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TRANSFORMATION OF THE DIGITAL TOURISM SYSTEM: FROM INTELLIGENT AGENTS TO AGENTIC AI

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Abstract. The *purpose* of the paper is to examine the structural and functional transformation of the digital tourism ecosystem during the transition from traditional intelligent assistants, such as LLM-based chatbots, to a new paradigm of Agentic Artificial Intelligence. The *subject* of the present study is the qualitative transition from passive digital tools that rely on continuous human prompts to subjective systems characterised by autonomous planning, multi-agent coordination, and independent execution of complex service chains. The *research methodology* is based on a systems approach and organisational theory, using comparative analysis of artificial intelligence architectures to highlight the functional evolution of the industry. The methodological framework underpinning this study is predicated on the cyclical Action Research model, which encompasses planning, action, observation, and reflection. This model elucidates the iterative reasoning and self-repair capabilities of Agentic systems. Furthermore, the study employs the notion of multi-agent orchestration to model the interaction between specialised digital entities and proposes a conceptual model for assessing the socio-economic and ethical aspects of AI implementation, balancing human interests, environmental sustainability, economic profit and long-term development potential. The *primary objective* of this study is to provide a conceptual justification for the transition from auxiliary service tools to full-fledged digital management entities in tourism. The article provides a comprehensive overview of the conceptual features of Agentic AI, advances a functional model for its application in the tourism sector, and posits that these systems have the capacity to autonomously manage fragmented tourism services, including logistics, accommodation, and insurance, into a unified, personalised, and self-correcting service chain. The *analysis determines* that Agentic AI represents a fundamental change in the design of intelligent systems, going beyond the linear processing typical of traditional chatbots. The key *conclusion* is that Agentic AI serves as an integral element of the management subsystem, capable of implementing the full cycle of classic management functions, such as strategic planning, dynamic organisation through orchestration, and iterative control through feedback loops. The study concludes that Agentic Artificial Intelligence is defined not simply as a technological upgrade, but as a new paradigm of digital management integrated into the complex socio-economic processes of the global tourism industry, marking a transition from auxiliary service tools to autonomous digital workers.

Keywords: Agentic artificial intelligence, intelligent assistants, digital transformation, tourism, orchestration of multi-agent systems, Action Research.

JEL Classification: L83, M14, D81

1. Introduction

Despite crisis phenomena, the digital transformation of the tourism and hospitality industry in 2026 reaches a bifurcation point. According to statistics on the implementation of AI, researchers from McKinsey have determined that around 80% of companies in the American market use artificial intelligence, including those in the travel industry. This is driven by increasing demand: a Forrester survey showed that 36% of American adults have used an AI Agent for trip planning and booking (McKinsey, 2025). Travel agents are responding to this demand by offering

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solutions. For instance, the Sabre Mosaic platform uses artificial intelligence to automatically manage most retail travel workflows, and Expedia has developed AI agents to improve the travel booking experience (McKinsey, 2025; Verkalets, 2025). According to data from GrandViewResearch, the global value of artificial intelligence in the travel sector is also growing rapidly. It is estimated that it will grow to 3,373.0 million USD by 2024, and to 13,868.8 million USD by 2030. Such growth is rarely observed in any other new technology (Grand View Research, 2025; Verkalets, 2025). Over the past decade, most sectors of the economy have actively implemented digital solutions, including intelligent assistants (AI assistants), which are based on natural language processing and recommendation systems (Dwivedi et al., 2025). However, despite their speed of response, these systems have remained "passive tools": they require constant human oversight and detailed instructions, and lack the authority to complete complex, multi-step processes.

The contemporary scientific discourse signifies a shift towards a novel level of AI systems, designated as Agentic AI (Agentic Artificial Intelligence). These systems embody subjectivity, characterised by the capacity to execute actions or select the actions to be undertaken (Agency, 2026; AP News, 2025). They are distinguished by their autonomous planning capabilities, their ability to decompose complex objectives, and their capacity to utilise external digital resources independently. The challenge lies in defining these agents' autonomy, their ability to self-correct in a dynamic travel environment and the moral issues that arise from transferring decision-making authority from humans to algorithms.

This research is scientifically novel in that it justifies the transition from auxiliary service tools to fully-fledged digital management entities in tourism based on the orchestration of multi-agent systems. The purpose of the study is to provide a theoretical and functional framework for transforming the digital tourism ecosystem through agentic AI. In order to achieve this objective, the following research tasks must be addressed: firstly, the conceptual features of Agentic AI must be systematised; secondly, a comparative analysis must be conducted between intelligent assistants and agentic systems; thirdly, a human-centred functional model for the autonomous management of tourism service chains must be developed; and fourthly, the integration of agentic cycles into classical management functions must be substantiated.

The methodology employed is founded upon a systems approach and organisational theory, utilising a comparative analysis of AI architectures to highlight the functional evolution of the industry. The central methodological element is the Action Research cyclical model, which explains the iterative reasoning and self-repair capabilities of agentic systems.

2. Theoretical Basis

In order to gain a deep understanding of the nature of Agentic AI, it is necessary to analyse how contemporary researchers interpret this phenomenon. Table 1 provides common definitions reflecting current scientific thinking.

By analysing the provided definitions, one can conclude that Agentic AI represents not just an evolutionary step in the development of algorithms, but a fundamental paradigm shift in the design of intelligent systems. The core concepts of Agentic AI are autonomy, purposefulness, adaptation and coordination among multiple agents. This is significantly different from the functionally narrower AI agents or traditional machine assistants.

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Table 1

Definitions of the term Agentic AI by contemporary researchers

Author	Definition of Agentic AI
1	Agentic AI refers to AI systems and software designed to perform autonomous actions by mimicking human behaviour and decision-making processes (Nisa et al., 2025).
2	Agentic AI is a new paradigm of artificial intelligence pertaining to autonomous systems designed to achieve complex goals with minimal human intervention. It demonstrates adaptability, enhanced decision-making capabilities and self-sufficiency, enabling it to operate dynamically in changing environments (Acharya et al., 2025).
3	Agentic AI is an emerging field combining advanced AI methods with business automation. It has the potential to generate autonomous agents that can make complex decisions and solve problems (Prashant, 2025).
4	Agentic AI represents a fundamental shift in the design paradigm of intelligent systems, characterised by the development of autonomous systems with capabilities such as proactive planning, contextual memory, complex tool usage and adaptive behaviour based on environmental feedback (Abou Ali et al., 2025).
5	Agentic AI refers to AI systems that not only respond to requests, but also establish sub-goals, select tools and carry out multi-step actions to help users achieve their goals with limited oversight. In practice, these systems coordinate the work of multiple agents, each of which performs part of the task. The level of orchestration ensures that they are all aligned with the goal (Bandi et al., 2025).

multiple agents, which differs significantly from functionally narrower AI agents or traditional machine assistants and requires *the orchestration of multi-agent systems.*

Orchestration is the process of coordinating the work of multiple agents to perform a common task. The orchestrator (or coordinator) determines which agent performs which subtask, in what sequence and how they exchange results. They also determine what to do in case of errors. This term is borrowed from music, where a conductor orchestrates the performance of a symphony by different instruments. Here, the orchestrator coordinates the performance of a complex task by different agents (Muver, 2026).

Summarising the presented definitions, three key vectors can be identified that shape the essence of Agentic AI:

– Transformation of agency, where the Agent transitions from the role of a "tool-advisor" to that of an "autonomous executor". It mimics human cognitive processes, making complex decisions with minimal user involvement.

– Adaptability: unlike static systems, Agentic AI can operate in dynamic conditions. Its ability to plan proactively and use contextual memory enables it to adjust its behaviour based on feedback, thus implementing the "observation–reflection" cycle.

– The *orchestration*, that is, Agentic AI is defined as a multi-level system capable of decomposing complex goals into sub-goals and coordinating a whole network of specialised agents. This facilitates the execution of multi-stage business processes through external tools and automation.

Agentic AI can be defined as a self-sufficient ecosystem combining the cognitive capabilities of large language models with the operational power of corporate automation. Its main characteristic is not the volume of knowledge it possesses, but its ability to act as an intermediary and effectively achieve end results in the real world.

The relevance of Agentic AI in 2026 is determined by a technological breakthrough in the field of Large Action Models (LAM). Unlike chatbots based on Large Language Models (LLM), such as ChatGPT, LLaMA and Copilot, LAMs can generate more than just text. Traditional assistants have been limited by the history of their chats. On the other hand, Agentic AI operates within an architecture that enables it to perform actions such as accessing a browser, logging into an airline's portal, comparing insurance conditions and conducting transactions. This gives rise to the concept of "zero-touch travel", in which the human role is limited to setting minimum and maximum parameters (budget, values, timelines, etc.) (Data Appeal, 2025).

Agentic AI differs from traditional AI solutions in that it has a high degree of autonomy, the ability to achieve goals independently, and the potential to adapt behaviour. In a classical context, a "goal" could be to organise a trip to a certain region. In this case, Agentic AI would analyse a large amount of available data, break the task down into subtasks (e.g., searching for tickets, booking hotels and forming itineraries) and make autonomous decisions. It can interact with users, anticipate their needs and adapt its interaction strategies automatically, without constant human intervention. A key feature is its ability to self-learn, enabling Agentic AI to enhance its capabilities and make more complex decisions based on past experiences. By contrast, intelligent assistants can respond to queries and help with individual tasks such as checking schedules, booking tickets or answering frequently asked questions. However, they are not capable of setting long-term goals autonomously, planning multi-step processes or coordinating multiple actions without constant human prompts (Bandi et al., 2025; Milton, 2023; Wang et al., 2025; Wang et al., 2025).

3. Results

The transformation of tourism through agentic AI not only enhances services for end consumers, but also optimises processes for travel agencies and operators. Agentic AI can automatically plan routes, optimise travel schedules and manage resources in real time, reducing costs and increasing operational efficiency. A comparison of intelligent assistants and agentic AI (see Table 2) can be made across several key aspects, particularly in the context of tourism. Intelligent assistants are generally limited in their actions and respond to requests based on predefined scenarios only. They can only perform actions that have been programmed manually. In contrast, Agentic AI has the ability to make independent decisions, allowing it to adapt to changing user conditions and requirements and perform more complex functions.

Agentic AI transforms software from a controllable tool into a digital employee that acts according to the principles of systems research and practical impact. A key feature is Agentic AI's ability to integrate with other technologies. While intelligent assistants usually interact with only one type of service, Agentic AI can combine various components, such as hotel bookings, route planning and weather forecasting. This enables more convenient and personalised experiences for end consumers to be created.

This comparison provides a conceptual justification for the thesis that Agentic AI is not just an 'enhanced version' of a chatbot or digital assistant; rather, it represents a different class of systems combining autonomy, planning, coordination and adaptation. In the tourism industry, this change signifies a shift from providing digital support for individual operations to providing digital accompaniment for

Table 2

Comparative analysis of the main characteristics of Intelligent Assistants and Agentic AI

Characteristic	Intelligent Assistant (LLM Chat)	Agentic AI
Work Paradigm	Reactive (executing specific instructions) – one action per one request (prompt).	Proactive (achieving a set goal).
Methodology	One-time generation and Linear information processing.	Iterative cycle of Action Research (Planning – Action – Observation – Reflection).
Level of autonomy	It requires constant control and clarification from a human. In other words, the user plays an active role. Asking clarifying questions such as: "Find hotels in Rome", "What's the weather like there?", "Write a tour plan".	Operates autonomously, addressing the person only at critical points. The user's role – Strategic: Defining the goal: "Book me a trip to Rome in May for $1500, considering my preferences".
Access to the environment	Limited to the "chat window" and knowledge base.	Has access to external tools, APIs, file systems, and web services – the system is open.
Error handling	Stops when an obstacle occurs.	Analyses the error, changes the strategy, and tries another way (Self-healing) – the thinking style is cyclical.
Result	Informative: text, code, advice, or analytics.	Completed process, transaction, or integrated solution.

Source: summarised by the authors (IBM, 2025; Nisa et al., 2025; TechRadar, 2025; Bandi et al., 2025; Tussyadiah & Miller, 2019; Wang et al., 2025)

complex service chains involving transportation, accommodation, leisure, insurance and travel information.

In the context of this research, a model of Agentic Artificial Intelligence (AAI) in tourism has been developed (Figure 1). This model is based on the principle of human-centredness and asserts that AAI acts on behalf of tourists, representing their interests, values and travel context. Unlike traditional automated systems, this model does not view tourists as passive users of digital services, but rather as sources of goals that are interpreted and realised by a network of autonomous AI agents. These agents perform various functions, including route planning, booking, providing information and offering decision-making support. This ensures a high level of personalisation, enhances the efficiency of the travel experience and optimises costs, particularly through demand forecasting and environmentally-oriented resource management.

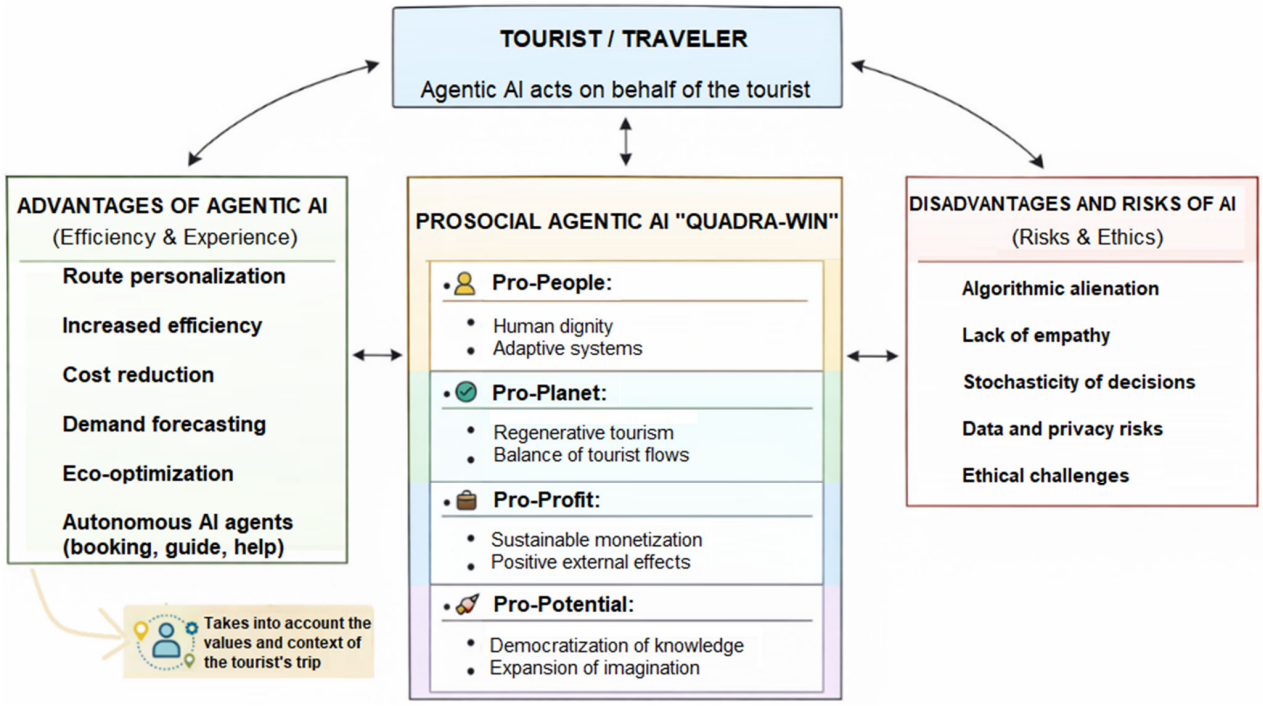

Figure 1. Model of Agentic Artificial Intelligence in tourism

Source: systematised by the authors

The central integrative element of the model is the concept of pro-social Agentic AI, or "Quadra-Win", which ensures a systemic balance among four interconnected dimensions: Pro-People, Pro-Planet, Pro-Profit and Pro-Potential. The Pro-People dimension emphasises preserving human dignity, system adaptability and reducing cognitive load for tourists. In contrast, Pro-Planet focuses on regenerative tourism, balancing tourist flows and minimising negative environmental impacts. Pro-Profit demonstrates the model's economic sustainability, as evidenced by responsible monetisation and the generation of positive externalities for local communities and tourism ecosystems. In contrast, Pro-Potential emphasises long-term development by democratising access to tourism knowledge, broadening cultural perspectives, and promoting inclusive travel (Ovsiienko, 2025).

At the same time, the model acknowledges the significant ethical and technological risks associated with implementing Agentic AI in tourism. These include limitations in machine empathy and the stochastic (random) nature of autonomous decision-making, as well as threats to privacy and the security of personal data. These risks are therefore viewed as structurally equivalent advantages that require constant moral oversight, algorithmic transparency and regulatory balancing. Additionally, the paradox of "control-convenience" is an important aspect, as complete agent autonomy may lead to algorithmic alienation. For example, if a tourist independently chooses a route based on time optimisation, they may miss authentic locations that are not highly rated in digital metrics or have not been sufficiently explored, but which possess potentially high emotional value. Thus, the current stage of digitalisation necessitates the implementation of "empathy filters" and "randomness parameters" in agents' algorithms (Ekstrom, 2025; Nisa et al., 2025; OECD, 2024; Petkov, 2024; Wang et al., 2025; Muver, 2026). Together, these elements form a comprehensive framework for the responsible use of Agentic AI in tourism, where technological innovations serve human interests, promote sustainable development and maximise long-term societal potential (Ilieva et al., 2024; Kaplan & Haenlein, 2019; Milton, 2023). The application of Agentic AI in tourism has the potential to enhance business operational efficiency by automatically aligning goals and adapting plans in response to external changes, such as weather or flight cancellations. It can also expand opportunities for personalised services by analysing contextual data and providing adaptive solutions (Ali & Ali, 2025; Arunkumar, 2025).

The further development of this concept in tourism should be viewed not only as the evolution of user interfaces, but also as a transition to a new socio-technical system architecture. In this architecture, autonomous agents play an active role in organisational and service processes. The generalisations proposed in review papers on Agentic AI enable the interpretation of these systems as integrating modules of environmental perception, planning, decision-making, action execution and reflexive control of results within a closed autonomous activity cycle. This fundamentally distinguishes them from classical intelligent assistants, which are primarily reactive. This cyclical process of "perception – planning – action – evaluation" lies at the heart of modern definitions (Nisa et al., 2025; Bandi et al., 2025) and conceptual discussions of multi-agent systems, in which autonomy, coordination among agents, and tool use are employed to achieve set goals. At the core of Agentic AI's functionality lies the ability to "reason", which is technically realised through cycles that directly correlate with the concept of Action Research, first proposed by Professor Kurt Lewin in 1944. Agentic AI does more than generate text; it implements a cycle of inquiry and action, bridging the gap between theoretical planning and practical implementation through a system of sequential steps. It effectively automates this scientific approach, transforming each task into micro-research with practical outcomes (Diadiuk & Levchenko, 2025).

According to the Action Research methodology, the process consists of four key stages, which the Agentic AI reproduces automatically:

1. Planning. The agent receives a high-level objective, analyses the problem, formulates hypotheses for its solution and selects the necessary tools (API, search and code execution).
2. Action. Direct intervention in the environment, such as executing software code, booking services or sending messages.
3. Observation involves collecting and monitoring data on the results of an action. Did the action lead to the desired outcome?
4. Reflection involves critically analysing the obtained data. If the desired outcome is not achieved (e.g., due to an access error or insufficient tickets), the agent re-evaluates the plan and makes adjustments, thereby initiating a new cycle (Sagor, 2011; Diadiuk & Levchenko, 2025).

In other words, *Agentic AI is the technical embodiment of the request cycle, where the system becomes the subject of research and problem solving in real time.*

Due to the high number of variables (prices, availability, logistics), tourism is one of the most promising areas for the implementation of agent systems.

The Mindtrip system is one of the most notable products on the market – it is a prime example of the agent approach. Unlike ChatGPT, which only recommends hotels, Mindtrip enables users to plan routes, check availability and make bookings all within one interface. The agent synchronises plans with maps and calendars in real time (AiNews, 2025). The Skyscanner Ambr AI pilot project uses ticket

filtering and tracks price anomalies. It can autonomously suggest rebooking a segment of the trip if a more advantageous combination appears after planning begins (Ambr AI, 2025). Multi-agent systems in hotels, such as CrewAI or LangChain developments, can work together: one agent monitors customer reviews, a second plans personalised discount offers and a third sends these offers through the CRM system (Orq.ai, 2025). To improve theoretical clarity, it is helpful to consider the structure of the functional model of Agentic AI as a system consisting of functional levels, each with a distinct purpose in practical applications (see Figure 2).

In the context of tourism activities, this model means that the system reacts to changes and constantly re-evaluates its own actions. It also updates plans and optimises decisions according to environmental dynamics. This approach aligns with modern concepts of agent and multi-Agentic AI architectures.

This cyclicality and the ability to self-correct form the basis of the "agency" referred to in modern definitions of Agentic AI. This explains why such systems are considered a significant development in the use of artificial intelligence in service industries, particularly tourism. A deeper systematisation highlights the key components of agent architecture and their role in tourism services.

This decomposition shows that Agentic AI in tourism does not function as a separate interface for interactions, but rather as an integrated process management system that can adapt and optimise actions in a dynamic environment. This property distinguishes agentic systems from traditional intelligent assistants, which, according to research in tourism and hospitality, primarily provide information support or automated services without their own long-term action strategies.

4. Discussion

Further consideration of the implementation of agentic AI should be carried out through the lens of classical management functions, the systemic approach to organisational theory, decision-making models and the process approach to management. These are among the most well-established and widely recognised methodological foundations for analysing complex socio-economic systems. Within the systemic approach, a tourism enterprise or digital tourism platform is considered an open system that interacts with its external environment. It transforms input

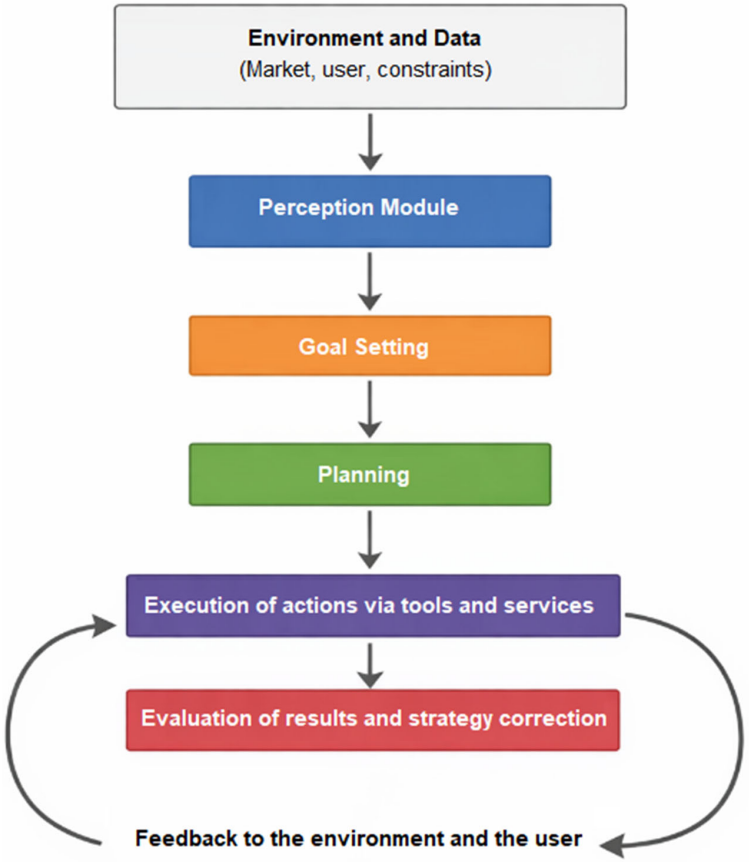

Figure 2. Functional model of Agentic AI in tourism

Source: summarised by the authors (Abou Ali et al., 2025; Nisa et al., 2025; Bandi et al., 2025)

Table 3
Functional elements of Agentic AI and their role in tourism applications

Functional element	Content of the element	Role in the tourism context
Perception module	Collection and interpretation of data from the environment, information systems, user queries	Analysis of ticket prices, hotel availability, weather conditions, travel restrictions, customer preferences
Goal-setting module	Interpretation of high-level user intentions into formalised goals	Transforming the request "plan a trip" into a set of operational goals (route, budget, time, comfort...)
Planning module	Decomposing goals into subtasks and building a sequence of actions	Creating a step-by-step booking plan, coordinating logistics, optimising the schedule
Action execution module	Implementing planned steps through external services and tools	Automatic booking, changing routes, interacting with carrier and hotel platforms
Agentic coordination module	Coordinating actions among multiple agents or subsystems	Distributing tasks among agents responsible for transport, accommodation, and leisure
Evaluation and Feedback Module	Analysis of Action Results and Strategy Correction	Replanning the Trip in Case of Flight Cancellation or Change of Conditions

Source: summarised by the authors based on (Abou Ali et al., 2025; Botti, 2025; Nisa et al., 2025; Bandi et al., 2025; Tussyadiah & Miller, 2019)

resources and information into outputs in the form of tourism products and services. According to this logic, Agentic AI can be considered an integral part of the management subsystem. It provides a continuous cycle of data perception from the environment, processing, decision-making, action implementation and feedback. This conceptually corresponds to the idea of a system with inputs, processes, outputs and regulatory mechanisms.

From a classical management perspective, Agentic AI can be viewed as a digital mechanism capable of participating in the entire management cycle, including planning, organising, motivating, coordinating and controlling. Within the planning function, for example, it acts as an autonomous analytical and forecasting mechanism, transforming the high-level goals of tourism businesses or individual consumers into structured action plans. Agentic systems can decompose goals into sub-goals independently, build alternative scenarios, assess constraints and adjust plans according to changes in the external environment. Conceptually, this aligns them with the functions of strategic and operational planning in the traditional management model. In the context of tourism, this represents a transition from the sporadic automation of individual operations to an ongoing process of adaptive travel planning, service chains and resource allocation.

From an organisational perspective, Agentic AI can be interpreted as a mechanism for the dynamic structuring of processes and resources, ensuring coordination among the various digital and physical components of the tourism system. Classical management theory posits that organisation involves task distribution, establishing relationships between departments and coordinating resource flows. These principles are reflected in agent architectures through the orchestration of tools, services and subsystems. In this sense, Agentic AI can be seen as a digital analogue of the organisational mechanism that integrates various information and service platforms, ensuring coherence of operation within a single, purposeful service process.

In classical management, the motivation function is traditionally associated with stimulating personnel and shaping behavioural attitudes. However, in the context of Agentic AI, it assumes a distinct yet conceptually related meaning. In Agentic systems, it refers to the internal mechanisms of goal prioritisation, strategy selection and action optimisation. These mechanisms serve as a kind of "motivational core", directing the system's behaviour towards achieving specified results. In tourism applications, this manifests as the ability to balance cost, service quality, time constraints and individual preferences. This corresponds logically to the managerial task of aligning interests and goals in complex organisational systems.

The control function is also important. In classical management theories, it involves comparing actual results with planned ones and correcting deviations. In Agentic systems, this principle is realised through feedback cycles that monitor the execution of actions and automatically adjust strategies in the event of changing conditions or new constraints. In a tourism context, this could involve automatically re-planning routes in the event of flight cancellations, or adjusting service configurations according to updated user requirements. This corresponds to the managerial logic of control and regulation.

The coordination function, which ensures consistency of action across the various elements of an organisation, is particularly important in Agent-based AI due to the increasing use of multi-agent architectures. In such systems, coordination is achieved by distributing roles among agents, aligning their plans and synchronising their actions towards a common goal. For the tourism industry, this opens up the possibility of transitioning from fragmented digital services to integrated agentic ecosystems, in

which different modules or agents are responsible for various service provisions, yet still operate within a unified, coordinated strategy.

In management theory, Agentic AI can be interpreted as a system that automates and integrates the key stages of the managerial decision-making process. These stages include identifying the problem or goal, formulating alternatives, evaluating their consequences, selecting the optimal option and controlling the results of its implementation.

Unlike intelligent assistants, which typically only support individual stages of the decision-making process, Agentic systems can autonomously execute the entire cycle continuously. In the context of tourism, this creates opportunities for the independent analysis of changing travel conditions, the generation of alternative routes or service configurations, the selection of the most appropriate option according to specified criteria and the further adaptation of decisions in response to new circumstances. This aligns with classical models of rational and bounded rational choice.

From the perspective of a process approach to management, Agentic AI should be viewed as *a mechanism for the dynamic orchestration* of interconnected business processes within a tourism organisation or digital platform. The process approach considers activities as sets of sequential and parallel processes with defined inputs, outputs and goals. It is in this context that Agentic systems demonstrate their fundamental difference from reactive digital assistants. While the latter are usually only integrated into specific parts of the service chain, Agentic AI can coordinate the entire tourism service cycle, combining information search, planning, booking, logistical support and post-sale follow-up in a single adaptive process that continuously adjusts based on feedback.

6. Conclusions

In conclusion, combining classical management functions with a systems approach and decision-m aking and process theories provides a conceptual justification for Agentic AI in tourism as a new management system. This system automates individual operations and integrates analysis, planning, organisation, alternative selection, implementation, coordination and control into an adaptive management loop for tourism processes. This reinforces the thesis that the transformation from intelligent assistants to agentic systems signifies a qualitative shift in the logic of digital tourism management, elevating artificial intelligence from a supportive tool to an integral component of tourism organisations' and platforms' management architecture. Extended systematisation shows that the novelty of the Agentic AI approach in tourism does not lie so much in the use of more powerful data processing models, but rather in the transformation of the logic of digital systems. These systems evolve from decision support tools to autonomous, goal-oriented agents that are integrated into the complex socio-economic processes of the tourism industry. This represents a qualitative leap in the digital evolution of tourism services, with technological, organisational and managerial implications.

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