

Research Article

Tourism Information Search in The Age of Generative AI: The Role of AI Literacy, Trust and Personalization

Üretken Yapay Zekâ Çağında Turizm Bilgisi Arama: Yapay Zekâ Okuryazarlığı, Güven ve Kişiselleştirmenin Rolü

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Abstract

This study examines the use of generative artificial intelligence (AI) in tourism information-search behavior. The developments in generative AI tools and their widespread use among end-users have brought the concept of AI literacy to the forefront. Within this scope, the study aims to investigate the relationships between AI literacy, personalization, perceived trust, and behavioral intentions. The study was conducted among university students, and data from 443 participants were obtained in person and online during April and May 2026. PLS-SEM was used to analyze the structural model. The results revealed that all hypothesized relationships were supported. The study revealed that AI literacy, personalization, and perceived trust in AI are significant variables in tourism information-search behavior. Among the variables perceived trust had the strongest effect on behavioral intention. AI literacy positively influenced perceived trust, personalization, and behavioral intention. Personalization significantly influenced both perceived trust in AI and behavioral intentions. Finally, perceived trust in AI positively influenced behavioral intentions toward generative AI applications. The study concludes by discussing theoretical and practical implications and offering suggestions for the use of generative AI applications in tourism information-search behavior.

Keywords: AI literacy, Personalization, Perceived trust, Behavioral intention, Tourism information-search behavior

Öz

Bu çalışma, üretken yapay zekanın turizm bilgi arama davranışında kullanımını incelemektedir. Üretken yapay zekâ uygulamalarındaki gelişmeler ve bu uygulamaların son kullanıcılar arasında yaygınlaşması, yapay zekâ okuryazarlığı kavramını ön plana çıkarmıştır. Bu kapsamda yapay zekâ okuryazarlığı, kişiselleştirme, algılanan güven ve davranışsal niyet arasındaki ilişkileri incelemek amaçlanmıştır. Araştırma üniversite öğrencileri üzerine yürütülmüş olup, 2026 nisan ve mayıs aylarında yüz yüze ve online olarak geçerli 443 anket elde edilmiştir. Örneklem yöntemi olarak kolayda örneklem tekniğinden faydalanılmıştır. Verilerin analizi için PLS-SEM kullanılmıştır. Araştırma bulgularına göre varsayılan tüm hipotezler desteklenmiştir. Çalışma; turizm bilgisi arama davranışında yapay zekâ okuryazarlığı, kişiselleştirme ve yapay zekaya duyulan güvenin önemli değişkenler olduğunu ortaya koymuştur. Değişkenler arasında, algılanan güven davranışsal niyet üzerinde en

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güçlü etkiye sahiptir. Yapay zekâ okuryazarlığı; kişiselleştirme, algılanan güven ve davranışsal niyeti olumlu yönde etkilemektedir. Kişiselleştirmenin, yapay zekâyâ duyulan güven ve davranışsal niyet üzerindeki etkisi istatistiksel olarak anlamlı bulunmuştur. Son olarak, yapay zekâyâ duyulan güven, üretken yapay zekâ uygulamalarına yönelik davranışsal niyeti pozitif yönde etkilemektedir. Çalışma teorik ve pratik çıkarımları tartışarak ve üretken yapay zekâ uygulamalarının turizm bilgi arama davranışında kullanımına yönelik öneriler sunarak sona ermektedir.

Anahtar kelimeler: *Yapay zekâ okuryazarlığı, Kişiselleştirme, Algılanan güven, Davranışsal niyet, Turizm bilgi arama davranışı*

1. Introduction

Artificial intelligence applications are rapidly changing the way individuals search for information. Previously, users used to type what they wanted to know into a search engine, click on one of the thousands of results it returned, and spend a significant amount of time trying to find that information while being exposed to the website's advertisements. Generative AI models have brought about a paradigm shift in information retrieval systems (Zhu et al., 2025). While traditional information retrieval systems generate a set of documents in response to a query, the new paradigm provides a direct answer to such requests (Zhu et al., 2025). With the assistance of generative AI, users have begun obtaining their desired results without clicking on any links. This phenomenon has come to be known as "zero-click" (Marr, 2025). This revolutionary shift in information-search behavior is not limited to search engines. Individuals are adopting generative AI applications directly to search for information, rather than traditional search engines.

Previous literature has identified several significant variables influencing the adoption of generative AI. Altürk (2026) has investigated the impact of perceived usefulness, hedonic motivation and satisfaction on the intention to use ChatGPT for tourism information search. Drawing on the TAM, prior research has highlighted factors like perceived usefulness and perceived ease of use in adopting AI for information search (Li et al., 2025). In addition to these generic variables, trust and personalization has an important role in AI adoption (Balaskas, Tsiantos, Chatzifotiou, & Rigou, 2025; Hassan, Abdelraouf, & El-Shihy, 2025; Singhal et al., 2025). Yet, research investigating these two variables in searching for tourism information remains scarce. Thus, this study incorporated perceived trust and personalization in the conceptual model.

The developments in AI tools and their widespread use among end-users have brought the concept of AI literacy (AIL) to the forefront. Questions such as "Do users really know how AI works?" or "Do they know how to use AI applications?" have become an important line of inquiry. The importance of AI literacy is being investigated in contexts such as education (Stolpe & Hallström, 2024), health (Çapuk, Yiğit & Uçar, 2026; Koştu & Arslan, 2026), information and communication technologies (Dağışan, 2025), and libraries (Demir, 2025). Although AI is being used for an increasing number of purposes, the ability to make effective use of this technology depends on users' proficiency (Syed, Rahi & Ahmad, 2026). AI literacy is an important factor influencing tourists' use of AI applications in designing their trips (Won & Lee, 2026). Thus, AI literacy has become an important factor in the tourism context as well.

This research addresses a gap in tourism information search behavior by investigating the determinants of behavioral intentions (BI) to use generative AI applications. In particular, this study aims to explore the role of AI literacy, personalization, and perceived trust in behavioral intentions toward using generative AI applications to search for tourism information. To the best of author's knowledge, this study is among the pioneering studies to explore the effect of AI literacy on the intention to use generative AI applications for tourism information search. Furthermore, personalization and perceived trust were included in the research model to understand their influence on students' intention to use generative AI. AI is transforming information search behavior (Murugesan, Sivakumaran, Sharma, & Ganesan, 2025); therefore, understanding the antecedents of BI to use this emerging technology for tourism information search has become a timely inquiry.

2. Literature Review

Throughout history, individuals have continually required information and utilized various methods to acquire it. Individuals do not engage in information-search behavior solely for professional purposes; rather, they also exhibit intensive information-search behavior regarding activities and events outside of their professional lives (Savolainen, 1995). Such behaviors range from seeking information about health effects of a specific food to searching for technical specifications of a desired smartphone.

Since the methods and criteria used to select information are constantly changing over time, information search constituted a complex process in the past (Rouse & Rouse, 1984). However, due to the advanced capabilities of modern AI, searching for information has been significantly streamlined. Today, there is a significant shift in information search, and the integration of generative AI has exerted a revolutionary impact (Allan, Choi, Lopresti, & Zamani, 2024). This shift is taking place in the nature of the tools utilized for information search. With the assistance of AI and machine learning, search engines are now more effective in meeting users' needs and providing more relevant results (Xia, Yu, Pan, & Chen, 2026).

Generative AI is not only transforming search engines; these models are increasingly utilized as standalone information retrieval tools. A study examining how ChatGPT is utilized has shown that information search is the third most prominent motivation for individuals to use the application (Chatterji et al., 2025). Prior research indicates that well-trained large language models can provide similar or superior answers compared to the most advanced supervised methods across prominent information search benchmarks (Sun et al., 2023). Within the information retrieval domain, a new paradigm is emerging called “generative information retrieval” which uses generative approaches for data extraction (Li et al., 2025). Therefore, it is evident that the importance of AI literacy will continue to expand.

2.1. AI literacy

As generative AI tools evolve and diversify, individuals increasingly utilize them in different domains. From education to healthcare, and from tourism to leisure activities, end-users are engaging with generative AI applications to search for information across all these fields. As a result, the concept of AI literacy—which encompasses understanding how this technology works, how it should be used, and its potential applications—has emerged. AI literacy is defined as “the ability to understand, use, monitor, and critically evaluate AI applications without needing to create AI models” (Kiremit, 2026). Although there is no consensus, prior research has identified several components of this construct. Wang, Rau, and Yuan (2023) proposed a four-construct model consisting of awareness, usage, evaluation, and ethics. Ning et al. (2025) identified a four-factor model, namely, AI perception, AI knowledge and skills, AI applications and innovations, and AI ethics. In their comprehensive study, drawing on previously developed AI literacy scales, Koch, Wienrich, Straka, Latoschik, & Carolus (2024) brought together different conceptualizations and proposed a four-factor structure. These factors included: “use and interact with AI,” “design/program AI,” “cognitive operations regarding AI,” and “detect AI/persuasion literacy”.

Studies have been conducted across various fields regarding the importance of AI literacy. In education, AI literacy can be used to identify the competencies required for adapting to professional and daily life which will be shaped by AI (Stolpe & Hallström, 2024). Koştu and Arslan (2026) examined the relationship between AI literacy, eHealth literacy, and healthy lifestyles and reported positive relationships. In marketing, AI literacy, alongside advertising literacy, is important in enabling customers to better understand the usage of AI within advertisements (Čábyová, 2024). Seker, Kwon and Kocak, (2025) investigated the antecedents of AI literacy among researchers. They found that digital literacy and data literacy skills were significant predictors of AI literacy.

The importance of AI literacy is also growing in the tourism context. AI literacy exerts a crucial influence on the relationship between employees' green attitudes and sustainable tourism development (Syed et al., 2026). Furthermore, recent research highlights that AI literacy plays a significant role in fostering students' innovative behavior and well-being within tourism and hospitality education (Abdelrahman, Elzek, & Aborya, 2026). Ultimately, the sustainable use of generative AI in tourism does

not depend solely on the quality of the information provided by these tools. This sustainability also depends on users' ability to interact with the AI applications, evaluate the information they provide, and continuously optimize its utility (Won & Lee, 2026).

2.2. Personalization

Personalization refers to “offering services tailored to the unique needs and preferences of each customer, from destination recommendations to accommodations and more immersive travel experiences” (Nugroho, Priyanto, & Purnama, 2024). Today personalization is a critical aspect of doing business in almost every domain. Many companies aim to personalize their products and their interactions with customers in every way possible (Rafieian & Yoganarasimhan, 2022). All customer-oriented information systems where large volumes of data are processed for highly diverse user groups should take personalization into account when designing their services (Liang, Chen, & Turban, 2009). AI-powered personalization enhances consumer trust and purchase intentions in the e-commerce context (Singhal et al., 2025). Leading tourism companies such as Booking.com, utilize AI to personalize customer interactions through chatbots to increase customer satisfaction (Nugroho et al., 2024). Koo, Zaman, Ha and Nawaz (2025) found that personalization is an important factor influencing tourists' behavior regarding technology adoption in the tourism industry. Personalization provides opportunities to develop stronger customer relationships and loyalty by offering more tailored services and recommendations in the tourism industry (Nugroho et al., 2024). AI enables personalization across various sectors, including education, healthcare, workspace environments, and public administration (Boriati, 2025). Research suggests that AI literacy positively enhances personalization (Tan, Zeng, & Tan, 2025).

H1 AI literacy significantly affects personalization.

2.3. Perceived Trust

Users search for reliable information while using generative AI but they feel uncertain about how it works (Gupta & Mukherjee, 2025). Memon and West (2024) pointed out that integrating AI into search engines could render search results less reliable. Perceived trust is an essential determinant of technology adoption across various contexts, such as mobile banking (Moazen-zadeh & Hamidi, 2018) and education (Mustofa, Kuncoro, Atmono, & Hermawan, 2025). Yang & Wibowo, (2022) highlighted the significance of establishing trust to foster favorable cognitive, affective, and behavioral outcomes. Therefore, perceived trust is a critical factor in AI adoption. Specifically, trust students have in AI tools is a primary factor influencing their decision to utilize these applications (Mustofa et al., 2025). Consequently, understanding the antecedents of trust constitutes an important line of inquiry. Zhou, Pan and Li (2026) reported that, AI literacy is correlated with trust in AI. Teepapal (2025) reported that AI-enabled personalization increases consumer trust in digital marketing. Similarly, Sipos (2025) found that AI-powered personalization exerts a positive effect on consumer trust. Accordingly, following hypotheses are proposed.

H2 AI literacy significantly affects perceived trust.

H3 Personalization significantly affects perceived trust.

2.4. Behavioral Intentions

Behavioral intention is a core component within the Theory of Reasoned Action and Theory of Planned Behavior, referring to an individual's readiness to engage in a specific behavior (Ajzen, 1991). Gupta and Mukherjee (2025) empirically demonstrated that users' perceptions of trust significantly influenced the adoption of generative AI. Trusting AI represents a critical factor driving BI toward these technologies, as trust promotes acceptance while mistrust inherently compromises it (Afroogh, Akbari, Malone, Kargar, & Alambeigi, 2024). Furthermore, AI literacy plays a vital role in shaping behavioral outcomes; the present study hypothesizes that individuals with higher AI literacy will exhibit greater intentions to use AI applications. Prior literature supports this link identifying AI literacy as a key variable in technology adoption. For instance, Lin, Zhang and Xiong (2025) reported that AI literacy was a significant predictor of AI engagement among mathematics teachers. Similarly, Ke, Gong and Ke (2025) investigated AI adoption, by proposing a model that integrated AI literacy with the UTAUT

constructs, finding that AI literacy was an important predictor of behavioral intentions. In the tourism context, Won & Lee (2026) examined tourists' adoption of generative AI for travel planning and demonstrated that AI literacy affected continuance intentions. Specifically, they observed that when encountering low-quality information, highly literate individuals attempt to extract better results, whereas the intention to use among individuals with low literacy declines. Additionally, Personalization significantly shapes behavioral outcomes; Koo et al. (2025) showed that personalization is an important determinant of tourists' BI regarding technology adoption. We therefore propose the following hypotheses.

H4 Personalization significantly affects behavioral intentions.

H5 AI literacy significantly affects behavioral intentions.

H6 Perceived trust significantly affects behavioral intentions.

3. Research Method

The aim of this research is to examine the effect of AI literacy on the behavioral intentions toward generative AI applications to search for tourism information. Within this framework, the relationships among AI literacy, perceived trust, personalization, and behavioral intentions are investigated. The proposed research model is shown in Figure 1. A quantitative method was adopted and data were collected via a structured questionnaire.

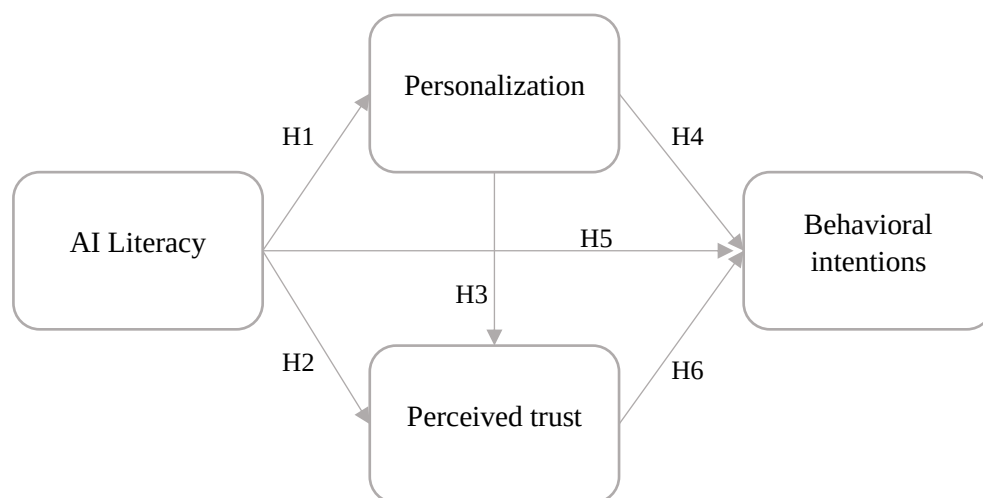


Figure 1. Proposed research model.

3.1. Instrument

A questionnaire was utilized to collect the empirical data. The instrument comprised two main sections. The first section included the four measurement scales used in this research while the second section captured the demographic characteristics of the participants. All scales were adopted from the existing literature. Specifically, AI literacy was evaluated using five items adapted from Thiangtham, Singhachotsukpat, Wilapana, Songkram and Khlaisang (2026). Perceived trust was measured using three items adapted from Hsiao and Chen (2022). Personalization was assessed with three items adapted from Jin and Lee (2024). Lastly, the behavioral intentions scale consisted of three items adapted from Zhu, Hall, Fong, Lin and Naderi Koupaei (2024). All constructs were reported to demonstrate robust validity and reliability in their original context.

3.2. Data collection

This study was conducted on university students in Türkiye aged 18 years or older. According to data from the Council of Higher Education, the total number of enrolled students in Türkiye was 6,301,434 (Council of Higher Education, 2026). Convenience sampling was employed. Data were collected during April and May 2026 utilizing a hybrid approach that combined printed questionnaires and online

methods. Ultimately, a total of 443 usable questionnaires were obtained for final analysis. Ethics committee approval for this study was obtained from the Scientific Research and Publication Ethics Committee of Mardin Artuklu University on March 26, 2026, under number 252371.

4. Results

Table 1. Demographics

Gender	Female	323	72.9
	Male	120	27.1
Age	18-19	87	19.6
	20-21	161	36.3
	22-23	118	26.6
	24-25	38	8.6
	26 and older	39	8.8
Education level	Associate	100	22.6
	Bachelor	338	76.3
	Graduate	5	1.1
Grade	1	93	21.0
	2	190	42.9
	3	78	17.6
	4	81	18.3
	6	1	0.2
Technology experience	Highly experienced	41	9.3
	Experienced	144	32.5
	Moderately experienced	241	54.4
	Inexperienced	17	3.8

4.1. Common method bias (CMB)

If the measurement methods for the variables are the same this can have an effect on the correlation between variables (Hair, Risher, Sarstedt, & Ringle, 2019). Since a Likert scale questionnaire was used, there was a possibility of CMB. This study utilized Harman's single factor test to assess the data for potential bias. The results of the analysis revealed that the single-factor solution explained 36.66% of the total variance, which is below the 50% threshold indicating that CMB was not a concern.

4.2. Measurement model

All item loadings exceeded the threshold of 0.7, except for PR1 (0.652). According to Hair, Black, Babin and Anderson (2019) item loading above the threshold of 0.7 is considered good and items with loadings over 0.5 are practically significant. Thus, no items were removed. The Cronbach's alpha values were above the threshold of 0.70, except personalization, which was calculated 0.643. On the other hand, CR values ranged from 0.805 to 0.909. Hair, Risher, et al. (2019) suggested using rho_A for reliability because Cronbach's alpha is conservative and CR is too liberal. As seen in Table 2, all rho_A values exceeded the value of 0.7 indicating that construct reliability was established. The AVE values were higher than the suggested threshold of 0.5, indicating a satisfactory convergent validity.

Table 2. Reliability and validity

Items	Loadings	Cronbach's Alpha	rho_A	AVE
AIL1	0.729	0.830	0.852	0.589
AIL2	0.703			
AIL3	0.808			
AIL4	0.782			
AIL5	0.810			
BI1	0.867	0.851	0.853	0.770
BI2	0.882			

BI3	0.883			
PT1	0.841	0.801	0.804	0.715
PT2	0.892			
PT3	0.802			
PR1	0.652	0.643	0.711	0.583
PR2	0.880			
PR3	0.742			

AIL: Artificial intelligence literacy, BI: Behavioral intentions PT: Perceived trust, PR: Personalization
 HTMT criterion was used for Discriminant validity. As shown in Table 3, all HTMT ratios were below the strict threshold of 0.85. Therefore, discriminant validity was established.

Table 3. HTMT ratios

	AIL	BI	PT	PR
AIL				
BI	0.419			
PT	0.347	0.750		
PR	0.522	0.633	0.579	

4.3 Structural model.

All VIF values were between 1.189 and 2.459, which was safely lower than 5 (Kock, 2015). The SRMR was calculated as 0.079 which is below 0.08, indicating satisfactory model fit (Henseler et al., 2016). The R^2 values were evaluated for the endogenous variables (Table 4). Specifically, 46.5% of the variance in behavioral intentions was explained by AIL, PT and PR ($R^2=0.465$).

Table 4. R^2 values for endogenous variables

Item	R^2	Adjusted R^2
BI	0.465	0.462
TR	0.202	0.198
PR	0.169	0.167

To assess predictive relevance, the PLSpredict procedure was conducted using a 10-fold procedure. The results revealed that all the Q^2 values were over zero, demonstrating that the model possessed predictive validity. In PLSpredict evaluation, if the majority of the items' RMSE values are lower than the linear model (LM) values, then the predictive power of the model is classified as medium (Hair & Alamer, 2022). As shown in Table 5, the majority of the items' RMSE values were lower than the LM values, indicating the model exhibited medium predictive power.

Table 5. PLS-predict assessment

Item	PLS RMSE	LM RMSE	PLS-LM	Q^2 PREDICT
PR1	1.067	1.064	0.003	1.368
PR2	1.211	1.188	0.023	0.135
PR3	1.263	1.264	-0.001	0.089
TR1	1.582	1.597	-0.015	0.047
TR2	1.512	1.522	-0.010	0.046
TR3	1.264	1.262	0.002	0.072
BI1	1.502	1.504	-0.002	0.060
BI2	1.349	1.353	-0.004	0.105
BI3	1.348	1.357	-0.009	0.122

Table 6. Hypothesis testing.

Path	β	Std. dev	t	BCILL	BCIUL	f ²	p	Result
AIL→BI	0.131	0.039	3.388	0.067	0.194	0.026	<0.001	Confirmed
AIL→PT	0.143	0.143	2.577	0.048	0.231	0.021	<0.001	Confirmed
AIL→PR	0.411	0.415	8.762	0.328	0.482	0.203	0.005	Confirmed
PT→BI	0.488	0.487	12.284	0.422	0.554	0.356	<0.001	Confirmed
PR→BI	0.228	0.229	5.215	0.156	0.301	0.070	<0.001	Confirmed
PR→PT	0.371	0.372	7.417	0.285	0.452	0.143	<0.001	Confirmed

Bias-corrected confidence intervals were assessed to test the hypotheses (Table 6). If the confidence intervals for a specific path contain zero, the relationship is deemed non-significant (Hair & Alamer, 2022). The results revealed that all six proposed hypotheses were supported. Specifically, AI literacy positively predicts perceived trust ($\beta=0.143$), personalization ($\beta=0.411$), and behavioral intentions ($\beta=0.131$) thereby supporting H1, H2 and H3. Also, personalization significantly predicted both perceived trust ($\beta=0.371$) and behavioral intentions ($\beta=0.228$) suggesting that H4 and H5 were also supported. Lastly, the effect of perceived trust on behavioral intentions ($\beta=0.488$) was significant and positive, indicating H6 was supported.

5. Discussion and Conclusion

This study examined the factors influencing behavioral intentions toward generative AI applications for tourism information search. The proposed research model suggested that users with higher AI literacy, greater perceptions of AI personalization, and higher levels of trust would exhibit stronger behavioral intentions toward generative AI applications. Overall, the empirical findings confirmed all hypothesized relationships. Consequently, the theoretical and practical implications of these results are discussed below.

The results revealed that AI literacy plays a critical role in adopting generative AI applications to search for tourism information. First, the findings indicate that AI literacy is an important predictor of personalization. In other words, students with higher AI literacy exhibit a stronger perception of AI personalization. Because they comprehend the underlying mechanisms of AI, they better understand how these applications deliver customized responses and how to further tailor generative AI tools to their specific needs. This result aligns with the previous literature. For instance, Tan et al. (2025) empirically showed that generative AI literacy predicts college students' personalized learning. Second, the effect of AI literacy on perceived trust was confirmed. Specifically, students with high AI literacy tend to develop greater trust in generative AI applications. Individuals who understand how AI processes information and generates outputs tend to trust the technology, as they are not operating within an ambiguous information retrieval environment. Thus, they will rely more confidently on the answers generative AI produces. This result corroborates earlier findings such as those by Zhou et al. (2026), who reported that AI literacy positively predicts trust in AI systems. Lastly, AI literacy has a significant influence on students' intention to use generative AI applications for searching for tourism information. In other words, students who have high AI literacy develop positive behavioral intentions toward generative AI applications. This result confirms previous findings in the literature. Specifically, Won and Lee (2026) reported that AI literacy is an important variable in technology adoption of generative AI for travel planning.

Previous literature suggests that personalization is a critical component of business success (Dangi & Malik, 2017). The results of current research confirm this notion, demonstrating that personalization is a significant factor in generative AI adoption. Specifically, users who perceive that generative AI provides customized responses exhibit a higher intention to utilize these applications for tourism information searches. This result corroborates the existing literature. Koo et al. (2025) empirically demonstrated that personalization is a significant predictor of tourist behavior regarding the adoption of AI-driven smart tourism technologies. Furthermore, the result confirmed the significant effect of personalization on perceived trust. Users who perceive that AI is tailored to address their specific needs tend to trust

generative AI applications. This finding aligns with the results of previous literature. The positive effect of personalization on trust was reported in digital marketing (Zhou et al., 2026), and e-commerce (Sipos, 2025).

Trust in AI applications play a pivotal role in adoption of these technologies (Yang & Wibowo, 2022). Trust is also an important extension of the Technology Acceptance Model (Linh & Huyen, 2025; Sujood Bano, & Siddiqui, 2024). According to Afroogh et al. (2024), trust is a central variable in determining the intention to use AI. The empirical finding confirmed the premise that if users trust a new technology, their behavioral intentions toward it will increase. Specifically, an increase in perceived trust significantly and positively influenced behavioral intention to use generative AI applications for tourism information search. This result corroborates previous research. Gupta and Mukherjee (2025) reported that perceived trust significantly affects the adoption of generative AI. Choung, David, & Ross (2023) also found that trust has significant influence on the intention to use AI.

5.1 Theoretical implications

A profound transformation is taking place in individuals' information-search behavior, and at the heart of this shift lie the innovations brought about by AI. Despite this rapid evolution, it is evident that research aimed at identifying the factors influencing such behavior specifically within the tourism sector remains limited. The present study addresses this critical gap in the literature. While extant studies generally rely on traditional frameworks such as TAM and UTAUT, this research proposes a novel conceptual model by integrating trust and personalization. Furthermore, the findings indicate that AI literacy plays a significant role in technology adoption. In summary, the model proposed in this study demonstrates that individuals with higher AI literacy perceive generative AI applications as more personalized and exhibit greater trust in it, which ultimately enhances their intentions to use AI tools to search for tourism information.

5.2 Practical implications

The findings of this study showed that personalization is an important variable in the adoption of generative AI for tourism information searches. Consequently, developers of generative AI applications should prioritize enhancing users' personalization perceptions. These applications must ensure that both user interactions and the generated responses are uniquely tailored to individual needs. For example, these applications already collect information about the users and tailor the answers accordingly. On the other hand, users can be trained on how to develop prompts that incorporate all the details designed to create a personalized experience, such as user preferences, the detail of preferred responses, and interaction styles. Alternatively, they can be assessed through a test that evaluates all these factors.

Generative AI applications are still in their developmental stages. As a result, they may occasionally produce inaccurate information, which directly undermines users' perceived trust although current AI applications warn users with messages like "AI models can make mistakes". However, if users have to manually verify each piece of information they request, this makes the process cumbersome. If these applications integrated a streamlined interface that allowed to easily verify the received information, the verification process would become seamless, thereby significantly enhancing perceived trust in the system.

Leading tourism companies benefit from AI to analyze users' information and provide them personalized experiences (Nugroho et al., 2024). However, AI-powered, agent-like applications that offer functionalities such as organizing personalized tours for users and handling reservations, when necessary, still seem to be lacking. Users can utilize large language models to perform basic travel-planning functions; however, a specialized application trained specifically in this field would be much more successful in terms of both personalization and trust.

5.3 Limitations and future research.

The findings of this study should be interpreted with several limitations. First, data were collected from university students reached through convenience sampling. This limits the generalizability of the findings to a broader population. Future studies may collect data from demographically diverse user groups utilizing more rigorous sampling techniques such as quota sampling. Second, this study used a

cross-sectional design. Conducting longitudinal studies will facilitate a more comprehensive understanding of these relationships. In this study, AI literacy, personalization, and perceived trust were examined as predictors of behavioral intentions to use AI applications for tourism information search. Consequently, the study's findings are limited to the effects of these three variables. Future studies could incorporate other variables not covered in the current study, thereby enabling a more nuanced understanding of the adoption of AI in tourism information search behavior.

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Araştırma Makalesi

Tourism Information Search in The Age of Generative AI: The Role of AI Literacy, Trust and Personalization

Üretken Yapay Zekâ Çağında Turizm Bilgisi Arama: Yapay Zekâ Okuryazarlığı, Güven ve Kişiselleştirmenin Rolü

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Genişletilmiş Özet

Günümüzde yapay zekâ uygulamaları, bilgi arama davranışını hızla değiştirmektedir. Geçmişte kullanıcılar aramak istedikleri bilgiyi web arama motorlarına yazdıktan sonra çıkan binlerce sonuç arasında gezinirken açılan web sitelerinin verdiği reklamlara maruz kalırken bilgiye ulaşmak için çaba sarf etmektedirler. Ancak günümüzde üretken yapay zekâ uygulamaları, bilgi erişim sistemlerinde bir paradigma değişimine yol açmıştır (Zhu vd., 2025). Geleneksel bilgi edinme sistemleri sorgu karşılığında bir dizi doküman üretirken yeni paradigma bu sorguya doğrudan bir cevap üretmektedir (Zhu vd., 2025). Üretken yapay zekâ sayesinde kullanıcılar artık istedikleri cevaplara hiçbir linke tıklamadan ulaşabilmektedirler. Bu teknolojik yenilik “sıfır-tıklama” (zero-click) olarak kavramsallaştırılmıştır (Marr, 2025). Bilgi arama deneyimindeki bu devrim niteliğindeki değişim, arama motorlarıyla sınırlı kalmamakta, bireyler bilgiye ulaşmak için doğrudan üretken yapay zekâ uygulamalarını kullanmaya başlamaktadır.

Yapay zekâ alanındaki bu gelişmeler ve son kullanıcılar arasındaki yaygın kullanımı yapay zekâ okuryazarlığı kavramını ön plana çıkarmıştır. Yapay zekâ giderek artan sayıda amaç için kullanılsa da bu teknolojilerden etkili bir şekilde yararlanabilme yeteneği, kullanıcıların yeterliliğine bağlıdır (Syed vd., 2026). Yapay zekâ okuryazarlığı, “yapay zekâ modelleri oluşturmaya gerek duymadan yapay zekâ uygulamalarını anlama, kullanma, izleme ve eleştirel olarak değerlendirme yeteneği” olarak tanımlanmaktadır (Kiremit, 2026). Yapay zekâ okuryazarlığının önemi, eğitim (Stolpe ve Hallström, 2024), sağlık (Çapuk vd., 2026; Koştu ve Arslan, 2026), bilgi iletişim teknolojileri (Dağasan, 2025) ve kütüphane (Demir, 2025) gibi bağlamlarda incelenmiştir. Benzer şekilde yapay zekâ okuryazarlığı, turistlerin seyahatlerini tasarlarlarken yapay zekâ uygulamalarını kullanmalarını etkileyen önemli bir faktördür (Won ve Lee, 2026). Bu bağlamda yapay zekâ okuryazarlığı, turizm bağlamında da önemli bir faktör olarak karşımıza çıkmaktadır.

Bu araştırma, turizm bilgi arama davranışında üretken yapay zekâ uygulamalarını kullanmada davranışsal niyetlere etki eden faktörleri inceleyerek literatürdeki boşluğu doldurmayı hedeflemektedir. Bu çalışma, yapay zekâ okuryazarlığının turizm bilgisi araması için üretken yapay zekâ uygulamalarını kullanma niyetine etkisini araştıran öncü çalışmalardan biridir. Ayrıca katılımcıların üretken yapay zekâyı kullanma niyetleri üzerindeki etkilerini anlamak amacıyla kişiselleştirme ve algılanan güven değişkenleri araştırma modeline dahil edilmiştir. Yapay zekâ, bilgi arama davranışını dönüştürmektedir (Murugesan ve Sivakumaran, 2025); bu nedenle, turizm bilgisi aramak için, üretken yapay zekâ kullanma niyetinin öncüllerini anlamak güncel bir araştırma konusu haline gelmiştir. Bu bağlamda bu

araştırmanın amacı, yapay zekâ okuryazarlığı, algılanan güven ve kişiselleştirmenin turizm bilgisi aramak için üretken yapay zekâ uygulamalarını kullanmaya yönelik davranışsal niyetleri üzerindeki etkisini incelemektir.

Yapay zekâ okuryazarlığı, algılanan güven, kişiselleştirme ve davranışsal niyetler arasındaki ilişkileri incelemek için nicel araştırma deseni benimsenmiştir. Ampirik verilerin toplanması için bir anket kullanılmıştır. Anket iki ana bölümden oluşmaktadır. İlk bölüm, bu çalışmada kullanılan dört ölçeği içerirken ikinci bölüm katılımcıların demografik özelliklerine yönelik soruları içermektedir. Araştırmada kullanılan ölçekler literatürden alınmıştır. Yapay zekâ okuryazarlığı ölçeği Thiangtham vd. (2026) çalışmasından uyarlanan beş madde kullanılarak oluşturulmuştur. Algılan güven ölçeği ise Hsiao ve Chen (2022) tarafından geliştirilen ölçekten uyarlanarak üç madde ile ölçülmüştür. Kişiselleştirme ölçeği için üç ifade, Jin ve Lee'nin (2026) yaptıkları çalışmadan alınmıştır. Son olarak, davranışsal niyet ölçeği için üç ifade Zhu vd. (2024) çalışmasından alınmıştır.

Çalışma üniversite öğrencileri üzerinde yürütülmüştür. Çalışmanın verileri kolayda örnekleme yöntemiyle 2026 yılının nisan ve mayıs aylarında elden ve çevrimiçi olarak toplanmıştır. Veri toplama süreci sonunda 443 kullanılabılır anket elde edilmiş ve analize dahil edilmiştir. Araştırma kapsamında veri toplanabilmesi için gerekli olan etik kurul izin belgesi Mardin Artuklu Üniversitesi Bilimsel Araştırma ve Yayın Etiği Kurulu 26.03.2026 tarih ve 252371 sayı numarası ile alınmıştır.

Araştırmada yapay zekâ okuryazarlığı, kişiselleştirme, algılanan güven ve davranışsal niyetler arasındaki ilişkileri ortaya çıkarmak için PLS-SEM kullanılmıştır. PLS-SEM için öncelikle ölçüm modeli daha sonra ise yapısal model incelenmiştir. Yapılan analizler yakınsak geçerliğin ve ayırt edici geçerliğin sağlandığını göstermiştir. PLS-SEM sonuçlarına göre önerilen hipotezlerin hepsi kabul edilmiştir. Buna göre yapay zekâ okuryazarlığı, kişiselleştirme ($H1, \beta=0,411$), algılanan güven ($H2, \beta=0,143$) ve davranışsal niyetleri ($H5, \beta=0,131$) olumlu yönde etkilemektedir. Başka bir deyişle yapay zekâ okuryazarlığı yüksek olan katılımcıların üretken yapay zekâ uygulamalarına yönelik kişiselleştirme algıları artmakta, üretken yapay zekâ uygulamalarına olan güvenleri artmakta ve üretken yapay zekâ uygulamalarına yönelik davranışsal niyetlileri olumlu yönde etkilenmektedir. Bunun yanında katılımcıların kişiselleştirme algıları yapay zekaya olan güveni ($H3, \beta=0,371$) ve davranışsal niyeti ($H4, \beta=0,228$) artırmaktadır. Son olarak üretken yapay zekâ uygulamalarına duyulan güven üretken yapay zekâ uygulamalarına yönelik davranışsal niyetleri olumlu yönde etkilemektedir ($H6, \beta=0,488$).

Sonuçlar, turizm bilgisi aramak amacıyla üretken yapay zekâ uygulamalarının benimsenmesinde yapay zekâ okuryazarlığının kritik bir rol oynadığını ortaya koymuştur. Bulgular, yapay zekâ okuryazarlığının kişiselleştirme algısının önemli bir belirleyicisi olduğunu göstermektedir. Başka bir ifade ile yapay zekâ okuryazarlığı daha yüksek olan katılımcıların, yapay zekânın uygulamalarının kişiselleştirilmesine ilişkin algıları da daha yüksektir. Yapay zekâ okuryazarlığı yüksek olanlar, yapay zekânın çalışma prensiplerini kavradıkları için, bu uygulamalarını nasıl kişiselleştirilmiş yanıtlar sunduğunu ve üretken yapay zekâ araçlarını kendi özel ihtiyaçlarına göre nasıl uyarlayabileceklerini daha iyi anlamaktadırlar. Bunun yanında yapay zekâ okuryazarlığı yapay zekaya olan güveni artırmaktadır. Yapay zekâ okuryazarlığı yüksek olan katılımcılar, yapay zekâ uygulamalarına daha çok güven duymaktadırlar. Yapay zekânın bilgileri nasıl işlediğini ve sonuçları nasıl ürettiğini kavrayan katılımcılar, belirsiz bir bilgi erişim ortamında hareket etmediklerini bildikleri için bu teknolojiye güvenme eğilimleri de yüksek olmaktadır. Son olarak, yapay zekâ okuryazarlığı, öğrencilerin turizm bilgisi aramak amacıyla üretken yapay zekâ uygulamalarını kullanmaya ilişkin davranışsal niyetleri üzerinde olumlu bir etkiye sahiptir. Bu bağlamda, yapay zekâ uygulamalarını benimsemede yapay zekâ okuryazarlığının önemli bir değişken olduğu söylenebilir.

Kişiselleştirme ve yapay zekaya duyulan güven değişkenleri de turizm bilgisi arama konusunda yapay zekâ uygulamalarının kullanımına yönelik davranışsal niyetleri artırmaktadır. Buna göre yapay zekâ uygulamalarının kişiselleştirilebilir olduğuna ilişkin algı, yapay zekaya duyulan güveni artırmakta ve nihayetinde kişiselleştirme ve güven algısı davranışsal niyetleri artırmaktadır. Sonuç olarak günümüzde bilgi arama davranışında köklü bir değişim yaşanmaktadır ve bu değişimin merkezinde yapay zekânın getirdiği yenilikler yer almaktadır. Bu hızlı gelişmeye rağmen turizm sektöründe bu tür bilgi arama davranışında yapay zekâ uygulamalarını kullanım niyetlerini etkileyen faktörleri inceleyen araştırmalar hâlâ sınırlıdır. Bu çalışma, literatürdeki bu önemli boşluğa bir katkı sunmayı amaçlamaktadır. Turizmde

yeni teknolojilerin benimsenmesinde mevcut literatür genellikle TAM ve UTAUT gibi geleneksel modellere dayanmakta iken, bu araştırma yapay zekâ okuryazarlığı, yapay zekâyâ duyulan güven ve kişiselleştirme algısını bir araya getirerek yeni bir kavramsal model önermektedir. Bu kavramsal modele göre yapay zekâ okuryazarlığı daha yüksek olan bireyler yapay zekâ uygulamalarının daha kişiselleştirilebilir olarak algılamakta ve ona daha fazla güven duymaktadır; bu da sonuç olarak turizm bilgisi aramak için yapay zekâ uygulamalarına yönelik davranışsal niyetleri artırmaktadır.

Yapay zekâ uygulamalarının benimsenmesinde kişiselleştirmenin önemli bir değişken olduğu ortaya çıkmıştır. Üretken yapay zekâ uygulamalarının geliştiricileri, kullanıcıların kişiselleştirme algılarını güçlendirmeye öncelik vermelidir. Bu uygulamalar hem kullanıcı etkileşimlerinin hem de üretilen yanıtların bireysel ihtiyaçlara özel olarak uyarlanması sağlamalıdır. Örneğin, bu uygulamalar hâlihazırda kullanıcılar hakkında bilgi toplamakta ve yanıtları buna göre uyarlamaktadır. Öte yandan, kullanıcılar kullanıcı tercihlerini, tercih edilen yanıtların ayrıntılarını ve etkileşim şekilleri gibi kişiselleştirilmiş bir deneyim için tasarlanmış tüm detayları içeren komutları nasıl geliştirecekleri konusunda eğitilebilirler. Benzer şekilde kullanıcıların güven algılarını da artıracak önlemler alınmalıdır. Üretken yapay zekâ uygulamaları hala geliştirme aşamasında olduğu için zaman zaman hatalı bilgiler üretebilirler ve bu durum, kullanıcıların algıladıkları güveni doğrudan etkiler. Öte yandan kullanıcılar talep ettikleri her bilgiyi doğrulamaları gerektiğinde bu süreç zahmetli hale gelmektedir. Üretken yapay zekâ uygulamaları üretilen cevapları kolayca doğrulamaya olanak tanıyan kullanıcı dostu bir arayüz entegre ederse doğrulama süreci sorunsuz hale gelir ve böylece sisteme duyulan güven önemli ölçüde artar.

Popüler turizm şirketlerinin, kullanıcıların bilgilerini analiz etmek ve onlara kişiselleştirilmiş deneyim sunmak için yapay zekadan yararlandıkları bilinmektedir (Nugroho vd., 2024). Bununla birlikte, kullanıcılar için kişiselleştirilmiş turlar düzenleme ve gerektiğinde rezervasyonları yönetme gibi işlevler sunan yapay zekâ destekli uygulamalar hala yetersiz görünmektedir. Kullanıcılar, temel seyahat planlama işlevlerini yerine getirmek için elbette büyük dil modellerinden yararlanabilirler; ancak bu alanda özel olarak eğitilmiş bir üretken yapay zekâ uygulaması hem kişiselleştirme hem de algılanan güven açısından çok daha başarılı olacaktır.