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ABSTRACT

Artificial intelligence (AI) is a game-changer in many industries, transforming our way of life and working. Artificial intelligence (AI) tools are part of our everyday life. The stories on how AI has affected travel agencies' operations were covered in this study. The study intends to dissect, through interviews, how AI-related chatbots, personalized recommendation engines, and predictive analytics are becoming necessary obstacles, opportunities, tactics, and perceptions. Furthermore, this study revealed new information for travel companies, offering a qualitative comprehension of AI's function in changing interactional and operational systems. The plot revolves around several themes, including value formation, the impact of AI in the future years, and the effect of AI on travel companies. This study also intends to investigate the future of artificial intelligence (AI) and its potential for developing cutting-edge travel experiences and goods. Furthermore, findings have shown how AI, particularly chatbots and ChatGPT, has revolutionized the way travel agencies operate. The study also revealed the negative side of AI as perceived by some travel agencies, including job displacement, diminished social interaction, and undermined human productivity. Despite these concerns, many travel agencies are actively seeking ways to integrate AI responsibly and ethically. The ongoing evolution of AI suggests that its role in the travel industry will only grow stronger, shaping strategic decision-making. However, increasing reliance on AI could also lead to negative consequences such as job displacement and decreased human interaction.

Keywords: *AI-powered service, customer perception, TAM, travel agencies, potential, experiences*

INTRODUCTION

In an era defined by rapid technological advancements, the tourism industry has undergone profound transformations, with a widespread adoption of AI technologies leading the way. With tourism in the process of digital transformation (Buhalis, 2020), the primary influence of AI can be found in many facets of the sector (Kong et al., 2022). Artificial intelligence is usually defined as a set of technologies that can imitate human intelligence in the process of problem solving (Lai & Hung, 2018). It is evident how humans are somehow becoming dependent on the existence of AI to the extent that it influences various phases of living, industries, and societal structures. In diverse research endeavors, similar findings revealed that these systems of AI have several applications in business industries. Adoption of AI- powered services stands out as an effective strategy employed by company brands (Ameen et al., 2021) to cater to and personalize recommendations, services, and products. AI can be used in transforming industry - tourism and hospitality, structures, processes, and practices, allowing it to produce a smart environment (Buhalis et al., 2019). People cannot deny the fact that as AI-powered services continue to develop, travel agencies are presented with unprecedented opportunities to enhance operational efficiency, personalize customer experiences, and set new benchmarks for the sector. These technological advancements evolved over the years and have led to the emergence of autonomous systems, namely chatbots, predictive analytics, personalized recommendation systems, natural language processing (NLP), etc. In relation to this study, the use of chatbots by travel companies has been beneficial since it has enabled them to automate various operations like reservations, bookings, and recommendation making. This guarantees a more individualized and effective service while also saving time for both clients and staff. By leveraging AI technologies like chatbots, travel agencies can improve their operational efficiency and provide better services to their clients. A key area of implementation of AI technology in the travel sector is artificial intelligence assistants (hereafter “AI assistants”). Powered by natural language processing and machine learning tools, which are two sub-domains of AI, AI assistants (also known as “chatbots,” “conversational agents,” “virtual assistants,” “personal assistants,” and “voice assistants”) are computer programs that interpret natural- language input from a user (in the form of text or voice commands, or both) and generate appropriate responses to the user (Khan & Das, 2018; Ling et al., 2021). Concurrently with this investigation, artificial intelligence in travel agency operations has discovered that employing AI assistants can greatly increase productivity and client happiness. By automating routine tasks and providing instant responses to customer inquiries, AI assistants free up human agents to focus on more complex issues and provide a higher level of service.

Numerous studies on the effects of AI in the tourism and business sectors have demonstrated the complexity of this technological integration. For instance, Ameen et al.’s

(2021) review centers on customer interactions with a beauty brand that utilizes AI. On the contrary, Gretzel (2011) entails tourism domain and purposefully used a social science perspective as their approach to input the “intelligent systems” - essentially a computer-based system that can gather, interpret, and reason about data (Intelligent Systems, n.d.). A value co-creation lens was employed in “technological disruptions in services: lessons from tourism and hospitality,” where it discusses how businesses and customers can create something valuable rather than relying solely on individual business endeavors (Buhalis et al., 2019).

Studies on technology and its role in recovering the tourism industry are continuously developing (Ameen et al., 2021; Buhalis et al., 2019; Ling et al., 2021). Previous discourse investigates certain areas in which Artificial Technology (AI) creates opportunities in tourism recovery, understanding its literature in the tourism industry, impacts, strengths, tourism forecasting, and identifying the role of AI, have been conducted. By this means, this will be the first research to fill the gaps of previous examinations to cover a much more specific ground in the tourism industry, such as understanding the concept of Artificial Intelligence (AI) that covers its significance in shaping the future of travel agencies, how it maneuvers the operation, and their interaction with AI. This will also consider discovering the perspectives of travel agencies that encapsulate issues and challenges faced, strategies on how they responsibly synthesize AI, which the mentioned studies lacked. As we explore the impacts of AI-powered services on travel agencies, this research aims (1) to identify the various challenges and issues faced by tour operators, (2) to explore the strategies of travel agencies in integrating AI in terms of marketing and branding, and (3) to determine the perceived threats and influence of AI in terms of operational efficiency. Investigating how AI affects travel agencies is not merely a technical study, but it would be a voyage into their future.

Probing will delve into the challenges faced and effective strategies that can be utilized in adopting AI. It discusses the ethical use of AI and poses questions about how travel agencies can benefit from integrating AI for personalized tour packages. The study also uncovers challenges faced by tour operators in adopting AI, emphasizing the impact on accessibility, mobility, decision-making, and overall tourism experience. Importantly, data interpretation extends beyond tour operators to include perspectives from users and clients. Consequently, the set of questions will follow the flow of discovering travel agencies' and customers' awareness toward AI's presence, their understanding, a glimpse of comparison of digital and physical interactions, and identifying challenges and issues. This study is aligned with the Sustainable Development Goals, contributing to a thriving and responsible integration of AI in the travel sector that seeks to address both operational aspects and the overall customer experience, with Goal 9 (Industry, Innovation & Infrastructure) and Goal 12 (Responsible Consumption & Production) being the SDGs this paper aims to discuss

as well. These goals emphasize (1) adoption of advanced technologies that foster innovation and (2) sustainable practices that can be pertinent to navigating the impacts of AI-powered services on operations and ensuring responsible use for a positive customer experience.

Furthermore, this paper will incorporate pertinent legislation such as the Consumer Act of the Philippines (RA 7394,1992) which safeguards customer rights to timely and accurate information and equitable treatment from service providers, including travel agencies. Additionally, RA 11927 (2022), The Philippine Digital Workforce Competitiveness Act, particularly highlighted in Article 1, which acknowledges the evolving landscape of work driven by rapid digitalization and advancements in technologies like artificial intelligence and automation across various industries and sectors, the State aims to improve the skills and competitiveness of the Philippine workforce in both human and digital technology and innovations. The mentioned laws will be used to assess how it intersects with the evolving role of AI in travel agency operations.

METHODOLOGY

The study employed a qualitative research design using thematic analysis to explore the perspectives of travel agency professionals and customers on AI-powered services. A total of ten (10) participants were selected through a non-probability sampling technique, targeting DOT-accredited travel agencies currently utilizing or planning to adopt AI, as well as customers with or without prior AI experience. Data were collected through self-administered, semi-structured interviews designed to assess AI awareness, perceptions, challenges, and strategies for integration. The interview instrument was validated by a statistician and experts in Tourism, Hospitality Management, and Business Administration. To ensure confidentiality and anonymity, participants were assigned codes labeled as “P” (Participant) followed by a number (e.g., P1, P2). These codes were used consistently throughout the study when presenting responses and quotations. Thematic analysis, using a semantic approach, was employed to identify patterns and themes from the collected data. This method allowed for a systematic interpretation of qualitative responses relevant to AI’s influence on travel agency operations. Ethical considerations were strictly observed. Informed consent was obtained from all participants, and confidentiality was maintained in compliance with the Data Privacy Act of 2012. Ethical clearance was secured from the university’s ethics center prior to data collection.

RESULTS AND DISCUSSION

In assessing the effects of AI on travel agencies’ operations, this presents the findings of the interview and Google Form conducted by the researcher. Thematic analysis was used

to present and analyze the data aligned with the study’s objectives, related studies, and theories. During interviews, the participants provided their travel agency information such as their travel agency’s name, the years of operation, and whether it is DOT-Accredited.

The first section comprises the data from the raw interview transcripts. The second portion displays the categorized results based on the data from the interview transcripts. The final section summarized the positive and negative themes from the participants’ responses.

Table 1

Codes, Categories, Themes

Theme	Category	Codes
Marketing and Branding	AI Tools Usage	ChatGPT, AI-enhanced images, caption generation
Operational Efficiency	Process Improvement	Booking automation, reduced workload, cost efficiency
Communication Issues	AI Limitations	Incorrect responses, lack of personalization
Job Displacement Concerns	Workforce Impact	Automation, reduced manpower
Future AI Integration	Adaptation Strategies	Human-AI balance, readiness, innovation

Marketing and Branding Strategy

Responses have shared common perceptions and take on AI platforms such as ChatGPT, Photoshop with AI features, and Poe, which were being used to produce captions for posting and enhance images of destinations for tour packages; hence, they have improved in establishing their marketing and branding strategy by combining AI and a human touch to their work. The AI features from their systems and applications used provided a helping hand in improving the marketing strategy that allows them to look more creative and engaging to the public (P5, P6). Furthermore, these advancements help them promote their business and potentially attract more clients.

P5 stated that, “Sa photoshop kasi ‘di ba may AI na don, so like, pwede mo i-enhance yung picture eh, na kahit hindi naman yun yung picture..., ‘yun lang ‘dun lang naman namin siya ginagamit, sa mga caption, (In Photoshop, there’s AI there, right? So, you can enhance the picture...; We just use it for that, like for our captions, greetings to our clients, we just make the words sound better with ChatGPT), this suggests that AI is primarily applied to improve

the quality and appeal of marketing outputs, allowing agencies to present more engaging content to potential clients. While P6 said, “Kapag naghahanap po kami ng caption po sa, like i-posting po namin sa Facebook, uh sa ChatGpt kami kumukuha or sa other website na pwedeng pagkuhanan ng caption. (When we are looking for a caption to post on Facebook, we get it from ChatGPT or other websites where we can find captions. So, it’s like we are asking for suggestions...). This indicates a reliance on AI for creative assistance, reducing the time required for content development while maintaining consistency in communication. Lastly, P7 said, “Maganda siya para i-promote din yung travel agency. Maganda siya for marketing.” (It’s a good thing to promote a travel agency. It is good for marketing). This reflects a positive perception of AI as an effective marketing tool that enhances visibility and audience engagement.

Travel agencies have provided positive feedback on using AI in relation to how they market and establish their branding. From the raw data, P6 added that they don’t need to spend time thinking, which makes their work more efficient. A reference from Simmons’ (2007) “I-Branding” may relate to this theme, as it states that AI’s impact on travel agencies may affect their marketing and establish internet-based branding. This data aligns with the objective of the paper, which is to identify the strategies for implementing AI. As travel agencies allow AI’s presence in their workplace, they can use it to their advantage, not just in information gathering but also in strategic marketing.

Moreover, Davis’ (1989) Technology Acceptance Model (TAM) has been utilized in numerous marketing contexts to interpret consumer behavior regarding new technological products and services. In this context, travel agencies employ AI to improve the effectiveness of captions in social media postings and the quality of photos for their branding. By highlighting the convenience and benefits of their offerings, travel agencies can attract more customers and boost the success of their promotional efforts.

Operational Efficiency and Accessibility

With the collected data, results showed that DOT-accredited travel agencies in Metro Manila have given positive feedback and see themselves at ease when using AI (P2, P5, P6, P7,) and perspectives were shared even with those non-AI users (P10), which relates to reducing workload, improving workflow, and potentially reducing costs or increasing productivity, and having more time attending to their clients.

Responses show that Artificial Intelligence is efficient and very reliable for travel agencies’ operations. P2 shared that “Uhh save money, kasi nga hindi ka na magbabayad ng uhh tao, employees” (Save time and money, reducing office expenses, since we don’t need to hire a person); this reflects the perceived economic advantage of AI adoption, particularly in resource optimization. Then Respondent 5 stated the same thought: “Mas marami kang mare-

reach na audience na, ewan ko parang pano ba, mas marami kang mata-target kapag marami kang ideas din, natutulungan ka din niya na mag-kumuha, kasi di ba yung AI kumukuha lang din siya ng, nagfe-feed ng-from ideas from different people” (Can reach a wider audience and target ideas; it can also help gather ideas from different people); this indicates that AI serves as a support tool that enhances productivity and allows employees to focus on higher-value tasks. While P6 answered, “Parang sila po yung tumutulong sa mga travel agency para mapadali po yung uhh, like yung trabaho nila” (AI helps travel agencies to ease workload), this indicates that AI serves as a support tool that enhances productivity and allows employees to focus on higher-value tasks, similar to what P7 said, “Kaya mas okay din siya madaling maaccommodate din yung mga ibang travelers” (It can be very easy for us to accommodate other travelers as well). And for the last statement from P10, “...answering basic or complex travel inquiries and concerns, especially for customers in international with different time zones and for us employees beyond office hours.” This demonstrates AI’s role in improving accessibility and responsiveness in customer service.

The effectiveness of AI in travel agencies is better understood through the Technology Acceptance Model (TAM), developed by Davis in 1980. According to TAM, acceptance and use of technology are primarily determined by two factors: perceived usefulness and perceived ease of use. In the context of AI in travel agencies, the perceived usefulness is evident because AI reduces costs, broadens reach, eases staff workload, and improves customer service. Perceived ease of use is also clear because AI simplifies handling multiple travelers and answers inquiries, making the technology user-friendly for employees and customers. By meeting these criteria, AI not only enhances operational efficiency but also gains acceptance among users, further solidifying its role in modern travel agency operations. Furthermore, AI’s ability to provide personalized travel recommendations based on customer preferences enhances the overall travel experience, making it more enjoyable and tailored to individual needs. The integration of AI in travel agencies also facilitates real-time problem-solving, allowing for quick responses to unexpected issues and significantly boosting customer satisfaction and loyalty.

Communication Challenges

However, despite the optimistic outlook on AI integration, excessive dependence and caution have become prevalent among some travel agencies (P2, P5, P6, P7). These negative responses stem from AI features, such as automated responses, which have been the most used feature based on most of the responses and have often fallen short in effectively communicating and building rapport with clients. While AI can streamline operations, the impersonal nature of automated interactions can hinder the establishment of trust and customer satisfaction. Additionally, ensuring the delivery of accurate and legitimate

information remains a critical concern. Travel agencies must be vigilant in verifying AI-generated content to avoid misinformation, thereby maintaining their credibility and ensuring a positive customer experience.

P2 mentioned, "...pero pagka-magdedeep ka sa concern talaga is hindi niya masasagot masyado, so yun lang yung napansin ko sa mga automated responses (...but when it comes to deeper concerns, it can't really answer well.); this highlights a key limitation of AI systems, particularly in handling nuanced or context-specific interactions. P5 echoed this, stating, "So mas maganda talaga na kausapin mo sila the way na kung ano yung alam nila." (So, it's really better to talk to them in a way that they understand.) P6 added, "...nila, and then kapag binigay nila 'yon sa isang tao, 'pag nalaman, mali pala. Pwede,'yon mag-cause ng problem (... if they give that information to someone and it turns out to be wrong, it can cause problems); this emphasizes the importance of verifying AI-generated content to maintain accuracy and credibility. This demonstrates a similar perspective to P7, "Minsan diba sa Chatbots minsan di swak yung tanong ng tao tapos sa sagot ng Chatbots." (Sometimes the question of the person is not appropriate and then the answer of the Chatbots does not give the right answer).

The findings from the research highlight the multifaceted impact of Artificial Intelligence (AI) on travel agencies' operations. On the one hand, AI technologies like automated responses have significantly enhanced efficiency by enabling seamless client accommodations. These automated systems and chatbots facilitate quicker responses to inquiries, thereby improving overall service quality dimensions, such as responsiveness and reliability, as outlined in Parasuraman et al.'s SERVQUAL model (1988). This increased reliance on AI also introduces challenges, such as the potential for misinformation due to automated information generation. This dual-sided impact underscores the need for travel agencies to carefully balance AI integration to maximize efficiency while mitigating risks associated with over-reliance on automated systems, which connects to the first objective, identifying the issues and challenges faced by travel agencies.

Job Displacement Concerns

The Travel Agencies (P10, P2, P4) have common thoughts about how AI can replace a human job in Travel Agencies Operations. As AI technology improves, it can increasingly perform functions like booking flights and accommodations and providing travel information that was once done manually by travel agents. This automation threatens to reduce the demand for human employees in roles that involve routine tasks such as data entry, itinerary planning, and customer service.

P10 explained, "It is evident that it can replace or displace jobs for more people since it automates tasks performed by employees or agents like us." This expresses that AI can

replace certain roles by automating tasks traditionally performed by employees and reflects a common perception of AI as a threat to employment stability. Meanwhile, P2 observed, “The hotels have their own AI they can answer inquiries already although meron na eh, meron na talagang mga hotel na nag aanswer, directly with the client. So, I think pag uhh, travel agency, yun nga mga wala na masyadong tao. Tapos uhh, yun lang naman kinakatakutan naming eh, yung mawala kami sa picture, kasi hindi na nila kailangan, kasi nga pwede maging third person na si AI.” (If hotels already have their AI that can answer inquiries directly with clients, which some hotels already do, I think for travel agencies, there won’t be as much need. And that’s our concern, that we might disappear from the picture because they won’t need us anymore, since AI can act as a third party.) This highlights the need for agencies to redefine their value proposition in an AI-driven environment. Furthermore, P4 noted, “Automation of tasks by AI can lead to job losses for employees performing repetitive or administrative tasks.”

AI’s dualistic character is examined by Grundner and Neuhofer (2021) in several industries, with an emphasis on both the advantages and the drawbacks of the technology. When looking at how AI is being incorporated into travel firms, this perspective is especially relevant. Through the automation of processes such as booking and itinerary planning, artificial intelligence (AI) promises considerable productivity gains and improved customer service skills. This improves customer service by personalizing and responding to their needs while also streamlining procedures. These developments are not without difficulties, though. In a market that is fast changing because of these technological advances, the industry must rethink its value proposition, manage the challenges of technological adaptation, and guard against the loss of jobs.

Future AI Integration

In this dynamic environment, AI technologies such as chatbots and personalized recommendation systems are becoming an integral part of travel agencies’ operations (P4, P6). Most of the participants interviewed by the researchers answered that they are most likely to integrate a balanced approach, embracing AI technologies into their operations while maintaining human oversight and ethical standards (P2, P4, P6, P7). It is evident that several DOT-accredited travel agencies in Metro Manila are already adopting AI into their operations and are willing to embrace more in the coming years. Not only does it ease the workload and help them to quickly generate ideas that can be used on tour packages, but AI also presents itself as an extension of human capacity (P10). On the contrary, it is crucial to note that some participants perceived the full integration of AI in the coming years as a downfall for the tourism industry (P1).

P2 mentioned “So kailangan natin mag adapt, kailangan natin maging ready” (We need to adapt, we have to be ready), which emphasized the need to adapt to technological changes, indicating a proactive mindset toward AI integration. P6 reflected, “...naisip ko yung future baka mamaya puro na tayo ma-computer...” (...I think about the future, maybe later we’ll all be computerized). P7 suggested that “Travel companies must adopt a balanced approach,” which has the same perspective as P6 by maintaining a balance between AI and human interaction, reinforcing the importance of preserving the human element in service delivery. P10 added that “AI serves as an extension of human capacity, freeing up employees’ work to focus on delivering exceptional service.” Meanwhile, P8 pointed out that “Most people would still want a personal touch with the travel agents.” Lastly, P1 warned that “Tourism industry will express downfall,” indicating that there are agencies that worry about a potential decrease in tourism services and performance with AI taking part in the industry.

It is apparent, as El-Moffock (2023) presented, that today’s travelers and tourism sectors, such as travel agencies, are slowly relying on these technological upgrades, which then added foundation by Tuo et al. (2021) that navigate how these determinants, the tourism enterprises, and tourist experience, even destinations, are to evolve. As some participants mentioned their readiness to embrace more AI in the coming years, it is still pivotal that we maintain a personal touch with the travel agents, as stated by P8. While AI offers personalized recommendations and 24/7 support, potentially enhancing positive social exchanges, there may be costs, such as a perceived lack of human touch. By amplifying customer satisfaction, travel agencies must balance AI efficiency with maintaining human interaction, as guided by insights from Homans’ Social Exchange Theory in 1958.

AI is significantly enhancing operational efficiency for DOT-accredited travel agencies in Metro Manila by reducing workload, improving workflow, and lowering costs, enabling a wider audience to reach and more effective client management. Agencies are cautious about over-relying on AI-driven chatbots and platforms because of the possibility of misinformation and insufficient handling of complex inquiries, even while these technologies improve service quality and marketing by offering personalized travel recommendations and real-time support. In spite of these reservations, many organizations are taking a measured approach, incorporating AI to increase human potential and optimize processes while preserving the crucial human element.

CONCLUSION

Summary of Findings

The use of artificial intelligence (AI) in travel agencies’ operations has benefits and drawbacks. There are varying views regarding the short- and long-term impacts of technology,

despite the fact that it increases productivity and work management. Continuing Sarikamis's (2022) remark, this study highlights the role of artificial intelligence (AI) in making the travel and tourism business more efficient and customer-focused by examining cutting-edge AI applications in data collection and client preference customization.

The use of AI in these systems is consistent with SDG 9 (Industry, Innovation, and Infrastructure), where automation powered by AI increases manufacturing and industrial productivity and efficiency, and SDG 12 (Responsible Consumption and Production), where AI offers tailored recommendations for sustainable goods and services, promoting environmentally friendly decisions. The results also address provisions of RA 11927, which intends to enhance the competitiveness and skills of the Filipino labor in digital and human technologies, and RA 7394, which examines how travel companies can provide fair services in the tourism industry.

Implications

The integration of AI technology enhances customer service and operational efficiency for travel agencies in Metro Manila by means of chatbots and customized recommendations. AI simplifies processes, reduces costs, and enhances targeted marketing. Benefits include significant cost savings and employee time dedicated to critical customer needs. However, relying too much on AI may lead to errors in complex queries, which would be bad for client satisfaction and the agency's image. AI may also reduce the need for human engagement; thus, clever marketing strategies to appeal to customers who require human assistance in delicate or complex situations will be necessary. Agencies facing challenges should ensure that artificial intelligence (AI) complements human skills rather than substitutes them. This tactical approach supports SDGs 8 and 12, which call for the responsible use of technology and the meaningful creation of jobs, while also increasing productivity and competitiveness. By adopting this careful approach, travel agencies may employ AI to support sustainable growth, enhance service quality, and maintain customer satisfaction in a sector that is changing quickly.

Limitations

This study has several limitations that impact the generalizability and reliability of its findings. First, data were gathered only from certain Metro Manila areas, which may not truly reflect AI's impact on travel companies in varied worldwide contexts. Variations in technical progress and consumer behavior in other countries may produce different outcomes. Furthermore, the study's small sample size and limited number of interviews may diminish the statistical power and generalizability of the conclusions reached. On another note, constraints

in financial and human resources restricted the depth of the study, limiting the number of participants, the volume of data collected, and the range of AI technologies analyzed. The diverse backgrounds, comfort levels, and experiences with AI technologies among participants also introduced variability in responses, which could challenge the consistency of the findings.

RECOMMENDATIONS

Travel agencies are encouraged to adopt Artificial Intelligence in a gradual and strategic manner, beginning with accessible and cost-effective tools such as chatbots for customer inquiries and AI-assisted content generation for marketing. Rather than fully automating operations, agencies should use AI as a support system to enhance efficiency while maintaining human oversight, particularly in handling complex customer concerns and ensuring service quality. Continuous staff training is essential to equip employees with the necessary skills to effectively use AI tools, interpret outputs, and verify information before dissemination. Agencies should also establish internal guidelines for reviewing AI-generated content to minimize errors and maintain credibility.

For policymakers, it is recommended to develop clear and practical guidelines on the ethical use of AI in the tourism industry, particularly focusing on data privacy, transparency, and accountability. Government agencies may also consider offering training programs, workshops, or incentives to support small and medium-sized travel agencies in adopting AI technologies. Strengthening policies related to consumer protection and digital workforce development will further ensure that AI integration benefits both businesses and consumers.

Future researchers are encouraged to expand the scope of this study by including a larger and more diverse sample of travel agencies across different regions. Incorporating quantitative or mixed-method approaches may also provide a more comprehensive understanding of AI's impact on operational performance. Additionally, exploring customer perspectives on AI-driven services would offer valuable insights into user satisfaction and acceptance, contributing to a more holistic evaluation of AI integration in the tourism sector.

By also establishing collaborations with academic institutions, industry, and government, it is possible to secure adequate financial and human resources to fund larger-scale research that facilitates a thorough investigation of various AI technologies. By combining these tactics, future study will be more comprehensive and in-depth, providing a thorough grasp of AI's revolutionary impact on the travel agency sector.

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Ethical Approval: This research was reviewed and approved by the Ethics Center of the Polytechnic University of the Philippines. An official ethical clearance was granted prior to the commencement of data collection. The study strictly adhered to the university's ethical guidelines, ensuring that participants' rights, welfare, and privacy were fully respected. Informed consent was obtained from all participants, and all data collected were treated with utmost confidentiality and anonymity throughout the research process.

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