The 8th International Conference on Economics and Social Sciences
Exploring Global Perspectives:
The Future of Economics and Social Sciences
June 5-6, 2025
Bucharest University of Economic Studies, Romania

The Impact of Technology on the Tourism Experience. A Gender Perspective

Luciana Maria POPA (ANGHEL)[1]*,
Alina Maria Vieriu[1], Iulia (DAUȘ) OGOREANU[1]

DOI: 10.24818/ICESS/2025/032

Abstract

The issue of women's and girls' access to various sectors of society, as well as gender equality, remains a subject of ongoing discourse. This is true even in the context of the Sustainable Development Goals, which are to be achieved by 2030. In the context of the tourism sector, prior research has highlighted the underrepresentation of women in tourism studies. Therefore, the objective of our study was to explore the impact of technology on women's experiences in tourism, specifically (1) women's perceived added value of technology, (2) which technologies women prefer, and (3) the main perceived benefits of using technology during travel. To this end, the study employed a questionnaire and collected data from 165 female respondents. The data were analysed using descriptive statistics and crosstabulations to explore how technology usage differs among women of different ages. The findings indicate that women have a favourable opinion of technology and its impact on tourism. They view efficiency as one of the primary benefits of technology and prefer to self-plan their trips using classic technologies (i.e., widely used tourism online platforms based on the internet). Although younger women are more open to using advanced technologies, such as artificial intelligence (AI), augmented reality (AR), and virtual reality (VR), reticence to use technology is still present overall. This study contributes to the literature by focusing solely on women's perspectives in the context of tourism and technology.

Keywords: tourism gender experience, technology gender impact, emerging and traditional technologies.

1. Introduction

In recent years, technological advancements in the tourism industry have significantly transformed the way we travel, offering more personalised and

[1] Bucharest University of Economic Studies, Bucharest, Romania, popaluciana18@stud.ase.ro.
* Corresponding author.

immersive experiences through innovations like mobile applications, the Internet of Things (IoT), artificial intelligence (AI), and augmented and virtual reality (AR/VR) (Balkrishnan et al., 2023). While advancements in technology have made personalised and interactive experiences possible, they have also raised challenges for travellers, such as ensuring the security of personal data (Buhalis, 2020). One category of travellers who are more concerned about their safety, both online and in real life, are women (Jęczmyk et al., 2023). Furthermore, women represent the fastest-growing category of tourists globally. Their appetite for travel increases yearly, with "girls-only" excursions being one of the trending categories of tourism. The number of female tourists is expected to increase by 400% in the Asia-Pacific region alone by 2030 (eGlobal Travel Media, 2014).

In this new technological era, it is important to understand how technological advancements benefit all categories of tourists. However, the literature lacks research on females in tourism. Although existing research has largely focused on differences in travel behaviour between men and women (Zhang et al., 2024) or on women as tourism entrepreneurs (Figueroa-Domecq et al., 2023), few studies have addressed the specific technological needs, preferences, and challenges faced by women as end users.

This study addresses an important policy-level issue: the lack of tourism technology regulations for women. Without policies and digital tourism solutions designed with the safety, preferences, and behaviours of female travellers in mind, a significant portion of the market could be lost. Furthermore, women often play a central role in travel decision-making within families and couples (Kim et al., 2007), so understanding their needs has global implications for tourism.

By investigating how female travellers engage with tourism technology, this study aims to fill the literature gap and offer recommendations for entrepreneurs in tourism to provide an exceptional experience for female and male travellers alike.

To address this issue, we developed the following research questions:

R1: What is the perceived added value and future impact of using technology while travelling for women?

R2: Which technologies are preferred by female travellers at different stages of the journey?

R3: What are the main perceived benefits of using technology during travel for women?

To answer these questions, we distributed a nine-question online questionnaire to 165 women. The responses were then analysed using descriptive statistics and cross-tabulation in SPSS.

2. Literature Review

To understand how technology influences the tourism experience, a literature review was conducted focusing on how this influence varies based on gender.

The concept of smart tourism (ST) is introduced through the use of technology in the tourism industry. Recent advancements include a series of emerging technologies and services that can enrich the tourist experience, satisfaction, and behaviour.

The perceived value positively influences tourist satisfaction, predicts consumption behaviour, and predicts the intention to return (Zhang et al., 2022).

Other studies in the specialised literature have analysed how smart tourism technologies are perceived and how people interact with them, with respect to gender differences. These studies indicate that women exhibit increased commitment and loyalty, thereby influencing the tourist experience (Balakrishnan et al., 2023).

The way technology is integrated to improve satisfaction determines the overall experience. Active and passive interactive technologies can affect the tourist experience differently. Passive technologies offer more informative content, while active technologies invite users to engage directly, thereby amplifying interactivity (Ponsignon & Derbaix, 2020).

Buhalis (2020) provides a comprehensive framework that delineates the sequential transition from passive to active technologies and from ICT to e-tourism and smart tourism. He also analyses the evolution of tourism technologies and their impact. However, the integration of advanced technologies has given rise to challenges, such as ensuring sustainable integration, securing personal data, and making emerging technologies accessible to all tourists. Technologies can produce negative effects and risks related to distraction if they are not user-centred or responsibly support the experience (Stankov & Gretzel, 2020).

An analysis of the impact of emerging technologies on tourism reveals that digital technologies have transformed communication between consumers and service providers. Social networks and digital marketing influence consumer behaviour. These technologies are considered innovative, enabling tourists to plan optimally and destinations to promote themselves effectively. Although digitalisation is considered to support sustainable tourism, it also raises concerns about cybersecurity, the security of personal information, and its impact on jobs and the economy (Pencarelli, 2020).

In the context of the digital transformation of tourism in the Industry 5.0 era, the acceptance of digital technologies by tourists was analysed. It was demonstrated that men and women may have different ways of integrating digital technologies into their tourism activities. Gender influences the habit of using technology and the actual behaviour of use, but not the existence of resources and support for use, the pleasure of using technology, the perceived cost-benefit ratio, or the intention to use technology (Khoshroo & Soltani, 2025).

The overall tourist experience is defined as the sum of all experiences encountered during the entire trip, including the periods before and after the trip. A virtual experience is a component of the overall tourist experience. It involves using technology to explore a destination before traveling, participating in immersive activities during the trip, and accessing online platforms, mobile applications, and smart devices. Furthermore, when designed to engender complete absorption and satisfaction in users, the virtual experience has been demonstrated to increase the intention to visit a destination (An et al., 2021). Women are more affected by the VR experience than men and are more emotionally and cognitively involved, displaying a more positive attitude (Lyu et al., 2021).

The effectiveness and acceptance of tourism technologies depend on how tourists perceive and interact with them. Men and women perceive and accept technology differently. However, these differences change according to perceived power and control. On average, men are more willing to adopt new technological solutions. In contrast, women may be hesitant, especially in technological environments perceived as "new" or "complex," or if they have limited technological experience. The way they are assisted can influence their willingness to adopt technology, particularly among women (Zhang et al., 2014). For example, users perceive trends of "feminisation." Artificial intelligence is attributed traits such as patience, empathy, and availability. Robots and virtual assistants are often designed with female voices or personalities (Chen et al., 2023). Understanding these characteristics can help integrate technologies more effectively in the tourism sector.

Studies analysed from a gender perspective show that women are more involved and active. This perception may influence how they interact with technology when considering gender traits. One paper by Kim et al. examines how women's online information-seeking behaviour for travel planning may influence online marketing strategies. Specifically, the study found that women were more receptive to travel website features, visited websites more frequently, and engaged in more detailed and frequent information-seeking behaviour (Kim et al., 2007). Kim et al. also examined how gender and level of expertise influence consumers' motivation to read online hotel reviews. The study revealed that women are more likely to read online reviews to save time when evaluating service quality (Kim et al., 2011).

Regarding gender differences in online consumer behaviour, we learned that that men have a more favourable attitude toward e-commerce and online payments than women. Both genders are concerned about privacy in the online environment, but women are more impacted by these concerns. Women are also more concerned about social factors when deciding whether to purchase online than men (Kanwal et al., 2022). Women base their online shopping behaviour on hedonic motivations, while men primarily focus on seeking information (Wang et al., 2022).

The advent of new tourism technologies has the potential to reduce gender inequality. For instance, service automation has the capacity to diminish disparities in the access to and utilisation of technologies between the two genders. This reduces physical burdens and facilitates women's access to leadership positions. Similarly, security technologies can enhance the tourism experience for women by providing a more comfortable and secure environment (Webster & Farmaki, 2025). However, women often face obstacles such as a lack of digital proficiency, limited access to technological frameworks, greater dependence on family, heightened anxiety about safety and security, and challenges in balancing personal and professional lives. Women remain underrepresented in decision-making positions within high-tech tourism organisations (Figueroa-Domecq et al., 2020). As previously mentioned, existing inequalities amplify the digital gender gap, which is a problem that must be addressed.

3. Methodology

To gain insight into how technological advancements can reshape and enhance the tourist experience for female travellers, a nine-question questionnaire was developed. The online survey was distributed over an eleven-month period from April 2024 to March 2025. During this time, 204 responses were gathered from both women and men. However, because the focus of our study is on women, we only analysed the responses from the 165 women who participated.

According to Gunawan et al. (2021), a sample size of around 150–180 respondents is commonly used and accepted in social science research, making a sample size of 165 respondents adequate for survey-based research.

The questionnaire was shared in the Romanian language, and participants could complete it at their own accord. They could withdraw at any moment and were not limited by time when responding to the questions. One limitation of our sample that could introduce bias in our study is that most of the respondents (n = 130) have a higher education and are over 36 years old (n = 126), indicating an over-representation of certain group samples, limiting the interpretation of the results.

To capture a more detailed perspective, a crosstabulation analysis was performed in SPSS using age groups.

The first three questions of the questionnaire established the sociodemographic characteristics of the respondents (gender, age, and education).

Questions four and five, which had multiple answer options, referred to trip preparation and the use of modern technologies in this context. Question four asked, "How do you prefer to plan your tourist trips?" and question five asked, "What technologies do you prefer using when planning a tourist trip?" The sixth question was also a multiple-answer question designed to understand which technologies tourists use at their destination when interacting with tourist services. The question was, "What technologies did you use at your destination when interacting with tourist services?" The answers to these three questions were treated as binary variables, coded as "0" for not checked and "1" for checked.

The seventh question, Q7, "What is the main benefit for you when using technology for travelling?", is a single-answer question. The eighth question is a 10-point Likert scale question regarding the impact of technology on tourists' overall experience. The ninth question refers to the future of technology in tourism and how travellers perceive it (positive or negative).

4. Analysis and Results Interpretation

The following section contains the results of the study. It begins with an analysis of the demographic distribution of women. Next, we look at the perceived added value of technology and its future impact on travel. Lastly, there is the section on the benefits of using technology.

4.1 Demographic Analysis

Table 1 presents the demographic distribution of the respondents. Regarding education, most of the respondents have a higher education: 54.5% have a university degree, and 24.2% have a postgraduate degree. Only 21.2% reported having a secondary education. Furthermore, respondents' ages range from 18 to over 55 years, and the sample comprises participants over 36 years of age. The 18-25 age group represents 20%, while the 26-35 age group is the least represented at 9.7%.

Table 1. Descriptive statistics of respondents for Education and Age

Variables	**Frequency (N=165)**	**Percentage %**
Education		
Secondary education	35	21.2
University education	90	54.5
Post-university education	40	24.2
Age		
18-25 years	33	20.0
26-35 years	16	9.7
36-45 years	45	27.3
46-55 years	41	24.8
over 55 years	30	18.2

Source: authors' own work.

4.2 The Added Value of Technology and Its Future Impact on Tourism

Table 2 shows that the average rating of the added value of technology was 8.30, and the median was 9.00, suggesting positive opinions. Only 2.4% of respondents gave a low rating below 3, and 18.8% considered that technology brings moderate added value (rating 5-7). The majority, 78.8%, attributed a score above 7. Therefore, the general consensus is that women believe technology adds significant value to their tourism experience.

Table 2. Technology added value

Variable	**Scale**	**Frequency %**
Technology Added – Value *"1= Lowest, 10=Highest"* *Mean = 8.30* *Median=9.00*	1	0.6
	2	0.6
	3	1.2
	4	0
	5	6.1
	6	3.6
	7	9.1
	8	28.5
	9	22.4
	10	27.9
N=165		100%

Source: authors' own work.

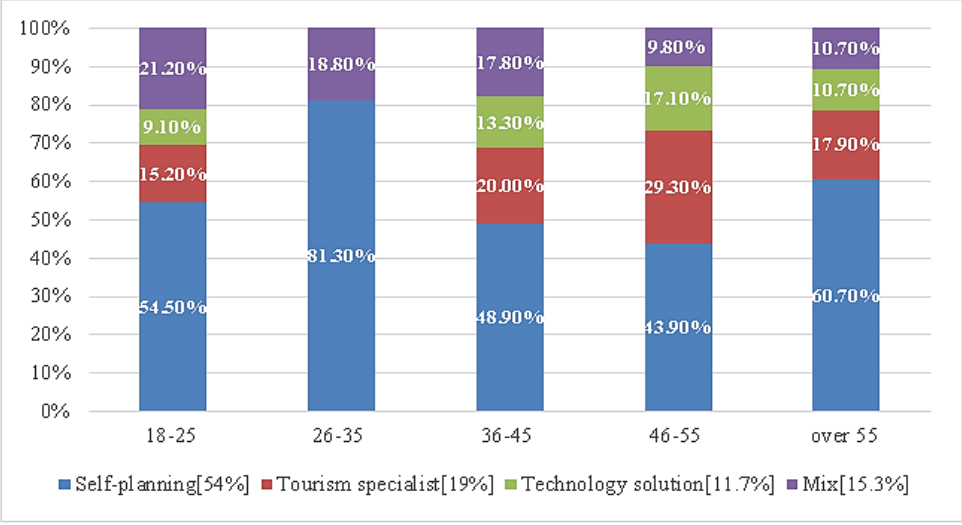
Moving forward, the respondents discussed the impact of technology on the future of tourism. The results showed that more than 90% considered the impact positive, suggesting that women perceive technology as a positive factor in the development of tourism experiences.

4.3 Preferred Technology during Travel

Figure 1 shows the analysis of the preferred method of planning and its correlation with age distribution. Overall, 54% of respondents prefer to plan trips by directly contacting providers. This means that, when planning a trip, women tend to use more traditional methods to search for and contact tourism providers, such as browsing the Internet and booking reservations directly through a hotel website. Additionally, 19% prefer to use a tourism specialist, such as a booking agent or travel agency. Only 11.7% of respondents prefer a technological solution. The remaining 15.3% are flexible and use a combination of methods, probably contacting a tourism agent for some services (e.g., accommodation) and buying tickets online for others (e.g., transportation).

Crosstabulation results show that self-planning is the most preferred method by all age groups. However, the highest scores for self-planning were for the 26–35 age group (81.3%) and, surprisingly, for those over 55 (60.7%). Using a tourism specialist ranked second in all age groups, except for the 18-25 age group. Regarding technology solutions for planning, the preference is more pronounced in the 46-55 age group (17.1%). Additionally, among the younger generation (18-25 years old), the second-preferred method is using a mix of planning means.

Figure 1. Preferred method of planning and Cross-tabulation with Age



Source: authors' own work.

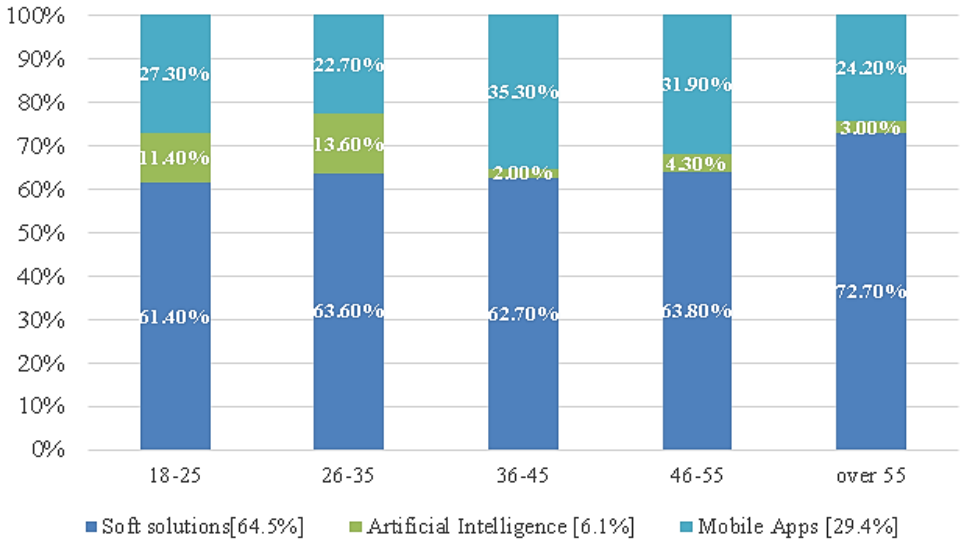
Next, Figure 2 showcases the analysis of technology used in travel planning and its cross-tabulation with age distribution.

The results show that soft solutions were the most commonly used and preferred by respondents (64.5%) for trip planning. Mobile applications were the second most popular option, with 29.4% of respondents preferring them. Artificial intelligence was the least popular option, with only 6.1% of respondents preferring it. These results are interesting and suggest that women do not use emerging technologies, such as artificial intelligence, as much when planning travel. They prefer soft solutions, which offer more flexibility in searching and contacting tourist providers. This could explain why mobile applications ranked second. Mobile apps tend to be more restrictive in terms of the information they offer and the customisation options they provide. Few apps offer an integrated application concerning all aspects of travel planning.

Furthermore, the crosstabulation results indicate that soft solutions are preferred by all age groups, especially respondents over 55 years old (72.75%). Although artificial intelligence scored the lowest overall, the distribution is more positive within age groups. This is particularly true for the 18-25 and 25-36 age groups, with scores ranging from 11.4% to 13.6%. This implies that younger respondents are more open to and trusting of AI in travel planning. Within age groups, mobile applications seem to be preferred by those between 36 and 45, with a ranking of 35.3%, compared to 22% for those between 26 and 35.

Thus, when it comes to women's preferences regarding technology for travel planning, soft solutions (platforms, websites, etc.) seem to be the go-to choice.

Figure 2. Technology used in planning and Cross-tabulation by Age



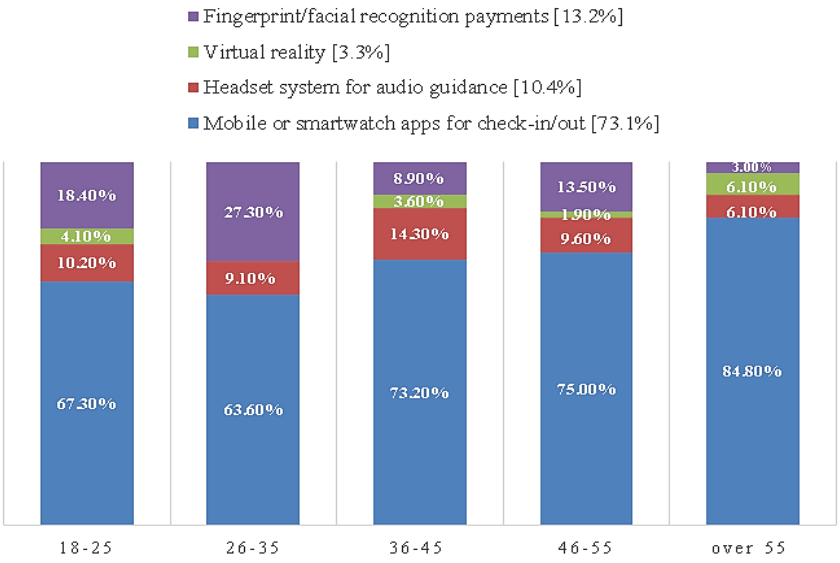
Source: authors' own work.

As technology is used in different stages of travel, Figure 3 provides an analysis of which technologies are used at the destination. Overall, mobile or smartwatch applications for checking in or out are the most popular, with 73.1% of respondents using them. Fingerprint and facial recognition payments came in second, but only 13.2% of respondents used them. Audio guidance was used by only 10.4% of respondents, and virtual reality had the lowest usage at 3.3%.

Cross-tabulation results show that, within age groups, mobile apps or smartwatches are the most commonly used technology, with an overwhelming 84.8% score for those over 55 years old. Fingerprint technology ranked second highest (27.3%) among respondents aged 26–35 and lowest (3%) among respondents over 55 years old. Additionally, audio guidance systems seem to be more popular among 36-45 year olds, with the highest score of 14.3% compared to other age groups using the same technology.

Therefore, these results suggest that mobile apps and smartwatches are popular technologies for women of all ages. However, within age groups, women over 55 seem more inclined to use this technology. Additionally, virtual reality is not a common technology used by women at their destinations. Although fingerprint or facial recognition payments are widely used nowadays, these results imply that their usage is limited at travel destinations.

Figure 3. Technology used at the destination and Cross-tabulation with Age



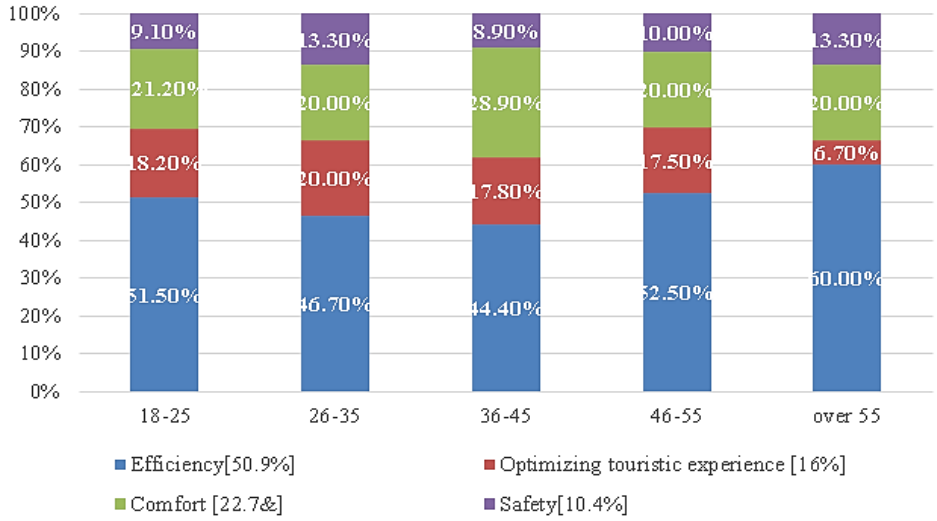
Source: authors' own work.

Finally, the perceived benefits of technology were examined, and the results are presented in Figure 4. The findings indicate that respondents primarily perceive efficiency as the primary benefit (50.9%), while safety is perceived as the least important benefit (10.4%). Comfort was the second most popular response, with

22.7% of respondents choosing it. Optimising the tourist experience was chosen by 16% of respondents. These results suggest that women consider efficiency and comfort to be the main benefits of using technology while traveling and do not consider technology to enhance the tourist experience as much, implying a more practical view of technology.

Crosstabulation results by age show that efficiency ranks first in all age groups, while comfort is distributed fairly evenly among them, ranging from 20% to 28%. Interestingly, however, respondents over 55 years old ranked optimising the tourist experience last (6.7%). Therefore, the benefit of using technology to optimise the travel experience for women declines drastically for those over 55 years old.

Figure 4. Benefits of technology and Cross-tabulation with Age



Source: authors' own work.

5. Conclusions

Previous tourism literature emphasised the need for studies focusing on women's perceptions of tourism experiences. Our study aimed to address this gap by exploring the perceived impact of technology on women's travel experiences, particularly the added value, preferred technologies, and primary benefits associated with technology usage in travel contexts. The results showed that women generally view technology and its impact on travel positively. Additionally, they believe technology will continue to benefit the tourism industry.

Our results answered the first research question (R1), which concerned the perceived added value and future of technology in the context of travel. Previous studies have shown that women tend to be less receptive to technology than men (Goswami & Dutta, 2016; Barbieri et al., 2020). However, our study showed the opposite. Women seem to regard the added value of technology as very high and consider the future of tourism positive with technological advancements. This

outlook is reflected in technology usage. In response to R2, "What technologies are preferred at different stages of the journey?," the findings showed that women prefer self-planning, especially those aged 26–35 and over 55. This is consistent with previous studies, which demonstrated that technological advances allow tourists to personalise their travel experiences and access relevant information (Balakrishnan et al., 2023). Additionally, when planning future travel, women tend to favour self-planning, particularly those aged 26–35 and over 55 (Kim et al., 2011), women tend to examine more online reviews. Other research (Karatsoli & Nathanail, 2020; Chandrakala et al., 2024) revealed that women frequently use social media in pre-trip planning, and these platforms significantly influence their travel arrangements.

This is also related to our results regarding preferred technology, as soft solutions (information and reservation platforms) were preferred. Therefore, women feel more in control of and better informed about their travel when using such platforms. Moreover, self-planning allows for a greater degree of customisation and tailoring of tourist services compared to using a travel agent, whose services are less tailored and involve less research. As Sapna et al. (2023) suggest, women consider multiple factors, such as value for money, services, and hygiene practices. Using soft solutions when self-planning enables women to make informed travel decisions. In terms of preferred technologies at the destination, the mobile app and smartwatch were used most frequently for check-in and check-out, particularly by women over 55. Previous research (Douglas, 2019) has shown that women who travel for business tend to use mobile boarding passes and event notifications significantly more often than men do. However, emerging technologies such as artificial intelligence, fingerprint payment systems, and virtual reality are not widely used by women. Still, younger women (aged 18–35) seem more open to engaging with artificial intelligence. This corroborates past studies. For instance, Kanwal et al. (2022) found that women have a less favourable attitude toward online payments and e-commerce. Other research (Ajina et al., 2023) revealed that women are more reluctant and less technology-driven, particularly when it comes to mobile wallet apps. These factors may be related to safety and security concerns (Torrao et al., 2024). Regarding VR use, studies on consumer satisfaction (Lyu et al., 2021) have found that women are more positive and emotion-ally engaged with the VR experience than men. Our results showed low usage of this technology; however, frequency of use does not automatically mean a lack of satisfaction. It may mean that, although women are reluctant toward technology, they engage with it more thoughtfully and have a positive experience. Finally, regarding R3: When asked, “What are the main perceived benefits of using technology during travel?” women responded that they value efficiency the most, followed by comfort. This suggests that women view technology as a practical tool, irrespective of age group. This could be because technology allows users to experience a safer and more comfortable environment (Webster & Farmaki, 2025). Surprisingly, safety was ranked as the least important benefit of technology usage. This contradicts previous literature (Jęczmyk et al., 2023; Torrao et al., 2024), which stated that safety is important to women when travelling. However, that is not the case when technology is involved in travel.

Therefore, this study shows that women value technology in tourism and have a positive outlook on the future. Although there is a clear embrace of various technologies, especially among younger age groups, the adoption of advanced or emerging technologies seems limited. These insights are valuable for tourism agents and stakeholders, who should tailor their digital solutions (e.g., VR, AI) to align with women's preferences.

Practical recommendations for decision-makers include supporting women in digital tourism, equitably digitising the tourism industry, and developing digital information and educational campaigns for women. Recommendations for stakeholders may include creating personalised products, optimising technological solutions that emphasise functionalities required by women, and promoting responsible and inclusive tourism based on gender equality principles. Optimal adaptation to gender characteristics can enhance the tourism experience and leverage available resources effectively.

The main limitation of this study is that the sample size was rather small, so the results could not be generalised to the population. Additionally, most participants were over 36 years old and had higher education levels, which may limit the interpretation of the findings beyond this study. Additionally, the results are self-reported and may be subject to bias. Future studies should include a larger sample size and additional demographic variables, such as income and marital status, as well as travel behaviours, such as solo or group travel. Regarding technology, it would be interesting to examine the acceptance of artificial intelligence, particularly as travel assistants, among women in the context of tourism. Additionally, research has been conducted on future research initiatives and gender differences in technology utilisation, including technological accessibility issues and gender barriers.

Acknowledgements

This paper was co-financed by the Bucharest University of Economic Studies during the PhD programme.

Affiliation/Institution Bucharest University of Economic Studies

Acknowledgement section: Prof. Schiopu Andreea Fortuna, PhD

References

[1] An, S., Choi, Y., Lee, C.-K. (2021). Virtual travel experience and destination marketing: Effects of sense and information quality on flow and visit intention. Journal of Destination Marketing & Management, 19, 100492. https://doi.org/10.1016/j.jdmm.2020.100492.

[2] Ajina, A. S., Javed, H. M. U., Ali, S., Zamil, A. M. A. (2023). Are men from Mars, women from Venus? Examining gender differences of consumers towards mobile-wallet adoption during pandemic. Cogent Business & Management, 10(1). https://doi.org/10.1080/23311975.2023.2178093.

[3] Balakrishnan, J., Dwivedi, Y. K., Malik, F. T., Baabdullah, A. M. (2023). Role of smart tourism technology in heritage tourism development. Journal of Sustainable Tourism, 31(11), 2506-2525. https://doi.org/10.1080/09669582.2021.1995398.

[4] Barbieri, D., Caisl, J., Karu, M., Lanfredi, G., Mollard, B., Peciukonis, V., La Hoz, M. B. P., Reingardė, J., Salanauskaitė, L. (2020). Gender equality index 2020: Digitalisation and the future of work. European Institute for Gender Equality.

[5] Buhalis, D. (2020). Technology in tourism—from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: A perspective article. Tourism Review, 75(1), 267-272. https://doi.org/10.1108/TR-06-2019-0258.

[6] Buhalis, D., Leung, D., Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. Tourism Management, 97, 104724. https://doi.org/10.1016/j.tourman.2023.104724.

[7] Chandrakala, C. B., Somarajan, P., Jadhav, S., Kapoor, A. (2024). Empowering safety-conscious women travelers: Examining the benefits of electronic word of mouth and mobile travel assistant. International Journal of Interactive Mobile Technologies (iJIM), 18(5), 112-134. https://doi.org/10.3991/ijim.v18i05.43573.

[8] Douglas, A. (2019). Mobile business travel application usage. Journal of Hospitality and Tourism Technology, 10(3), 269-285. https://doi.org/10.1108/JHTT-01-2018-0002.

[9] eGlobal Travel Media. (2014). https://eglobaltravelmedia.com.au/.

[10] Figueroa-Domecq, C., Palomo, J., Flecha-Barrio, M. D., Segovia-Pérez, M. (2020). Technology double gender gap in tourism business leadership. Information Technology & Tourism, 22(1), 75-106. https://doi.org/10.1007/s40558-020-00168-0.

[11] Gunawan, J., Marzilli, C., Aungsuroch, Y. (2021). Establishing appropriate sample size for developing and validating a questionnaire in nursing research. Belitung Nursing Journal, 7(5), 356-360. https://doi.org/10.33546/bnj.1927.

[12] Goswami, A., Dutta, S. (2016). Gender differences in technology usage—A literature review. Open Journal of Business and Management, 4(1), 51-59. https://doi.org/10.4236/ojbm.2016.41006.

[13] Huang, Y., Huang, F. (2007). The model, measurement and empirical research of tourists' perceived value. Journal of Tourism, 42-47.

[14] Jęczmyk, A., Uglis, J., Zawadka, J., Pietrzak-Zawadka, J., Wojcieszak-Zbierska, M. M., Kozera-Kowalska, M. (2023). Impact of COVID-19 pandemic on tourist travel risk perception and travel behaviour: A case study of Poland. International Journal of Environmental Research and Public Health, 20(8), 5545. https://doi.org/10.3390/ijerph20085545.

[15] Kanwal, M., Burki, U., Ali, R., Dahlstrom, R. (2022). Systematic review of gender differences and similarities in online consumers' shopping behavior. Journal of Consumer Marketing, 39(1), 29-43. https://doi.org/10.1108/JCM-01-2021-4356.

[16] Karatsoli, M., Nathanail, E. (2020). Examining gender differences of social media use for activity planning and travel choices. European Transport Research Review, 12(1), 44. https://doi.org/10.1186/s12544-020-00436-4.

[17] Kim, D.-Y., Lehto, X. Y., Morrison, A. M. (2007). Gender differences in online travel information search: Implications for marketing communications on the internet. Tourism Management, 28(2), 423-433. https://doi.org/10.1016/j.tourman.2006.04.001.

[18] Kim, E. E. K., Mattila, A. S., Baloglu, S. (2011). Effects of gender and expertise on consumers' motivation to read online hotel reviews. Cornell Hospitality Quarterly, 52(4), 399-406. https://doi.org/10.1177/1938965510394357.

[19] Khoshroo, M., Soltani, M. (2025). Digital transformation of tourism: Towards a model of technology acceptance by tourists in the Industry 5.0. European Journal of Innovation Management. https://doi.org/10.1108/EJIM-11-2023-1018.

[20] Lyu, J., Leung, X., Bai, B., Stafford, M. (2021). Hotel virtual reality advertising: A presence-mediated model and gender effects. Journal of Hospitality and Tourism Technology. https://doi.org/10.1108/JHTT-04-2020-0080.

[21] Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. Information Technology & Tourism, 22(3), 455-476. https://doi.org/10.1007/s40558-019-00160-3.

[22] Ponsignon, F., Derbaix, M. (2020). The impact of interactive technologies on the social experience: An empirical study in a cultural tourism context. Tourism Management Perspectives, 35, 100723. https://doi.org/10.1016/j.tmp.2020.100723.

[23] Sapna, S., Raheja, S., Malik, S. (2023). Exploring female travellers' satisfaction in North Indian destinations: An empirical study. Journal of Social Responsibility, Tourism and Hospitality, 31, 22-33. https://doi.org/10.55529/jsrth.31.22.33.

[24] Stankov, U., Gretzel, U. (2020). Tourism 4.0 technologies and tourist experiences: A human-centered design perspective. Information Technology & Tourism, 22(3), 477-488. https://doi.org/10.1007/s40558-020-00186-y.

[25] Torrao, G., Htait, A., Wong, S. H. S. (2024). Perceptions of women's safety in transient environments and the potential role of AI in enhancing safety: An inclusive mobility study in India. Sustainability, 16(19), 8631. https://doi.org/10.3390/su16198631.

[26] Chen, Y., Li, H., Xue, T. (2023). Female gendering of artificial intelligence in travel: A social interaction perspective. Journal of Quality Assurance in Hospitality & Tourism, 1-16. https://doi.org/10.1080/1528008X.2023.2275263.

[27] Zhang, J., Lai, I. K. W., Wong, J. W. C. (2024). Female travellers in the hospitality and tourism industry: A systematic literature review. Heliyon, 10(5), e27256. https://doi.org/10.1016/j.heliyon.2024.e27256.

[28] Zhang, Y., Sotiriadis, M., Shen, S. (2022). Investigating the impact of smart tourism technologies on tourists' experiences. Sustainability, 14(5), 3048. https://doi.org/10.3390/su14053048.

[29] Zhang, L., Nyheim, P., Mattila, A. S. (2014). The effect of power and gender on technology acceptance. Journal of Hospitality and Tourism Technology, 5(3), 299-314. https://doi.org/10.1108/JHTT-03-2014-0008.

[30] Wang, X., Ali, F., Tauni, M. Z., Zhang, Q., Ahsan, T. (2022). Effects of hedonic shopping motivations and gender differences on compulsive online buyers. Journal of Marketing Theory and Practice, 30(1), 120-135. https://doi.org/10.1080/10696679.2021.1894949.

[31] Webster, C., Farmaki, A. (2025). Tourism, technology and gender equality futures. Journal of Tourism Futures, 11(1), 114-123. https://doi.org/10.1108/JTF-05-2024-0098.