

Impact of AI Adoption on Profitability: A Comparative Study of Leading Indian Public Online Travel Agencies

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Abstract: This study examines the impact of Artificial Intelligence (AI) adoption on the profitability of two leading Indian online travel agencies (OTAs), IRCTC and EasyMyTrip (EMT). Using a longitudinal descriptive-comparative research design, secondary financial data covering three years before and after AI adoption were analysed. Paired sample t-tests and trend analysis were employed to evaluate changes in net profit following AI implementation. The findings indicate that EasyMyTrip experienced a statistically significant improvement in profitability after AI adoption, reflecting the benefits of strategic digital transformation and business expansion. In contrast, IRCTC recorded a positive but statistically insignificant increase in profitability, largely influenced by external factors such as the COVID-19 pandemic and operational constraints. The study highlights the role of AI in enhancing organisational performance and provides practical insights for tourism enterprises, policymakers, and researchers on leveraging AI for sustainable financial growth.

Keywords: Artificial Intelligence, Profitability, Tourism and Hospitality, Online Travel Agencies

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