service experience of chatbot-mediated travel experiences.

Zhang et al. (2024) The article discusses AI manifestations of emotion in chatbots to emphasize the customer satisfaction levels of the tourism websites, which define the mechanisms and boundaries. The important revelation here is that anthropomorphic responses enhance interaction but fail when the queries are very complex.

In the article, Henriques et al. (2024) review the general and broad uses of AI in tourism, such as chatbots on personalized platforms. The essence highlights potential of transformation and mentions satisfaction issues based on inconsistency in implementation. Lopez-Naranjo et al. (2025) It is a systematic review of AI-business integration in tourism considering chatbots-driven user interfaces. Crux attributes its benefits to the quality of satisfaction through live assistance and recommends hybrid models of humans and AI platforms.

Dai Tuyen et al. (2025) logically examine the effects of ChatGPT in the tourism sector with a particular focus on the user experience in the chat room. Key discovery is fast adoption slowed down by accuracy requirements to remain engaged in the platform.

Tuo et al. (2022) The article summarizes AI knowledge in the context of tourism stating the role of chatbots in the digital ecosystem in terms of satisfaction. Core agenda prepares research on long-term user retention during the revolution of the platform. Erdos et al. (2025) This review literature follows the rise of AI in tourist websites, with the use of chatbot satisfaction metrics as the core. The crux focuses on the scalability barriers and the cultural fit on accepting the user globally.

Objectives

1. The role of AI chatbots as a tool of digital transformation on tourism digital platforms.
2. To establish user satisfaction with AI chatbot enabled tourism services.
3. To address the impact of the use of chatbots in digital and smart tourism.

Digital Transformation in Tourism Platforms

Digital transformation makes the tourism platform more of an ecosystem set, transforming the mode of delivering services to be less reactive based to proactive and more based on AI engagement. Chatbots are a symbol of this change where platforms have evolved into smart centers able to anticipate demand instead of responding to it and it is the era of automation. Digital transformation

of tourism platforms involves the introduction of advanced digital solutions to design service processes and customer communications anew. The transformation is based on chatbots which are artificial intelligence-powered and allow automation of customer services, instant communication, and custom tourist support. Digital technologies are changing the face of tourism platforms into technology based systems, which facilitate the transfer of services and in this case, human beings are not required. The ideology of chatbot technology is employed in the tourism platforms to enhance the access of services and speed and efficiency.

AI Chatbots in Tourism Services

Artificial intelligence chatbots within the tourism service have transformed the customer by offering 24/7 real-time assistance, personalized travel advice, and automated booking solutions. In the high-risk travel market, tourist chatbots are very effective as niche activities such as pre-booking, booking support, and post-trip services are responded to instantly and individually 24/7, which is crucial in being able to provide. They are also capable of handling uncertainty and other mental workloads related to tourism, such as the working with itineraries, unlike other chatbots.

User Satisfaction in Chatbot Enabled Tourism Platforms

User satisfaction also comes about as an emotional-cognitive appraisal of chatbot experiences and is influenced by the ease of use, accuracy, quality of interactions, and trust instead of single system performance. It has a direct link to the holistic experience quality in tourism platforms that contributes to loyalty and decisions following digital service encounters. AI chatbots can influence the level of user satisfaction in terms of added convenience, response time and quality information in tourism service experiences. The 24/7 operation, personalized recommendations, and the capability to provide answers in real-time are some of the aspects that enhance consumer satisfaction with the quality of the services provided. Minimization of uncertainties in decisions related to travelling enhances user satisfaction. Positive experiences with chatbots may reduce effort, raise convenience, and enhance general perceptions of the platform. Chatbots serve as facilitators of experiences within the transformed tourism setting. Conversely, the ineffective functionality of chatbots will lead to frustration and dissatisfaction and affect the trust and subsequent use of online tourism platforms adversely. Therefore, user satisfaction with AI chatbots is relevant in

Implications for Tourism Platforms

These findings on the conceptual study have big implications on tourism portals and service providers. AI chatbot as a solution should not be viewed as being only cost effective, but it is also an experience enhancing technology which has implications in user minds and feelings. The sites in tourism can improve the quality of services by creating intelligent, convenient, and multilingual chatbots capable of delivering personalized services. When chatbots are implemented successfully, they will be able to engage the customers, enhance the brand image, and redeem the competitive edge in a very competitive tourist world. Additionally, inclusivity can also be enhanced in chatbot based services by availing 24/7 support services to diverse categories of users in various regions, time zones. The platforms should focus on the user-friendly chatbot design, continuous enhancement, and the hybrid human-AI agent to maintain the satisfaction; tactically, chatbots can

Limitations and Future Research Directions

This theoretical paper does not construct empirical tests, and it does not take into account the multidimensional viewpoints of users, which becomes an issue when the generalization is being applied. Future employment might prove through SEM, cross-cultural comparisons or

be extended to continuance intentions and the relations of trust. The empirical validation of the proposed relationships is not presented in this paper; therefore, its generalizability is reduced. There is insufficient primary data on the users to determine the degree of satisfaction or behavioral performance. Research can be done in the future to empirically verify the proposed framework using survey investigations or experiments. It is possible also to conduct comparative studies to promote the knowledge of the adoption of chatbots and levels of satisfaction further. Another type of study that could be applied is the longitudinal one, which is designed to check how user perceptions of chatbots vary when they are exposed to them several times.

Conclusion

The digital transformation of services through AI chatbots increases the level of interfaces in tourism platforms, and satisfaction is a transformative factor that leads to success in the long run. The framework addresses gaps in the literature, adding to the discourse of tourism technology, and invites empirical research on the way to resilient digital ecologies. This paper conceptually discusses AI chatbots as major champions of digital transformation in tourism platforms with a particular consideration on how they affect user satisfaction. Combining views proposed by digital transformation and tourism technology literature, the research demonstrates the significance of the chatbot-mediated interactions in improving the digital experiences of tourists. The article highlights how AI chatbots play an important role in facilitating effective service delivery and enhancing satisfaction among users in digitized travel websites.

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