

**Bianca Nemeth**

Interactive Voice Assistants for Travel  
Planning. Insights for Tourism Marketing  
Communication of Destination  
Management Organizations

**Master's Thesis**

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**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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**Imprint:**

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ISBN: 9783346224781

**This book at GRIN:**

<https://www.grin.com/document/906965>

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**Master's Degree Program at FHWien der WKW in  
Communication Management**

**Interactive Voice Assistants for Travel Planning**

A quantitative study on consumer's perspective  
to gain insights for tourism marketing communication of DMOs

**Desired Academic Title:  
Master of Arts in Business (MA)**

**Submitted by: Bianca Nemeth, BA  
First Academic Year of Program: 2020**

## **Abstract**

Current challenges in tourism marketing of Destination Management Organizations consist in the design of unique, emotional, and holistic travel experiences for [potential] visitors as well as in the use of new and innovative Information and Communication Technologies in order to distinguish themselves from other destinations, succeed in a highly competitive environment, reach [potential] visitors and their attention along all the touch points of a Visitor Journey, and especially in the phase of travel planning, get them excited about a destination, and be able to bind them to the destination [brand] in the long term. With the increased use of Interactive Voice Assistants by tourism providers, such as a Destination Management Organization, and the relevance of this innovative technology for marketing communications, the questions remains whether Destination Management Organizations can even reach their target groups through Interactive Voice Assistants and whether this technology is accepted by the target groups as a platform from which they can get their travel information. From an overall tourism perspective and against the background of demographic change, this includes the target groups of Millennials and Best Ager, both of whom are of increasing importance for the entire tourism industry and who differ in their travel, information and media usage behavior.

In the master's thesis, the differences in the consumer behavior between these two target groups regarding the use and acceptance of Interactive Voice Assistants for travel planning are therefore examined in more detail. In order to answer the overall research question, factors for the acceptance and use of Interactive Voice Assistants for travel planning were identified with the help of an established model in the field of acceptance research. Based on these factors, a questionnaire was designed and carried out among people of different ages, to which Millennials and Best Ager can be assigned. The survey mainly revealed differences in the Perceived Usefulness and Attitudes of Millennials and Best Ager towards the use of Interactive Voice Assistants for travel planning. However, since this innovative technology hardly seems to be accepted by these two target groups, Destination Management Organizations need to develop an understanding of how Interactive Voice Assistants can continue to be used successfully, taking into account their relevance for marketing communication and their rapid development. This knowledge should be conveyed in the master's thesis. Based on this understanding, further measures for marketing communication of Destination Management Organizations could be set up.

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## **Table of Abbreviations**

A	Attitude Toward Using
AI	Artificial Intelligence
ANOVA	Analysis of Variance
ANTO	Austrian National Tourist Office
AR	Augmented Reality
BI	Behavioral Intention to Use
BVDW	Bundesverband Digitale Wirtschaft
cf.	confer, compare, see, look up
DMAI	Destination Marketing Association International
DMO	Destination Management Organization
E	Perceived Ease of Use
ed.	Edition
Ed.	Editor
Eds.	Editors
et al.	et alia
GDPR	General Data Protection Regulation
Gen X	Generation X
Gen Y	Generation Y
IAB	Interactive Advertising Bureau
ICT	Information and Communication Technology
IT	Information Technology
IVA	Interactive Voice Assistants
n	Sample size
p	Significance level
p.	Page
pp.	Pages
PwC	PricewaterhouseCoopers
SPSS	Statistical Package for Social Sciences
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action Model
U	Perceived Usefulness
UNWTO	United Nation World Tourism Organization
UTAUT	Unified Theory of Acceptance and Use of Technology Model

UX	User Experience
VCM	Voice Content Marketing
Vol.	Volume
VR	Virtual Reality
WOM	Word of Mouth