

ChatGPT and the Future of Travel: Exploring Trust and Adoption of AI-Powered Personalized Recommendations

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ABSTRACT

The Travel and tourism industries are undergoing a remarkable transformation due to the development of technologies such as artificial intelligence (AI). Specifically, this industry is developing because of the rapid rise of generative AI like ChatGPT. This literature critically reviews the impact of ChatGPT and similar AI-driven travel recommendation systems on shaping the future of personalized travel experiences. This study aims to review existing literature with current trends, challenges, and prospects for utilizing ChatGPT in personalized travel recommendations. A systematic review was conducted by analyzing a comprehensive review of existing applications of ChatGPT and similar artificial intelligence (AI) technologies within the travel and tourism industries. This literature review intends to provide a future research agenda based on investigating existing studies. Findings showed that the application of generative AI, such as ChatGPT, can enhance travel planning and decision-making by providing guidelines, personalized plans, real-time recommendations, enhancing customer engagement, and improving operational efficiency. However, several challenges remain, such as data privacy, trust, and implementing such advanced technologies. This study provides an overview of generative AI like ChatGPT and offers significant guidelines for adopting AI in travel recommendation, while identifying several areas requiring further research. This systematic review serves as a reference for users who want to utilize generative AI tools such as ChatGPT in their travel planning.

Keywords: Artificial Intelligence, ChatGPT, Travel Industry, Personalized Recommendations, User Experience

INTRODUCTION

The wide rate of adoption and implementation of artificial intelligence (AI) has received significant attention across every industrial sector, especially the travel and service industry (Verganti et al., 2020). AI-based travel recommendation systems enhance user satisfaction and boost their experience by providing travel suggestions and guidelines. This AI system enables personalized travel itineraries (Rehman Khan et al., 2021). An AI-based recommender system is an intelligent information filtering technology. It can provide customized guidelines and suggestions to users based on their personal interests and previous use behaviors (Ricci et al., 2021). In travel, this kind of AI-based system provides tailored travel itineraries and offers services based on user needs and inquiries, enhancing decision-making and experiences. Many industries are now investigating how to utilize generative AI like ChatGPT and related solutions to boost their operations (Adiguzel et al., 2023). The hospitality and tourism industries have always tried to adopt innovative technology conservatively based on the nature of the service (Buhalis et al., 2022). ChatGPT is a popular customer engagement platform. It can provide users with a large amount of information on a range of opportunities across different categories. For instance, when a user asks about "popular places to visit in Rome," ChatGPT is able to tell them about well-known tourist destinations and also offers intriguing advice related to their inquiries. Incoming and new travelers can use ChatGPT to learn about the new

region's culinary options, locations, restaurants, and the appropriate time to visit a specific place, and it also provides information related to the regular prices at these eateries. Additionally, it encourages travellers to make reservations at the appropriate suggested website. Travellers can use ChatGPT's capabilities to find out more about event-based reservations (Chen et al., 2021; Mich & Garigiano, 2023) (Boluwaji, 2025).

In recent years, the applications of AI-based chatbots have been adopted in numerous areas and in several cases have already influenced decision makers to evaluate their wide range of impacts, but more specifically, ChatGPT has changed the scenario on a greater scale. As a conversational AI system, its convenient and attractive features allow it to go far beyond the classical chatbot. ChatGPT can be used for multiple tasks and applications, including creating news, reports, translations, essays, and so on (Buhalis et al., 2022; Mearian, 2023). These topics are discussed because of their originality, accuracy, and it is essential to identify the AI-created content, questioning issues typical for several AI tools, even in unexpected concerns. These include concerns related to responsibility, trustworthiness, and legality (Weinstein, 2023). ChatGPT enables AI-powered personalized travel recommendations through conversational interfaces (Casheekar et al., 2024). This review aims to examine ChatGPT's innovative role in the travel sector, focusing on its capabilities in delivering AI-enabled personalized recommendations for travelers. This study also discusses the benefits, potential challenges, ethical issues, and prospects of integrating conversational AI into travel experiences, providing insights into how such technologies may reshape the travel industry in the future

LITERATURE REVIEW

AI-Powered Personalized Recommendations in Travel

The hospitality industry has experienced remarkable change as a result of the advancement of innovative technologies such as generative AI, which allows companies to develop innovative experiences that combine virtual and real-world settings (Mondal et al., 2023). Artificial intelligence systems have several uses in the travel sector. From the customer's perspective, artificial intelligence (AI) helps to improve decision-making, assists travelers in finding better and more relevant information, boosts mobility, and ultimately makes travel more enjoyable and memorable (Raihana Akter Nira, 2025). AI applications, for example, can customize travel schedules, enhance user engagement and loyalty, streamline the operations of travel agencies, and offer several additional advantages (Iskender, 2023; Mondal et al., 2023). The purpose of artificial intelligence (AI) is to create machines that can behave and think like humans (Gimpel et al., 2023). Machine learning, deep learning, and Natural language processing (NLP) are the basic functions of the various types of AI applications. To evaluate data and find patterns that can be utilized to generate predictions, machine learning relies on sophisticated algorithms (Abrahams & Marsh, 1986). Neural networks are usually used in deep learning to evaluate and learn from enormous volumes of data (He et al., 2021). NLP, which is an AI-enabled technique, uses algorithms to understand and generate human-understandable words, mimicking human-like speech (Deng & Lin, 2023). ChatGPT, which is a conversational user interface, is built on top of the GPT large language model (LLM). It enables AI applications to create images and generate text based on OpenAI (Gimpel et al., 2023).

Table 1: Personalized Recommendations by ChatGPT

User Questions	AI-Powered Travel Insights for the USA
Popular tourist spots in the USA?	Las Vegas entertainment, Orlando theme parks, Golden Gate Bridge (San Francisco) and natural wonders such as the Grand Canyon and Yellowstone National Park. Each offers unique and wonderful cultural and recreational experiences. Additionally, the Grand Canyon and Yellowstone National Park offer unforgettable cultural and outdoor experiences, each contributing to the country's diverse appeal.
When is the best time to visit?	Spring and fall provide pleasant weather and smaller crowds, making them great times to visit. Summer is perfect for enjoying outdoor adventures and beach activities, while winter draws winter sports lovers to popular ski destinations.

What are typical hotel prices?	Hotel rates fluctuate depending on the city and time of year: luxury accommodations typically start at \$300 per night, mid-range options range between \$150 and \$300, while budget-friendly hotels generally, cost between \$80 and \$150 per night.
What about airfare costs?	Average round-trip airfare to major US cities from international locations range from \$400 to \$900, depending on the season and point of origin. Domestic flights within the USA typically range from \$100 to \$400.

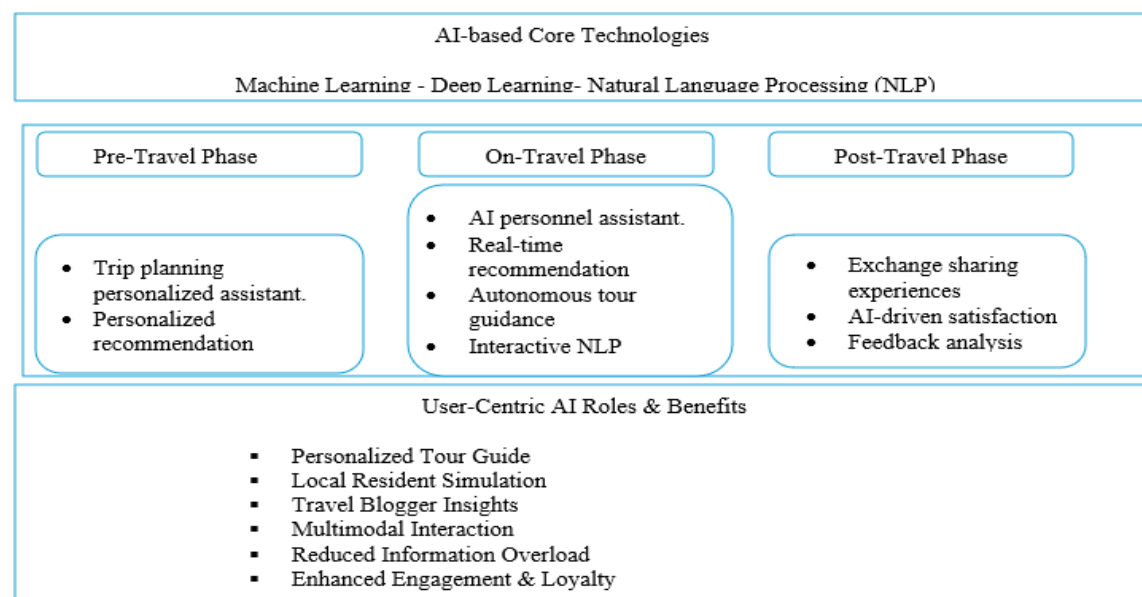
Sources: Conversation with ChatGPT

ChatGPT as a Multifunctional Tool in the Traveler's Temporal Journey

Pre-trip, on-route, and post-trip contacts are the three stages of travel, according to the complete temporal dimension (Tsang et al., 2011). According to Mondal et al. (2023), who explore the usage of GAI in the customer experience journey, the customer trip is divided into three distinct phases: pre-use, during use, and post-use. According to Carvalho and Ivanov (2023), tourism stakeholders can utilize GPT's advantages to carry out a variety of duties before, during, and after travel. Thus, we present a few conceivable ways that ChatGPT can enhance the traveler experience during these phases. According to earlier research, online reviews and travel blogs have become increasingly popular as sources of travel-related information (Sun et al., 2021; Wu et al., 2021). Positive travel intention behaviors can be induced by recommendations from various social media sources (Tong et al., 2023). Although different kinds of social media provide travelers with a number of ways to acquire information on their trip and travel, they still need information based on their decisions from a variety of information sources. This process may sometimes result in confusion and information overload (Lu & Gursoy, 2015).

ChatGPT can generate professional and nuanced responses by processing natural language utilizing neural networks (Haleem et al., 2022). When a user inquires about their travel-related questions, ChatGPT may sort through and rank a large volume of online travel-related information based on the user's answers and provide personalized travel recommendations. This feature can significantly reduce the amount of effort travelers need to make to find travel-related information, which enhances travelers' enjoyment of their trip. ChatGPT also provides customized guidelines and recommendations for every traveler by generating responses that are particularly based on user inputs (Gursoy et al., 2023). Additionally, ChatGPT represents a remarkable roadmap in providing travelers with personalized and preferred recommendations. More importantly, in contrast to earlier algorithmic AI, ChatGPT can play multiple roles based on individual demands (Chatterjee & Dethlefs, 2023; Värtinen et al., 2022).

Figure 1: AI-Powered Personalized Recommendations Across the Travel Journey Phases

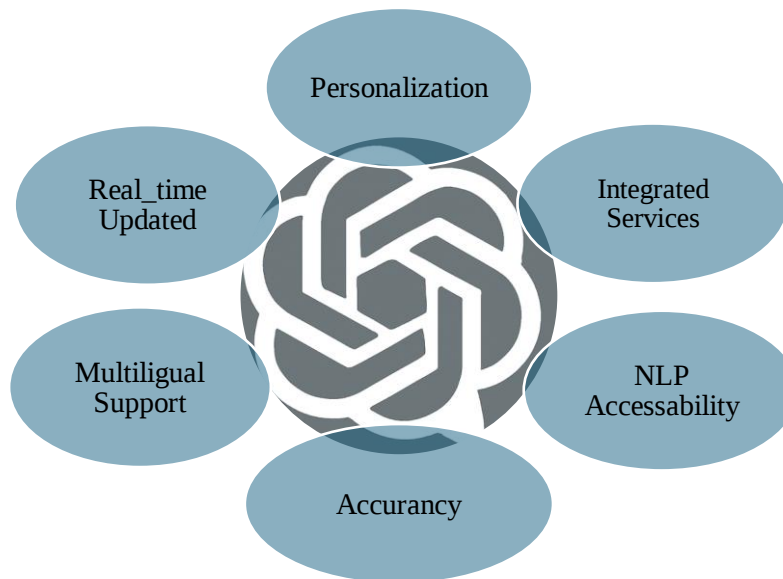


Benefits of ChatGPT in Personalized Travel Recommendations

ChatGPT offers several benefits for travel recommendations. It is a chatbot based on the Generative Pretrained Transformer. This chatbot is considered a state-of-the-art large language model (Hughes, 2023). ChatGPT has gained widespread popularity due to its capability and ability to comprehend the nuances of human language. It engages in a conversational and human-like manner. ChatGPT has the ability to answer users' inquiries, address invalid premises, acknowledge mistakes, and identify inappropriate requests (ChatGPT, 2022), and it also provides understanding code (Hughes, 2023). Although ChatGPT does not have the ability to make ethical decisions. It is designed and commands to prevent illegal or harmful information (ChatGPT, 2022). It is also capable of tracking ongoing conversations and remembering previous inquiries and guidelines set by the information provider (Hughes, 2023). For example, an intelligent automation system (Bornet et al., 2021), like ChatGPT, is a flexible and handy tool that can handle and organize a wide range of tasks involving natural language processing (OpenAI, 2022).

The influence of AI-powered technologies such as ChatGPT, e-tourism or smart tourism, and machine learning is expected to improve service-based experience creation. It also delivers in key areas such as hyper-personalization, super-intelligence, and super-connectivity (Carvalho & Ivanov, 2024; Gretzel et al., 2015). ChatGPT greatly helps service providers in industries and brands in delivering seamless and unforgettable experiences to their customers at every stage of their travels, from before to after their trip (Wong et al., 2023). Specifically, ChatGPT offers advantages such as real-time information and updates, personalization, multilingual capabilities, accessibility, accuracy, and natural language processing, as well as the integration of other travel-related facilities (Gursoy et al., 2023).

Figure 2: Benefits of ChatGPT Recommendation



Challenges and Ethical Considerations

As ChatGPT has a thousand advantages, it has some considerable limitations. Sometimes it is unreliable when it comes to reliable knowledge (Zhuo et al., 2023) and is prone to "hallucination,". It leads to the provision of inappropriate, inaccurate, or misleading information, raising the possibility of false information spreading (Zhuo et al., 2023). Such kinds of risk are exacerbated by the absence of appropriate mechanisms to signal the lack of truthfulness in answers (Chui et al., 2022) and the inability to ask questions when faced with ambiguous prompts and information (OpenAI, 2022). The wide and high fluency of the model may create a misleading impression of accuracy, as it gives priority to plausibility over truthfulness (Delouya, 2022). Consequently, AI-based responses such as ChatGPT have been restricted on specific platforms (Overflow, 2023), and users are encouraged to fact-check and quality check its output (Van Dis et al., 2023).

Despite ChatGPT's human-like capability and fluency, it is sometimes not capable of reasoning like a human and might find complicated queries (OpenAI, 2022). In addition to having probative mathematical capabilities (Frieder et al., 2023), its information sources are vague (Van Dis et al., 2023). Although intended to identify inappropriate content, its efficacy is still questionable (Chui et al., 2022; Zhuo et al., 2023). Moreover, its knowledge cutoff is 2021 (Zielinski et al., 2023). Its responses can reflect systemic biases present in training data (Krügel et al., 2023). Several adoption challenges still exist, including human labor replacement, real-time data management, security concerns, deployment costs, and complexity in emotional programming (Gursoy et al., 2023). For ensuring and providing sustainable development, technological competencies must be enhanced, data security ensured, data managed efficiently, data security ensured, and consumer experience and engagement rigorously assessed. Additionally, necessary policies should consider and provide proper guidelines for societal implications (Paul et al., 2023).

Sensitive data may be disclosed in outputs if ChatGPT uses confidential data provided for training (E. Kim, 2023), and intellectual property rights over AI-generated content remain uncertain (Chui et al., 2022), and such content could result in search engine penalties (Sorrells, 2023). Furthermore, ChatGPT has the possibility to increase cybersecurity risks by enabling the production and dissemination of harmful information, including phishing emails, malware, and spam (Karanjai, 2022). Considering the innovativeness, it's critical to take into account ChatGPT's advantages and disadvantages for the travel sector (Iskender, 2023; Ivanov & Soliman, 2023).

Trust and Adoption of AI-Powered Travel Recommendations

Gaining the trust of travelers depends significantly on relevance, which is the ability of generative AI to provide responses or carry out actions that are highly appropriate and valuable in relation to user queries and context (Følstad & Taylor, 2021). Travelers feel special when their tastes are taken into consideration, and this builds trust because tailored recommendations show a sincere desire to deliver the greatest (Camilleri, 2024). Travelers' faith in the service provider rises when they believe that the recommendations are reasonable and suitable (Shi et al., 2021). Users' or Travelers' willingness to respond to AI-generated travel guidelines is influenced by its trustworthiness. It is based on trust, accuracy, dependability, transparency, and demonstrated expertise (J. H. Kim et al., 2023). The accuracy of recommendations is further enhanced by utilizing sophisticated algorithms for personalization (Chi et al., 2022).

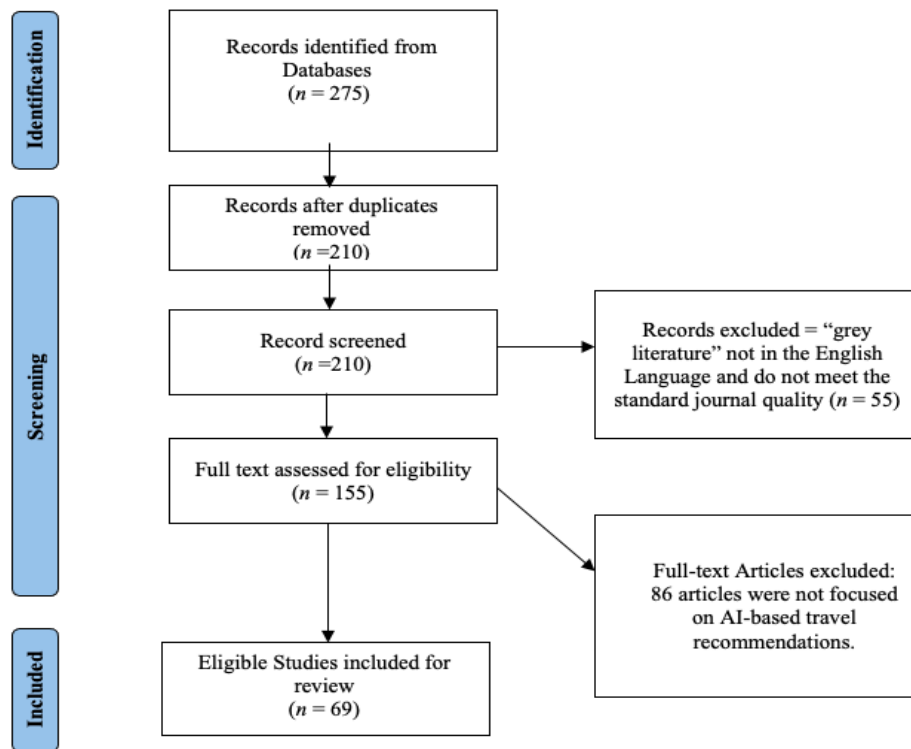
Additionally, as transparency could add to credibility, travelers' trustworthiness increases when they understand how recommendations are generated using tailored data and transparent procedures (Wong et al., 2022). The usefulness and effectiveness of recommendations to individual interests also increase satisfaction and trust. It enables travelers to make more informed decisions (J. H. Kim et al., 2023; Kumari et al., 2025; Shi et al., 2021). By adjusting recommendations with previous traveler choices, intelligence built into AI systems promotes relevance and recognition, strengthening trust (Hamid et al., 2021). Trust in ChatGPT recommendations positively influences travelers' confidence and engagement, travelers' behavioral intents, including booking decisions, due to increased confidence and engagement facilitated by AI's conversational style and data-driven reliability (Ma et al., 2024; Wang, 2025). However, privacy and data security-related concerns remain, and it can temper trust because travelers' inclination to heed AI-generated advice is strongly influenced by their level of faith in data protection (Camilleri, 2024; Kannan, 2024). Appropriate ethical guidelines, strong privacy safeguards, and transparency promote behavioral involvement and trust, but concerns about data security may mitigate these benefits (Parasuraman & Colby, 2015).

MATERIALS AND METHODS

For this study, we employ a qualitative research method. We conduct a systematic review on AI-based personalized travel recommendations to understand knowledge development in related fields in terms of directions, and to look for possible opportunities for future guidelines. We search relevant articles from Google Scholar and Scopus using the keywords "Artificial Intelligence", "ChatGPT in Travel", "Personalized Recommendations", and "User Experience". Google Scholar and Scopus were chosen because they index data from academic networks, preferred

over traditional databases. This study followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) process (Moher et al., 2009).

Figure 3: PRISMA article search flowchart



RESULTS AND DISCUSSION

This systematic review showed significant insights regarding the utilization of ChatGPT in personalized travel recommendations. Findings revealed that ChatGPT improves travel planning. It offers tailored itineraries, interactive assistance, and real-time recommendations of the traveler's journey, such as pre-trip, on-route, and post-trip. These features of ChatGPT can reduce information overload, enhance decision-making, and create more memorable travel experiences.

Furthermore, the results also highlight several practical benefits, such as multilingual capabilities, natural language communication, and real-time insights. ChatGPT provides significant operational advantages to the tourism industry by enhancing efficiency, supporting customer engagement, and enabling hyper-personalization.

Despite the benefits, this study identified key challenges. Concerns involve the reliability and accuracy of AI-generated responses. Some issues still remain, such as misinformation, lack of transparency in how recommendations are provided raises questions regarding trust. Another important concern is Ethics, regarding data privacy, potential biases in AI-generated outputs. Additionally, from the operational perspective, implementation complexity, high costs, and the need to balance automation with human service delivery cause barriers to adoption.

Findings also highlight that trust is an important determinant of user adoption. Trust in AI-generated travel recommendations is shaped by perceptions of accuracy, transparency, and security of users. Travelers willingly accept these AI-generated recommendations when they feel confident and build trust in the system. Based on these findings, stakeholders in the travel sector should carefully implement AI solutions with robust privacy protections, open algorithmic procedures, and continuous user training to build and maintain confidence. Additionally, operational challenges like cost, balancing automation and real-time data management with human involvement, require careful management to maximize AI benefits without making users uncomfortable.

CONCLUSION

Our study systematically reviewed the existing literature and investigated the role of ChatGPT in personalized travel recommendations. This study also identified opportunities and challenges related to these AI-generated recommendations. ChatGPT enhances traveler experiences by delivering real-time recommendations and reducing decision-making complexity. Its multifunctional ability to create immersive engagement positions as a disruptive force in the tourism and hospitality industry. On the other hand, challenges related to misinformation, privacy remain important. Developing users' trust will require transparent processes, robust privacy protections, and clear ethical guidelines. For successful adoption, AI needs to be integrated in a way that balances technological innovation with human oversight to ensure reliability.

Future studies need to investigate resolving ethical issues and privacy concerns in AI travel applications, considering cross-cultural differences in user trust and acceptability, and establishing validation processes for AI outputs. Furthermore, in order to guide ethical and sustainable innovation in AI-powered personalized travel services, longitudinal and empirical research is required to address the long-term impact of AI adoption on traveler decision-making and industry transformation. To fully realize generative AI like ChatGPT's potential in the travel industry's future, a multidisciplinary strategy integrating technological, ethical, and user-centric viewpoints will be necessary.

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