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From Trust to adoption : Role of Reliance and Effort Expectancy in Generative AI–Enabled Tourism Experiences

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Abstract

GenAI and its inclusion in tourism have reformed the customer experience enormously by enabling real-time personalization, and curating the services based on their preferences. Trust as a major determinant remains central to consumer's acceptance towards technology, however, it needs to translate into adoption intention. Thus, the study builds a conceptual framework on how tourists' trust translates into adoption intentions via reliance - further moderated by effort expectancy. Data were collected from 302 frequent travellers using purposive sampling. The findings reveal that travellers' trust in GenAI promotes adoption primarily through reliance, and higher effort expectancy further strengthens the relationship between trust and reliance. The study contributes to theory by clarifying the trust–reliance–adoption mechanism and offers managerial insights for enhancing GenAI adoption, emphasizing the importance of intuitive interfaces, multilingual accessibility, and adaptive features tailored to diverse traveller preferences.

Keywords: Reliance, Trust Towards Genai, Effort Expectancy, Genai's Adoption In Tourism