

The Impact of Artificial Intelligence on Tourist Experience: A Comparative Analysis of the Perspectives of ChatGPT, Gemini, and Claude

Emine Simsek Evren

Gumushane University, Faculty of Tourism, Department of Tourism Guidance, Gumushane, Türkiye

Abstract

This study aims to identify the effects of AI on the present and future of the tourist experience. The study utilizes a document analysis technique. The documents examined were generated by the researcher using the AI tools Gemini, ChatGPT, and Claude. The responses of the relevant AI tools under the given commands were evaluated by the researcher, and the findings are presented under the main themes of current positive and negative impacts and future positive and negative impacts. The findings show that the three AI systems are in strong agreement on personalization, 24/7 digital support, reducing language barriers, and time management; AI makes the tourist experience more controlled and predictable by reducing cognitive load and psychological stress caused by uncertainty. However, this increase in efficiency can lead to the erosion of emotional and cultural dimensions through elements such as homogenization of the experience, weakening of human interaction, data security, and manipulation risks. Future assessments indicate that AI will transform tourism into integrated, predictive, and “invisible” experience architecture, strengthening sustainability; however, they also point to more structural risks such as job losses, digital inequality, and the luxuries of human-centered experiences.

Keywords: artificial intelligence, future of tourism, tourist experience, open AI

1 Introduction

One of the fundamental ways to gain a competitive advantage in the tourism industry is to understand and manage the dynamics of the tourist experience correctly. The tourist experience is a multi-stage, holistic structure that extends from pre-travel expectations to the destination selection process, from on-site interactions to post-travel evaluations. This experience, a complex process encompassing cognitive, emotional, behavioral, and social dimensions, is among the core issues of tourism marketing. With the rise of experience-oriented marketing, tourists' perceptions, satisfaction levels, memorable moments, and online

sharing have become strategic elements directly affecting the competitiveness of destinations (Tung and Ritchie, 2011). Therefore, understanding the processes of tourist experience formation, the factors influencing it, and its evolving dynamics is critically important for tourism marketing.

Advances in technology, particularly digitalization, have substantially reconfigured the structure of the tourist experience. The extensive adoption of the internet, mobile technologies, social media platforms, and big data applications has redefined the processes by which tourists access information, make decisions, and engage with destinations. Smart destination applications, augmented reality technologies, personalized recommendation systems, and online review platforms have rendered tourists more knowledgeable and participatory. Accordingly, the tourist experience has transitioned from a modality confined to physical spaces to a hybrid framework integrating digital and physical components (Chaturvedi et al., 2023; Ghesh et al., 2024).

In recent years, the rapid advancements in artificial intelligence technologies have taken this transformation to an even more advanced stage. Natural language processing, machine learning, and generative AI applications have begun to play an active role in many aspects of the tourist experience, from travel planning and in-destination navigation to customer service and post-experience feedback analysis. In particular, generative AI-based chat systems can offer personalized recommendations to tourists, optimize complex travel plans, and support the continuity of the experience by providing 24/7 interaction (Hosseini et al., 2025). In this context, artificial intelligence is not only a tool shaping the tourist experience but also a strategic actor directly influencing the design and perception of that experience.

While most tourism studies examine the perspectives of tourists, business managers, or industry experts, this study investigates how leading generative AI systems conceptualize the tourist experience. In particular, the outputs generated by ChatGPT, Gemini, and Claude were subjected to comparative analysis. The study explores how these AI systems conceptualize the tourist experience, the dimensions they prioritize, and the thematic frameworks they employ to ascribe meaning. Accordingly, artificial intelligence is treated not only as a research object but also as a discourse generator and analyzable information source. This comparative assessment of AI perspectives illuminates how these systems construct the tourism experience and fosters new discussions on the implications of AI-driven knowledge production for future tourism marketing and experience design. Accordingly, the study seeks to answer the following research questions:

- RQ1. How do AI systems conceptualize the current and future positive impacts of AI on the tourist experience?
- RQ2. How do AI systems conceptualize the current and future negative impacts of AI on the tourist experience?
- RQ3. What commonalities and differences exist among AI systems in their conceptualizations of AI's impact on the tourist experience?

2 Literature Review

Consumer experience is one of the most discussed topics, particularly in marketing literature. Research in the 1990s, when experience-based studies became widespread, described experience as a complex process that is controlled by the individual, has emotional content, is unusual, enjoyable, memorable, and spontaneous (Arnould and Price, 1993). Pine and Gilmore (1999) emphasized that experience is internal and personal; it occurs at emotional,

physical, intellectual, and spiritual levels. The authors argued that experience is the fourth economic offering, distinct from commodities, products, and services, and highlighted the necessity of providing consumers with unforgettable experiences. Similarly, O'Sullivan and Spangler (1998) considered consumer experience as an economic phenomenon. They defined experience as a combination of behavioral, psychological, emotional, social, or cognitive elements that arise from the individual's participation during consumption.

The concept of experience is also an important topic in tourism literature. Larsen (2007) defines tourist experience as activities strong enough to reach the long-term memory of the individual regarding travel, emphasizing the uniqueness of the tourist consumer experience. Tung and Ritchie (2011) define tourism experience as "the individual's subjective evaluations of tourist activities and events before, during, and after the trip." According to the author, tourist experience is a broad concept encompassing not only the emotions and feelings experienced during the visit, but also all processes experienced before and after the visit. While in the past the focus was more on the experience during the visit, today the focus is on the effects after the visit, and within this context, the phenomenon of memorable tourism experience is emphasized.

Kim (2010) stated that a tourist experience should be memorable and recallable after the relevant activity or event. A memorable tourism experience is defined as "the process in which events are positively remembered and recalled in the mind after the trip/holiday is over" (Kim et al., 2012). Visitors return home with many positive and negative experiences after a tourist trip. For this experience to be a memorable tourism experience, the positive emotions related to the experience must be retained in memory (Chandralal and Valenzuela, 2015: 293). Tourists' recollection of their past experiences in the places they visit constitutes the elements of tourism experiences. Over time, these elements represent the total experience of tourists during their travels. If the experiences remembered at the end of the trip are pleasant and worth remembering, the components of a memorable tourism experience have been formed, and this trip has transformed into a memory-based tourism experience (Kim, 2014: 37).

One of the most discussed topics in the current literature is the technology-enhanced tourism experience. Some researchers argue that technology has led to paradigm shifts in the tourist experience and that technology-supported tourist experiences are more enhanced (Neuhofer et al., 2012; Neuhofer et al., 2014; Neuhofer and Buhalis, 2014a). In this context, it is emphasized that technology fundamentally transforms the tourist experience throughout the entire tourism process (before, during, and after). Neuhofer and Buhalis (2014b) have shown that people use technology to support processes such as inspiration, information gathering, decision-making, travel planning, and booking before traveling; and that they enhance the pre-experience process with possibilities such as social media, interactive websites, and virtual reality systems. According to the authors, technological possibilities such as mobile applications, location features, social media, and augmented reality create advantages such as communication, interaction, information gathering, navigation, and real-time sharing during travel. After traveling, tourists enhance their experience with technology by sharing experiences, writing reviews, and building relationships with service providers and customers through platforms like social media and review websites.

The most current topic of discussion, which has rapidly become a part of human life in the last few years, is undoubtedly artificial intelligence. Artificial intelligence is also extremely important from the perspective of the tourist experience. It offers unprecedented opportunities to personalize and enhance various stages of the tourist journey, from pre-travel planning to post-travel reflection (Carrasco-García et al., 2025; Chaturvedi et al., 2023). Specifically, AI-

enabled technologies such as service robots, personalized recommender systems, big data analytics, and augmented/virtual reality are reshaping how tourists interact with destinations and services, contributing to more individualized and immersive experiences (Chaturvedi et al., 2023). AI's ability to process vast amounts of data allows for the creation of tailored itineraries and real-time adjustments, significantly enriching the memorable tourism experience (Hosseini et al., 2025). This technological integration facilitates not only improved efficiency in travel logistics but also cultivates deeper emotional connections between tourists and their chosen destinations, thereby elevating the overall satisfaction and fostering a greater sense of well-being (Carrasco-García et al., 2025; Hosseini et al., 2025).

These advancements translate into a significant transformation in how individuals plan trips and engage with destinations, ultimately enhancing the hedonic and eudaimonic well-being of tourists (Carrasco-García et al., 2025). The impact of AI on tourist experience extends beyond mere convenience, profoundly influencing aspects like personalized tour planning, real-time recommendations, and seamless interfaces (Chaturvedi et al., 2023). For instance, AI-powered systems can learn tourist behaviors and preferences to offer highly individualized travel services, thereby increasing satisfaction and engagement through bespoke recommendations and automated assistance (Sousa et al., 2024).

This personalization capability, driven by sophisticated algorithms analyzing diverse data inputs, enables the co-creation of unique travel experiences that resonate deeply with individual tourists, moving beyond generic offerings to highly specific and emotionally resonant interactions (Erdős et al., 2025; Ndaguba & Zyl, 2025). This integration allows for an understanding of how the travel experience is evolving, catering to changing needs that prioritize functional, social, emotional, and epistemic value (Golja & Paulišić, 2021). AI's role is thus pivotal in curating a new era of tourism where personalized, automated, and intelligent services not only streamline travel planning but also deepen the understanding of tourists' behaviors, choices, and preferences (Sousa et al., 2024).

While artificial intelligence offers significant contributions to enhancing the tourist experience, it also introduces several challenges and risks that require careful consideration (Ghesh et al., 2024). One major concern is the potential erosion of human interaction, a fundamental element of authentic tourism experiences, as increasing reliance on AI may reduce meaningful engagement with local communities and service providers (Hosseini et al., 2025). Similarly, excessive dependence on AI can diminish spontaneity and the sense of discovery that traditionally characterize travel (Bujdosó et al., 2025).

Another critical issue concerns data privacy and ethical governance. The extensive collection and processing of personal data raise concerns regarding privacy, cybersecurity, and algorithmic bias (Cengizci & Karasakal, 2023; Dwivedi et al., 2023). Likewise, facial recognition and biometric technologies, while improving security and operational efficiency, may undermine tourists' perceptions of privacy (Bilge et al., 2023).

AI adoption also creates economic and workforce challenges. High implementation costs and the need for specialized expertise may widen the digital divide, particularly for small and medium-sized tourism enterprises (Etçi et al., 2024). Although automation increases the risk of job displacement in routine service roles (Etçi et al., 2024; Tuo et al., 2024), it also creates new opportunities in fields such as data analytics and AI governance (Ansari et al., 2026; Buhalis et al., 2024). Therefore, maximizing AI's benefits requires continuous workforce reskilling alongside strong ethical governance, data security, and socially sustainable AI policies (Anggari, 2024; Karaca & Akin, 2025; Kim et al., 2025; Özdemir, 2024; Tuomi et al., 2020).

A general review of the literature shows that consumer experience has transformed from an individual and emotional process into a complex structure centered on technology. The concept of experience, defined in the 1990s primarily as a personal, memorable, and "economical offering," has evolved in tourism literature into a holistic process encompassing pre-travel, during travel, and post-travel. Today, this process has been taken to a new dimension, particularly with the integration of Artificial Intelligence (AI). AI, through big data analytics and personalized recommendation systems, not only provides tourists with operational convenience but also offers "memorable tourism experiences" (MTEs) with emotional and intellectual depth.

However, the literature points out that alongside the high efficiency and personalization possibilities offered by this technological transformation, it also brings critical risks such as reduced human interaction, privacy violations, and ethical concerns. In conclusion, the modern tourism experience emerges as a dynamic and multi-dimensional phenomenon requiring a balance between technological capabilities and authentic human values. The research presented above generally reflects the evaluations of stakeholders in different tourism systems or the results obtained through a systematic review of past research. This study examines the current and future impacts of artificial intelligence on the tourist experience from the perspective of artificial intelligence itself.

3 Method

This study utilized document analysis, a qualitative research technique. The documents examined were generated by the researcher using artificial intelligence tools Gemini, ChatGPT, and Claude. The following command was given to these AI tools on November 18-19, 2025: "Evaluate the negative and positive impacts of artificial intelligence on the tourist experience, considering the current situation and future predictions. First, evaluate the current impacts, then the future predictions." The command was given only once to each AI tool to analyze the initial feedback received; it was not repeated. A hybrid approach was adopted for qualitative analysis in the study.

Analyses were conducted between November 22 and 30. Four main themes were determined by the researcher in accordance with the content of the study and the command given to the AI tools: Current positive impacts of AI on tourist experience, Current negative impacts of AI on tourist experience, Future positive impacts of AI on tourist experience, Future negative impacts of AI on tourist experience. Following this deductive phase, the inductive phase was initiated with manual coding. In this context, the researcher examined the feedback from the AI tools and created the initial codes. These codes were evaluated together with a researcher conducting qualitative research in the field of tourism; the use of 144 codes under 28 sub-themes was deemed appropriate. Table 1 presents the main themes, sub-themes, and examples of codes under each sub-theme.

Table 1: Main Themes, Subthemes and Codes

Main Themes	Subthemes	Examples of Codes
Current positive impacts of AI on tourist experience	Personalization as a Core Benefit	Personalized recommendations; Tailored itineraries; Adaptive travel planning
	24/7 AI-Supported Customer Service and Convenience	AI chatbots; Instant assistance; Automated customer service
	Reduction of Language Barriers	Real-time translation; Multilingual

Main Themes	Subthemes	Examples of Codes
		support; Cross-language communication
	Efficiency and Time Optimization	Automated check-in; Reduced waiting time; Operational efficiency
	Smart Navigation and Accessibility	AI navigation; Route optimization; Crowd avoidance
	Dynamic Pricing and Cost Optimization	Dynamic pricing; Demand forecasting; Price optimization
Current negative impacts of AI on tourist experience	Homogenization of the Tourist Experience	Popular destination bias; Overtourism; Standardized experiences
	Erosion of Human Interaction and the “Human Touch”	Reduced human interaction; Impersonal service; Loss of empathy
	Privacy and Data Security Concerns	Personal data collection; Biometric data; Privacy risks
	Over-Reliance on Technology	Technology dependence; Reduced spontaneity; System failure
	Loss of Authenticity	Predictable travel; Reduced serendipity; Artificial experiences
	Algorithmic Bias and Commercial Prioritization	Commercial bias; Unequal recommendations; Small business exclusion
Future positive impacts of AI on tourist experience	Hyper-Personalization and Anticipatory Travel	Predictive personalization; AI personal assistant; Context-aware recommendations
	Immersive “Try Before You Buy” Experiences	Virtual destination preview; AI simulations; Digital exploration
	Seamless and Integrated Travel Journeys	Automatic rebooking; Agentic AI; Integrated travel planning
	Sustainability as a Core Benefit of AI Integration	Visitor flow optimization; Overtourism mitigation; Sustainable tourism
	Immersive Technologies (VR/AR)	Augmented reality; Virtual reality; Historical reconstruction
	Sustainability Approaches	Climate adaptation; Environmental monitoring; Green mobility
	Automation and Human Comfort	Smart environments; Automated services; Predictive maintenance
	AI as a Trusted Companion	Personalized guidance; Continuous assistance; Decision support
Future negative	Job Displacement and Employment Disruption	Workforce reduction; Automation; Employment insecurity

Main Themes	Subthemes	Examples of Codes
impacts of AI on tourist experience	Digital Divide and Growing Inequality	Digital exclusion; Unequal AI access; Premium AI services
	Erosion of Trust and Authenticity	Deepfake tourism; Trust erosion; AI-generated experiences
	Over-Reliance on AI Systems	AI dependence; Loss of human agency; AI failure
	Inequality Framed at Different Levels	Algorithmic discrimination; Access inequality; Social inequality
	Manipulation, Surveillance, and Data Exploitation	Behavioral profiling; Data exploitation; Continuous surveillance
	Loss of Authenticity and Cultural Depth	Artificial heritage; Cultural commodification; Simulated authenticity
	System Fragility and Risk	Cyberattacks; Technical failures; Infrastructure vulnerability

The prompts were submitted through the publicly available web interfaces of ChatGPT, Gemini, and Claude using the default versions available to users on 18–19 November 2025. Since the study relied on standard web interfaces rather than API access, model version identifiers and generation parameters (e.g., temperature) were not systematically available. This should be considered a limitation regarding reproducibility.

3.1. Ethical Considerations

AI-generated responses were treated as discursive representations of how contemporary generative AI systems conceptualize the tourist experience, rather than as factual descriptions of tourism reality. Accordingly, the objective of this study was not to verify the factual accuracy of AI-generated outputs but to examine the meanings and conceptualizations embedded in these responses. This approach is consistent with recent methodological discussions suggesting that AI-generated texts can serve as qualitative research materials when researchers remain actively engaged throughout the analytical process, critically evaluate AI-generated content, and explicitly acknowledge its limitations (Christou, 2023; Dwivedi et al., 2023).

To ensure the responsible and transparent use of AI-generated data, the same standardized prompt was administered once to each AI system, and the original responses were archived immediately after generation without modification. All coding, theme development, and interpretation were conducted manually by the researcher and subsequently reviewed with an experienced qualitative researcher in the field of tourism. Furthermore, methodological details regarding the prompt, data collection period, coding procedures, and representative codes are explicitly reported to enhance transparency and support the reproducibility of the study, in line with recent recommendations for responsible AI-assisted research (van Dis et al., 2023).

4 Findings

4.1. Current Positive Impacts of AI on Tourist Experience

Gemini, ChatGPT, and Claude's assessments of the current impact of AI systems on the tourist experience were found to share some common points. Developments such as personalization, 24/7 AI-supported customer service, language barriers, and time optimization were areas where the three AI programs made similar assessments. However, some aspects were not explicitly highlighted by each AI program. For example, Smart Navigation and Accessibility and Dynamic Pricing and Cost Optimization were evaluated differently or at varying levels by the AI programs. The findings regarding shared perspectives and partially highlighted aspects are presented in Table 2.

Table 2. Findings on Current Positive Impacts of AI on Tourist Experience

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
Personalization as a Core Benefit	All three systems emphasize AI-driven personalization as the most significant positive impact on the tourist experience. By analyzing past behavior, preferences, and search patterns, AI enables tailored recommendations for destinations, accommodations, activities, and itineraries, increasing perceived relevance and satisfaction.
24/7 AI-Supported Customer Service and Convenience	Gemini, ChatGPT, and Claude consistently highlight AI chatbots and virtual assistants as tools that provide instant, around-the-clock support. These systems reduce waiting times, simplify problem resolution, and enhance convenience during planning and on-site experiences.
Reduction of Language Barriers	Real-time translation technologies are identified by all three as transformative. AI-powered translation tools increase tourists' confidence, facilitate interaction with locals, and make navigation in foreign environments easier and less stressful.
Efficiency and Time Optimization	Each AI points to AI's role in streamlining travel-related processes—such as booking, planning, navigation, and service access—allowing tourists to save time and focus more on experiential aspects of travel.
Shared but Partially Emphasized Perspectives	
Subthemes	Main Findings
Smart Navigation and Accessibility	ChatGPT and Claude explicitly discuss AI-powered navigation tools that optimize routes and adapt to real-time conditions, while Gemini implies this benefit indirectly through broader efficiency and convenience gains.
Dynamic Pricing and Cost Optimization	Gemini and Claude both highlight dynamic pricing and price prediction as advantages for budget-conscious travelers, whereas ChatGPT frames this more generally under efficient booking and planning.

The perspectives offered by three different artificial intelligence systems demonstrate that technology is rebuilding the modern tourist experience on the pillars of personalization, seamlessness, and accessibility. The shared emphasis on personalized recommendations and translation tools that overcome language barriers proves that AI is no longer just a technical support unit, but a "digital companion" that boosts traveler confidence and makes the trip more meaningful. Elements such as 24/7 support and operational efficiency optimize tourists' time management, while shared benefits like smart navigation and dynamic pricing indicate that the technology offers both budget-friendly and logistically flawless planning. Ultimately,

the fundamental impact of AI in tourism is to simplify complex processes, relieving tourists of logistical burdens and paving the way for a purely experience-oriented travel model. Examples of conceptualizations of some sub-themes by the three artificial intelligence tools are presented below.

ChatGPT: “*AI analyzes user preferences, search behavior, and past activities to create customized travel recommendations.*” (Subtheme: Personalization as a Core Benefit)

Gemini: “*AI-powered translation tools (like those in earbuds or smartphone apps) allow tourists to navigate foreign cities, read menus, and converse with locals in real-time, effectively breaking the language barrier.*” (Subtheme: Reduction of Language Barriers)

Claude: “*Navigation systems with real-time traffic updates and crowd-prediction features help tourists avoid congestion and discover less-traveled routes.*” (Subtheme: Smart Navigation and Accessibility)

Although the three AI systems converge on the major current benefits of AI in tourism, they differ in how these benefits are conceptualized. ChatGPT predominantly adopts a traveler-centered perspective, emphasizing convenience, personalization, and the enhancement of individual travel experiences. Gemini approaches AI primarily from a service management perspective, highlighting operational efficiency, customer service, and functional improvements. Claude, in contrast, frames AI within a broader tourism ecosystem by extending the discussion beyond individual tourists to destinations, tourism organizations, and infrastructure. These findings suggest that the principal differences among the AI systems lie not in the benefits they identify, but in the perspective through which those benefits are interpreted.

4.2. Current Negative Impacts of AI on Tourist Experience

Gemini, ChatGPT, and Claude's assessments of negative impacts generally focus on the homogenization of the tourist experience, decreased human interaction, weakened data security, and excessive reliance on technology. On the other hand, algorithmic bias, commercial prioritization, and the loss of authenticity are dealt with differently by the three AI systems. Findings regarding negative impacts presented in Table 3.

Table 3. Findings on Current Negative Impacts of AI on Tourist Experience

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
Homogenization of the Tourist Experience	All three systems converge on the idea that AI-driven recommendation algorithms tend to standardize travel experiences. Popularity-based and similarity-driven recommendations lead tourists to the same highly visible destinations, causing overcrowding, over-tourism, and the decline of spontaneous or authentic discovery.
Erosion of Human Interaction and the “Human Touch”	Gemini, ChatGPT, and Claude agree that the replacement of human service roles with AI systems (kiosks, chatbots, robotic concierges) diminishes warmth, empathy, and emotional connection—elements central to hospitality and experiential satisfaction.
Privacy and Data Security Concerns	Each AI highlights privacy as a major negative impact. The extensive data collection required for personalization—ranging from location tracking to facial recognition—creates discomfort, distrust, and fear of surveillance, data misuse, or loss of control over personal information
Over-Reliance on Technology	All three perspectives indicate that excessive dependence on AI tools can weaken tourists’ autonomy, situational awareness, and willingness to engage organically with

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
	destinations, reducing exploration beyond algorithmic suggestions.
Loss of Authenticity	Gemini and Claude emphasize authenticity loss at the experiential and cultural level, while ChatGPT addresses it indirectly through algorithmic bias and mainstream recommendations that overshadow local or niche options.
Algorithmic Bias and Commercial Prioritization	ChatGPT and Claude explicitly note that AI systems may prioritize profitable or popular options, marginalizing small local businesses. Gemini implies this through the concept of homogenization but does not directly discuss commercial bias.

The shared perspectives offered by artificial intelligence systems serve as a strong warning that technology carries the risk of "mechanization and standardization" in tourism. The popularity-driven guidance of algorithms standardizes the travel experience, leading to overtourism in destinations and weakening the authentic sense of discovery inherent in tourism. Digital interfaces replacing human interaction erode the elements of "warmth and empathy" that are cornerstones of the hospitality sector, while concerns about data security and constant monitoring restrict the tourist's freedom during travel. In particular, the invisibility of local small businesses due to commercial priorities and algorithmic bias has the potential to harm tourism's role in local development. Ultimately, excessive reliance on artificial intelligence risks transforming the tourist from an independent explorer into a passive user consuming pre-packaged algorithmic route. Examples of conceptualizations of some sub-themes by the three artificial intelligence tools are presented below.

ChatGPT: *"AI automation, especially in customer service, can reduce personal connections with staff, nuanced, empathetic problem-solving, and cultural exchange with locals."* (Subtheme: Erosion of Human Interaction and the "Human Touch")

Gemini: *"AI tends to suggest 'popular' or 'highly rated' spots, leading to overtourism in certain areas while neglecting hidden gems that haven't optimized their digital presence."* (Subtheme: Homogenization of the Tourist Experience)

Claude: *"Algorithmic recommendations can create filter bubbles, directing tourists repeatedly toward popular, commercialized destinations while obscuring authentic local experiences. This concentration of visitors accelerates overtourism in specific locations, damaging fragile ecosystems and overwhelming local communities."* (Subtheme: Algorithmic Bias and Commercial Prioritization)

While the three AI systems agree on the major risks associated with AI, they frame these risks at different analytical levels. ChatGPT mainly emphasizes the deterioration of individual travel experiences through the loss of spontaneity and human interaction. Gemini focuses on operational challenges such as automation, service delivery, and algorithmic decision-making. Claude provides the broadest assessment by incorporating destination-level, social, and ethical concerns, including overtourism, inequality, and governance issues. Accordingly, the differences among the AI systems stem primarily from the scope of their evaluations rather than from disagreement about the risks themselves.

4.3. Future Positive Impacts of AI on Tourist Experience

The rapid development of AI systems indicates that the transformation of the tourist experience will continue for a long time. This transformation process has the potential to produce both positive and negative consequences. Gemini, ChatGPT, and Claude share common perspectives on the positive future impacts of AI, including Hyper-Personalization

and Anticipatory Travel, Immersive “Try Before You Buy” Experiences, Seamless and Integrated Travel Journeys, and Sustainability as a Core Benefit of AI Integration. Immersive Technologies (VR/AR), Sustainability Approaches, Automation and Human Comfort, and AI as a Trusted Companion, on the other hand, are also discussed at different levels and in various ways, alongside shared perspectives. Findings regarding future positive impacts are presented in Table 4.

Table 4. Findings on Future Positive Impacts of AI on Tourist Experience

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
Hyper-Personalization and Anticipatory Travel	All three systems agree that AI will move beyond static recommendations toward dynamic, real-time personalization. Future tourist experiences will adapt continuously to preferences, mood, fatigue, weather, crowd density, and situational changes. The tourist will be accompanied by AI as an ongoing “intelligent companion,” not just a planning tool.
Immersive “Try Before You Buy” Experiences	There is strong consensus that AI-driven VR and AR will reduce uncertainty in travel decision-making. Tourists will preview destinations, accommodations, and attractions before booking, narrowing the expectation–reality gap. Immersion is seen as both a confidence-building and experience-enhancing mechanism.
Seamless and Integrated Travel Journeys	All three foresee AI coordinating entire travel chains across transport, accommodation, and activities. Disruptions such as delays or cancellations will be managed automatically, minimizing traveler stress and cognitive effort. The future experience is framed as frictionless, continuous, and largely invisible in operation.
Sustainability as a Core Benefit of AI Integration	AI is commonly viewed as a key enabler of more sustainable tourism systems. Crowd management, optimized routing, and resource efficiency are expected to reduce environmental pressure while maintaining experience quality.
Immersive Technologies (VR/AR)	Gemini emphasizes pre-trip evaluation and expectation management. ChatGPT focuses on on-site enhancement, such as real-time cultural and historical overlays. Claude frames immersion as educational and interpretive, including historical reconstructions and learning enrichment.
Sustainability Approaches	Gemini treats sustainability primarily as a system-level optimization challenge (flows, intermodality). ChatGPT emphasizes operational efficiency (energy use, routing, congestion). Claude extends sustainability into regenerative tourism and ecosystem protection, emphasizing ethical responsibility.
Automation and Human Comfort	Gemini highlights cognitive offloading and effortlessness. ChatGPT stresses time savings and logistical convenience through automation and robotics. Claude centers human well-being, ensuring automation remains responsive to physical, emotional, and cognitive limits.
AI as a Trusted Companion	Gemini associates trust with anticipation and seamless coordination. ChatGPT links trust to reliability and smart urban infrastructure. Claude ties trust to safety, inclusivity, and crisis awareness.

According to the findings, artificial intelligence is transforming tourism from a purely logistical process into a fluid, personalized, and “invisible” digital guide; this transformation is based on reducing cognitive load and perfecting expectation management. The shared vision of the three models (Gemini, ChatGPT, Claude) is that technology will not only be a facilitator but also a proactive “business partner” that accompanies the tourist at every moment, making sustainability a systemic necessity. As a result, the future tourist experience will be shaped by a structure where uncertainty gives way to data-driven trust, mass standards give way to individual feelings and needs, and technology and human comfort are

intertwined. Examples of conceptualizations of some sub-themes by the three artificial intelligence tools are presented below.

ChatGPT: *“AI can help reduce environmental impacts by optimizing routes, energy use, and crowd management — making tourism greener.”* (Subtheme: Sustainability as a Core Benefit of AI Integration)

Gemini: *“High-fidelity AI-driven VR will allow tourists to explore a destination or a specific hotel suite in a fully immersive digital environment before booking, eliminating the "expectation vs. reality" gap.”* (Subtheme: Immersive “Try Before You Buy” Experiences)

Claude: *“Hyper-personalized journeys will become seamless and anticipatory. AI assistants will craft entire trips accounting for not just preferences but real-time factors like weather, crowd levels, personal energy patterns, and even mood.”* (Subtheme: Hyper-Personalization and Anticipatory Travel)

Despite their shared optimism regarding the future role of AI in tourism, the three systems envision this transformation from different perspectives. ChatGPT primarily highlights intelligent technologies that enhance the tourist's personal journey, Gemini emphasizes increasingly automated and integrated tourism services, whereas Claude extends the discussion to sustainable destination management and broader societal transformation. Therefore, the differences among the AI systems relate more to the scale and focus of future developments than to their overall expectations.

4.4. Future Negative Impacts of AI On tourist Experience

Gemini, ChatGPT, and Claude state that negative impacts may continue into the future. Their shared conclusions focus on the expectation of continued job losses, unequal tourist experiences, increased manipulated content, and the potential for excessive dependency on AI systems. Furthermore, while not all AI systems are evaluated in the same way, certain assessments have been made regarding issues such as inequality, data misuse, decreased authenticity, and the fragility of AI systems. The findings related to these issues are summarized in Table 5.

Table 5. Findings on Negative Impacts of AI on Tourist Experience

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
Job Displacement and Employment Disruption	All three AI systems agree that AI-driven automation will significantly reduce employment in tourism. Roles such as guides, hospitality staff, transport workers, and service personnel are expected to be most affected. The impact is seen as especially severe for developing economies and local communities where tourism is a primary source of income. Beyond economic loss, the decline of human labor is linked to a loss of cultural mediation, empathy, and spontaneous human interaction in travel experiences.
Digital Divide and Growing Inequality	There is shared concern that AI will deepen inequalities between wealthy vs. budget travelers, digitally skilled vs. digitally excluded tourists, AI-rich vs. AI-poor destinations. AI-enhanced, human-led, and personalized travel risks becoming a premium luxury, while mass tourism becomes increasingly automated and impersonal.
Erosion of Trust and Authenticity	All three systems highlight risks to trust, whether through misinformation, manipulated content, or algorithmic curation. The future tourist may struggle to distinguish authentic experiences from AI-optimized representations, undermining confidence in destinations, reviews, and imagery.
Over-Reliance on	Excessive dependence on AI for navigation, translation, planning, and decision-making is

Common Perspectives Across All Three AI Systems	
Subthemes	Main Findings
AI Systems	viewed as a shared risk. When systems fail, travelers may experience helplessness, confusion, or safety issues due to reduced human skills and backup mechanisms.
Inequality Framed at Different Levels	Gemini focuses on structural inequality, where human-led travel becomes a luxury product. ChatGPT emphasizes access and literacy gaps, excluding certain travelers from AI benefits. Claude extends inequality to a global and algorithmic scale, where destinations themselves are ranked, prioritized, or marginalized by AI systems.
Manipulation, Surveillance, and Data Exploitation	ChatGPT stresses ethical and data governance risks, including surveillance and misuse of biometric and location data. Claude pushes this further, warning of psychological manipulation, predatory dynamic pricing, and extensive behavioral control. Gemini implicitly addresses manipulation through deepfakes and misinformation, focusing on deception rather than surveillance.
Loss of Authenticity and Cultural Depth	ChatGPT frames the problem as homogenization, where AI promotes globally popular, standardized experiences. Claude emphasizes cultural commodification, where traditions are reshaped to fit algorithmic demand rather than lived cultural meaning. Gemini links authenticity loss to standardized, automated travel, particularly in budget tourism.
System Fragility and Risk	ChatGPT highlights traveler vulnerability when AI fails. Claude expands this to include cybersecurity threats, algorithmic bias, and large-scale system breakdowns affecting entire tourism infrastructures. Gemini's concern is less technical and more experiential, centering on trust collapse due to fake content.

Based on the findings summarized in Table 5, this technology appears to have the potential to weaken the human and authentic fabric of the tourist experience, beyond simply increasing efficiency. The most critical risk shared by all three AI systems is the replacement of human interaction and local employment, which are considered the heart of tourism, with automation. This represents not only an economic loss but also the disappearance of cultural mediation and empathy-based service. In the future, the tourist experience may be dragged into a sharp digital divide between "human-managed luxury" and "cheap mass tourism standardized by algorithms." Furthermore, the AI's capacity to produce manipulative content and the risks of data surveillance erode trust in destinations, blurring the line between "real" and "artificial." Consequently, the commodification of cultural values according to algorithmic preferences and the loss of decision-making abilities due to travelers becoming overly dependent on technology threaten to make the tourist of the future more vulnerable and the experience more mechanical. Examples of conceptualizations of some sub-themes by the three artificial intelligence tools are presented below.

ChatGPT: *"Travelers without access to advanced technology or digital literacy may be left behind, creating inequality in who can benefit from AI enhancements."* (Subtheme: Digital Divide and Growing Inequality)

Gemini: *"As AI-driven automation (robot chefs, autonomous shuttles, digital guides) becomes cheaper, many entry-level tourism jobs—often the backbone of local economies in developing nations—may vanish."* (Subtheme: Job Displacement and Employment Disruption)

Claude: *"Manipulation and control could reach disturbing levels. AI systems might exploit psychological vulnerabilities to maximize spending, subtly manipulate perceptions of destinations through filtered information, or enable governments to*

surveil tourists extensively.” (Subtheme: Manipulation, Surveillance, and Data Exploitation)

Although all three AI systems anticipate significant future risks, they differ in the way these risks are framed. ChatGPT primarily focuses on the vulnerability of individual travelers, Gemini emphasizes structural changes in tourism services and employment, while Claude adopts a broader governance perspective by discussing surveillance, algorithmic control, systemic inequality, and infrastructure resilience. Consequently, the findings indicate that the AI systems largely agree on the existence of future challenges but differ substantially in the breadth and level of analysis through which these challenges are interpreted.

5 Conclusion

According to the findings summarized above, this technology appears to have the potential to weaken the human and authentic fabric of the tourist experience, beyond increasing efficiency. The most critical risk shared by all three AI systems is the replacement of human interaction and local employment, which are considered the heart of tourism, with automation. This situation represents not only an economic loss but also a significant risk. This study aimed to comparatively examine the current and future impacts of artificial intelligence on the tourist experience through three leading AI systems (Gemini, ChatGPT, and Claude). The findings reveal that AI has moved beyond being a secondary support technology in tourism and has become a fundamental element restructuring how travel is planned, experienced, and remembered. AI creates a dual impact, simultaneously enhancing and transforming the tourist experience while also generating risks.

Findings regarding current situation show that the three AI systems share a strong consensus on personalization, 24/7 digital support, reducing language barriers, and time management. AI simplifies complex travel processes, reducing the cognitive burden on tourists; It minimizes psychological barriers such as uncertainty, communication anxiety, and planning stress. This makes the tourist experience more controlled, predictable, and comfortable. However, at the same time, the homogenization of the experience, the weakening of human interaction, and concerns about personal data security indicate that these efficiency gains come at the expense of the emotional and cultural dimensions of the experience. This also means the disappearance of cultural mediation and empathy-based service. In the future, the tourist experience may be dragged into a sharp digital divide between "human-managed luxury" and "cheap mass tourism standardized by algorithms." Furthermore, the capacity of artificial intelligence to produce manipulative content and the risks of data surveillance erode trust in destinations, blurring the line between "real" and "artificial." As a result, the commodification of cultural values according to algorithmic preferences and the loss of decision-making abilities by travelers becoming overly dependent on technology threaten to make the tourist of the future more vulnerable and the experience more mechanical.

Future assessments indicate that artificial intelligence will transform tourism from a fragmented set of services into an integrated, predictive, and largely “invisible” experience architecture. Hyper-personalization, immersive pre-experience technologies (VR/AR), automated crisis and disruption management, and sustainability-focused system optimizations point to a tourist experience where uncertainty and friction are minimized. In this context, artificial intelligence is evolving from a mere tool into an “intelligent digital companion” that accompanies the tourist throughout their journey, anticipating their needs. All three AI systems view sustainability as a key outcome of future AI integration.

However, negative impacts for the future carry more structural and profound risks. The increasing replacement of human labor with automation in tourism poses a serious threat of job and income loss, particularly for local communities and developing economies. This is not only economic but also means a weakening of cultural transmission, empathy-based service, and human interaction. Furthermore, differences in access to artificial intelligence and levels of digital literacy have the potential to create a new digital inequality between tourists and destinations. It is noteworthy that human-centered, authentic, and guided experiences could become a "luxury" commodity, while mass tourism could be driven into a standardized structure driven by algorithms.

The results are consistent with current studies examining the impact of artificial intelligence on the tourist experience. For example, the study by Hosseini et al. (2025) also found that artificial intelligence has both positive and negative effects. According to the findings obtained from interviews with local and foreign visitors in Malaga; while AI enriches the memorability of tourism experiences by facilitating personalization, convenience, emotional interaction, and meaningful social connections, it also raises concerns about privacy, loss of human contact, and cultural disconnection. Similar assessments were also made by Grundner and Neuhofer (2021). Evaluating the dark and bright sides of artificial intelligence, the authors found that, on the positive side, AI can lead to enhanced experiences and value, especially when it enters the fields of emotional understanding, predicting tourist needs, generating recommendations, and real-time on-site planning and guidance based on personalized preferences. On the negative side, they mentioned concerns about privacy and security related to customer data, the possibility of reduced social interaction during tourist experiences, or technological limitations that could lead to dissatisfaction among employees and customers.

When the findings are brought together, it becomes clear that the fundamental challenge of AI in tourism is not the technological capacity itself, but how AI is managed and integrated into tourism systems. While AI has the potential to significantly enhance the quality, efficiency, and sustainability of the tourist experience, its benefits will largely depend on maintaining a proper balance between technological innovation and authentic human interaction.

From a practical perspective, various implications emerge for tourism stakeholders. Policymakers should establish regulatory frameworks that promote the ethical and transparent use of AI, particularly with regard to data privacy, algorithmic accountability, and the protection of tourists' personal information. Public policies should also promote workforce reskilling and digital inclusion initiatives to reduce technology-induced inequalities and support workers whose roles are transformed by AI. Destination management organizations should embrace AI not only to increase operational efficiency but also to support sustainable destination management through visitor flow optimization, crowd management, and the promotion of lesser-known attractions, thereby empowering local communities while reducing overtourism. Tourism businesses should implement artificial intelligence not as a replacement for human interaction, but as a complementary tool. Combining AI-powered personalization and operational efficiency with empathy, hospitality, and authentic human interaction will be vital to creating memorable and reliable tourist experiences.

While this study offers valuable insights into how leading generative AI systems conceptualize the tourist experience, it relies on the outputs of three AI models generated from a single standardized command. Future research could compare different command designs, additional AI systems, and evolving model versions, and triangulate AI-generated perspectives with those of tourists, tourism professionals, and destination managers.

Ultimately, the long-term success of AI integration in tourism will depend not only on technological advancement but also on how effectively policymakers, destination managers, and tourism businesses strike a balance between efficiency, personalization, ethical management, and authentic human experiences.

References

- Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of Consumer Research*, 20(1), 24–45. <https://doi.org/10.1086/209331>
- Anggari, B. Y. I. (2024). Human–AI collaboration in tourism work. *Advances in Tourism Studies*, 2(3), 119–226. <https://doi.org/10.53893/ats.v2i3.64>
- Ansari, Y., Thomas, R., & Ahmad, M. (2026). HR challenges and opportunities in tourism and hospitality with AI and automation. In *Artificial intelligence and workforce transformation in tourism and hospitality* (pp. 285–314). IGI Global. <https://doi.org/10.4018/979-8-3373-3867-5.ch011>
- Bilge, A. C. (2023). Bir yapay zekâ destekli dil modeli olan ChatGPT’nin turizm sektöründe potansiyel ve hayata geçen uygulamaları. *Journal of Recreation and Tourism Research*, 10(3), 139–155. <https://doi.org/10.5281/zenodo.8393590>
- Bujdosó, Z., Vida, N., Máté, B., Nagy, K., & Bringye, B. (2025). The artificial intelligence usage and benefits in tourism marketing. *GeoJournal of Tourism and Geosites*, 60(2), 1147–1157. <https://doi.org/10.30892/gtg.602spl12-1488>
- Buhalis, D., Efthymiou, L., Uzunboylu, N., & Thrassou, A. (2024). Charting the progress of technology adoption in tourism and hospitality in the era of Industry 4.0. *EuroMed Journal of Business*, 19(1), 1–20. <https://doi.org/10.1108/emjb-11-2023-0310>
- Carrasco-García, P.-M., Peña, A. I. P., & Frías-Jamilena, D. M. (2025). Can artificial intelligence-supported virtual tourist experiences improve tourist wellbeing? *Tourism Recreation Research*. Advance online. <https://doi.org/10.1080/02508281.2025.2503994>
- Cengizci, A. D., & Karasakal, S. (2023). *Turizm ve otel işletmelerinde büyük veri analizi ve yapay zekâ* [Big data analytics and artificial intelligence in tourism and hotel businesses]. Detay Yayıncılık.
- Chandralal, L., & Valenzuela, F. R. (2015). Memorable tourism experiences: Scale development. *Contemporary Management Research*, 11(3), 291–310. <https://doi.org/10.7903/cmr.13822>
- Chaturvedi, R., Verma, S., Ali, F., & Kumar, S. (2023). Reshaping tourist experience with AI-enabled technologies: A comprehensive review and future research agenda. *International Journal of Human-Computer Interaction*, 40(18), 5517–5533. <https://doi.org/10.1080/10447318.2023.2238353>
- Christou, P. A. (2023). How to use artificial intelligence (AI) as a resource, methodological and analysis tool in qualitative research? *The Qualitative Report*, 28(7), 1968–1980. <https://doi.org/10.46743/2160-3715/2023.6406>
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M., Al-Busaidi, K. A., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). “So what if ChatGPT wrote it?” Multidisciplinary perspectives on

- opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71, 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Erdős, F., Thinakaran, R., Furuza, B., & Koloszár, L. (2025). The rise of AI in tourism: A systematic literature review. *GeoJournal of Tourism and Geosites*, 60(2), 1254–1265. <https://doi.org/10.30892/gtg.602spl22-1498>
- Etçi, F., Yılmaz, M., & Karamustafa, K. (2024). Turizm işletmelerinde yapay zekâ uygulamaları: Fırsatlar ve kısıtlılıklar [Artificial intelligence applications (AIA) for tourism businesses: Opportunities and challenges]. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2024.1494>
- Ghesh, N., Alexander, M., & Davis, A. (2024). The artificial intelligence-enabled customer experience in tourism: A systematic literature review. *Tourism Review*, 79(5), 1017–1037. <https://doi.org/10.1108/tr-04-2023-0255>
- Golja, T., & Paulišić, M. (2021). Managing technology-enhanced tourist experience: The case of scattered hotels in Istria. *Management: Journal of Contemporary Management Issues*, 26(1), 63–95. <https://doi.org/10.30924/mjcmi.26.1.5>
- Grundner, L., & Neuhofer, B. (2021). The bright and dark sides of artificial intelligence: A futures perspective on tourist destination experiences. *Journal of Destination Marketing & Management*, 19, 100511. <https://doi.org/10.1016/j.jdmm.2020.100511>
- Hosseini, S., Carrasco-Santos, M. J., Sthapit, E., & Mercadé-Melé, P. (2025). Reimagining travel memories: The role of artificial intelligence in shaping tourist experiences. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2025.2576659>
- Kim, H., So, K. K. F., Shin, S., & Li, J. (2025). Artificial intelligence in hospitality and tourism: Insights from industry practices, research literature, and expert opinions. *Journal of Hospitality & Tourism Research*, 49(2), 36-385. <https://doi.org/10.1177/10963480241229235>
- Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780-796. <https://doi.org/10.1080/10548408.2010.526897>
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34–45. <https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Larsen, S. (2007). Aspects of a psychology of the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 7–18. <https://doi.org/10.1080/15022250701226014>
- Ndaguba, E., & van Zyl, C. (2025). Exploring brain tourism discourse in the tourism and hospitality sector: Reawakening research in neurotourism. *Tourism and Hospitality Management*, 31(2), 197–214. <https://doi.org/10.4324/9781315858265.ch10>
- Neuhofer, B., & Buhalis, D. (2014a). Experience, co-creation and technology: Issues, challenges and trends for technology enhanced tourism experiences. In S. McCabe

- (Ed.), *The Routledge handbook of tourism marketing*). Routledge. <https://doi.org/10.20867/thm.31.2.3>
- Neuhofer, B., & Buhalis, D. (2014b). Technology enhanced tourism experience. *Digital Tourism Think Tank Technical Report*, 1–13. <https://doi.org/10.4324/9781315858265.ch10>
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2012). Conceptualising technology enhanced destination experiences. *Journal of Destination Marketing & Management*, 1(1–2), 36–46. <https://doi.org/10.1016/j.jdmm.2012.08.001>
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2014). A typology of technology-enhanced tourism experiences. *International Journal of Tourism Research*, 16(4), 340–350. <https://doi.org/10.1002/jtr.1958>
- Özdemir, S. (2024). Yapay zekânın gastronomi turizmi üzerindeki etkileri: ChatGPT ile bir röportaj [The impact of artificial intelligence on gastronomy tourism: An interview with ChatGPT]. *Journal of Tourism and Gastronomy Studies*. <https://doi.org/10.21325/jotags.2024.1505>
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business Press.
- Sousa, A. E., Cardoso, P., & Dias, F. (2024). The use of artificial intelligence systems in tourism and hospitality: The tourists' perspective. *Administrative Sciences*, 14(8), 165. <https://doi.org/10.3390/admsci14080165>
- Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367–1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- Tuomi, A., Tussyadiah, I., Ling, E. C., Miller, G., & Lee, G. (2020). x = (tourism_work) y = (sdg8) while y = true: Automate(x). *Annals of Tourism Research*, 84, 102978. <https://doi.org/10.1016/j.annals.2020.102978>
- Van Dis, E. A. M., Bollen, J., Zuidema, W., van Rooij, R., & Bockting, C. L. (2023). ChatGPT: Five priorities for research. *Nature*, 614(7947), 224–226. <https://doi.org/10.1038/d41586-023-00288-7>