

ABSTRACT

The increasing use of artificial intelligence in tourism marketing has expanded the ability of digital platforms to identify audience preferences, personalize information, and support travel-related decisions. Nevertheless, analytical insight does not automatically become effective communication unless it is translated into information that is relevant to the consumer's location, timing, and situational context. This study examines the effects of AI-Driven Audience Analytics on Location Marketing Technologies and Tourism Marketing Performance and evaluates the mediating role of Location Marketing Technologies in the relationship between AI-Driven Audience Analytics and Tourism Marketing Performance. The study applies a quantitative, cross-sectional explanatory design at the individual consumer level. Primary data were collected through a structured five-point Likert-scale questionnaire using purposive sampling. The final sample consists of 100 digital-platform users with experience accessing tourism information or planning travel through digital media. The model was analyzed using Partial Least Squares Structural Equation Modeling in SmartPLS 4, with 5,000 bootstrap subsamples. The measurement model demonstrates satisfactory indicator reliability, internal consistency, convergent validity, and discriminant validity. AI-Driven Audience Analytics has a positive and significant effect on Location Marketing Technologies ($\beta = 0.695$; $p < 0.001$) and Tourism Marketing Performance ($\beta = 0.300$; $p = 0.013$). Location Marketing Technologies also have a positive and significant effect on Tourism Marketing Performance ($\beta = 0.392$; $p = 0.001$). The indirect effect is positive and significant ($\beta = 0.272$; $p = 0.002$), while the direct effect remains significant, indicating complementary partial mediation. The findings show that AI-supported audience insight contributes to consumer-perceived tourism marketing performance both directly and through location-sensitive communication.

Keywords: *AI-Driven Audience Analytics; Location Marketing Technologies; Tourism Marketing Performance; PLS-SEM.*