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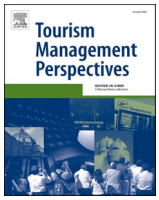

Decision delegation to GenAI agents in travel planning: Responsible AI signals, delegation levels, and the transparency paradox

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ABSTRACT

Generative Artificial Intelligence (GenAI) is becoming an integral part of travel planning. This fundamental transformation is changing the definition of travel decision delegation, calling for fresh research into responsible AI in tourism. Drawing on agency theory, trust theory and decision delegation framework, this study conceptualises five responsible AI characteristics (reliability, fairness, trustworthiness, accountability, transparency) as evaluative signals for travellers to assess GenAI across three decision delegation levels, i.e., attribute set, choice set, and final decision. Using a multi-method approach, we analyse data collected from 421 travellers. Findings suggest that reliability and accountability are consistent drivers of delegation across all levels, whereas trustworthiness is a threshold condition that becomes significant at the attribute level. We also found that excessive transparency can lead to cognitive overload and reduce willingness to GenAI decision delegation. Our findings encourage future research into responsible AI development in understanding system complexity, algorithmic explainability and traveller delegation confidence.

1. Introduction

The growing interest in Generative Artificial Intelligence (GenAI) within the tourism industry has introduced a new technological paradigm shift in consumer behaviour and organisational operations in the coming years (Li, Xi, Hsu, Yu and Zheng, 2025). The tourism industry is experiencing a meteoric rise of AI driven travel recommendation systems that allow travellers to develop a fully customised travel itinerary, including destination choice, hotels and flights (Bingöl & Yang, 2025). Statista reported that around 39% of leisure travellers expressed satisfaction with these AI-based recommendation systems, and there is a growing consumer interest in delegating future travel planning activities to GenAI (Soni, 2026).

The global GenAI tourism market is anticipated to reach approximately US$ 5067 million by 2034 (up from US$894 million in 2024), following a 18.94% compound annual growth (Zoting, 2024). Most of this growth is predicted to be focused on providing automated and personalised travel solutions. Forbes also reported that the travel industry remains at the forefront of implementing new GenAI technologies, as 32% of US travellers were willing to use the service for travel planning (Kelleher, 2023). Travel e-commerce giants like Tripadvisor have reportedly launched an automated itinerary planning service using a large language model, while Expedia is using AI-driven natural language processing to support over 30 million virtual agent-based conversations (Cain, 2024).

GenAI and tourist interaction create novel ways for tourists to improve their travel planning and new travel experiences (Zhao, Yuan, Liu, & Liao, 2026). Using GenAI, travel companies are streamlining pre-trip planning processes by delegating a number of key information points that go beyond the traditional search engine mechanism. Using a robust information retrieval system (RAG or Retrieval Augmented Generation), a GenAI like Google Gemini can now draw information from up to date websites and other information archive systems (Tuomi, Tussyadiah, & Ascenção, 2025). Capitalising on these technological advancements, IHG hotels and resorts group have developed a travel planner mobile application using Google cloud's AI platform. The application promises to offer a more personalised travel itinerary based on a combination of GenAI and extensive background data from Google. This approach, in turn, makes modern Generative AI systems more prolific in advancing human computer interactions (Gursoy, 2025; Mattila, Wu, & Wang, 2025), making decision delegation the next big strategic lever within the tourism industry.

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Delegating travel planning offers enormous advantages for travellers, reducing their pre-travel planning time, energy and resource investments (Stone, 2016; Zhao et al., 2026).

Prior research has examined several antecedents that facilitate decision delegation to Gen AI. For instance, Hlee, Yan, and Li (2025) examined the role of contextual (destination type and travel party composition) and efficiency-based antecedents (spatial temporal efficiency). Shi, Gong, and Gursoy (2021) examined the role of systematic factors (such as performance efficacy, perceived personalisation) and heuristic factors (anthropomorphism and social influence) mediated through cognitive and emotional trust in determining the intention to adopt Gen AI recommendation system for travel planning. Similarly, Song and Lin (2024) investigated the role of AI's internal ability, appearance design, and the objectivity of the task in investigating delegation decision to Gen AI. While these studies offer thorough examinations into why travellers delegate travel planning to Gen AI, the dimensions are largely concentrated towards functional utility or cognitive processing. Existing tourism research is limited in explaining the conditions under which travellers are *willing to delegate their decision making authority to Gen AI systems. Specifically, we argue that travellers do not* rely solely on efficiency gains or heuristic cues; they expect the system to be responsible for travel decision making (Gupta, Kamboj, & Bag, 2023). To address this gap, we propose five key responsible AI characteristics (reliability, fairness, trustworthiness, accountability, and transparency) collectively function as evaluative signals addressing decision delegation risks in the absence of traditional assurance mechanisms. Reliability of an AI system prevents outcome uncertainty. Fairness of the system protects a user from moral obligations and biases. Trustworthiness of AI agents assures agent integrity and goal alignment. Accountability makes users confident of AI output and the parent organisation's liability. Transparency helps users overcome process and information ambiguity. These characteristics combined present an evaluative signal mechanism that travellers use to evaluate GenAI as a responsible agent worthy of travel decision delegation. A combination of agency theory (Eisenhardt, 1989) and trust literature (Mayer, Davis, & Schoorman, 1995) rationalises why these evaluative signals are important in the delegation context. While decision delegation concept (Candrian & Scherer, 2022) provides the foundations for understanding how these factors influence differs across three different delegation levels, i.e., attribute set, choice set, final decision. Our approach provides richer explanation of complex phenomena by combining complementary theoretical insights, consistent with the theory synthesis approach advocated by Jaakkola (2020) and MacInnis (2011).

In conventional agency relationships, travellers (principals) use traditional governance mechanisms such as contracts to reduce delegation risks. However, when the agent is (Gen AI), traditional governance becomes ineffective. AI more or less operates as a “black box”, increasing the chances of **information asymmetry** and **perceived loss of control (**Wischmeyer, 2019**)**. GenAI systems act as a unique form of agency in which risk cannot be fully contractually managed. We argue that in such situations, travellers depend on **perceptual and system level measures** as proxies for formal governance. In specific, we propose that characteristics such as reliability, fairness, accountability, and transparency of Gen AI act as critical signals that are likely to eliminate core agency problems. Complementing this, we also propose that travellers depend on **trustworthiness of Gen AI for their travel decision delegation.**

This study combines complementary insights from three established theoretical domains (Jaakkola, 2020), e.g., agency theory, trust theory, and the decision delegation framework around a single explanatory problem: how principals govern delegation when formal governance is unavailable. Agency theory helps explain the risks that arise when delegation is given to GenAI, as well as safety and protection that are removed. For travellers, delegation creates risks around performance, hidden actions, unequal access to information, and limited options for recourse (Eisenhardt, 1989; Jensen & Meckling, 2000). At the same time, the solutions usually proposed by agency theory, i.e., contracts, incentive alignment, monitoring, and sanctions cannot be applied in the same way to a generative model.

Trust theory helps explain what fills this governance gap. When formal controls are incomplete, a principal's willingness to accept vulnerability depends on how they perceive the agent's characteristics (Mayer et al., 1995). Organisational research also shows that, in these conditions, trust can operate as a substitute for formal control (Glikson & Woolley, 2020; Wischmeyer, 2019). The decision delegation framework presents this substitution logic into level specific predictions. As delegation moves from the attribute set, to the choice set, and then to the final decision, hazard exposure increases and reversibility decreases (Aggarwal & Mazumdar, 2008). This means that the importance of each perceived characteristic is likely to shift across delegation levels rather than remain constant. The three theories therefore interact rather than coexist (see Section 2.5.1). Agency theory defines which hazards must be covered, trust theory defines the perceptual form the covering mechanism takes, and the delegation framework defines how much covering each level requires. This integration follows the theory synthesis approach of Jaakkola (2020) and MacInnis (2011). All three theories share the assumption of a boundedly rational principal deciding under information asymmetry. Agency theory supports the theoretical foundations of uncertainty and information asymmetry. Trustworthiness literature supports complementary relational evaluation, perceived integrity and goal alignment beyond agency theory. Decision delegation framework (Aggarwal & Mazumdar, 2008) provides a structured delegation continuum across three different levels. This theoretical framework allows us to examine how the combination of these evaluative signals operates in relation to the degree of control being transferred to an AI agent. This theoretical integration offers a richer and more holistic explanation. It contributes to tourism literature by establishing a novel integrated theoretical framework that would otherwise remain isolated in explaining this complex phenomenon.

The aim of the study is to examine how agentic AI's responsible characteristics influence travel decision delegation across different levels. We use a multi method approach by combining partial least squares structural equation modelling (PLS-SEM) and fuzzy-set Qualitative Comparative Analysis (fsQCA) to address this gap. We justify this approach by citing studies that argue that the validity of research in business, tourism and management is not completely explained by variables when they are tested in isolation. A combination of variables tested through methods like fsQCA is appropriate in identifying configurational suitability for adoption or resistance of travel decision delegation to GenAI (Misangyi & Acharya, 2014; Misangyi et al., 2017).

This research differs from previous work and makes important contributions in at least three different ways: (i) it empirically examines the different stages (i.e., attribute, choice and final) of decision delegation, offering a more nuanced understanding of how responsible AI characteristics operate at different stages of travel decision delegation; (ii) it offers insights into the relative importance of these characteristics in developing AI credibility and confidence among travellers. Such an attempt provides theory driven guidance to managers for the future development of responsible AI within the travel and tourism industry; (iii) conducts a multimethod analysis combining PLS-SEM and fsQCA for examination of symmetric and asymmetric relationships, acknowledging decision delegation as a linear and a complex configurational phenomenon. The fsQCA based configurational analysis is an important contribution to tourism literature and it shows how different characteristics combine at each delegation level, providing a more realistic account of traveller decision, compared to isolated net effect analysis alone. In the next section we present critical review of relevant literature, followed by methodological justification.

2. Literature review

2.1. Future of GenAI in tourism

GenAI systems are sophisticated deep learning transformer architectures that are able to reproduce text, image and other media content, mimicking human like intelligence (Li, Xi, Hsu, Yu and Zheng, 2025). These automated agents use millions of artificial neural network parameters to mimic human cognitive skills. GenAI has gained significant attention in tourism management through the use of large language models (ChatGPT) and diffusion models (Midjourney) (Seo, Liu, Li, & Lee, 2025). A growing body of academic and practitioner literature has discussed ideas for the growing future application of GenAI in the tourism industry (Li, Xi, Hsu, Yu and Zheng, 2025; Sigala et al., 2025). Academic research suggests that GenAI is transforming the travel and tourism industry at the organisational and consumer level at an unprecedented scale. From an organisation perspective, GenAI is capable of offering intelligent service extensions such as AI-powered customer service chatbots, travel cost optimisation and trend analysis, streamlined plans for tourism operational efficiency, enhanced tourism content development and marketing strategy (Ali, Ali, Abdalla, & Alotaibi, 2025; Yang, Song, Zhang, Ma, & Yang, 2026). From a consumer perspective, GenAI can already develop dynamic itinerary plans with minimal cognitive effort, eliminating the need for extensive information gathering and processing typically required by prospective travellers.

Travellers' willingness to use GenAI as a travel planner significantly increases (from 22% to 49%) as the complexity of trip planning grows (Accenture, 2024). Moreover, a majority of the respondents (55%) reported already using dedicated travel planning apps supported by conversational agents (Prasanna, Pushparaj, & Kushwaha, 2025), such as TripIt and Routeperfect. According to McKinsey (2024), GenAI technology is likely to transform the future of knowledge management systems at the fundamental level, enabling users to make better informed decisions. These advanced natural language processing-based algorithmic systems are capable of retrieving relevant and coherent information by engaging in dialogues with human users.

2.2. Understanding the role of GenAI in tourism planning

Research has specified that GenAI could distinctly influence three key stages of tourism experience: *pre-travel*, *travel*, and *post-travel* phases. During the *pre-travel* phase, GenAI was found to be an effective companion in developing efficient trip plans by assembling information from various sources, aligned to user preferences (Li et al., 2025); Prasanna et al., 2025; Sigala et al., 2025). These modern tools are equipped with advanced natural language processing-based algorithms that can provide customised travel recommendations by comparing and filtering vast amounts of travel related unstructured information. Wong, Lian, and Sun (2023) demonstrated how ChatGPT provided detailed and comparative itineraries when prompted with a budget and a trip duration. During the authors' experimental interactions, the GenAI model was able to provide guidance on currency, weather, attractions, accommodation and food options. Such an efficient, personalised and comprehensive solution offers a potential tourist to reduce cognitive load and streamline decision making processes through artificial intelligence. Such a synthesis of variety and veracity of tourism-related unstructured data and parameters is otherwise impossible to seamlessly integrate and process at an individual human level. During the *travel* phase of tourism, GenAI has shown to lessen cultural barriers by helping tourists to better understand local customs and cultural insights. These technologies have proven to improve traveller empowerment by acting as personal assistants on the go, in addition to offering AI mediated communication fluency (Prasanna et al., 2025). The impact of GenAI also extends to *post-travel* experience as these technologies allow people to regenerate and share their travel experience through innovative content. Using these algorithmic models, tourists can further craft travelogues, articulate and extend their experiences in the form of reviews, stories, generative images or even music sequels (Li, Xi, Hsu, Yu, & Zheng, 2025).

2.3. Decision delegation

Decision delegation represents transferring an individual's choice-making authority to other agents, such as a human expert or AI systems (Candrian & Scherer, 2022). The need for decision delegation can arise for various reasons. From a theoretical perspective, predominant reasons were identified as cognitive complexity, situational awareness, cognitive perceptions, defensive mechanisms, trust and mental models (Leana, 1986). In contrast, consumers' reluctance towards decision delegation often arises from anticipated loss of decision control, desire to learn and gain proficiency, and less return on invested effort (Stone, 2016; Zhao, Yuan, & Song, 2024).

Theoretical roots of decision delegation extend into organisational and consumer decision domains (Aggarwal & Mazumdar, 2008), where delegation is conceptualised not as a binary choice but as a continuum reflecting varying degrees of control transfer. Rather than fully relinquishing or retaining decision authority, individuals may selectively delegate different components of the decision-making process depending on task complexity, perceived risk, and confidence in the agent. Building on this perspective, decision delegation to GenAI can be understood across three distinct yet related levels, 'attribute set delegation', 'choice set delegation', and 'final decision delegation'.

2.3.1. Attribute set decision delegation

Theoretical significance of attribute set delegation differs from the choice set as a knowledge gathering mechanism (Aggarwal & Mazumdar, 2008). In this case, delegators consider agents for identifying decision criteria and attributes for further evaluation as part of a choice simplification strategy (Baird & Maruping, 2021). Travellers' inability to identify travel perks and itineraries specific to individual needs best serves the need for this decision delegation. While other delegation forms assume preexisting awareness, this type of delegation assumes a lack of domain knowledge. Transfer theory explains the foundations of attribute set delegation, as a delegator can benefit from the transfer of expert domain knowledge from an agent. In the absence of access to optimal information, decision quality may suffer, prompting individuals to rely on agents to construct a more comprehensive and relevant attribute framework. Trust dynamics in attribute set delegation are often contingent upon the perceived knowledge and ability of the agent (Holzmeister, Holmén, Kirchler, Stefan, & Wengström, 2023), reinforcing the importance of competence-based evaluations in early-stage delegation decisions. Across disciplinary research, attribute delegation patterns have shown wide variation across product categories and consumer characteristics, yet a theoretical framework explaining tourism attribute delegation to AI agents remains underdeveloped. Moreover, accountability considerations present distinct challenges at this stage, as delegators often struggle to directly evaluate the agent's performance, leading to greater reliance on process-based accountability mechanisms (Kim, Park, & Suh, 2020).

2.3.2. Choice set decision delegation

This set of decision delegation is a mechanism where travellers trust AI systems to curate a selected number of alternatives, with command over final selection authority. Choice set serves as a cognitive filtering mechanism that offers decision complexity reduction without affecting the level of consumer autonomy. The theoretical foundation of choice set delegation is linked to rationality theory in the sense that consumer seeks satisfaction over optimised solutions when faced with an extensive number of choice alternatives (Sosis & Bishop, 2014).

Choice set delegation has revealed complex patterns compared to other delegation forms (Swait & Erdem, 2007). When choice sets exceed consumers' cognitive processing capacity, they look for an outsourcing

strategy to minimise effort. While attribute set delegation focuses on relevant decision criteria, choice set delegation is heavily reliant on the notion of trust. Existing behavioural research suggests distinct patterns for choice set delegation, where accountability was found to be another complex factor due to its salient nature. Despite several theoretical tensions (Novelli, Taddeo, & Floridi, 2024), this delegation type has received limited theoretical attention in tourism research, compared to the consumer psychology discipline, where it is well-founded. Therefore, choice set delegation creates a unique principal-agent relationship that needs to be captured better to understand how a delegator evaluates an AI agent's choice evaluation.

2.3.3. Final decision delegation

Final decision delegation is the most comprehensive form of decision delegation where consumers put full faith into an agent to make ultimate decisions on their behalf. This type of delegation represents a fundamental transfer from consumer agency to full agent dependency. Theoretically, in this type of scenario, perceived consumer choice authority completely dissolves with a greater transfer of control (Baird & Maruping, 2021). In this regard, it is important to recall the internal versus external control paradox. When consumers believe that their independent choice may not achieve a satisfactory goal, they may use external mediation as a coping mechanism (Steffel & Williams, 2018). Therefore, trust remains a high priority, where institutional trust supersedes interpersonal confidence. It is not just about the agent, but also the broader system's ability to deliver high stakes decisions (Shrestha, Ben-Menahem, & von Krogh, 2019). From a psychological perspective, current research captures unique authority and satisfaction challenges. The element of responsibility diffusion creates a complicated mechanism for satisfaction. Literature also suggests that the accountability aspect of final decision delegation requires more sophisticated theoretical reinforcement, given the irreversible nature of delegated decision choices (Baird & Maruping, 2021). There is also a regret asymmetry since a delegator may actually reduce personal regret by outsourcing complex decisions (Steffel & Williams, 2018). From a power distance perspective, understanding final decision delegation motives and boundaries remains an unexplored domain, especially in travel and tourism.

2.4. Responsible AI characteristics as predictors of decision delegation

Delegating decision making authority to GenAI systems represents a shift from human-to-human delegation to human to AI delegation, where the AI system assumes the role of a quasi-agent. This shift can be meaningfully understood through the lens of agency theory (Eisenhardt, 1989; Jensen & Meckling, 2000), which examines how principals delegate tasks to agents under conditions of uncertainty, information asymmetry, and incomplete control. Traditionally, the theory has helped to explore avenues related to how principals (delegators) entrust an agent (other human delegates) with decision making (Stone, 2016; Wang, Zhang, Huang, & Li, 2023). The concept further emphasises that agents must prioritise and protect the principal's interests when exercising delegated decision authority. Agency theory suggests that delegation decisions are shaped by key concerns, including outcome uncertainty, information asymmetry, and the need for monitoring and control mechanisms (Eisenhardt, 1989; Jensen & Meckling, 2000). In traditional settings, these concerns are addressed through contracts, incentives, and monitoring systems. However, when delegation involves GenAI, these governance concerns manifest differently, as users must evaluate not only the outcomes of AI decisions but also the underlying processes, fairness, and accountability of the system.

Building on these foundational insights, this study identifies five responsible AI characteristics as evaluation dimensions, namely reliability, fairness, trustworthiness, accountability, and transparency, through which travellers assess GenAI systems when delegating decision-making authority. These dimensions capture how core agency related concerns translate into the context of AI enabled decision delegation. Table 1 presents the key constructs in this study, their definition, and how they relate to responsible AI characteristics from broader AI literature. Given that each of these dimensions addresses key agency delegation concerns (e.g., uncertainty, information asymmetry, and lack of control). They are expected to positively influence delegation decisions, while their combined effects may vary across different configurations, reflecting the complex and nonlinear nature of decision delegation.

These five characteristics are not exhaustive of all possible evaluative signals, but they represent the most theoretically and practically salient dimensions through which travellers can access responsible AI in a decision delegation context. Four (reliability, fairness, accountability, and transparency) are grounded in the agency theory domain, while trustworthiness was drawn from trust literature to capture a more relational evaluation that agency theory alone fails to capture. This approach is further supported by emerging responsible AI literature that identified these as core behavioural expectations that users hold when evaluating artificial intelligence-based decisions (Huang, Zhang, Torres, Xiong, & Li, 2026).

2.4.1. Reliability

Reliability refers to the extent to which GenAI systems consistently produce accurate, dependable, and contextually relevant outputs (Korosec-Serfaty et al., 2026). In the context of decision delegation, reliability directly addresses outcome uncertainty, a central concern in agency theory, as principals must assess whether the agent can deliver expected performance outcomes (Eisenhardt, 1989).

Table 1
Responsible GenAI characteristic dimensions in decision delegation.

Construct	Definition	Theoretical Underpinning	Key References
Reliability	The degree to which GenAI provides outputs that are consistently accurate, dependable, and relevant to the user's travel planning context	Outcome uncertainty and performance risk	Korosec-Serfaty et al., (2026)
Fairness	The degree to which GenAI offers recommendations that are unbiased, impartial, and equitable when presenting or evaluating alternatives	Moral hazard, bias, and opportunistic distortion	Shin and Park (2019)
Trustworthiness	The degree to which users believe GenAI acts with integrity and supports their best interests during the decision process	Agent integrity and alignment of interests	Glikson and Woolley (2020); Mayer et al. (1995)
Accountability	The degree to which responsibility for AI-generated decisions can be identified, explained, and challenged when necessary	Monitoring, control, and answerability mechanisms	Aggarwal and Mazumdar (2008); Shin and Park (2019)
Transparency	The degree to which GenAI's decision processes and outputs are presented in ways that users can understand and interpret	Information asymmetry reduction	Huang et al. (2025); Shin and Park (2019)

In travel contexts, where decisions often involve financial, temporal, and experiential risks, reliability becomes particularly critical. Travellers rely on GenAI systems to generate itineraries, recommendations, and logistical information that must align with their preferences and constraints. Prior research suggests that perceived reliability enhances users' confidence in algorithmic systems and increases their willingness to rely on automated recommendations (Logg, Minson, & Moore, 2019). Conversely, errors, inconsistencies, or hallucinated outputs can undermine confidence and trigger algorithmic aversion, leading users to withdraw from AI-assisted decision-making (Husnain et al., 2025). Reliability also involves the system's ability to personalise recommendations effectively. Generalised or inaccurate outputs reduce perceived usefulness and satisfaction, thereby weakening delegation intentions. However, excessive reliance on highly reliable systems may also lead to automation bias, where users over-delegate decisions without sufficient scrutiny (Hermann & Puntoni, 2025). Therefore, perceived reliability plays a foundational role in shaping travellers' willingness to delegate decisions to GenAI systems. Against this backdrop, we suggest that:

H1. Reliability of GenAI agents positively influences travellers' willingness to delegate decision-making across different levels of delegation (H1a: attribute set; H1b: choice set; H1c: final decision).

2.4.2. Fairness

Fairness refers to the extent to which GenAI systems generate unbiased, impartial, and equitable recommendations (Moriuchi & Murdy, 2025; Shin & Park, 2019). Travellers may expect AI systems to work on their behalf fairly, but it is unclear if algorithmic black-boxes prioritise corporate profit over fairness (Hermann & Puntoni, 2025). The misalignment between travellers' needs and human agent priorities has previously been documented in tourism research and industry. From an agency theory perspective, fairness relates to concerns about moral hazard and biased behaviour, where the agent's outputs may systematically favour certain outcomes that are not aligned with the principal's best interests. In tourism ecosystems, AI-driven recommendation systems often operate within complex commercial environments involving multiple stakeholders, including platforms, service providers, and advertisers. As such, there is a risk that algorithmic outputs may be influenced by underlying incentives, such as commission structures or popularity biases. Prior research highlights that biased training data or platform-driven priorities can lead to disproportionate visibility of certain destinations or services, often favouring popular choices and thereby undermining personalised, niche, and equitable recommendations (Husnain et al., 2025).

Perceived unfairness can significantly erode user confidence, as travellers may question whether recommendations genuinely reflect their preferences or are influenced by hidden commercial interests. This concern is particularly salient in high-involvement decisions, where perceived bias can lead to dissatisfaction and reduced willingness to delegate decisions. Therefore, travellers are more likely to delegate travel decisions if they perceive AI systems to be free from biases and acting fairly on their behalf on providing attributes, choices, and recommended final decisions. Thus, we suggest that:

H2. Perceived fairness of GenAI agents positively influences travellers' willingness to delegate decision-making across different levels of delegation (H2a: attribute set; H2b: choice set; H2c: final decision).

2.4.3. Trustworthiness

Trustworthiness refers to the extent to which an agent (here GenAI) is perceived as worthy of trust, based on users' beliefs about its ability, integrity, and alignment with their interests (Mayer et al., 1995). While reliability captures the system's performance consistency, trustworthiness reflects perceived alignment with users' interests and intentions. In AI contexts, trustworthiness extends beyond technical performance to hold whether the system is perceived to act in a manner consistent with users' goals and expectations under conditions of uncertainty (Glikson & Woolley, 2020). This distinction is critical, as users may perceive a system as reliable in terms of performance yet remain reluctant to delegate decisions if they question its underlying alignment or integrity. Within agency theory, trustworthiness reflects perceptions of agent integrity and goal alignment, addressing concerns about whether the agent will act opportunistically or in the principal's best interests.

Trust in AI has been widely recognised as a multidimensional and context-dependent construct (Glikson & Woolley, 2020). The issue of user trust has taken centre stage in current literature exploring the human decision delegation to AI systems, with task characteristics and contextual parameters being most influential factors (Dogru et al., 2025). Travellers may exhibit varying levels of trust depending on the nature of the task, with greater reluctance to delegate highly personalised or emotionally significant decisions to AI systems (Seyfi, Lee, Jo, & Kim, 2025). Users in this situation reported a stronger emotional connection to their decision delegation process, with added concerns of social risks associated with AI-led decisions. In contrast, routine and risk mitigation tasks are often perceived as more aligned to user willingness for delegation to an automated system with clear recommendation rating and outcome explainability (Wen & Laporte, 2025). Such behaviour indicates greater acceptance of AI if recommendations lead to perceived usefulness of the technology, with a clear explanation of how the outcomes were achieved. Here, it is important to consider that the context dependency nature of trust indicates an underlying behavioural aspect where higher emotional investment and greater transparency shape the fundamentals of decision delegation willingness (Schneider & Leyer, 2019).

Building on the above discussion and drawing on trustworthiness literature (Mayer et al., 1995), we hypothesise that higher perceived trustworthiness enhances users' confidence in GenAI systems and increases their willingness to delegate decision making authority. Trustworthiness helps us extend the concept beyond agency theory and complements the other four characteristics in establishing the role of AI integrity in the delegation of travel decisions.

H3. Perceived trustworthiness of GenAI agents positively influences travellers' willingness to delegate decision-making across different levels of delegation (H3a: attribute set; H3b: choice set; H3c: final decision).

2.4.4. Accountability

Accountability refers to the extent to which responsibility for AI-generated decisions can be attributed, justified, and, if necessary, contested (Aggarwal & Mazumdar, 2008; Shin & Park, 2019). In agency theory, accountability is closely linked to monitoring and control mechanisms, which are related to an accountable role essential for mitigating risks associated with delegation. Accountability for GenAI decisions puts the system and the developers under scrutiny. In a traditional human agency setup, if a travel itinerary leads to adverse experience (delays or overbooking) for the user, the individual agent or agency is generally held accountable (Li, Xi, et al., 2025). Travellers can seek compensation or ask for a revised itinerary following the consumer codes. In AI mediated contexts however, such accountability often falls into a grey area, as there are no clear governance rules or consumer protection authorities specifically overseeing such responsibilities. This ambiguity creates challenges for users seeking to understand who is responsible for decision outcomes. There are also conflicting conceptual developments; while some scholars believe that consumers remain the ultimate decision authority despite delegating choices, others contend that delegation involves a complete handover of decision responsibilities to substitutes (Zhao et al., 2024). There remains an open debate about AI systems being able to mitigate classic agency problems of reliability.

Moreover, in tourism settings, where poor recommendations can lead to tangible negative consequences (e.g., financial loss, disrupted

travel plans), the absence of clear accountability mechanisms can deter users from delegating decisions to GenAI systems. Prior research emphasises the importance of accountability in enhancing user confidence and legitimising AI driven decisions (Choi, Choi, Bangura, & Kim, 2024). Thus, perceived accountability serves as a critical governance mechanism that reassures users that decision outcomes can be justified and that appropriate recourse exists in case of failure. Against this backdrop, we suggest that:

H4. Perceived accountability of GenAI agents positively influences travellers' willingness to delegate decision-making across different levels of delegation (H4a: attribute set; H4b: choice set; H4c: final decision).

2.4.5. Transparency

AI literature has repeatedly emphasized the need for greater transparency in both process and outcomes, not through technical process details, but rather by aligning AI decision-making transparency with that of human reasoning, particularly in terms of disclosing subsequent steps and underlying decision logic (Huang, Wong, Zhang, & Liang, 2025). Transparency refers to the extent to which GenAI systems provide understandable explanations of their decision-making processes and outputs (Huang et al., 2025; Shin & Park, 2019). Delegating decisions to GenAI can exacerbate information asymmetry. From an agency theory perspective, transparency directly addresses information asymmetry, reducing the knowledge gap between the principal and the agent. Without appropriate transparency, travellers may become hesitant to fully delegate their decisions to these automated agencies (Huang et al., 2025). Previous empirical work in human-machine decision automation demonstrated that final decisions made by humans were preferred over sole algorithmic decisions. This behaviour can also apply in tourism, as travellers may not fully trust an end-to-end automated decision-making system without transparency and accountability.

In AI driven decision contexts, transparency does not necessarily require full technical disclosure but rather meaningful explanations that align with users' cognitive models and expectations. The way an AI agent and its developer operationalise the transparency aspect can directly influence user trust formation and delegation willingness (Seyfi et al., 2025). Prior research also suggests that transparent and explainable AI enhances user understanding, reduces uncertainty, and strengthens trust in automated systems (Leichtmann, Humer, Hinterreiter, Streit, & Mara, 2023). Design transparency is likely to increase user acceptance, especially in high-stake, risk-prone decision delegation contexts, while a lack of transparency will continue to erode user confidence (Hermann & Puntoni, 2025). However, addressing various transparency challenges to overcome the inherent ‘black box’ nature of AI systems is a fundamental consideration, given the diversity of jurisdictions and user cultural contexts. Therefore, an effective model of transparency necessitates context-sensitive explanations embedded within an overarching ethical framework (Grewal, Okazaki, Guha, & Liu-Thompkins, 2025). The nature of transparency must also align with the types of decision stakes and user needs, creating prerequisites for a human-AI trust mechanism and a delegation relationship. Contemporary literature widely supports the idea that increased transparency and GenAI process explainability will increase consumer faith in decision delegation. The relationship between transparency and travellers' willingness to delegate travel decisions may not be straightforward and holistically positive. Previous research noted an important difference between transparency as a mechanism for confidence, and transparency as a source of cognitive burden. Within the delegation context, travellers' core motivation is to reduce cognitive effort. In this scenario, the introduction of complex algorithmic explanations may paradoxically reintroduce unwanted cognitive load. Processing fluency research suggests that information perceived as complex or demanding effort can reduce decision confidence (Alter & Oppenheimer, 2009). The concept of bounded rationality (Simon, 1990) also suggests that, beyond a specific cognitive threshold, additional information does not improve decision quality. In travel decision delegation context travellers outsource planning to reduce mental effort, high transparency may undermine the fundamental value proposition here. Our study design presents an opportunity to empirically test the narrative. Therefore, greater transparency is expected to enhance user confidence and facilitate decision delegation to GenAI systems.

H5. Transparency of GenAI agents positively influences travellers' willingness to delegate decision-making across different levels of delegation (H5a: attribute set; H5b: choice set; H5c: final decision).

2.4.6. Construct domain and boundary conditions

The constructs used here capture how travellers judge the qualities of a GenAI agent, rather than measuring the system's technical features, the provider's governance arrangements, or the ethical principles commonly listed in responsible AI frameworks. In this context, perception is key because the principal delegates based on what they can judge from the information available. To define the construct clearly, it is also necessary to identify the object of assessment and the specific attribute being evaluated (Hair Jr, Hult, Ringle, & Sarstedt, 2021; Usakli & Rasoolimanesh, 2023).

The boundary of the domain was set by inclusion rules, not by compiling a broad list of responsible AI attributes. A characteristic considered belonged to a domain when it either addressed a delegation risk, or provided the relational reassurance left outside those formal structures (Eisenhardt, 1989; Glikson & Woolley, 2020). On this basis, the five characteristics examined in this study were selected. Privacy and safety are better understood here as regulatory or organisational safeguards blended with qualities of the agent that travellers actively assess during planning. Human oversight refers to the wider sociotechnical arrangement in which the agent is deployed. Explainability is treated as part of transparency rather than as an independent construct. The five characteristics are therefore specified as separate first order constructs, not as indicators of one higher order responsible AI factor. This choice is supported by the configurational findings, where the characteristics appear in different asymmetric combinations across sufficient paths, and by the HTMT results in Table 3, which show that they are empirically distinct.

2.5. The configurational model of decision delegation

While the above hypotheses investigate the net effects of individual factors on decision delegation, such relationships may not fully capture the complexity of how travellers evaluate GenAI systems. Decision making in AI mediated environments is inherently complex and nonlinear, where outcomes are rarely driven by single conditions in isolation but rather by combinations of interdependent factors. From an agency theory perspective, delegation decisions emerge under conditions of uncertainty, information asymmetry, and limited control (Eisenhardt, 1989). Importantly, these concerns are not necessarily resolved independently. Instead, travellers might evaluate GenAI systems holistically, considering how multiple attributes (e.g., reliability, transparency, and accountability) jointly reduce perceived risks. As a result, different combinations of these responsible AI characteristics may lead to similar levels of decision delegation, reflecting the principle of equifinality.

This perspective also implies causal complexity (Rihoux & Ragin, 2009), where the effect of any single condition depends on the presence or absence of others. For instance, high reliability may compensate for lower transparency in certain contexts, while strong accountability mechanisms may offset concerns about fairness in others. Conversely, the absence of one condition may not necessarily lead to low delegation if other compensatory factors are present. Such patterns highlight the asymmetric and combinatorial nature of decision delegation.

Accordingly, this study adopts a configurational perspective (Rihoux

& Ragin, 2009) alongside variance-based analysis to better capture these dynamics. Through the examination of how different combinations of reliability, fairness, trustworthiness, accountability, and transparency jointly shape travellers' delegation decisions across different levels, this approach provides a more comprehensive understanding of the phenomenon. Specifically, it enables the identification of multiple pathways (configurations) leading to similar outcomes, thereby complementing the net effect logic of the hypothesised relationships. Fig. 1 shows a Venn diagram for various configurational models leading to travellers' decision delegation.

2.5.1. *Integrating agency theory, trust theory, and the decision delegation framework: a level contingent account of evaluative signals*

The three perspectives introduced above should not be read with parallel lenses, but as complementary explanations that address different parts of the same delegation problem. Agency theory identifies the hazards travellers must consider before transferring control to a GenAI agent, e.g., outcome uncertainty, information asymmetry, potential misalignment or bias, and the limited scope for monitoring and correction (Baird & Maruping, 2021; Eisenhardt, 1989; Jensen & Meckling, 2000). In this study, these hazards are reflected in four perceived characteristics. Reliability captures expectations about satisfactory performance, transparency captures the extent to which the decision process can be understood, fairness captures concerns about biased or misaligned outputs, and accountability captures the possibility of answerability or correction (Shin & Park, 2019). Trust theory adds a further dimension that a purely calculative account cannot fully explain. Since a generative agent cannot be governed through contracts or incentive alignment in the conventional sense, travellers must also form a relational judgement about whether the agent appears to act with integrity and in their interests (Glikson & Woolley, 2020; Mayer et al., 1995). This judgement is captured through perceived trustworthiness. The decision delegation framework then specifies where these evaluations operate. Delegation is treated as a continuum of control transfer (Aggarwal & Mazumdar, 2008; Candrian & Scherer, 2022). At the attribute level, travellers permit the agent to influence what should matter in the decision, often without sufficient domain knowledge to verify that framing directly. At the choice set level, they retain final authority but rely on the agent to reduce the cognitive work of narrowing alternatives. At the final decision level, control is transferred most fully, and the consequences of an unsuitable outcome are least reversible.

This integration leads to level contingent expectations about the role of each characteristic. Because the dominant hazard changes as control is transferred, the characteristic that responds to that hazard should also vary in importance. Reliability is expected to be most influential when the final decision is delegated, where outcome uncertainty is most consequential (Logg et al., 2019). Trustworthiness should have its clearest independent role at the attribute stage, before travellers have a concrete recommendation to assess and when they are primarily judging whether the agent can be allowed to frame the decision problem. Accountability is expected to remain relevant across the delegation continuum because the need for answerability accompanies any transfer of authority, regardless of its depth (Novelli et al., 2024). Transparency introduces the central tension in the framework. From an agency theory perspective, transparency should reduce information asymmetry. From a delegation perspective, however, travellers often delegate to reduce effort, and explanations may require the very checking and cognitive processing that delegation is intended to avoid (Alter & Oppenheimer, 2009; Huang et al., 2025; Stone, 2016). Its effect therefore depends on whether reassurance or added effort is more salient in the delegation context. These expectations distinguish the integrated framework from its individual components. Agency theory alone would suggest broadly positive effects from stronger safeguards, trust theory does not specify why effects should vary by delegation depth, and the decision delegation framework identifies levels of control transfer without defining the evaluative content attached to each level. Combined, the three perspectives specify the relevant risks, the perceived characteristics that address them, and the reasons their importance should shift across the delegation continuum. Table 1 summarises this correspondence among concerns, characteristics, mechanisms, and expected level specific effects.

3. Methodology

3.1. *Data collection*

An Online survey was created on Qualtrics to test the proposed research model. The survey was promoted using the Australian panel provider ‘Pureprofile’. The survey was distributed to travellers who

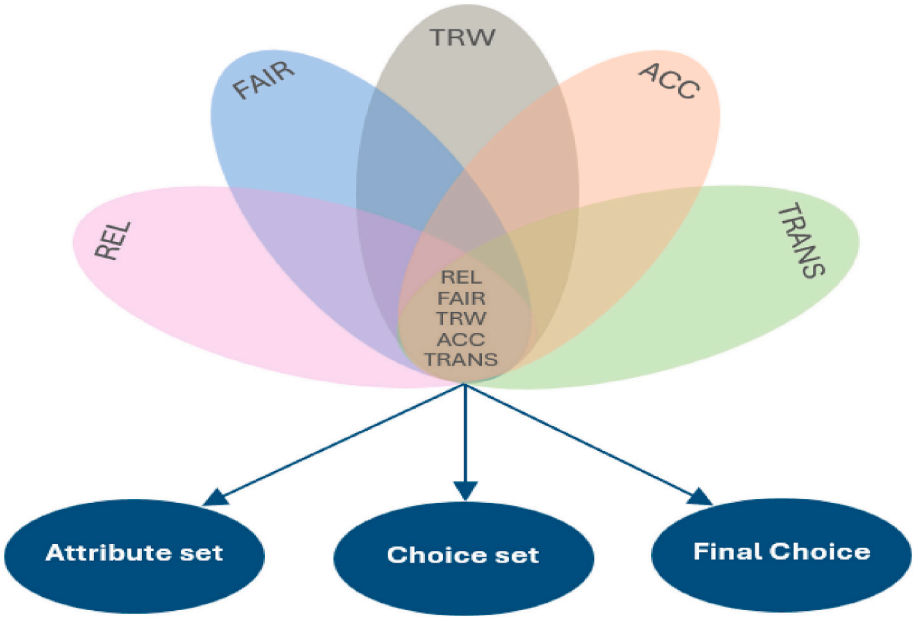

Fig. 1. Decision delegation configurational model.
REL: Reliability, FAIR: Fairness, TRW: Trustworthiness, ACC: Accountability, TRANS: Transparency.

previously had delegated their travel decisions to GenAI. The panel provider assisted in recruiting respondents with diverse backgrounds in Australia. Australia was selected for data collection because it is one of the global frontrunners in GenAI usage and maturity. Several validation and attention check questions were inserted in the online survey to certify the validity and reliability of responses. The questionnaire also had screening questions to certify that respondents had some previous experience with GenAI and the frequency of usage to ensure their familiarity with GenAI. A total number of 421 usable questionnaires were collected.

3.2. Survey development

To measure the constructs included in the research model, we used established scales from prior studies and made minor wording adjustments so that the items aligned with the GenAI travel planning context. All constructs were assessed on a 7-point Likert scale, where 1 indicated strongly disagree and 7 indicated strongly agree. Three items per delegation level were adapted to the GenAI context, based on the three-level conceptualisation of Aggarwal and Mazumdar's (2008) work. The reliability of GenAI systems was assessed with items adapted from Vössing, Kühl, Lind, and Satzger (2022), while fairness was measured using a scale adapted from Shin, Zhong, and Biocca (2020). Measures for accountability and transparency were adapted from Gupta et al. (2023). Finally, GenAI system trustworthiness was captured using scale items adapted from Dennis, Lakhiwal, and Sachdeva (2023). Appendix A provides a summary of all measurement items used to test the proposed model.

3.3. Data analysis techniques

This study used partial least squares structural equation modelling (PLS-SEM) to evaluate the measurement model and test the proposed hypotheses. It also employed fuzzy-set qualitative comparative analysis (fsQCA) to identify the necessary and sufficient conditions, as well as combinations of antecedents, associated with different levels of decision delegation to GenAI. The PLS-SEM analysis was conducted using SmartPLS 4 (Ringle et al., 2024), while fsQCA was carried out using fs/QCA 4.0. In the first stage of the analysis, reliability and convergent validity were assessed using composite reliability (CR), rho_A, and average variance extracted (AVE). Following established guidelines, the values for these indicators were expected to exceed 0.7, 0.7, and 0.5, respectively (Hair Jr et al., 2021; Usakli & Rasoolimanesh, 2023). Given the conceptual similarity among the constructs, discriminant validity was examined through the heterotrait-monotrait ratio (HTMT) approach using confidence intervals (Franke & Sarstedt, 2019). The HTMT values were evaluated against the benchmark value of 1, where the absence of 1 within the lower and upper confidence interval bounds indicates that the HTMT ratio is significantly different from 1 (Rasoolimanesh, 2022). For the fsQCA procedure, the data were calibrated by setting full membership, crossover, and full non-membership at 5, 3, and 1, respectively (Pappas & Woodside, 2021; Rasoolimanesh, 2026). Consistency and coverage thresholds of 0.8 and 0.2 were applied respectively to identify sufficient configurations, while a threshold of 0.9 was used for both criteria when assessing necessary conditions (Pappas & Woodside, 2021; Rasoolimanesh, Valaei, & Rezaei, 2023).

4. Results and findings

4.1. Assessment of model using PLS-SEM

The study model includes five antecedents of decision delegation of GenAI namely, reliability (REL), perceived fairness (FAIR), trustworthiness (TRW), accountability (ACC), and transparency (TRANS), three levels of decision delegation comprised of attribute set decision delegation (DDA), choice set decision delegation (DDC), and final decision delegation (DDF). The results of the assessment of the measurement model using PLS-SEM (Table 2) show acceptable reliability and convergent validity, in which the CR, rho_a and AVE of all constructs are higher than 0.7, 0.7, and 0.5, respectively (Hair Jr et al., 2021; Usakli & Rasoolimanesh, 2023). Although two indicators (FAIR2 and ACC3) exhibit relatively lower loadings, they were retained as their values exceed the minimum acceptable threshold of 0.40 in PLS-SEM and their inclusion supports the content validity and conceptual coverage of the respective constructs (Hair Jr et al., 2021; Usakli & Rasoolimanesh, 2023). In addition, Table 3 shows that the value of "1" is not included within the lower and upper levels of the confidence interval of the HTMT ratio for all constructs indicating the establishment of discriminant validity for the model (Franke & Sarstedt, 2019).

The results of the assessment of the measurement model and hypothesis testing show the R^2 values of 0.322, 0.330, and 0.348 for attribute set, choice set and final decision delegation to GenAI, respectively, indicating similar impacts of antecedents on three levels of decision delegation to GenAI by those who used GenAI for travel decision. In addition, the results of hypothesis testing (Table 4) show significant positive effects of REL, ACC (H1a, H4a, H1b, H4b, H1c, and H4c), and negative effects of TRANS (H5a, H5b, and H5c) on three decision delegation levels which the effects are varied for various levels. For the three levels of decision delegation, Reliability has the highest positive effect on DDF, whereas Accountability has the greatest effect on DDA and Transparency has highest negative effect on DDF. However, the hypotheses for the effects of Transparency on three levels of decision delegation have not been supported due to different sign with the hypothesis. In addition, Trustworthiness has only a significant effect on

Table 2
Assessment of measurement models.

Construct	Items	Loadings	CR	rho_A	AVE
Reliability (REL)			0.923	0.897	0.705
	REL1	0.834			
	REL2	0.867			
	REL3	0.835			
	REL4	0.825			
	REL5	0.836			
Fairness (FAIR)			0.825	0.887	0.627
	FAIR1	0.884			
	FAIR2	0.487			
	FAIR3	0.928			
Trustworthiness (TRW)			0.948	0.893	0.901
	TRW1	0.946			
	TRW2	0.952			
	TRW3	0.226	Deleted		
Transparency (TRANS)			0.893	0.939	0.677
	TRANS1	0.881			
	TRANS2	0.800			
	TRANS3	0.826			
	TRANS4	0.780			
Accountability (ACC)			0.773	0.731	0.546
	ACC1	0.800			
	ACC2	0.882			
	ACC3	0.470			
Attribute set Decision Delegation (DDA)			0.908	0.854	0.767
	DDA1	0.886			
	DDA2	0.887			
	DDA3	0.864			
Choice set Decision Delegation (DDC)			0.932	0.891	0.821
	DDC1	0.903			
	DDC2	0.901			
	DDC3	0.914			
Final Decision Delegation (DDF)			0.941	0.908	0.842
	DDF1	0.907			
	DDF2	0.917			
	DDF3	0.928			

Note: See full name of items in Appendix 1.

Table 3
Discriminant validity using HTMT ratio.

Constructs	REL	FAIR	TRW	ACC	TRANS	DDA	DDC	DDF
REL								
FAIR	[0.777, 0.899]							
TRW	[0.874, 0.939]	[0.747, 0.867]						
ACC	[0.827, 0.970]	[0.869, 0.981]	[0.767, 0.922]					
TRANS	[0.197, 0.434]	[0.462, 0.677]	[0.152, 0.380]	[0.445, 0.708]				
DDA	[0.524, 0.684]	[0.338, 0.525]	[0.485, 0.635]	[0.467, 0.661]	[0.039, 0.164]			
DDC	[0.535, 0.670]	[0.341, 0.524]	[0.473, 0.613]	[0.456, 0.643]	[0.040, 0.138]	[0.942, 0.998]		
DDF	[0.553, 0.677]	[0.326, 0.494]	[0.474, 0.608]	[0.451, 0.641]	[0.045, 0.130]	[0.887, 0.959]	[0.930, 0.991]	

Note:.Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

Table 4
Results of hypothesis testing.

	Hypothesis	Direct effect	*P-value*	95% Bias Corrected Confidence Interval	Supported
H1a	REL → DDA	0.348	<0.01	[0.203, 0.489]	YES
H2a	FAIR → DDA	−0.014	0.419	[−0.124, 0.103]	NO
H3a	TRW → DDA	0.126	<0.05	[0.008, 0.234]	YES
H4a	ACC → DDA	0.190	<0.01	[0.078, 0.300]	YES
H5a	TRANS → DDA	−0.131	<0.05	[−0.249, −0.047]	NO (Different sign with hypothesis)
H1b	REL → DDC	0.381	<0.01	[0.238, 0.518]	YES
H2b	FAIR → DDC	0.018	0.403	[−0.098, 0.139]	NO
H3b	TRW → DDC	0.087	0.103	[−0.030, 0.196]	NO
H4b	ACC → DDC	0.177	<0.01	[0.071, 0.292]	YES
H5b	TRANS → DDC	−0.156	<0.01	[−0.265, −0.081]	NO (Different sign with hypothesis)
H1c	REL → DDF	0.451	<0.01	[0.318, 0.581]	YES
H2c	FAIR → DDF	−0.029	0.341	[−0.139, 0.089]	NO
H3c	TRW → DDF	0.066	0.163	[−0.047, 0.173]	NO
H4c	ACC → DDF	0.174	<0.01	[0.070, 0.280]	YES
H5c	TRANS → DDF	−0.158	<0.01	[−0.268, −0.075]	NO (Different sign with hypothesis)

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

DDA (H3a), and the effects of this antecedent on DDC and DDF are not significant. The results demonstrated an insignificant effect of Fairness on all levels of decision delegation (H2a, H2b, and H2c).

4.2. fsQCA results

Using fsQCA, this study identified sufficient combinations of antecedents (configurations) to predict/generate both high and low levels of attribute set, choice set and final decision delegation to GenAI. Interestingly, the fsQCA identified heterogeneous and different sufficient configurations for each decision delegation level.

The findings from fsQCA show six sufficient configurations for predicting high possibility of DDA (Table 5.1). The importance of REL and TRW have been emphasized in sufficient configurations consistent with PLS-SEM results. However, the fsQCA results show very diverse

Table 5.1
Sufficient causal configurations for DDA.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for high DDA *DDA = f (REL, FAIR, TRW, ACC, TRANS)*			
REL*FAIR*TRW* ~ TRANS	0.412	0.011	0.884
REL* ~ TRW*ACC*TRANS	0.553	0.077	0.800
REL*TRW* ~ ACC*TRANS	0.504	0.001	0.836
REL* ~ FAIR*TRW*TRANS	0.452	0.001	0.853
FAIR*TRW* ~ ACC*TRANS	0.505	0.000	0.827
~FAIR*TRW*ACC*TRANS	0.454	0.000	0.838
solution coverage: 0.687			
solution consistency: 0.703			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

combinations which can lead to high likelihood of DDA, for instance FAIR is not significant antecedents in hypothesis testing, but both high level of FAIR and negation of FAIR have been appeared in couple of sufficient configurations highlighting the importance of this antecedent. In addition, both low and high levels of TRANS have been appeared in various configurations inconsistent with symmetrical results which show the heterogenous perceptions about TRANS among respondents for decision delegation to GenAI. The findings of fsQCA determined five combinations of antecedents for low likelihood of DDA (Table 5.2) The results show both high and low levels of REL, FAIR, TRW, and ACC when combine with other factors can generate low possibility of DDA inconsistent with symmetrical analysis results and not necessarily negative configurations that lead to a high possibility of decision delegation to GenAI.

Table 6.1 shows five sufficient configurations to predict a high level of DDC, some of which are the same as the sufficient configurations for DDA, and some combinations are different. However, in Table 6.2, for negation of DDC (low likelihood of DDC), the results determined same sufficient configurations as DDA. The most surprising result is sufficient combination of antecedents to predict high level of final decision

Table 5.2
Sufficient causal configurations for low DDA.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for low DDA *~DDA = f (REL, FAIR, TRW, ACC, TRANS)*			
~REL* ~ FAIR* ~ TRW	0.443	0.054	0.979
~REL*FAIR*TRANS	0.506	0.029	0.969
~TRW*ACC*TRANS	0.517	0.038	0.887
~FAIR*ACC*TRANS	0.436	0.012	0.945
REL*TRW* ~ ACC*TRANS	0.424	0.026	0.937
solution coverage: 0.722			
solution consistency: 0.882			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

Table 6.1
Sufficient causal configurations for DDC.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for high DDC			
DDC = *f (REL, FAIR, TRW, ACC, TRANS)*			
REL*FAIR*TRW* ~ TRANS	0.422	0.023	0.857
REL* ~ FAIR*ACC*TRANS	0.472	0.006	0.802
~FAIR*TRW*ACC*TRANS	0.461	0.001	0.806
REL*TRW* ~ ACC*TRANS	0.514	0.001	0.807
REL* ~ FAIR*TRW*TRANS	0.459	0.000	0.819
solution coverage: 0.596			
solution consistency: 0.721			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

Table 6.2
Sufficient causal configurations for low DDC.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for low DDC			
~DDC = *f (REL, FAIR, TRW, ACC, TRANS)*			
~REL* ~ FAIR* ~ TRW	0.427	0.054	0.981
~REL*FAIR*TRANS	0.483	0.028	0.961
~TRW*ACC*TRANS	0.495	0.037	0.884
~FAIR*ACC*TRANS	0.421	0.012	0.949
REL*TRW* ~ ACC*TRANS	0.404	0.023	0.931
solution coverage: 0.691			
solution consistency: 0.879			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

delegation, which is only one configuration (Table 7.1). If customers perceive high level of reliability, perceived fairness, trustworthiness and low level of transparency, it would be sufficient to delegate travel decision to GenAI. However, the findings show four similar sufficient configurations with DDA and DDC (Table 7.2), to predict low likelihood of final decision delegation to GenAI for travel decision. Moreover, this study applied necessity condition analysis to determine necessary predictor for high and low levels of DDA, DDC and DDF. However, the results did not identify any necessary antecedent for either high or low levels of decision delegation to GenAI.

5. Discussion and implications

The foundation for this study was developed to explore the extent to which travellers are willing to delegate their travel planning decisions to automated GenAI systems. In this study, we examined how attribute and choice level characteristics of GenAI, i.e., reliability, fairness, trustworthiness, accountability, and transparency, influence a prospective traveller's willingness towards final decision delegation. Our findings show that seven out of the fifteen hypotheses were supported, with reliability and accountability being significant drivers of GenAI decision delegation. In contrast, fairness and trustworthiness were not found to

Table 7.1
Sufficient causal configurations for DDF.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for high DDF			
DDF = f (REL, FAIR, TRW, ACC, TRANS)			
REL*FAIR*TRW* ~ TRANS	0.439	0.077	0.804
solution coverage: 0.450			
solution consistency: 0.767			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

Table 7.2
Sufficient causal configurations for low DDF.

Configurations	Raw coverage	Unique coverage	Consistency
Configurations for low DDF			
~*DDF = f (REL, FAIR, TRW, ACC, TRANS)*			
~REL* ~ FAIR* ~ TRW	0.401	0.051	0.983
~REL*FAIR*TRANS	0.458	0.027	0.973
~TRW*ACC*TRANS	0.471	0.038	0.898
~FAIR*ACC*TRANS	0.400	0.011	0.949
solution coverage: 0.659			
solution consistency: 0.894			

Note: Reliability = REL; Fairness = FAIR; Trustworthiness = TRW; Accountability = ACC; Transparency = TRANS; Attribute set Decision Delegation = DDA; Choice set Decision Delegation = DDC; Final Decision Delegation = DDF.

be significantly influential in most cases. By grounding these characteristics in agency theory and trustworthiness literature as evaluative signals and using structuring key framework through decision delegation theory the study changes current research focus from functional utility to understanding behavioural conditions that are important for travellers to transfer different levels of decision delegation authorities.

Our findings show that not all responsible AI characteristics contribute equally to delegation, and their influence varies across delegation levels. Reliability and accountability have shown consistent positive drive across all three levels. Trustworthiness operates more like a threshold condition, becoming significant only at the attribute level. Fairness is non-significant across all levels. Transparency showed consistent negative effect. These findings add to the existing literature and extend GenAI decision delegation to tourism that has not been previously captured. Our empirical findings add to the ongoing contemporary discussion around identifying antecedents that enable travel decision delegation to Gen AI (Shi et al., 2021). The existing literature is heavily motivated towards understanding utility and cognition-based mechanisms of Gen AI (Hlee et al., 2025; Song & Lin, 2024). This study presents travel decision delegation and decision variables using the lens of responsible AI characteristics. It examines the conditions under which travellers are willing to pass decision authority to AI systems. By using this lens, the study builds on existing literature and shifts scholarly attention from when AI is useful to when AI is fit for delegation. This distinction is significant for future research in the travel and tourism domain. Delegation requires a deeper evaluative threshold, one that determines whether AI is merely considered as a tool or entrusted or can be trusted with its decision-making qualities.

Our empirical findings complement and extend conventional delegation models, revealing a complex relationship between user trust, perceived fairness, and their influence on AI decision delegation in travel and tourism. The measurement model demonstrates good psychometric properties across constructs, with composite reliability ranging from 0.773 to 0.941, and average variance extracted exceeding 0.546, establishing good foundations for theoretical interpretation.

Reliability of GenAI produced information had a significant positive impact on all levels of decision delegation. The robust positive effect of reliability across all three delegation states aligns with established theories (Hsu, Tan, & Stantic, 2024). Therefore, if a GenAI system is perceived as reliable and it maintains a high level of accuracy and consistency, people will become more comfortable in entrusting these automated systems. A high reliability at the attribute set level (DDA) indicates that if GenAI systems are perceived as reliable, then consumers are more inclined to delegate individual attribute-level decisions, such as finding the best hotel or restaurant based on personal selection level criteria. At the choice set (DDC) level, people are willing to delegate their decision if the system offers reliable options from a set of pre-filtered choices. In this case, AI systems offer selected choices of hotels, restaurants, or flight itineraries to travellers, leaving them to make the final decision. Travellers prefer AI to give them optimised choices, reducing the burden of information search along with the need for

reasoning and high-level cognitive processing. Travellers are likely to delegate the entire itinerary planning and selection decision making when they perceive a GenAI system to be highly reliable (Zhao et al., 2026).

Our empirical findings also indicate a complex paradox complementing traditional trust based delegation models (Seyfi et al., 2025), where trustworthiness acts more as a threshold variable rather than a continuous predictor throughout the delegation process. Therefore, theories that conceptualise trust as a linear construct operating uniformly across all stages are challenged in explaining trust dynamics within the context of travel decision delegation. We show the existence of a more complex stepwise framework required to establish the truth. In this mechanism, trustworthiness becomes the gateway to initial delegation but is superseded by other evaluative signals with increasing delegation stake.

The consistent negative effects of transparency challenge conventional assumptions about explainability, information disclosure, and trust formation (Seyfi et al., 2025). This is one of the important contributions of the study. As discussed in Section 2.4.5, not straightforward and positive. Excessive transparency can lead to information overload and decision uncertainty, ultimately reducing the desire for delegation. Therefore, transparency is not universally beneficial, especially when consumers are interested in reducing cognitive load, i.e., automated travel planning. Although this does not invalidate transparency as a principle of responsible AI. Rather, it is a boundary condition in a delegation context driven by the primary motivation of cognitive offloading.

Accountability remains consistent across all sets, reinforcing the principal agent theory that GenAI should remain accountable for suggestions being made, regardless of the nature and complexity of the decision being delegated by users.

Fairness of GenAI's decision making was not perceived as an important factor in travel decision delegation at all levels. Travellers seem to put less emphasis on if AI agents are fair or unbiased in their decision-making process. These findings call for a re-evaluation of literature that advocates for algorithmic fairness as a critical predecessor of AI acceptance (Ghasemaghaei & Kordzadeh, 2025). In our opinion, this disconnect may result from a lack of moral agency attribute or a comparative social reference point. In travel planning, travellers may lack a visible reference point to evaluate fairness. Human bias can be evaluated against social cues, but algorithmic bias is mostly invisible. If travellers cannot perceive unfairness, they cannot really influence their decision delegation process.

The fsQCA analysis results further show that high delegation outcomes are facilitated through multiple pathways. Reliability appeared in most, but not all, of these pathways, and no single condition met the 0.9 threshold for necessity. Contrary to conventional belief, when reliability combines with trustworthiness and fairness, the combination achieves high delegation, even when transparency is low. This means that once trust is established by a GenAI system, people are less concerned about transparency, especially when it is supplemented by other factors like reliability and fairness. High transparency appeared in most pathways to low delegation at all three levels, and low transparency formed part of the only sufficient pathway for final decision delegation. Although transparency also appeared in some high delegation pathways at the attribute and choice levels. This pattern reinforces the transparency paradox in a conditional form and calls for a number of theoretical reconsiderations.

Considering the two sets of analysis, it appears that GenAI decision delegation in travel and tourism works through a combination of responsible AI evaluation signals rather than a single dominant characteristic. Reliability offers consistent foundation. Accountability remains a constant assurance mechanism, but trustworthiness and fairness play a compensatory role. For transparency, the two methods agree on a conditional account. Together with the consistent negative effects in the PLS-SEM results, the configurational pattern described above suggests that transparency lowers delegation on balance, but that its effect depends on the other signals present.

5.1. Theoretical implications

The integrated framework allows the three main empirical findings to be presented as theoretical contributions.

(i) The reliability findings change how reliability should be understood in delegation theory. In much of the delegation and trust in automation literature, reliability is usually treated as a performance belief, i.e., the more reliable the system seems, the more willing people are to rely on it (Glikson & Woolley, 2020; Logg et al., 2019). Our study suggests a more specific point. Reliability does not play the same role at every level of delegation. When travellers keep some control over the options being considered, reliability is only one signal among others. The configurational results show that, at these lower levels, other qualities such as trustworthiness, fairness, or accountability can still support delegation even when reliability is not critical. This changes at final decision delegation. Once the traveller gives the agent authority over the final choice, reliability becomes much harder to replace. The traveller remains answerable for the outcome, but cannot contract with the model, align its incentives, sanction it, or fully inspect how it reached its recommendation. In that position, the belief that the system will perform reliably carries much of the risk that formal governance would normally intervene. Reliability therefore changes from being a simple expectation of good performance to becoming a practical substitute for governance (Jensen & Meckling, 2000). The contribution is that delegation theory needs to recognise this shift. As more control is transferred, some evaluative signals become less interchangeable. At the point of final decision delegation, reliability becomes the one signal that cannot easily be substituted, while accountability remains useful mainly as a form of recourse after the outcome.

(ii) The trustworthiness result adds an important dimension to how trust is usually understood in delegation theory. Trust is often presented as a broad condition for accepting vulnerability, especially when people believe that the other party has integrity and is acting in their interests (Mayer et al., 1995). The pattern in this study is more specific. Trustworthiness mattered on its own only at the first point of delegation, where travellers allowed the agent to shape the decision by deciding which attributes should be considered, while keeping the final choice for themselves. At this stage, the main question is not whether the agent will choose well, as no choices were handed over. The question is whether it will frame the problem in a way that reflects the traveller's interests rather than those of a provider, platform, or commercial logic. Before there is any actual recommendation to judge, perceived integrity is the main basis for allowing that first step of control to pass to the agent. Once delegation moves deeper, trustworthiness no longer appears to drive delegation by itself. It still matters, but only alongside other signals, particularly those linked to performance and recourse. In this sense, trustworthiness does not lose relevance; its role changes. It helps open the delegation relationship, but fuller delegation seems to require additional reassurance. This pattern matches staged accounts of trust, where belief-based trust is more important at the beginning and later gives way to evaluation based on experience (Glikson & Woolley, 2020; Holzmeister et al., 2023; Krishna, Krishnan, & Sebastian, 2023). It also fits work on calibrated reliance, which argues that reliance should increasingly track what the system demonstrates it can do (Hermann & Puntoni, 2025; Logg et al., 2019). Because this study compares levels of delegation rather than following the same traveller over time, the developmental

interpretation should be treated as a proposition rather than a proven sequence. Future longitudinal research could examine whether trustworthiness becomes less critical, and reliability more important, as users gain experience with the same GenAI travel agent.

(iii) Combining transparency and fairness findings help show where the proposed set of evaluative signals begins and ends. Transparency is often assumed to solve information asymmetry, because a detailed explanation should, in principle, make people more comfortable relying on an automated agent (Leichtmann et al., 2023). The results here suggest a different direction. In travel planning, people delegate partly to avoid the time and effort involved in comparing options, checking details, and justifying a choice (Simon, 1990; Stone, 2016; Zhao et al., 2026). Transparency makes them feel that they must monitor the agent more closely, but requires the very work that delegation was meant to remove. From an agency theory perspective, this is a monitoring cost carried by the principal (Jensen & Meckling, 2000). This helps explain why perceived transparency was negatively associated with delegation across the continuum. The configurational findings make the point more precise. High transparency appeared in many combinations linked to low delegation, but it was not always damaging, e.g., in some cases, it could be present alongside other signals and still support partial delegation. At full delegation, however, the absence of transparency formed part of the only sufficient pathway. The contribution, therefore, is not that transparency is always harmful, but that its value depends on why the traveller is delegating. When the main motive is to reduce decision effort, explanation can feel less like reassurance and more like extra work. Fairness draws the boundary in a different way. It did not have a unique effect at any level, even though it appeared in the only sufficient path for full delegation. This suggests that, in a hedonic travel planning task, fairness may not be visible enough to operate as a separate judgement. Travellers may not have a clear comparison point for detecting bias, and they may not treat a generative system as a moral actor whose intentions can be judged (Ghasemaghaei & Kordzadeh, 2025; Hermann & Puntoni, 2025). Under these conditions, fairness is likely to be folded into broader impressions of integrity rather than assessed on its own.

The direct effect analysis from the study shows important theoretical implications, both aligning with and qualifying established decision delegation theories. In our study, reliability became the dominant predictor across all delegation stages, progressively increasing towards the final decision stage. Such an outcome supports expectancy value theory (Wigfield & Eccles, 2000), in the sense that the perceived reliability of travel itinerary recommendations becomes increasingly important as delegation tasks move towards final decision. In addition, consistent significance of accountability across all delegation stages lays the path for future extension of principal agent theory (Braun & Guston, 2003). Human-led delegation relationships are founded on clear responsibility attribution, but our study suggests that accountability mechanisms perhaps work differently when considering GenAI decision delegation. Our results show that accountability continues to influence delegation at stages where trustworthiness has no unique effect, suggesting that answerability operates as an assurance mechanism independent of relational trust.

Our findings also show that conventional trust delegation models may not fully capture the dynamics observed in GenAI delegation. We show the existence of a hierarchical trust mechanism, in comparison to how trust has been presented as a linear attribute in contemporary human and AI delegation literature (Seyfi et al., 2025). In our proposed hierarchy, reliability remains the top priority, accountability serves as an ongoing governing mechanism, while trust remains a contextually sensitive construct rather than a unified mechanism (Krishna et al., 2023).

In the absence of relational trust, accountable GenAI developers are likely to gain more popularity. This notion supports and aligns tourism planning behaviour with institutional theory's advocacy of formal structures and governance for building trust and reliability. From this perspective, our research opens avenues for future research to explore the effect of formal governance structure as a primary mechanism for supplementing trust in human AI interactions in travel planning.

Information processing theory (Herbert, 2014) suggests that greater information leads to better decisions. Expectancy value theory (Wigfield & Eccles, 2000) has also traditionally supported these ideas, advocating the need for higher transparency in increasing outcome expectancy. However, in our study, the negative influence of transparency indicates that excessive AI explainability can be counterproductive. From a cognitive dissonance theory perspective (Harmon-Jones & Mills, 2019) this could be a strategic or motivated information avoidance by GenAI decision delegators, when other signals, particularly reliability and accountability, are sufficiently strong.

From a theoretical perspective, our study calls for further investigation into AI decision delegation, considering processing fluency effects, as we believe that information overload in the form of transparency can discourage delegation behaviour. The asymmetric behavioural patterns noted in the absence of reliability calls for a necessary condition logic that is missing from contemporary delegation literature. There is also a greater need for understanding the cognitive threshold and constraints of travel delegation task specific AI explainability. Future research could examine and introduce an explanation burden threshold, considering the nature of transparency and its cognitive fit for delegation exercises like travel planning.

5.2. Managerial implications

GenAI based application developers in the travel and tourism space must consider the reliability of the system as the most important parameter, especially when it comes to travellers using GenAI based apps or websites to delegate risky and high-stakes travel planning decisions. People are willing to delegate total decision delegation only if they perceive the AI system to be highly reliable, otherwise their engagement can remain superficial. Therefore, a high level of accuracy, a low rate of error, and a certain level of explainability (not full explainability) is required from these automated algorithmic agents to encourage high decision delegation rates. GenAI developers in the travel and tourism domain should reframe their mindset and allocate more resources for enhanced reliability and performance monitoring, rather than solely prioritising explainability. Developers should be trained to improve reliability assessment and system accountability mechanisms, rather than solely prioritising fairness.

Managers can improve travellers' trust in these AI agents by making real time, high quality up to travel information available through these agents (Wang et al., 2023). This will improve the reliability and accountability of the AI agent and the developing company. A more consistent and consumer data driven personalised recommendation can also increase user trust in the system over time. A stepwise transparency or progressive disclosure based on user experience, expertise, and demand can provide a better solution, supplying just the right amount of transparency as deemed necessary by users. Strategic reinforcement of information can have a positive impact if the consumers don't feel overwhelmed by the level of intricate details. Transparency should be a user-controlled factor rather than a system-imposed information overload.

Our findings suggest strategic flexibility that travel AI developers can adopt for effective decision delegation. Our results show that reliability and accountability are the only two signals with consistent positive effects at every delegation level, making these two the dependable baseline investment. The configurational results add an alternative pathway, i.e., a combination of reliability, trustworthiness, and fairness can

achieve high delegation even when transparency conditions are low. This means resource challenged developers do not need to excel across all dimensions simultaneously.

6. Conclusion and future research directions

This study examines how responsible AI characteristics shape travel decision delegation to GenAI across three delegation levels. Our findings show that trust-based travel decision delegation to AI systems operates through fundamentally different mechanism, when compared to conventional human to human delegation models. Our findings collectively suggest that AI delegation in the travel context requires fresh theoretical frameworks that can account for competence dominant trust architectures, threshold effects, and hierarchical cognitive challenges posed by AI systems (Wang et al., 2023). These are not to be viewed as simple extensions of human delegation models.

Rather than viewing AI delegation as a straightforward extension of human delegation model, our findings call for context dependent theoretical development considering of AI agents. The compensatory dynamics between responsible AI characteristics, threshold behaviour of trustworthiness, and transparency paradox presents a more nuanced understanding of how travellers evaluate AI systems. Future studies should explore various compensatory mechanisms alongside the threshold effect of trust and transparency; the two important factors identified in our study. Future work should consider attribution theory (Weiner, 1985), by presenting a case for a hybrid attribution scenario. Attribution dynamics work differently in GenAI travel planning; a user can attribute a travel planning scenario's success to the GenAI agent, but they may blame failure on developer accountability. Future research should consider exploring this misalignment of attribution contribution beyond the traditional framework, considering AI competence trust, behavioural and cognitive challenges of delegating complex decisions, and cognitive set causation, measuring threshold effects. The various configurational pathways present promising avenues for future research to identify user segment-based AI application preferences, with an emphasis on individual difference factors.

CRediT authorship contribution statement

Sanjit K. Roy: Writing – review & editing, Writing – original draft, Validation, Project administration, Investigation, Funding acquisition, Data curation, Conceptualization. **Gaganpreet Singh:** Writing – review & editing, Writing – original draft, Validation, Methodology, Investigation, Conceptualization. **S. Mostafa Rasoolimanesh:** Writing – review & editing, Writing – original draft, Visualization, Methodology, Investigation, Formal analysis, Conceptualization. **Ronnie Das:** Writing – review & editing, Writing – original draft, Validation, Investigation, Conceptualization. **Ali N. Tehrani:** Writing – review & editing, Writing – original draft, Methodology, Investigation, Data curation, Conceptualization.

Consent for publication

Not applicable.

Ethical considerations

The study was approved by Edith Cowan University Human Research Ethics Committee. Approval #: 2024-05441-NAZARITEHRANI. All participants provided written informed consent prior to participating.

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During the preparation of this work, the author(s) used Claude and Co-pilot for copyediting, to improve readability of the paper and to keep the manuscript within the word limit. After using these tools, the author (s) thoroughly reviewed and edited the content as needed. The authors have strictly adhered to the publisher's AI guidelines.

Appendix A. List of items

Construct	Item	Source
Attribute Set Delegation (DDA)	When planning my travel, GenAI should decide what things consider, not me I should go along with advice of GenAI on what things to consider, rather than disagree with it When planning my travel, GenAI should decide what is important, not me	Aggarwal and Mazumdar (2008)
Choice Set Delegation (DDC)	GenAI should decide what options to choose between, not me I should go along with the advice of GenAI what travel options to choose between, rather than disagree with it When discussing what options to choose between, GenAI should decide, not me	Aggarwal and Mazumdar (2008)
Final Set Delegation (DDF)	GenAI should make the final decision when planning my travel, not me I should go along with advice of GenAI on what travel options to choose, rather than disagree with it When discussing what options to choose GenAI should decide what is suitable, not me	Aggarwal and Mazumdar (2008)
Reliability (REL)	GenAI always provides the advice I require to make my travel decision GenAI performs reliably while making my travel decisions. GenAI responds the same way under the same conditions at different times. I can rely on GenAI to function properly while making my travel decisions. GenAI analyses the travel related problems consistently.	Vössing et al. (2022)
Fairness (FAIR)	GenAI has no favouritism and does not discriminate against people (Non-discrimination) The source of data used by GenAI should be identified, logged, and benchmarked (Accuracy) I believe GenAI follows due process of impartiality with no prejudice (Due process). Responsible GenAI can enhance transparency of a system.	Shin et al. (2020)
Accountability (ACC)	Decision- making by GenAI seems to be held to a higher standard than human decision-making. GenAI is assumed to be incapable of moral reasoning, unlike humans who are assumed, by default, to be moral agents.	Gupta et al. (2023)
Transparency (TRANS)	There should be clarity on the characteristics of the data. i.e. how old is the data, where was it collected, by whom, and how is it updated in the GenAI. There should be clarity on the evaluation and validation methods used during training and testing of the GenAI.	Gupta et al. (2023)

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(*continued*)

Construct	Item	Source
Trustworthiness (TRW)	In GenAI, bias might arise and steps should be taken to assess, identify and prevent bias. It is important to know who the actors and stakeholders are involved in the design of GenAI and what are their interests. GenAI can be trusted to make sensible travel decisions. Overall, GenAI is very trustworthy. I lack confidence in GenAI. (R)	Dennis et al. (2023)

Data availability

The data collected for this study is not publicly available due to ethical consideration. However, the anonymized data will be available on request.

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