

## **Tracking Silk Routes using AI-Based Personalized Recommendations: Evidence from India**

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**Abstract:** India's traditional silk weaving heritage presents significant opportunities for theme-based cultural tourism; however, the promotion of silk routes faces challenges in attracting and engaging modern travelers in an increasingly competitive tourism ecosystem. Advances in artificial intelligence (AI) have enabled personalized digital recommendations that can potentially enhance tourists' awareness, experience, and intention to visit heritage destinations. This study examines the effectiveness of AI-driven personalized recommendations in comparison with human personal recommendations in influencing travelers' intention to visit silk weavers and silk routes in India. The research evaluates key technology-driven determinants, including AI-based personalization, information quality, and customization capability, and their role in shaping tourists' satisfaction and visit intention. Primary data were collected from 250 domestic travelers with prior exposure to either human-based or AI-assisted travel recommendations. Logistic regression analysis was employed to estimate the probability of visiting silk routes based on these independent variables.

**Keywords:** Silk Tourism, Heritage Routes, Artificial Intelligence, Logistic Regression

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