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INSTITUT DE RECHERCHE ET D'ÉTUDES SUPÉRIEURES DU TOURISME (IREST)
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THE GLOBAL TRAVEL
FUTURES
FORUM
PARIS | 28 OCTOBER 2026
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CHRISTIAN DELOM

PRESIDENT
GLOBAL RESILIENCE NETWORK

SPEAKER



DR. JEAN-MICHEL CHAPUIS

ASSOCIATE PROFESSOR
SORBONNE UNIVERSITY

ACADEMIC SESSION 1

AI, HUMAN BEHAVIOR & THE FUTURE TRAVELLER



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AI, HUMAN BEHAVIOR AND THE FUTURE TRAVELLER

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PRESENTATION OF SORBONNE
GEN Z SURVEY FINDINGS

SEBASTIEN LION

LECTURER IN TOURISM AND AI

SORBONNE UNIVERSITY

RESEARCH OBJECTIVES —

Generation Z, AI & tourism 2030

An ongoing international research initiative launched in October 2026 — first presentation of preliminary results.



01 USE

How young adults use AI for information, learning and everyday decisions.



02 TRUST

What drives confidence, hesitation and concerns around AI systems.



03 TRAVEL

How AI supports journeys — and how much autonomy travellers will accept.



04 FUTURE

What Gen Z expects from responsible AI in work, tourism and society.



→ Listen to the next generation before designing **the future of AI and tourism.**

RESPONDENT PROFILE

Who has responded so far?

A first snapshot — not a statistically representative portrait of global Gen Z

75.7%

French and Chinese

Question-level bases may vary.



80.0%

Women

Sample is gender-imbalanced.

96.6%

Students

Primarily student perspectives.

GEOGRAPHIC COVERAGE

France and China are the most represented. The other national groups remain too small so far for dependable country-to-country comparisons.



Exploratory findings • Ongoing fieldwork • No global or national representativeness.

PRELIMINARY RESULTS

AI adoption is growing — Trust remains conditional

Everyday use is expanding, but search engines still lead the information journey

Use AI at least daily

48.9%

Q8 • Frequency of use

Report moderate trust in AI

79.1%

Q7 • Not equivalent to distrust

Turn first to search engines

64.7%

Q6 • First reflex for important information

Turn first to AI tools

23.8%

Q6 • First reflex for important information

→ **Frequent AI use does not mean unconditional trust — or the end of search.**

PRELIMINARY RESULTS

AI in tourism: assistance yes, full autonomy not yet

Two tensions emerge: AI-enabled planning vs delegation, and growth vs concern

44.3%

Use AI for travel planning

Regularly or sometimes • Q31



17.9%

Likely to delegate a whole trip

Likely or very likely • Q34



TRAVEL: ASSISTANCE ≠ AUTONOMY

60.9%

Expect to use AI more in five years

Much more or somewhat more • Q35



43.4%

Very or extremely concerned

About an AI-shaped society • Q39



→ | **Adoption is advancing faster than willingness to delegate full control.**

CONCLUSIONS AND RECOMMENDATIONS

Towards human-centred AI in tourism

Four priorities for decision-makers — proposed actions, not experimentally tested outcomes

01 | **Keep discovery multi-channel**

Combine conventional search visibility with accurate AI-readable travel content.



02 | **Earn trust through transparency**

Prioritise quality, verification pathways, data protection and clear responsibility.



03 | **Design controlled travel agents**

Build approval checkpoints, spending limits and human escalation into AI workflows.



04 | **Keep listening to Generation Z**

Broaden geographic coverage, validate questions and conduct respondent-level analysis.



Next milestone: updated analysis and white paper in a near future.

AUDIENCE DISCUSSION

Questions & answers

A dialogue between today’s tourism leaders and the next generation

Are tourism leaders moving faster towards autonomous AI than the next generation is ready to follow?

How much decision-making power should travellers delegate to AI?

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BOURNEMOUTH UNIVERSITY

MODERATOR



RAJAN DATAR

JOURNALIST AND HOST
BBC

Return in 20 minutes

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ACADEMIC SESSION 2

“SEEING IS BELIEVING?”

GenZ, AI AND THE SEARCH FOR TRUTH



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STUDENT DEBATE:

"Seeing is Believing?"

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STUDENT DEBATE:

"Seeing is Believing?"

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DEBATE QUESTION:

Do you agree or disagree with this statement:

"AI will deepen our generation's understanding and experience

of the real world more than it distorts them."?

AGREE

DISAGREE

UNDECIDED

ACADEMIC SESSION 3

WILL AI SAVE OR DESTROY TRAVEL'S FUTURE WORKFORCE?



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ANNE LOTTER

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