

Criteria Model for User Experience Evaluation in Online Travel Agencies (OTAs) in the Age of AI

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Abstract

Online travel agencies (OTAs) are becoming increasingly important in the travel and tourism industry. OTA platforms place great emphasis on constantly improving features and other functionalities that facilitate the booking process and provide the best possible user experience. In the age of AI, there are many implementation options for integrating smart features that impact usability and the overall user experience. Therefore, there is a need to create an evaluation model to assess and monitor the current state of service quality and performance of OTAs in the context of user experience by introducing the category of smart features. The main objective of this paper is to develop an OTA criteria model for user experience evaluation using the expert opinion method. The research is conducted in three steps. The first step consists of a comprehensive analysis of all the characteristic features of online travel agencies (OTAs) with a special attention to the smart features (from the users' point of view). The second step consists in performing the expert opinion method until a consensus is reached. The last step is to present the final OTA criteria evaluation model with all categories.

Keywords: hospitality industry, service quality, smart features, tourism 4.0, user interface