How Artificial Intelligence Creates Customer Value in Tourism and Hospitality: A Socio-Technical Value Co-Creation Perspective

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Abstract

This proposal examines how artificial intelligence (AI), including generative AI, chatbots, recommendation systems, service robots and emerging agentic systems, creates customer value across tourism and hospitality service journeys. Recent research shows accelerating adoption, but existing studies remain fragmented around individual technologies, adoption intentions or single service encounters. The proposed study develops and tests a socio-technical value co-creation framework linking AI service capabilities with customer value mechanisms, value outcomes and boundary conditions. A sequential mixed-method design will combine interviews with AI-experienced tourists and hospitality customers, a survey-based structural model, and an embedded experiment on transparency and human fallback. The study contributes to customer value, service experience and technology management research by explaining when AI generates functional, emotional, epistemic, social and economic value, and when it risks value co-destruction.

Keywords: artificial intelligence; generative AI; customer value; tourism; hospitality; value co-creation; customer experience