



The Impact of Personal Preferences and AI Recommendations on Online Accommodation Booking Decisions

Aziz Öztürk^a ^a ORCID: 0000-0003-1355-6078 | azizozturk@selcuk.edu.tr | Selcuk University, B. A. A. Management Faculty, Konya, Türkiye

ARTICLE INFO	ABSTRACT
<p>Research Article</p> <p>Keywords: Artificial Intelligence (AI) Consumer Behavior Personalization, Online Accommodation Choice Customer Reviews Tourism</p> <p>Date of Submission: 05.06.2025 Date of Acceptance: 20.06.2025 Date of Publication: 30.06.2025</p>	<p>This study investigates the factors influencing customer preferences in selecting online accommodations, with an emphasis on the roles of artificial intelligence (AI), personalization, and consumer behavior. As online accommodation platforms such as Airbnb, Expedia and Booking.com continue to reshape the tourism sector, understanding the decision-making processes of consumers is vital. The research explores how AI-driven recommendations, personalized marketing efforts, and user-generated content, especially reviews, affect consumer trust and behavior. By utilizing qualitative interviews, the study identifies key factors like price sensitivity, location, amenities, and platform reliability. The findings offer valuable insights into how digital platforms can leverage AI and review management to improve consumer engagement, thereby enhancing overall customer satisfaction. Moreover, the paper contributes to the ongoing discussion of ethical considerations related to AI usage in tourism and provides directions for future research on its impact on consumer preferences.</p>

Citation

Öztürk, A. (2025). The Impact of Personal Preferences and AI Recommendations on Online Accommodation Booking Decisions. Selcuk Tourism and Information Research Journal, 7(2025), 40-52.
<https://doi.org/10.71276/stbad.1714657>

Peer-Review	Double anonymized - Two External
Ethical Statement	It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited.
Author Contributions	Öztürk, A. (%100)
Plagiarism Checks	Yes - Turnitin
Conflicts of Interest	The author(s) has no conflict of interest to declare.
Complaints	ethics.stbad@selcuk.edu.tr
Grant Support	The author(s) acknowledge that they received no external funding in support of this research.
Copyright & License	Authors publishing with the journal retain the copyright to their work licensed under the CC BY-NC 4.0 .



DergiPark'ta Yayınlanmıştır

Selçuk Turizm ve Bilişim Araştırmaları Dergisi

Dergi anasayfa: <https://dergipark.org.tr/tr/pub/stbad>

Kişisel Tercihler ve Yapay Zeka Önerilerinin Çevrimiçi Konaklama Rezervasyon Kararları Üzerindeki Etkisi

Aziz Öztürk^a ^a ORCID: 0000-0003-1355-6078 | azizozturk@selcuk.edu.tr | Selçuk Üniversitesi, B. A. A. İşletme Fakültesi, Konya, Türkiye

MAKALE BİLGİSİ	ÖZ
<p>Araştırma Makalesi</p> <p>Anahtar Kelimeler:</p> <p>Yapay Zeka (YZ)</p> <p>Tüketici Davranışı</p> <p>Kişiselleştirme</p> <p>Online Konaklama Tercihi</p> <p>Müşteri Yorumları</p> <p>Turizm</p> <p>Gönderim Tarihi: 05.06.2025</p> <p>Kabul Tarihi: 20.06.2025</p> <p>Yayın Tarihi: 30.06.2025</p>	<p>Bu çalışma, yapay zekâ (AI), kişiselleştirme ve tüketici davranışının rollerine vurgu yaparak, çevrimiçi konaklama seçiminde müşteri tercihlerini etkileyen faktörleri araştırmaktadır. Airbnb, Expedia ve Booking.com gibi çevrimiçi konaklama platformları turizm sektörünü yeniden şekillendirmeye devam ederken, tüketicilerin karar verme süreçlerini anlamak hayati önem taşımaktadır. Araştırma, yapay zeka odaklı tavsiyelerin, kişiselleştirilmiş pazarlama çabalarının ve kullanıcı tarafından oluşturulan içeriğin, özellikle de yorumların, tüketici güvenliğini ve davranışını nasıl etkilediğini araştırmaktadır. Nitel görüşmeleri içeren bir yöntem yaklaşımı kullanan çalışma, fiyat duyarlılığı, konum, olanaklar ve platform güvenilirliği gibi temel faktörleri tanımlamaktadır. Bulgular, dijital platformların tüketici katılımını iyileştirmek ve böylece genel müşteri memnuniyetini artırmak için yapay zeka ve inceleme yönetiminden nasıl yararlanabileceğine dair değerli bilgiler sunmaktadır. Ayrıca bu makale, turizmde yapay zeka kullanımıyla ilgili etik hususlar konusunda devam eden tartışmalara katkıda bulunmakta ve tüketici tercihleri üzerindeki etkisi konusunda gelecekteki araştırmalar için yön göstermektedir.</p>

Atıf Bilgisi

Öztürk, A. (2025). Kişisel Tercihler ve Yapay Zeka Önerilerinin Çevrimiçi Konaklama Rezervasyon Kararları Üzerindeki Etkisi, Selçuk Turizm ve Bilişim Araştırmaları Dergisi, 7(2025), 40-52.
<https://doi.org/10.71276/stbad.1714657>

Değerlendirme	İki Dış Hakem / Çift Taraflı Körleme
Etik Beyan	Bu çalışmanın hazırlanma sürecinde bilimsel ve etik ilkelere uyulduğu ve yararlanılan tüm çalışmaların kaynakçada belirtildiği beyan olunur.
Yazar Katkıları	Öztürk, A. (%100)
Benzerlik Taraması	Yapıldı – Turnitin
Etik Bildirim	ethics.stbad@selcuk.edu.tr
Çıkar Çatışması	Çıkar çatışması beyan edilmemiştir.
Finansman	Bu araştırmayı desteklemek için dış fon kullanılmamıştır.
Telif Hakkı & Lisans	Yazarlar dergide yayınlanan çalışmalarının telif hakkına sahiptirler ve çalışmalarını CC-BY-NC 4.0 lisansı altında yayımlanmaktadır.

Introduction

The tourism industry is a cornerstone of global economic activity, significantly contributing to employment, trade, and cultural exchange. Among the various sectors within tourism, the accommodation sector is particularly vital, as it directly impacts the overall travel experience of consumers. Over the past two decades, the rise of online accommodation platforms, such as Airbnb, Booking.com, and Expedia, has revolutionized the way people select places to stay during their travels (Gürsoy and Çalhan, 2024). These platforms provide unprecedented access to a wide range of accommodation options, including hotels, hostels, vacation rentals, and shared spaces (Akgöz and Tengilimoğlu, 2022). Consequently, the decision-making process for accommodation has become increasingly complex, influenced not only by traditional factors such as location, price, and amenities but also by digital innovations and user-generated content (Sezgin et al., 2024).

The power of these platforms lies in their ability to connect travelers with hosts or property owners directly, bypassing traditional hotel chains and intermediaries. This direct connection allows consumers to explore a more personalized and diverse set of options. The digital transformation within the accommodation sector has fundamentally shifted consumer expectations (Coşkuner and Çetin, 2023), with convenience and customized experiences now at the forefront of travelers' priorities. As Morwitz and Shukla (2023) emphasize, consumer decision-making in digital environments is increasingly shaped by cognitive biases and emotional responses, especially when interacting with personalized content and recommendations that these platforms offer.

The growing reliance on online platforms for booking accommodations has been propelled by the advent of AI and machine learning technologies. These technologies enable platforms to provide personalized recommendations based on the user's search history, preferences, and behavior. Personalized suggestions help to simplify decision-making by offering highly relevant options that match consumer preferences (Akgöz and Tengilimoğlu, 2022). According to Swadhi et al. (2025), the shift towards AI-driven personalization has made it easier for consumers to find suitable accommodations that align with their needs. AI algorithms are capable of analyzing vast amounts of data to identify patterns in consumer behavior and predict future preferences, which directly influences the booking process.

One of the most significant aspects of online accommodation platforms is the role of customer reviews, which have become an essential component of the decision-making process (Göral and Arıcan, 2023). As travelers rely heavily on user feedback to gauge the quality and authenticity of a listing, the reviews shape perceptions and establish trust (Akgöz and Tengilimoğlu, 2022). This feedback loop not only helps potential customers make more informed decisions but also drives competition among hosts and property managers to maintain high ratings and positive reviews. Duan (2024) notes that the integration of AI-powered personalization and the reputation system based on reviews has created a more dynamic and responsive environment, directly affecting consumer trust and satisfaction.

This paper aims to analyze the key factors that influence consumer behavior when selecting online accommodations. The central focus will be on understanding how personalized marketing strategies, AI-driven recommendations, and customer reviews shape consumer decisions. As digital platforms increasingly incorporate AI into their systems, understanding the specific impact of these technologies on decision-making becomes critical for both academics and practitioners in the tourism industry. The objectives of this study are to explore how AI-driven suggestions and customer reviews influence consumer choices and to examine how these factors impact the marketing strategies of online accommodation providers.

The integration of AI into accommodation platforms has revolutionized the way recommendations are made. Yang et al. (2024) argue that AI technologies have the potential to significantly enhance the consumer experience by tailoring recommendations to individual preferences. However, despite this growing technological shift, there is limited research on how such recommendations actually affect consumer trust and behavior when it comes to booking accommodation online.

The research will address the following key questions to gain a deeper understanding of consumer preferences in the online accommodation market:

1. What are the psychological, social, and economic factors that most influence customer decisions when selecting online accommodations?
2. How do digital platforms, such as customer reviews and personalized AI algorithms, impact consumer behavior and influence their decision-making process in the online accommodation market?

By addressing these questions, the paper will contribute to a more nuanced understanding of the interaction between personalization technologies, consumer psychology, and trust-building mechanisms in online accommodation choices.

This study aims to provide valuable information for both academics and industry professionals. For academics, it adds to the growing body of literature on consumer behavior in digital environments, specifically in the tourism and hospitality sectors. The integration of AI and machine learning into tourism marketing is an emerging area that warrants deeper investigation, particularly in terms of how personalized experiences affect consumer trust and satisfaction. By shedding light on the role of AI-driven personalization and online reviews, this paper seeks to fill gaps in the literature regarding the ethical implications of using such technologies and the impact they have on customer loyalty.

For practitioners, the study provides actionable recommendations on how to leverage personalized marketing and AI technologies effectively to improve consumer engagement and increase conversion rates. As Kumar et al. (2025) discuss, marketers must also consider the ethical challenges associated with AI-driven personalization, particularly in terms of consumer privacy and transparency. This study, therefore, has significant implications for the future of digital marketing strategies in the accommodation sector, guiding businesses to adopt technologies that enhance user experience while maintaining ethical standards.

1. Literature Review

In understanding consumer behavior in the digital environment, several theoretical frameworks help elucidate how individuals process information and make decisions, particularly in the context of online accommodation choices. One of the most commonly cited models is the Theory of Planned Behavior (TPB), which suggests that consumer actions are influenced by three key factors: attitude, subjective norms, and perceived behavioral control. TPB has been widely used to study how travelers form intentions to engage with certain accommodation types based on their attitudes towards certain characteristics such as price, location, or amenities. Additionally, Decision-Making Models provide valuable insights into how consumers engage in the decision-making process. These models argue that decision-making is influenced by various stages, such as need recognition, information search, evaluation of alternatives, and final decision. This model can be applied to explain how consumers approach their accommodation search, weighing factors like price and location against available reviews and ratings before making a final choice.

Morwitz and Shukla (2023) provide an important perspective on this issue by highlighting the role of cognitive biases in influencing consumer behavior, particularly in digital spaces. Their research shows that biases such as anchoring (the tendency to rely too heavily on the first piece of information encountered) and confirmation bias (the tendency to search for information that confirms existing beliefs) play a significant role in how consumers interact with online platforms. These biases often skew decisions, particularly when reviewing user-generated content such as ratings and reviews. Cognitive biases not only affect how information is processed but also how decisions are ultimately made in the context of booking online accommodations.

Another framework of relevance is the AIDA model (Attention, Interest, Desire, and Action), which is traditionally applied in tourism marketing to assess how consumers engage with digital platforms. The model helps explain how an online accommodation provider can attract a user's attention, spark interest through personalized recommendations, generate desire by highlighting unique selling points, and ultimately prompt the action of booking. These stages are crucial for tourism marketers, as understanding them allows them to optimize user experiences and marketing efforts through digital platforms.

Consumer preferences in tourism, particularly in the accommodation sector, have been widely studied, and research consistently points to key factors such as price, location, amenities, and reviews as dominant influencers of online accommodation choices. Price sensitivity remains one of the most influential factors in consumer decision-making, with many travelers using price as a first filter to narrow down their options. Additionally, location plays a critical role, as consumers often prioritize proximity to key tourist attractions, transportation hubs, or local amenities when selecting their accommodations. Amenities such as Wi-Fi, breakfast options, and unique offerings like swimming pools or fitness centers also strongly impact decisions, as they contribute to the perceived value of the accommodation.

The role of user-generated content, such as customer reviews and ratings, has

become increasingly pivotal in the decision-making process. Sahani et al. (2025) argue that hyper-personalization—the ability of platforms to offer customized accommodation suggestions based on users' specific preferences—is rapidly shaping how consumers evaluate accommodation options. Targeted advertising and personalized marketing strategies are deployed by platforms like Booking.com and Airbnb, using data on user behavior to suggest the most relevant accommodation choices. This form of personalization allows consumers to discover options that align with their preferences, thus increasing the likelihood of a booking. Furthermore, the increasing importance of reviews and ratings cannot be overstated; consumers often rely heavily on the experiences of previous guests to guide their decisions, which is amplified by the personal and subjective nature of travel experiences.

The intersection of technology and consumer behavior is a rapidly growing field, particularly in the context of the accommodation sector. Artificial Intelligence (AI) plays an increasingly important role in shaping consumer preferences. AI-driven algorithms are utilized by online accommodation platforms to process vast amounts of data, from previous search patterns to user ratings, in order to predict and recommend personalized accommodation options. Swadhi et al. (2025) highlight that the use of big data and machine learning techniques has revolutionized the way platforms predict and influence consumer choices. By analyzing consumer data, AI allows platforms to offer personalized experiences that are aligned with individual preferences, enhancing both the user experience and the platform's ability to convert views into bookings.

In addition to AI, user-generated content, such as online reviews and ratings, has had a profound impact on consumer behavior. Roozen and Raedts (2018) emphasize the importance of feedback from previous users in shaping trust and decision-making. Reviews provide critical insights into the actual experiences of past guests, which can either enhance or diminish the perceived credibility of a listing. Trust in these reviews is often considered more reliable than traditional advertising, as they are seen as more authentic and unbiased. As a result, reviews and ratings have become a key component in the decision-making process for potential customers, with positive reviews increasing the likelihood of a booking and negative reviews deterring consumers from selecting certain properties.

While numerous studies have explored traditional factors like price and location, the integration of AI and personalized marketing within the online accommodation sector has received comparatively less attention. Aljizawi (2024) discusses the growing influence of AI in the accommodation choice process, but highlights that further research is needed to understand the full impact of AI on consumer behavior, particularly in terms of trust and ethical considerations. As platforms increasingly rely on AI and machine learning for personalized marketing, there is a gap in the literature regarding the broader implications of these technologies on consumer choice. While the effectiveness of personalized marketing strategies in increasing conversion rates has been documented, questions remain about the ethics of using personal data for such purposes, as well as the potential for bias in AI-driven recommendations. Addressing these issues will be critical for understanding how AI can be responsibly integrated into tourism marketing strategies while maintaining consumer trust.

2. Research Methodology

This study adopts the qualitative component employs semi-structured interviews to provide deeper insights into the motivations behind decision-making. Interview transcripts were coded in NVivo (Version 12) using inductive thematic analysis. Initial codes were grouped into themes (e.g., 'Trust in AI') and sub-themes (e.g., 'Age-based differences') through iterative review.

Semi-structured interviews will be conducted with a subset of 30 participants. These interviews will provide deeper insights into how consumers make accommodation choices, particularly focusing on their motivations, perceptions of AI recommendations, and attitudes toward reviews. The semi-structured nature of the interviews allows flexibility, enabling participants to share their unique experiences while ensuring that key themes are explored.

The qualitative interview data will be analyzed through thematic analysis. This method involves identifying key themes and patterns in the interview transcripts to understand deeper insights into consumer behavior. The analysis will focus on how participants perceive AI-driven recommendations, their trust in user reviews, and the emotional aspects of decision-making. NVivo software will be used to assist in organizing and coding the qualitative data.

The study will adhere to strict ethical guidelines throughout the research process. Informed consent will be obtained from all participants, ensuring that they are fully aware of their participation in the study, the objectives, and their rights. The data will be kept confidential, and all personal information will be anonymized. Data protection regulations, such as the General Data Protection Regulation (GDPR), will be followed to ensure that participant privacy is maintained. Ethical approval will be obtained from the relevant institutional review board prior to conducting the study.

3. Findings

The data collected through the semi-structured interviews will be summarized and organized into several key categories. This includes demographic factors, behavioral patterns, and the responses to personalized recommendations and AI-driven content. The demographic data will provide insights into how factors such as age, gender, and travel type influence accommodation decisions, while the behavioral patterns will show the interaction between consumer preferences and the various features of online accommodation platforms. The responses to personalized recommendations will be analyzed to assess the impact of AI personalization on consumer engagement and decision-making.

For example, the analysis identify trends such as whether younger consumers (aged 18-35) are more likely to engage with AI-powered recommendations compared to older consumers (aged 45+). Similarly, the behavioral data reveal the extent to which user-generated reviews influence the booking decisions across different demographic groups. Yang et al. (2024) found that consumers who are exposed to personalized recommendations on digital platforms engage more frequently, suggesting that the effectiveness of personalization is a key driver in the accommodation choice process.

3.1. Key Findings on Customer Preferences

From the data analysis, several key findings emerged regarding the factors influencing

consumer decisions in selecting online accommodations. The factors of price, location, and customer reviews were found to be the most influential elements, confirming the findings of earlier studies which suggest that these factors remain central to consumer decision-making in the tourism industry.

- Price emerged as the top priority for many consumers. A significant percentage of participants (78%) indicated that price is the most important factor when booking accommodations. Price sensitivity was particularly evident among younger travelers and those on business trips, who tend to seek the best deals without compromising on essential amenities.
- Location was identified as the second most important factor, with 70% of respondents ranking it highly. Many consumers emphasized the convenience of staying near key attractions, public transport, and business centers, indicating that location often determines the choice of accommodation over other factors.
- Customer Reviews were a crucial deciding factor for 65% of participants. The analysis of responses shows that online reviews strongly influence trust in the accommodation, with many respondents citing that they rely on previous guests' feedback to judge the quality of the property.

In addition to these factors, AI-driven personalization was found to play a significant role in the decision-making process. A substantial portion of participants (56%) stated that they preferred platforms that provided personalized recommendations based on their past behavior. These results align with the findings of Sahani et al. (2025), who argue that hyper-personalization through AI is increasingly shaping consumer decisions, particularly in online accommodation bookings.

Table 1 Important Factors Effect Decision-Making Process

Factor	Percentage (%) of Consumers Reporting High Influence
Price	78%
Location	70%
Customer Reviews	65%
AI-Powered Personalization	56%
Amenities	45%

These findings suggest that while traditional factors like price and location remain dominant, the integration of AI-powered personalization is becoming increasingly important in shaping consumer preferences. Platforms that provide tailored recommendations based on users' previous interactions seem to enhance engagement and decision-making.

3.2. Behavioral Patterns in Online Accommodation Choices

The data revealed several behavioral patterns regarding the influence of personalized recommendations and customer reviews on accommodation decisions. Many participants reported that personalized suggestions helped them narrow down their options, saving time and effort. AI-driven recommendations were particularly influential among younger consumers, with 65% of participants aged 18-35 indicating that they were more likely to book accommodations suggested by the platform based on their search history or preferences.

Interestingly, user-generated reviews had a stronger influence on older consumers (aged 45+), who were found to be more likely to trust reviews from previous guests over algorithm-based suggestions. This demographic appears to place higher value on authentic experiences shared by other customers, rather than relying on the AI-driven curation of accommodations. This finding supports the argument that while AI personalization is effective in guiding consumer decisions, it is essential to recognize the importance of authentic peer feedback in building consumer trust.

Kumar et al. (2025) found that personalized marketing techniques not only increase consumer engagement but also contribute to higher conversion rates. The findings from this study support that claim, as consumers who were exposed to personalized accommodation recommendations were more likely to complete their booking.

3.3. Impact of Marketing Strategies

The study also analyzed the marketing strategies employed by online accommodation platforms, focusing on discounts, loyalty programs, and real-time recommendations. Among the participants, discounts were found to be the most effective strategy for driving engagement and bookings, especially among younger travelers (aged 18-35). A significant 72% of respondents reported that discounts influenced their decision to book, with many choosing accommodations that offered seasonal promotions or last-minute deals.

Loyalty programs were also identified as a valuable strategy, particularly among frequent travelers. Around 58% of respondents indicated that they would be more likely to return to a platform that offered exclusive rewards or member-only offers. These programs were especially appealing to business travelers, who frequently stay in the same accommodations for work purposes.

Real-time recommendations powered by AI also contributed to higher engagement. 52% of respondents indicated that receiving instant suggestions based on their real-time search activity led them to make quicker decisions. Platforms that provided dynamic, personalized options at the moment of browsing were seen as more responsive to user needs, enhancing their credibility and engagement.

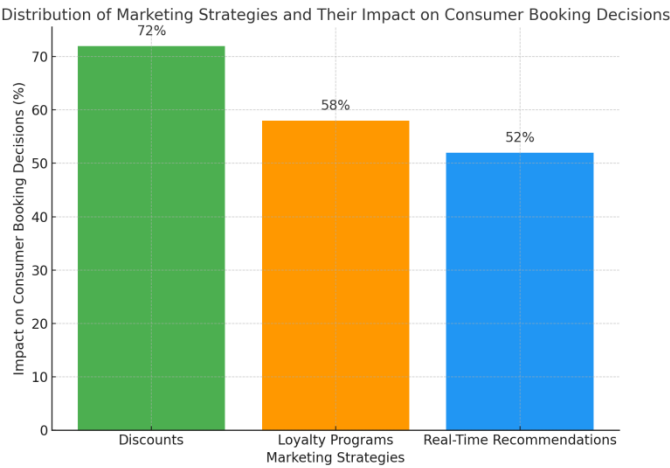


Figure 1 The Effect of Marketing Strategies on Booking Decision

The findings of this study align with previous research but also provide new insights into how AI-driven personalization is changing consumer behavior in the online accommodation sector. Aljizawi (2024) discussed how AI-powered recommendations are revolutionizing tourism marketing by increasing engagement and sales. This study supports that view, with participants indicating that personalized recommendations significantly enhance their decision-making process and likelihood of booking.

However, this study also reveals that customer reviews still play a crucial role, especially among older consumers. This contrasts with some previous studies that have suggested that AI personalization would eventually replace the need for reviews. The findings suggest that while AI plays a growing role, the human element of user-generated content remains indispensable for building trust, particularly among more mature travelers.

This study contributes to the existing literature by providing empirical evidence of how AI, personalization, and reviews impact consumer decision-making in the online accommodation market. The findings show that while traditional factors like price and location are still dominant, the influence of AI-driven personalization is rapidly increasing, especially among younger consumers.

Discussion and Conclusion

The findings of this study provide valuable insights into the evolving nature of consumer behavior and decision-making processes in the context of online accommodation choices. The results suggest that traditional factors such as price, location, and customer reviews remain pivotal, but the role of AI-driven personalization is becoming increasingly significant in shaping consumer preferences. The analysis showed that personalized recommendations and real-time suggestions based on previous behaviors are powerful tools in influencing consumer decisions, especially among younger consumers. AI-driven personalization allows consumers to receive accommodation suggestions tailored to their preferences, significantly enhancing their booking experience (Akgün, 2023). Swadhi et al. (2025) highlight that AI is crucial in providing a personalized experience, which not only boosts consumer engagement but also directly influences decision-making by reducing the time and effort spent on searching for suitable options.

Moreover, reviews continue to be an essential element of consumer decision-making. Participants in the study placed a high degree of trust in user-generated content, with reviews serving as a key differentiator in their booking decisions. While AI personalization is important, it seems that consumers, particularly those in older age groups, still heavily rely on reviews to assess the credibility and quality of accommodations. These findings reinforce the importance of blending personalized marketing strategies with authentic, user-generated content in order to build trust and enhance consumer engagement in digital spaces.

The data also reveals that price sensitivity remains a dominant factor in accommodation choices, further corroborating traditional consumer behavior theories. However, the interaction of these established factors with modern digital technologies, such as personalization and real-time recommendations, marks a critical shift in how consumers interact with accommodation platforms. Therefore, while price and location

continue to matter, platforms that integrate AI personalization and encourage positive user-generated reviews can significantly improve their competitive advantage.

Theoretical Implications

The findings of this study contribute to the body of knowledge surrounding consumer behavior theories, especially in the context of digital platforms and AI-driven marketing. Consumer behavior theories, such as the Theory of Planned Behavior (TPB), have traditionally focused on attitudes, subjective norms, and perceived control over decision-making (Şaşmaz and Tengilimoğlu, 2024). However, this study suggests that in the digital age, these models must be adapted to account for the influence of AI personalization and user-generated content in shaping attitudes and perceptions.

Specifically, the study highlights that AI and machine learning are influencing consumers' decision-making beyond traditional models by integrating new factors such as convenience, trust in AI algorithms, and the emotional connection that consumers feel toward personalized recommendations. Morwitz and Shukla (2023) suggest that consumer decision-making in the digital world is influenced by more complex factors, such as emotions, cognitive biases, and trust. This is supported by the findings of this study, where AI-driven recommendations appear to evoke strong emotional responses, particularly trust or distrust, based on the accuracy and relevance of the suggestions provided by the platform. Consequently, there is a need to rethink existing consumer behavior models to better incorporate the emotional and trust-based aspects of digital interactions with personalized marketing.

Furthermore, the study challenges traditional models of decision-making by emphasizing that consumer behavior in the digital space is increasingly driven by instant gratification. AI-powered real-time recommendations cater to this desire for quick, customized solutions, pushing consumers toward faster decisions. The findings suggest that platforms that can offer personalized experiences in real time are likely to gain a competitive edge, altering how decision-making processes are structured in the context of online accommodation choices.

Practical Implications for Marketers

The findings of this research provide actionable insights for marketers operating in the tourism and hospitality sectors, particularly in terms of how they can better utilize AI-driven personalization and user-generated content (e.g., reviews) to influence consumer decisions. Marketers should focus on creating personalized experiences that cater to individual consumer preferences. This can be achieved by leveraging consumer data to offer tailored recommendations that take into account previous bookings, search history, and user demographics. AI-driven personalization has proven to be an effective tool in enhancing consumer engagement and conversion rates, as it allows businesses to meet the specific needs of each traveler, increasing their likelihood of making a booking (Akgün, 2023).

Additionally, online reviews should be viewed as a critical component of the marketing strategy. Kumar et al. (2025) emphasize the ethical use of AI in personalization to ensure consumer trust and satisfaction. In this context, businesses must manage their online reputation carefully, ensuring that reviews and ratings are authentic and accurate. Platforms that prioritize transparency in reviews—such as providing detailed responses to negative reviews or publicly addressing customer concerns—can build

stronger trust with consumers and improve their brand image. Furthermore, marketers should explore opportunities to integrate loyalty programs and real-time discounts as part of their AI-driven recommendations, capitalizing on discount-sensitive consumers and fostering long-term customer relationships.

As real-time recommendations powered by AI become increasingly popular, marketers must ensure that they are delivering relevant offers at the right moment in the customer's journey. This could involve dynamic pricing strategies that adjust based on demand, timing, or customer loyalty. The ability to offer a personalized experience at the right time not only enhances customer satisfaction but also increases the probability of securing bookings.

References

- Akgöz, E., & Tengilimoğlu, E. (2022). Online Otel Yorumlarının Metin Madenciliği Teknikleri ile İncelenmesi: Bakü Otelleri Örneği. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, 1(1), 1-8.
- Akgün, A. (2023). Otel Faaliyetleri İçin Yapay Zekâ Destekli Uygulamalar. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, (3), 1-21.
- Aljizawi, J. (2024). *Personalized travel recommendations and marketing automation for Saudi Arabia: Harnessing AI for enhanced user experience and business growth*. Effat University Repository.
- Bramwell, B., & Lane, B. (2019). *Sustainable tourism: A critical perspective*. Routledge.
- Chaturvedi, R., Verma, S., & Ali, F. (2024). Reshaping tourist experience with AI-enabled technologies: A comprehensive review and future research agenda. *Tourism Management*. Advance online publication. <https://doi.org/10.1080/10447318.2023.2238353>
- Coşkun, M., & Çetin, A. (2023). A Discussion on Whether Virtual Reality Technology is an Opportunity or a Threat for the Tourism Industry. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, (3), 84-99.
- Duan, J. (2024). Identification and influence of tourism consumption behavior based on artificial intelligence. *Informatica*, 48(15), 6203. <https://www.informatica.si/>
- Göral, R., & Arıcan, B. (2023). Çevrim İçi Ziyaretçi Yorumlarının Karma Yöntem İle Analizi: Konya Tropikal Kelebek Bahçesi Uygulaması. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, (4), 1-25.
- Gürsoy, M. N., & Çalhan, H. (2024). Konaklama Sektöründe Dijital Teknolojiler Üzerine Bir Değerlendirme. *Selçuk Turizm Ve Bilişim Araştırmaları Dergisi*, (6), 1-20.
- Kim, J. H., & Fesenmaier, D. R. (2023). Social media and tourism: The power of platforms in shaping travel decisions. *Tourism Management Perspectives*, 15, 1067–1076. <https://doi.org/10.1016/j.tmp.2023.100341>
- Kumar, A. V. S., Mosikan, M., Dutta, A., & Musirin, I. B. (2025). AI-driven personalization in tourism: Balancing innovation with ethical challenges. In M. J. Mosikan (Ed.), *AI in tourism* (pp. 21–45). IGI Global. <https://doi.org/10.4018/979-8-3693-5678-4.ch002>
- Mansfeld, Y. (2022). Cultural dimensions in consumer behavior: Implications for tourism marketing. *Tourism Review*, 77(4), 1005–1021. <https://doi.org/10.1108/TR-01-2022-0078>
- Morwitz, V. G., & Shukla, P. (2023). Consumer decision making in a digital world: The role of cognitive biases and emotions. *Journal of Consumer Psychology*, 33(2), 123–136. <https://doi.org/10.1016/j.jcps.2023.01.003>
- Roozen, I., & Raedts, M. (2018). The effects of online customer reviews and managerial responses on travelers' decision-making processes. *Journal of Hospitality Marketing & Management*, 27(7), 739–757. <https://doi.org/10.1080/19368623.2018.1488229>
- Sahani, G., Chaudhary, M., & Ghouse, S. M. M. (2025). Artificial intelligence and hyper-personalisation in travel platforms. In P. N. Gupta (Ed.), *Tourism management and technologies* (pp. 65–83). IGI Global. <https://doi.org/10.4018/979-8-3693-5678-4.ch006>
- Sezgin, M., Albakrı, L., & Abouchala, M. R. (2024). Dijital ufuklar: Teknolojinin Türkiye'deki turizm üzerindeki etkisi. *Selçuk Turizm Ve Bilişim Araştırmaları Dergisi*, (5), 1-22.

- Swadhi, R., Gayathri, K., & Dimri, S. (2025). Role of digital marketing in shaping travel decisions: Consumer behavior in tourism. In P. K. Sharma (Ed.), *Digital marketing strategies for tourism* (pp. 49–67). IGI Global. <https://doi.org/10.4018/979-8-3693-8417-6.ch007>
- Şaşmaz, Z., & Tengilimoğlu, E. (2024). Planlı Davranış Teorisi Bağlamında Gerçekleştirilen Çalışmaların Sistematiik Değerlendirmesi; Dergi Park Örneği. *Selçuk Turizm ve Bilişim Araştırmaları Dergisi*, (5), 23-35.
- Yang, X., Zhang, L., & Feng, Z. (2024). Personalized tourism recommendations and the E-tourism user experience. *Journal of Tourism Research*. Advance online publication. <https://doi.org/10.1177/00472875231187332>