

PERSONALIZED DESTINATION MARKETING THROUGH AI: A THEORY DRIVEN BLUEPRINT FOR PRACTITIONERS

Miha Marič
Aila Civić
Tilen Matjašič

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Abstract

Purpose – This paper explores the integration of artificial intelligence (AI) in personalized destination marketing within the tourism and hospitality industry. It aims to develop a theoretically grounded framework that highlights how AI-driven personalization can enhance consumer experiences and contribute to innovative marketing strategies.

Methodology – A systematic literature review was conducted, analysing scientific publications related to personalized marketing, AI applications in tourism services, consumer interaction, and innovative marketing strategies. The data collection was limited to the ScienceDirect database, using specific search criteria such as open access and a publication period of up to five years. A total of 60,424 initial results were filtered down to highly relevant scientific articles, which together with our professional experience form the basis for the theoretical model proposed.

Findings – The study identifies that AI-powered personalization influences various aspects of consumer behaviour, including purchase intentions, satisfaction, loyalty, and perceived brand image. Key technological elements such as chatbots, AI recommendation systems, and natural language processing play a vital role in creating tailored experiences across the customer journey. Furthermore, the importance of balancing personalization with privacy and ethical considerations is emphasized.

Contribution – This paper contributes to the academic discourse by offering a comprehensive theoretical framework for practitioners and researchers, highlighting the strategic role of AI in enhancing destination marketing personalization. We propose a possible application of an AI receptionist model with a deployment plan. The findings offer practical insights for developing more effective, customer-centric marketing approaches in the rapidly evolving digital tourism landscape.

Keywords personalized marketing, artificial intelligence, tourism, consumer interaction, chatbots, digital marketing strategies

INTRODUCTION

The rapid development of artificial intelligence (AI) technologies is fundamentally transforming the tourism and hospitality industry. As consumers increasingly demand highly personalized experiences, service providers are challenged to deliver tailored offerings that meet individual needs while keeping operational efficiency. Personalized destination marketing, empowered by AI, has appeared as a key strategy to enhance customer satisfaction, brand loyalty, and revenue generation in an increasingly competitive global marketplace (Ahmed et al., 2025).

In recent years, the implementation of AI-powered solutions such as chatbots, recommendation engines, and natural language processing (NLP) systems has significantly reshaped how tourism services interact with their customers (López-Naranjo et al., 2025). These technologies enable real-time customization of offerings, dynamic pricing, and interactive customer service, contributing to improved customer experience throughout the entire travel journey (Florido-Benítez & Del Alcázar Martínez, 2024). Moreover, AI eases the analysis of vast datasets, allowing companies to better understand consumer behaviour and preferences, ultimately enabling more effective targeting and segmentation strategies.

Despite the growing adoption of AI in tourism, the literature reveals a gap in comprehensive theoretical models that integrate personalization, consumer interaction, and innovative marketing strategies (López-Naranjo et al., 2025). Many companies face challenges in balancing personalization with privacy concerns and ensuring ethical use of AI-driven insights. Therefore, a systematic, theory-driven approach is needed to guide both researchers and practitioners in the development and implementation of AI-based personalized destination marketing strategies.

The aim of this paper is to address this gap by proposing a theoretical framework that combines the latest research findings on personalized marketing, AI applications, and consumer interaction in tourism. It is the study's intention to offer actionable insights and practical recommendations for the successful integration of AI in personalized destination marketing.

1. METHODOLOGY

As part of the research, a systematic analysis of scientific sources was conducted with the aim of identifying relevant literature in the fields of personalized marketing, AI in tourism services, as well as consumer interaction and innovative marketing strategies. The search was limited to the ScienceDirect database, which is considered one of the leading platforms for accessing peer-reviewed scientific articles in the fields of social sciences, technology, and natural sciences (Washington State University Libraries, n.d.).

For each thematic area, specific keywords and uniform criteria were used: open access and a source age of up to 5 years. A total of 60,424 results were retrieved from the ScienceDirect database, of which 10,437 relevant sources remained after filtering. A total of 28 articles were included in the further analysis, based on three search combinations. The procedure, as presented in Table 1, enabled a reliable, up-to-date, and comparable selection of scientific literature.

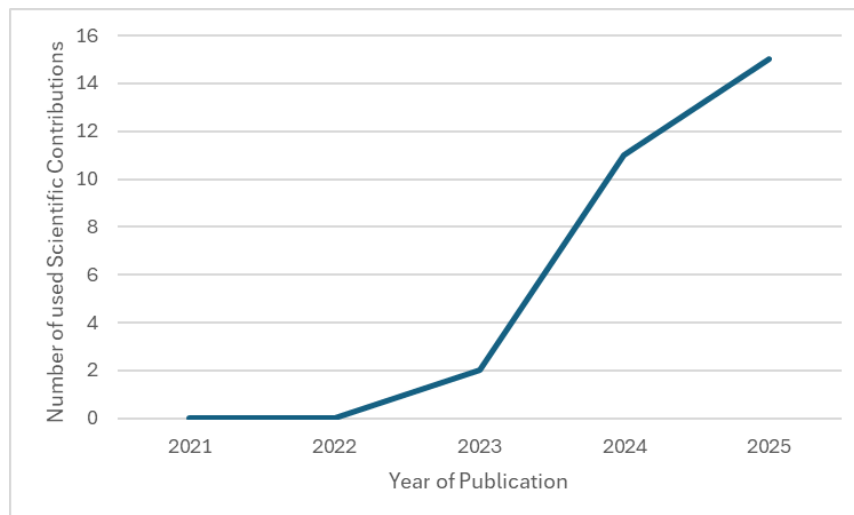
Table 1: Overview of Search Queries and Selection of Scientific Sources

Database	Keywords	Number of Results	Criteria	Final Number of Results	Used
ScienceDirect	Personalized marketing	29360	Open access, age up to 5 years	5220	10
ScienceDirect	AI agents, Tourism service providers	853	Open access, age up to 5 years	232	12
ScienceDirect	Consumer interaction, Innovative marketing strategies	30211	Open access, age up to 5 years	4985	6

Source: Own research via ScienceDirect website.

The graphical analysis shows the distribution of the utilized scientific contributions according to their year of publication, providing a clear overview of the intensity of research activity in the selected field. The results indicate that most sources originate from 2024 and 2025, confirming the topical relevance of the subject and highlighting the dynamic development of the fields of AI, personalization, and consumer interaction. The findings presented in Graph 1 are based exclusively on the contributions used in this work and reflect the trends of contemporary scientific research.

Graph 1: Number of used Scientific Contributions by Year of Publication



Source: Own research.

2. THEORETICAL FRAMEWORK

2.1. The effect of personalization

In today's competitive global environment, personalized marketing is of crucial importance due to the increasingly rapid acquisition of a more diverse audience within market segments. In the process of personalized marketing, marketers must consider numerous factors such as demographic characteristics, individual preferences, and the influence of various environmental events (Franciskus Antonius et al., 2025).

In the era of AI, an increasing number of companies in the hospitality and tourism sectors are using AI-generated customized recommendations for their products, rather than user-generated recommendations, which may diminish their original effect. These recommendations also influence the psychological state of consumers, including their life satisfaction. Personalized recommendations thus significantly affect purchase intentions and, consequently, the overall brand image (Lv et al., 2024).

The positive impact of personalization has not yet been fully explored, which limits retailers in implementing such practices when developing personalized communication strategies (Nobile & Cantoni, 2023). Due to the growing use of data processing technologies, there is a rising application of personalized pricing practices. Companies must carefully monitor pricing strategies to re-establish profitability (Xiong & Yang, 2025).

Personalized reporting, including the use of proper algorithms, is an indispensable element in the growth period of digital media content. The effectiveness of recommendations can be enhanced by combining different strategies, including consumer behaviour dynamics analysis, timeliness, hybrid models, and other methods (Wu et al., 2025). Lu and Matsushima (2025) emphasize that, in certain contexts, personalized pricing may not only benefit consumers but may also harm them.

Employees responsible for developing e-commerce increasingly adopt personalized recommendation and pricing strategies to improve user experience; however, they sometimes overlook the privacy aspect (Zhou et al., 2025). Individuals often rely on AI-generated recommendations in their decision-making, including for travel planning advice (Kim et al., 2025).

The role of identity within AI usability and perceived satisfaction with the provided answers or usage strongly influence future usage intentions. The intention to use chatbots increases proportionally with the user's perceived satisfaction. It was also found that gender-based personalization enhances future usability more than personality-based personalization (Blömker & Albrecht, 2025).

Zhang et al. (2025) find that the perspective of personalized consumer psychology has a significant impact on purchasing decisions. As an example, they cite the psychological

influence of soles on female consumers' visual attention, noting that women in China prefer neutral and warmer tones in midsole design.

2.2. Digital guides of the new era

The key factors that create service value in generative chatbots, including AI, are humanity and intelligence. While emotional and analytical AI perceive human thinking, mechanical AI reduces this perception in chatbots. Automated service agents are gradually replacing employees in communication with consumers through various stages of AI development (Casaló et al., 2025). Research on coastal tourist destinations in western Thailand shows that satisfaction lies between loyalty and enjoyment, as well as between service efficiency and loyalty (Chotisarn & Phuthong, 2025).

To enhance tourist experiences before, during, and after travel, travel agencies are increasingly utilizing mobile applications based on AI and natural language processing (NLP). The functionality of mobile applications poses a major challenge, involving the development of high-quality chatbots. According to the literature, tools such as Watson, Bot Framework, Dialogflow, and Amazon Lex are offered by companies like IBM, Google, Microsoft, and Amazon for the development of such solutions (Benaddi et al., 2024).

The integration of AI into mobile applications significantly influences the performance of various tasks due to its ability to conduct natural interactions. The presence of AI is encouraged by combinations of different factors, including brands, personal and social factors, and media (Vo et al., 2025). The most common issues in accessing content arise from incompleteness, lack of visibility, and insufficient updates. Digitally designed offerings were more widely implemented in the tourism sector during the outbreak of the COVID-19 pandemic (Vila & Darcy, 2025).

Larsen and Følstad (2024) state that chatbots enable easier access to public service providers, based on the actual needs of users. Errors in robotic systems, which are practically inevitable, may occur during the provision of these services. The understanding of these errors differs somewhat from the understanding of errors in human services, which allows for a better comprehension of AI-supported service operations (Liu et al., 2025).

Robots and AI are increasingly adapting to consumers and becoming more present in both business and personal life (Flavián et al., 2024). Traditional approaches to marketing in tourism have been transformed by the introduction of tools such as ChatGPT. Advertisements created with the help of ChatGPT differ from those produced by marketers mainly in their high level of attractiveness and semantic coherence (Zhang & Prebensen, 2024).

Various unpleasant situations arise in tourism and hospitality environments, which are alleviated by service robots. Issues often occur with cancellation policy disputes, staff complaints, requests for special treatment, lost luggage, disagreements regarding

additional charges, and similar situations. The degree of a robot's human resemblance namely does not influence an individual's perception of how the robot perceives them (Pitardi et al., 2024).

Individuals' experiences affect psychological ownership, which consequently influences their subsequent behaviour. Personalization affects consumers' decisions regarding a product or service and their sense of truly needing it. Chatbots can thus significantly influence personalization and individual user experiences (Li et al., 2023). Some studies have shown that chatbots should possess human behavioural characteristics, such as automated social presence, warmth, and competence (Casaló et al., 2025).

2.3. Consumer interaction as the foundation of innovative marketing strategies

There are various perspectives that influence the relationship between consumer innovativeness. These are mostly related to functional, cognitive, social, or hedonic dimensions, including global shopping. Store managers' interactions significantly affect consumers' behaviour toward products, where they seek to contribute to the purchase decision (Kim et al., 2025). Product variety and involvement represent key components in attracting customers' interest in the offered products (Jacobsen et al., 2025).

Due to widespread digitalization, most product and service sales have moved to the online environment. This form of business requires new, innovative solutions aimed at increasing long-term consumer engagement and overcoming perceived limitations in online shopping. Various technologies, in combination with AI, offer potential solutions that, when integrated into the work environment, enable rich user experiences and, consequently, satisfied consumers (An Ngo et al., 2025).

A company's innovativeness provides a unique competitive advantage among consumers within multinational corporations. Although stakeholder orientation is important, this area remains under-researched from the perspective of cross-country differences. It is essential to examine all pathways through which a company's consumer orientation is expressed, both through employees and the broader social environment. Certain strategies may be highly effective in one country, while not in another (Jacobs & Swoboda, 2025).

Ieiri et al. (2025) explain that marketing strategies should target entire commercial areas, while in practice there is an increasing focus on individual stores. The traditional business model of travel agencies, which was based on brochures, has been replaced by online channels and the use of AI. Nadeem et al. (2025) find that companies are placing increasing emphasis on the importance of sustainability in consumer engagement, which is a result of growing concerns about climate change.

3. POSSIBLE APPLICATION THROUGH AN AI RECEPTIONIST MODEL

Based on the theoretical framework, we have prepared our own AI receptionist, which is designed to function as a seamless, brand-consistent digital concierge that integrates into a hotel's existing technology stack and guest-interaction channels. The solution greets guests in under five seconds, guides them through room selection, reservation, payment and post-stay feedback in a single conversational flow, and hands off to human staff when needed. By preserving full control over customer data, analytics and service parameters, the model delivers conversion rates at least twice those of conventional chat widgets, while maintaining enterprise-grade security, compliance, and transparency.

The deployment spans eight months and is divided into four overlapping phases. In the first two months, we engage hotel stakeholders in discovery workshops to map current front-desk workflows, define brand voice guidelines, catalogue knowledge-based sources and integrate key messaging platforms (website chat, mobile app, social media) with our API gateway. Months three and four focus on developing and validating the conversational booking engine in a sandbox environment. During this period, we test hundreds of edge cases, tune natural language understanding, and deploy real-time monitoring dashboards. An independent audit of payment flows ensures that the booking process is PCI-DSS compliant before we launch off-peak web and app chat for controlled pilot testing.

In months five and six, we introduce voice-channel support, initially handling low-volume periods to refine speech recognition and dialogue management. Simultaneously, we implement reinforcement-learning models that optimize upsell suggestions, such as room upgrades, late checkout, and ancillary services, which will be based on real-time guest profiles and contextual triggers. By month six, the voice channel and upsell engine operate in tandem with text-based interactions, covering overflow calls and reducing front-desk workload by more than 40%.

The core system architecture is modular and built for separation of concerns. A mutual-TLS API gateway routes incoming messages to a non-blocking Kafka message bus. A dynamic model router evaluates each request against latency, cost, and hallucination-risk metrics to decide between EU-hosted LLM instances or on-premises micro-clusters. The retrieval layer, powered by a vector database, fetches verified snippets from the hotel's knowledge graph and inventory system, ensuring that all responses reflect the latest availability and pricing. Transactional integrity is maintained through parallel tokenization of payment credentials, provisional holds on guest cards and automated compensation routines for timeouts or failed transactions. An immutable event store supports sub-two-minute disaster recovery by replaying events in the order they occurred.

Compliance, security, and service-level commitments are embedded into every component. Payment credentials are tokenized at the network edge and personal data are auto erased after fourteen days unless the guest opts into a loyalty program. Every AI-generated recommendation and action is logged with a plain-language rationale, which is available to auditors and guests upon request to satisfy emerging EU AI-transparency

regulations. A zero-trust network architecture, quarterly third-party security assessments and an automated patch management pipeline uphold the highest security standards. We guarantee that at least 95 percent of guest interactions complete within seven hundred milliseconds and that system uptime exceeds 99.95 percent; any deviations trigger automatic service-credit issuance and financial penalties linked directly to real-time metrics captured on the event bus.

Throughout the deployment, we maintain close collaboration with hotel IT and operations teams. Weekly steering-committee meetings review performance data, risk logs and guest feedback, enabling continuous refinement of dialogue flows, knowledge-based content, and reinforcement-learning reward functions. Staff training sessions and firsthand workshops ensure that human agents understand the AI receptionist's capabilities and know when and how to intervene to preserve service quality and guest satisfaction.

With this AI receptionist model and deployment roadmap established, the following chapters will delve into market rollout strategies, financial and operational projections, governance and oversight structures, and the commercial engagement framework necessary to secure executive approval and launch the solution at scale.

CONCLUSION

This paper emphasizes the critical role of artificial intelligence in shaping personalized destination marketing within the tourism and hospitality sector. By systematically reviewing recent scientific literature, the study identifies AI-powered personalization, chatbots, recommendation systems, and natural language processing as key technological enablers that significantly enhance consumer experience, satisfaction, and loyalty. The findings underline that effective personalization not only influences consumer purchase behaviour but also strengthens brand image and creates a competitive advantage for tourism providers.

From a theoretical standpoint, the proposed framework offers a structured approach for integrating AI technologies into personalized marketing strategies, addressing both opportunities and challenges, such as privacy concerns and ethical considerations. The study contributes to closing the research gap by consolidating current knowledge and offering a foundation for future empirical investigations.

In practical terms, the findings provide tourism practitioners with actionable insights into how AI can be leveraged to optimize customer interactions, improve service delivery, and boost business performance. By adopting AI-driven personalization, tourism organizations can better respond to dynamic market conditions, cater to diverse customer preferences, and build stronger long-term relationships with their clientele. However, successful implementation requires careful consideration of data governance, transparency, and compliance with evolving regulatory frameworks to ensure trust and long-term sustainability.

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MIHA MARIČ, Ph.D., Associate Professor
University of Maribor, Faculty of Organizational Sciences
Kidričeva cesta 55a, Kranj, Slovenia
miha.maric@um.si

AILA CIVIČ, M.Sc., Ph.D. Student
University of Maribor, Faculty of Organizational Sciences
Kidričeva cesta 55a, Kranj, Slovenia
aila.civic@student.um.si

TILEN MATJAŠIČ, Mr., Student
University of Maribor, Faculty of Organizational Sciences
Kidričeva cesta 55a, Kranj, Slovenia
tilen.matjasic@student.um.si