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AUTONOMOUS VEHICLES IN TRAVEL AND TOURISM

The adoption of self-driving Autonomous Vehicles (AVs) powered by Artificial Intelligence (AI) will revolutionize how we travel in the near future, and it will dramatically change the paradigm of future mobility. Dr Alector Ribeiro and colleagues discuss in this study the main determinants of customer acceptance of Autonomous Vehicles in Travel and Tourism.

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CUSTOMER ACCEPTANCE OF AUTONOMOUS VEHICLES IN TRAVEL AND TOURISM

DR MANUEL ALECTOR RIBEIRO

Rooted in the Cognitive Appraisal Theory and the Artificially Intelligent Device Use Acceptance model, this study develops and empirically tests a conceptual autonomous vehicle acceptance model (AVAM) that identifies hedonic motivation, trust in autonomous vehicles and social influence as critical determinants of performance expectancy, perceived risk and emotions, which determine travellers' intentions to use autonomous vehicles (AVs) during a tourist experience. Findings of this study indicate that trust is the most powerful determinant of performance expectancy and essential to decrease risk perceptions. Furthermore, performance expectancy and hedonic motivation are critical determinants of travellers' positive emotions, which in turn determines the acceptance of AVs. Results of the empirical testing of the proposed model are likely to provide important insights to travel and tourism industry, policy-makers, AV manufacturers and researchers in understating the factors that can determine travellers' use of AVs powered by AI for travel and tourism purposes.

FURTHER READING:
Ribeiro, M. A., Gursoy, D., & Chi, O. H. (2021). Customer Acceptance of Autonomous Vehicles in Travel and Tourism. *Journal of Travel Research*.
Link: bit.ly/2QrVNJn

However, while AVs will increase travel efficiency and mobility, decrease traffic congestion, accidents, and optimize traffic flow, AVs also have the potential to revolutionize the travel industry. Thus, the use of AVs will raise important issues for the travel industry in terms of future regulations, tourism planning and new travel experience offerings.