

# Human-AI Hybrid Services

## Track Chair

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## Rationale and Relevance to the Conference Theme

Transformative human-AI hybrid services represent a paradigm shift from AI task automation to a co-evolutionary, co-dependent multi-agent intelligence tourism ecosystem. This concept offers capabilities for combined AI-agent intelligence with emotional intelligence and cultural intuition of human agents. In practice, this creates new intelligent choice architectures equipped with socialization components, thus serving dynamically real-time situational needs. By establishing sociotechnical systems approaches, synergistic dynamic flows frameworks, and shared mental models, hybrid human-AI teaming can help ensure that advanced technological efficiency does not come at the expense of genuine human psychological, ethical, and societal values.

Synergistic human-AI hybrid models serve as a critical driver for organizational agility and sustainable tourism management. Human-AI teams can leverage predictive analytics and real-time feedback loops to scale services in ways that can serve all relevant stakeholders interests. By creating hybrid blueprints and monitoring tourism operations in real time, a continuous co-creation and mutual learning loop can empower the tourism sector to foster resilient, future-proof organizational performance while expanding its operational footprint responsibly, preserving cultural authenticity, and promoting environmental sustainability. This offers strong potential for devising a dynamic human-oriented tourism service ecosystem while serving the realm of regenerative tourism.

## Intended Audience and Scholarly Contribution

The track welcomes disciplinary and inter/cross-disciplinary empirical, conceptual, and methodological contributions from across management, digital humanities, marketing, behavioral economics, organizational behavior, human resource management, technology management, sociology, anthropology, psychology, geographical sciences, and fintech. By converging these fields, the track seeks to open new horizons in viewing AI as an agentic, collaborative partner within a co-evolving tourism ecosystem. It seeks to challenge traditional choice architectures and operational scaling models and advance tourism literature by introducing novel contributions in conceptualizing, evaluating, and governing the organizational, psychological, ethical, and socio-cultural dimensions of human-AI teaming in this new era of global tourism. Developmental papers and scholar-practitioner collaborations are also welcome.

## Expanded Themes and Sub-Themes

### Human-AI Transformative Learning and Teamwork

- Human-AI bidirectional communications and situational awareness
- Human-AI collaborative knowledge exchange in advancing tourism processes
- Dynamic task allocation and shared goal alignment strategies
- Immersive human-AI team upskilling
- Trust and transparency in human-AI teaming
- Collaborative training for humans and AI agents in a tourism context
- Human-AI agents socialization in synthetic tourism services

### Human-AI Service Delivery Models and Experience Management

- Adaptive service design in tourism
- Hyper-personalized co-created itineraries and context-aware management
- Co-evolution of personalized AI agents for and with travelers
- Collaborative innovation in service design
- Tailor-made human-AI collaborative solutions in tourism marketing
- Hyper-flexible tourism product prototyping and roll-out
- Servitization and serviceability in a human-AI tourism context
- Regenerative tourism service models via human-AI integration

### AI-Empowered Agility and Organizational Performance

- High-performance human-AI interfaces in tourism services
- Agile destination adaptation and tourism board strategies and policies
- Redesigning tourism workflows via integrated human-AI teams
- Operational agility and responsiveness in tourism services
- Human-AI team dynamics and organizational performance metrics
- Human-AI teaming for back-office operations
- Workforce empowerment for agile frontline services
- Infrastructure management for traveler and guest safety support

### Human-AI Hybrid Decision-Making and Feedback Mechanisms

- Prior, during, and post-trip human-AI travel decision making
- Dynamic pricing via human-AI co-regulative frameworks
- Dynamic competitor analysis and benchmarking
- Trust calibration and trust repair in decision-making
- Resilience and risk mitigation frameworks and policies
- Responsible and ethical decision-making via human-AI teaming
- Real-time enhanced decision making for rapid changes in service flows
- Hybrid decision-making in compliance management of global traveling

### Effective Management and Scalability

- Foregrounding and fine-tuning processes for transformative tourism experience
- Building sustainable systems for resource-effective tourism organizations
- The cultural shift in transitioning corporate mindsets in the human-AI era
- Overtourism avoidance via human-AI hybrid management
- Disruption impact forecasting and recovery management
- Distributed crisis resolution under unexpected or extreme conditions
- Cross-border global inventory management and touring
- Strategic human-AI resource management and augmented leadership
- Managing regenerative tourism ecosystems in the tourism sector