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CHANGES IN CONSUMER BEHAVIOR UNDER THE INFLUENCE OF NEW TECHNOLOGIES IN RURAL TOURISM

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Abstract: *Technology is rapidly transforming the tourism industry, making travel easier, more personalized and safer, while also influencing tourist behavior. Among the most important new technologies in tourism that are affecting consumer behavior in tourism are: artificial intelligence (AI) and chatbots, virtual reality (VR) and augmented reality (AR), smart mobile applications, automation and robots, biometrics and digital security, digital payments and blockchain.*

New models of tourism behavior from an AI perspective describe how people change their decisions, habits and expectations when interacting with smart technologies. Basically, AI does not just help — it shapes consumer behavior.

• Introduction

Because today we are no longer talking about the classic tourist but one strongly influenced by AI, more connected, faster in decisions and much more oriented towards personalized experiences, we considered it appropriate to analyse the profile of the digital tourism consumer, assisted by AI, as well as the new technologies in tourism that have led to the development of the concept of "learning through experience".

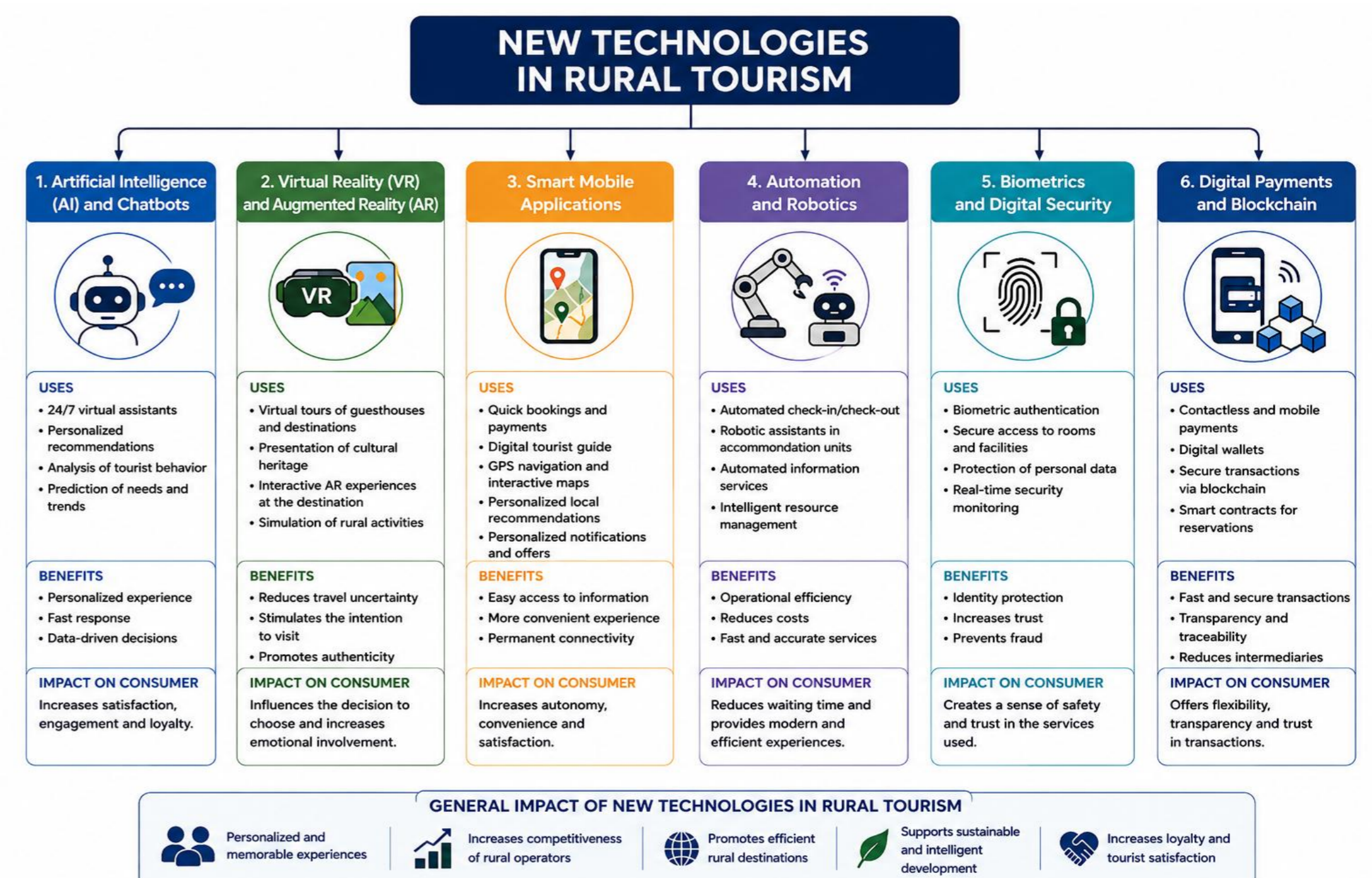
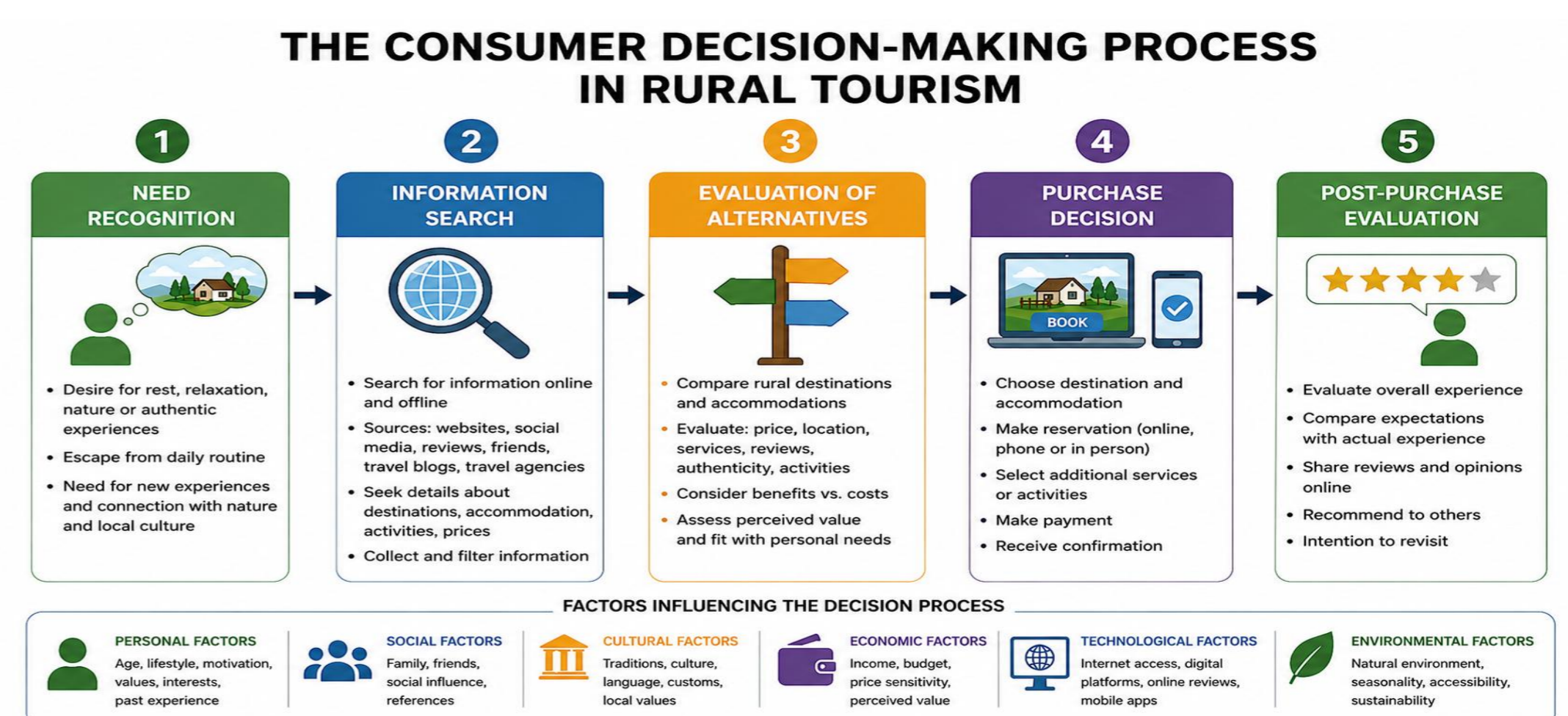
• Material and method

In order to characterize the emerging technologies used in rural tourism and their impact on consumer behavior, descriptive and comparative documentary analysis of the main digital technologies identified in the literature was used, identifying and interpreting the relevant information in the field.

• Results and discussions

New models of tourism behavior from an AI perspective describe how people change their decisions, habits and expectations when interacting with smart technologies. Basically, AI does not just help — it shapes consumer behavior.

The profile of the tourism consumer influenced by AI is different from the classic tourist: he is more connected, faster in decisions and much more oriented towards personalized experiences. Basically, we are talking about an AI-assisted digital tourist.



• Conclusions

Agrotourism is one of the most suitable forms for experiential learning because it: involves direct participation, offers authenticity, creates emotional connections, transforms the tourist into an active participant.