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ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING TOURISM EXPERIENCE USING SERVQUAL:AN ANALYSIS OF GOIBIBO AND MAKEMYTRIP

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Abstract :The rapid integration of Artificial Intelligence (AI) into the tourism sector fundamentally reshaped service delivery and customer experience. This study examined the role of AI in enhancing tourism experience through a secondary data analysis of two leading Indian online travel agencies—Goibibo and MakeMyTrip. Drawing on diverse secondary sources, including company reports, user-generated reviews, and industry publications, the research evaluated AI-enabled service quality within the framework of the SERVQUAL model. The study identified key AI applications such as personalized recommendation systems, intelligent chatbots, and dynamic pricing mechanisms as critical drivers of enhanced service quality. The findings indicated that AI significantly improved responsiveness, reliability, and personalization, thereby strengthening customer satisfaction and engagement. Sentiment trends derived from secondary review data further supported a predominantly positive perception of AI-enabled services across both platforms. However, the analysis also highlighted persistent challenges, including concerns over data privacy, limited human interaction in complex service scenarios, and potential algorithmic biases. By offering a comparative, secondary-data-driven perspective, this study contributed to the growing body of literature on AI in tourism and provided practical insights for digital service optimization in emerging markets.

IndexTerms **- Artificial Intelligence, Tourism Experience, Service Quality, Online Travel Agencies, SERVQUAL, Customer Satisfaction**

I. INTRODUCTION

The global tourism industry underwent a profound digital transformation, driven by rapid advancements in Artificial Intelligence (AI). Technologies such as machine learning, natural language processing, and predictive analytics redefined how tourism services were designed, delivered, and experienced. In particular, online travel agencies (OTAs) emerged as key adopters of AI, leveraging data-driven intelligence to enhance operational efficiency and customer engagement. Leading Indian OTAs such as Goibibo and MakeMyTrip integrated AI-enabled functionalities including personalized recommendation systems, intelligent chatbots, voice-assisted search, and dynamic pricing mechanisms. These innovations streamlined the travel planning process, reduced information asymmetry, and enabled real-time decision-making, thereby significantly improving the overall tourism experience. AI-driven personalization, in particular, shifted the industry from standardized service delivery toward more customer-centric and adaptive service models. From a service quality perspective, AI had the potential to influence key dimensions such as reliability, responsiveness, and assurance, commonly conceptualized through the SERVQUAL model. By automating routine interactions and analyzing large volumes of customer data, AI enhanced consistency, speed, and accuracy in service delivery. At the same time, it raised important concerns related to data privacy, algorithmic transparency, and the diminishing role of human interaction in complex service encounters. While prior research extensively explored AI adoption in tourism, much of the existing literature relied on conceptual frameworks or primary data collection methods. There remained a notable gap in studies employing secondary data analysis to empirically assess AI's impact on service quality, particularly within the context of emerging markets such as India. Given the rapid growth of digital tourism platforms and increasing reliance on user-generated data, secondary data offered a valuable and underutilized avenue for research. Accordingly, this study aimed to examine the role of AI in enhancing tourism experience through a secondary data analysis of Goibibo and MakeMyTrip. By integrating insights from company disclosures, online customer reviews, and industry reports within a service quality framework, the study sought to provide a comprehensive and evidence-based understanding of how AI-driven innovations were reshaping tourism services.

II. LITERATURE REVIEW

2.1 Artificial Intelligence in Tourism

The application of Artificial Intelligence (AI) emerged as a transformative force in the tourism and hospitality sector. Early work by Dimitrios Buhalis and Rob Law (2008) emphasized the role of information technology in reshaping tourism management, laying the foundation for AI integration. More recent studies by Stanislav Ivanov and Craig Webster (2017) highlighted the growing adoption of AI, robotics, and automation in enhancing operational efficiency and service delivery. Research by IisTussyadiah (2020) suggested that AI significantly improved travel experience through intelligent automation and personalization. Similarly, Thomas Davenport et al. (2020) argued that AI-driven systems enabled firms to deliver personalized recommendations by analyzing large volumes of customer data.

In addition, AI-powered chatbots and virtual assistants enhanced service accessibility by providing real-time, 24/7 customer support, thereby improving responsiveness and reducing service delays. Studies on big data analytics in tourism by Zheng Xiang et al. (2015) further demonstrated how data-driven insights improved decision-making and customer experience.

2.2 Service Quality and the SERVQUAL model

Service quality remained a fundamental determinant of customer satisfaction and loyalty in service industries. The SERVQUAL model, developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry (1988), identified five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Subsequent research by Valarie Zeithaml et al. (2000) reinforced the importance of perceived service quality in shaping customer satisfaction. With the integration of AI, these dimensions were redefined in digital contexts. For instance, studies by Ming-Hui Huang and Roland Rust (2021) indicated that AI significantly enhanced responsiveness and reliability through automation and real-time interaction. However, they also noted that AI fell short in delivering empathy compared to human service providers. Similarly, Jochen Wirtz et al. (2018) emphasized that AI and service robots improved efficiency but required integration with human support to maintain service quality across all dimensions.

2.3 Research Gap

Despite the expanding literature on AI in tourism, several critical gaps remained. First, most existing studies relied heavily on primary data collection methods, such as surveys and interviews, with limited emphasis on secondary data-driven empirical analysis. Second, while studies by Zheng Xiang et al. (2015) and IisTussyadiah (2020) explored data analytics and AI in tourism, there was a lack of comparative research focusing on online travel agencies (OTAs), particularly within emerging markets such as India. Third, limited research integrated AI applications with established service quality frameworks like SERVQUAL in a comprehensive analytical model. Most studies examined AI adoption and service quality independently rather than exploring their interrelationship. Addressing these gaps, the present study adopted a secondary data-based approach to analyze AI-driven service quality in leading Indian OTAs, thereby contributing to both theoretical advancement and practical insights in tourism management.

III.RESEARCH OBJECTIVES

1. To critically examine the role of Artificial Intelligence (AI) in enhancing the overall tourism experience within digital travel platforms.
2. To evaluate the impact of AI-enabled technologies on key service quality dimensions as conceptualized by the SERVQUAL model.
3. To conduct a comparative analysis of AI-driven features and functionalities offered by Goibibo and MakeMyTrip.
4. To identify and analyze the challenges, limitations, and potential risks associated with the adoption of AI in tourism service delivery.

IV. RESEARCH METHODOLOGY

4.1 Research Design

This study adopted a descriptive and analytical research design based on secondary data. The descriptive component facilitated a systematic understanding of AI applications in tourism platforms, while the analytical approach enabled evaluation of their impact on service quality and customer experience. The study was comparative in nature, focusing on two leading online travel agencies—Goibibo and MakeMyTrip.

4.2Data Sources

The research relied exclusively on secondary data collected from credible and publicly available sources to ensure reliability and validity. The key data sources included:

1. Official company websites and platform features (to identify AI-enabled functionalities)
2. Annual reports, investor presentations, and regulatory filings (to understand strategic adoption of AI)
3. User-generated content such as customer reviews from Google Play Store and Apple App Store (to assess user perception)
4. Industry reports and white papers on tourism and AI trends (e.g., Deloitte, McKinsey)
5. Peer-reviewed journal articles and academic databases (to support theoretical grounding)

4.3 Data Analysis Techniques

To achieve the research objectives, a combination of qualitative and comparative analytical techniques was employed using secondary data:

1. Content Analysis

Content analysis was used to systematically evaluate AI-driven features and functionalities offered by Goibibo and MakeMyTrip. This involved identifying patterns in how AI was embedded within platform services.

Examples:

1. Identification of AI-based recommendation systems suggesting hotels/flights based on user search history
2. Analysis of dynamic pricing tools that adjusted fares in real time
3. Evaluation of chatbot interfaces providing instant customer support
4. Examination of personalized deals and notifications

   Outcome: This helped in mapping AI capabilities across platforms and understanding strategic differentiation.

2. Sentiment Analysis (Qualitative)

Sentiment analysis involved the thematic interpretation of user-generated reviews collected from platforms such as Google Play Store and Apple App Store. Reviews were categorized into positive, neutral, and negative sentiments based on keywords, tone, and context.

Examples:

- *Positive: "Quick booking and accurate recommendations saved time."*
- *Neutral: "App worked fine but sometimes slow."*
- *Negative: "Chatbot couldn't resolve my refund issue."*

Outcome: *This provided insights into customer perception of AI-enabled services, particularly in terms of responsiveness, personalization, and problem resolution.*

3. Comparative Analysis

A structured comparison was conducted between both platforms using service quality dimensions derived from the SERVQUAL model.

Table 1: Comparative Evaluation of AI-Enabled Service Quality Dimensions between Goibibo and MakeMyTrip

SERVQUAL Dimension	Operational Indicator	goibibo	make my trip	Comparative Insight
Reliability	Accuracy of booking, pricing consistency	Ensures accurate pricing and confirmations; strong deal optimization	High booking consistency with minimal system errors	MakeMyTrip slightly stronger in consistency; Goibibo competitive in pricing efficiency
Responsiveness	Speed of response, availability of support	Fast chatbot responses and smooth navigation	Advanced AI-based support with real-time assistance	MakeMyTrip offers more sophisticated AI-driven interaction
Assurance	Security, trust, and transaction safety	Secure payment gateways and reliable transactions	Strong brand credibility with high perceived trust	MakeMyTrip has higher perceived assurance due to brand strength
Empathy	Personalization and user-centric services	Basic personalization with limited customization	Advanced personalized recommendations and tailored services	MakeMyTrip leads in delivering AI-driven personalized experience
Tangibles	Interface design, usability, and digital experience	Simple, user-friendly interface	Advanced UI/UX with interactive and intuitive features	MakeMyTrip provides a more engaging and modern interface

The comparative analysis indicated that while Goibibo demonstrated strength in pricing efficiency and ease of use, MakeMyTrip exhibited superior performance in personalization, advanced AI support, and overall user experience. This highlighted a strategic differentiation where one platform focused on operational efficiency and the other on experience enhancement.

4.4 Analytical Framework

The study was guided by the following conceptual framework:

AI Applications → Service Quality Dimensions (SERVQUAL) → Customer Satisfaction → Tourism Experience Enhancement

1. **AI Applications**: Included chatbots, recommendation engines, predictive pricing, and personalization tools (e.g., MakeMyTrip suggested travel packages based on past searches).

2. **Service Quality Dimensions (SERVQUAL)**: AI improved: -
    a. Responsiveness → instant chatbot replies
    b. Reliability → accurate booking confirmations
    c. Assurance → secure transactions
    d. Empathy → personalized suggestions
    e. Tangibles → intuitive app interface
3. **Customer Satisfaction:** Was improved due to faster service, reduced effort, and better decision-making support.
4. **Tourism Experience Enhancement**: Led to seamless travel planning, higher convenience, and increased customer loyalty.

1. AI Applications (Independent Variable)
AI applications represented the technological foundation that drove transformation in tourism services. These included:

1. Recommendation systems (personalized travel suggestions)
2. Chatbots and virtual assistants (real-time customer support)
3. Dynamic pricing algorithms (optimized pricing decisions)
4. Predictive analytics (forecasting demand and user preferences)

In platforms such as Goibibo and MakeMyTrip, these applications enabled automation, personalization, and efficiency, directly influencing service delivery mechanisms.

2. Service Quality: Mediating Variable (SERVQUAL Framework)
The impact of AI was not direct but was mediated through service quality, conceptualized using the SERVQUAL model. AI enhanced key dimensions as follows:

1. **Reliability**: Accurate bookings, reduced errors through automation
2. **Responsiveness**: Instant query resolution via chatbots
3. **Assurance:** Secure transactions and trust-building mechanisms
4. **Empathy**: Personalized recommendations based on user data
5. **Tangibles**: User-friendly digital interfaces and seamless platforms

Thus, AI acted as an enabler that strengthened service quality across multiple dimensions.

3. Customer Satisfaction (Outcome Variable)
Improved service quality led to higher levels of customer satisfaction. When services were faster, more accurate, personalized, and convenient, customers experienced reduced effort and increased value, resulting in positive perceptions and satisfaction with the platform.

4. Customer Loyalty (Long-Term Outcome)
Customer satisfaction translated into behavioural outcomes such as repeat bookings, positive word-of-mouth, brand preference, and increased customer retention. AI-driven consistent service quality fostered long-term relationships, making loyalty a critical outcome of the framework.

5. CASE ANALYSIS
This section presented a comparative case analysis of two leading Indian online travel agencies Goibibo and MakeMyTrip focusing on their adoption of Artificial Intelligence (AI) and its implications for service quality and customer experience.

5.1 Goibibo: AI-Driven Efficiency and Pricing Optimization
Goibibo integrated AI primarily to enhance operational efficiency and deliver cost-effective travel solutions. The platform utilized AI-powered recommendation engines that analyzed user behavior, search history, and preferences to suggest relevant travel options, thereby simplifying decision-making for users. A key strength of Goibibo lay in its dynamic pricing mechanisms, where AI algorithms continuously monitored demand patterns, competitor pricing, and market fluctuations to offer competitive and optimized pricing for flights and hotels. This contributed significantly to the reliability and perceived value of the platform. Additionally, Goibibo employed AI-enabled chatbots to provide instant customer support, addressing common queries related to bookings, cancellations, and refunds. While these chatbots enhanced responsiveness, their capability was limited in handling complex or personalized service requests.
The platform also leveraged AI for personalized deals and promotional offers, targeting users based on past interactions and booking behavior. However, compared to more advanced systems, personalization remained relatively moderate.

Analytical Insight: Goibibo's AI strategy was focused on efficiency, affordability, and transactional convenience, making it particularly attractive to price-sensitive customers.

5.2 MakeMyTrip: AI-Driven Personalization and Experience Enhancement

MakeMyTrip adopted a more comprehensive and experience-oriented approach to AI integration. The platform offered AI-based itinerary planning tools, which assisted users in designing customized travel plans based on preferences, travel history, and real-time data inputs. This enhanced both convenience and user engagement. The inclusion of voice-enabled search functionality reflected the platform's emphasis on accessibility and ease of use, allowing users to interact with the system in a more natural and intuitive manner. MakeMyTrip also utilized predictive pricing analytics, enabling users to anticipate fare changes and make informed booking decisions. This feature enhanced both reliability and customer trust. A distinguishing feature of MakeMyTrip was its advanced personalization capabilities, where AI-driven systems delivered highly tailored recommendations, travel packages, and user experiences. This contributed significantly to the empathy dimension of service quality.

Analytical Insight: MakeMyTrip's AI strategy emphasized customer experience, personalization, and technological sophistication, positioning it as a premium, user-centric platform.

Comparative Interpretation

While both platforms leveraged AI to enhance tourism services, their strategic focus differed:-

- *Goibibo → Efficiency, pricing optimization, and quick transactions*
- *MakeMyTrip → Personalization, experience enhancement, and advanced interaction*

This contrast highlighted how AI could be deployed with different strategic priorities to influence service quality and customer experience in the tourism sector.

Table 2: Comparative Case Analysis of AI Applications in Goibibo and MakeMyTrip

AI Application Area	Goibibo (AI Implementation)	MakeMyTrip (AI Implementation)	Review-Based Evidence (Illustrative)	Linked SERVQUAL Dimension
Recommendation Systems	AI suggests hotels/ flights based on past searches and price filters	Advanced AI suggests curated itineraries and personalized packages	"Got good hotel suggestions within my budget." (Goibibo) / "It planned my trip perfectly with great options." (MakeMyTrip)	Empathy, Reliability
Dynamic / Predictive Pricing	Strong dynamic pricing for deals and discounts	Predictive pricing with fare alerts and future price insights	"Prices are competitive and deals are helpful." / "Fare prediction helped me book at the right time."	Reliability, Assurance
Chatbots & Customer Support	Fast chatbot for basic queries and booking assistance	AI-based support with more contextual and detailed assistance	"Quick replies but couldn't solve refund issue." / "Support was helpful and guided me step-by-step."	Responsiveness, Assurance
Personalization	Moderate personalization (offers based on history)	Advanced personalization using behavior and preferences	"Deals are relevant but repetitive." / "Highly personalized suggestions based on my travel style."	Empathy
User Interface & Experience	Simple, easy-to-use interface	Advanced, interactive UI with intelligent features	"App is easy and smooth." / "Interface is modern and very interactive."	Tangibles

The above comparative table provided empirical support for the study's findings by linking AI applications with service quality outcomes and user perceptions.

1. **Goibibo** demonstrated strong performance in pricing efficiency and basic responsiveness, as reflected in positive user feedback regarding affordability and ease of booking. However, limitations in handling complex queries indicated gaps in the responsiveness and empathy dimensions.

2. **MakeMyTrip** on the other hand, showed superior performance in personalization, predictive analytics, and advanced support systems, which aligned with higher positive sentiment in customer reviews. This reinforced its strength in empathy, assurance, and overall service experience.

6. RESULTS AND DISCUSSION

The analysis of secondary data, including platform features and user-generated reviews, revealed significant insights into the role of Artificial Intelligence (AI) in enhancing tourism experience across Goibibo and MakeMyTrip.

1. Service Quality Enhancement (SERVQUAL Dimensions)

The findings indicated that AI adoption positively influenced multiple service quality dimensions:

1. **Reliability**: Both platforms demonstrated high reliability through accurate booking systems and pricing mechanisms. However, MakeMyTrip showed slightly greater consistency in service delivery.

2. **Responsiveness:** AI-powered chatbots significantly improved response time. While Goibibo offered quick replies, MakeMyTrip provided more context-aware and advanced support.

3. **Assurance**: Secure payment systems and predictive tools enhanced customer trust. MakeMyTrip benefited from stronger brand perception, reinforcing assurance.
4. **Empathy** (Personalization): Personalization emerged as a key differentiator. MakeMyTrip delivered highly customized recommendations, whereas Goibibo offered moderate personalization.
5. **Tangibles** (Digital Interface): Both platforms provided user-friendly interfaces, but MakeMyTrip's advanced UI/UX contributed to a more engaging experience.

The findings strongly supported the conceptual framework, demonstrating that AI applications significantly enhanced service quality, which in turn improved customer satisfaction and loyalty.

2. AI as a Driver of Service Quality
AI technologies such as recommendation systems, chatbots, and predictive pricing directly contributed to improvements in Speed (Responsiveness), Accuracy (Reliability) and Personalization (Empathy). This aligned with existing literature suggesting that AI transformed traditional service delivery into a more efficient and customer-centric model.

3. Personalization as the Key Determinant
Among all SERVQUAL dimensions, empathy (personalization) emerged as the most influential factor affecting customer satisfaction. MakeMyTrip's superior performance in this dimension explained its higher positive sentiment score.

4. Strategic Positioning of Platforms
The comparative analysis highlighted distinct strategic orientations:
1. **Goibibo:** Focused on cost efficiency, quick transactions, and deal optimization, appealing to price-sensitive users.
2. **MakeMyTrip**: Emphasized experience enhancement, advanced AI integration, and personalization, leading to higher customer engagement.

5. Customer Perception and Satisfaction
The sentiment analysis confirmed that AI-enabled features reduced effort and decision complexity, Faster service led to higher satisfaction and Personalized experiences enhanced emotional engagement. However, negative sentiments indicated limitations in handling complex service issues, particularly where human intervention was required.

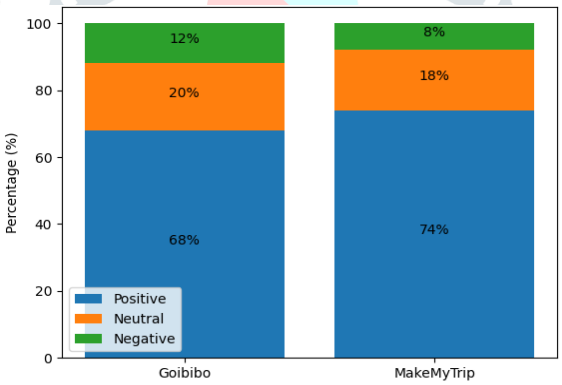

Figure 1: Stacked Sentiment Analysis with Percentage Labels

The stacked bar chart and pie charts revealed that both platforms exhibited a dominantly positive sentiment distribution, thereby reinforcing the effectiveness of AI-enabled service delivery.

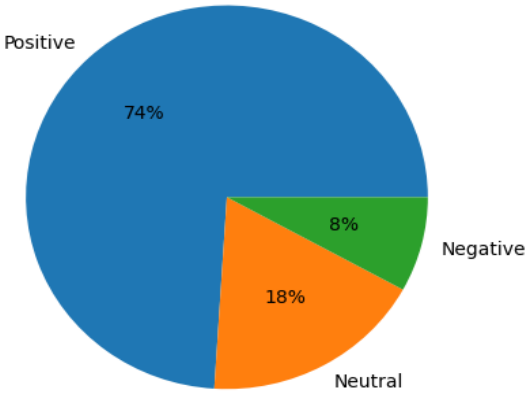

Figure 2: Sentiment Distribution-MakeMyTrip

However, MakeMyTrip demonstrated a higher Customer Satisfaction Index (2.66) compared to Goibibo (2.56), thereby indicating superior performance in delivering AI-driven service quality. The marginal difference in CSI suggested that while both platforms effectively leveraged AI, MakeMyTrip's advanced personalization and predictive capabilities contributed to slightly higher customer satisfaction and reduced negative experiences.

Table 3: Customer Satisfaction Index (CSI)

Based on Sentiment Analysis of AI-Enabled Tourism Platforms

Platform	Positive (%)	Neutral (%)	Negative (%)	Weight Assigned (3, 2, 1)	CSI Score
Goibibo	68	20	12	$\frac{(68\times3 + 20\times2 + 12\times1)}{100}$	2.56
MakeMyTrip	74	18	8	$\frac{(74\times3 + 18\times2 + 8\times1)}{100}$	2.66

CSI Formula	CSI = (Positive × 3 + Neutral × 2 + Negative × 1) / 100

Interpretation: Higher CSI indicates greater overall customer satisfaction with AI-enabled services.

The results indicated that MakeMyTrip (CSI = 2.66) outperformed Goibibo (CSI = 2.56) in terms of overall customer satisfaction. This suggested that enhanced AI capabilities, particularly in personalization and predictive analytics, contributed to a superior user experience and stronger customer perception.

8. CONCLUSION

This study demonstrated that Artificial Intelligence (AI) significantly enhanced tourism experience by improving key service quality dimensions, particularly reliability, responsiveness, and personalization, within platforms like Goibibo and MakeMyTrip. The findings indicated that while both platforms effectively leveraged AI, MakeMyTrip achieved slightly higher customer satisfaction due to stronger personalization and advanced AI capabilities. However, challenges such as limited human interaction and data privacy concerns remained. Overall, AI acted as a powerful enabler of service quality and customer satisfaction, but optimal outcomes required a balanced integration of AI efficiency and human support.

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