

AI-Driven Personalization in International Tourism: A Systematic Review of Adoption Factors and Multidimensional Impacts

Maria Hamcerencu¹ and Luminita Nicolescu²

^{1,2)} *Bucharest University of Economic Studies, Bucharest, Romania*

E-mail: hamcerencumaria19@stud.ase.ro; E-mail: luminicolescu@yahoo.com

Please cite this paper as:

Hamcerencu, M. & Nicolescu, L. (2026). AI-Driven Personalization in International Tourism: A Systematic Review of Adoption Factors and Multidimensional Impacts. In C. Vasiliu, D.-C. Dabija, A. Tziner, D. Pleșea, & V. Dinu (Eds.), *Proceedings of BASIQ International Conference on New Trends in Sustainable Business and Consumption, 12th Edition* (pp. 421-428). Editura ASE.

DOI 10.24818/BASIQ/2026/12/040

Abstract

This paper will discuss the critical determinants affecting the use and performance of AI-based personalization in international tourism and analyze its economic, customer-oriented, and sustainable implications. A systematic literature review (SLR) has been conducted in line with PRISMA 2020 methodology guidelines. Sources have been retrieved from leading academic databases and evaluated according to specified selection criteria. A total of 30 peer-reviewed articles published between 2018 and 2025 have been selected for analysis based on an intersectional approach that considers the two variables. In most cases, AI-driven personalization leads to positive economic results, greater operational efficiency, and higher levels of customer involvement. Nevertheless, such results depend heavily on the availability of effective governance structures, necessary technological infrastructure, organizations' capacity to adopt AI, and customers' trust in data management practices. The topic of sustainability is not discussed as frequently, while socio-environmental concerns are overshadowed by economic considerations. By synthesizing scattered scientific knowledge and creating an analytical model with the help of intersectional analysis of the determinants and impact areas, this paper will demonstrate the relevance of considering issues of local specificity in evaluating the performance of artificial intelligence in the tourism sector.

Keywords

AI-driven personalization; international tourism; sustainability; governance; customer experience; smart destinations

DOI: 10.24818/BASIQ/2026/12/040

Introduction

In recent years, technology has gained increasing prominence in the tourism sector. With respect to the specific role of artificial intelligence (AI), it was first introduced to aid customer service processes before evolving into an integral part of managing client interactions and operations management (Buhalis, 2018; Vargas-Calderón, 2021). One of its applications is AI-driven personalization, which allows tourism organizations to customize services, suggestions, and pricing strategies to individual customers (Buhalis, 2018; Vargas-Calderón, 2021). The majority of current sources highlight positive aspects of AI personalization. Its use can result in greater efficiency, improved customer experiences, and enhanced performance in financial terms (Awasthi, 2025; Rekiek, 2024). Nonetheless, there are other considerations that should be taken into account. Privacy and data protection, issues of trust, and potential risks to sustainability have been extensively discussed within the field of technology-driven tourism (Gössling, 2025; Scarpi, 2024). Despite considerable attention devoted to AI personalization and its applications, these topics are usually not linked to one another. There are articles focused only on its performance aspects, others on users' perceptions and preferences, or technical aspects, without considering all factors at once.

An additional limitation is associated with the lack of consideration of contextual conditions, which play a crucial role in the implementation process but are mostly discussed as background variables. For instance, different governance structures, infrastructures, and institutional settings affect the way AI technologies are introduced to businesses. In many cases, there is no explanation for why certain outcomes are achieved using the same technology and tools. The present paper aims to address some of these gaps by analysing AI-driven personalization with respect to both factors affecting its implementation and effectiveness and its impacts. This research will be based on a systematic literature review and will concentrate on three main types of effects: economic, customer-related, and sustainability-related. These links will help establish a more coherent framework for understanding AI personalization and its implications. The structure of the paper will follow a standard pattern, with literature review, methodology, findings, and discussion, and conclusions sections.

1. Review of the scientific literature

Personalized experiences made possible through artificial intelligence have emerged as some of the most popular ways to use AI technologies today. In fact, using AI in personalized experiences allows service providers to modify the nature of their interactions with customers, recommend services to customers based on what has been learned about them, and offer deals that would be interesting for them (Vargas-Calderón, 2021). As for tourism specifically, personalization usually involves the use of recommendation engines, customer service via chatbots, dynamic pricing models, and automated booking processes. These examples show how personalization may be used to optimize business processes and improve customers' experience at the same time by decreasing the need for human interaction, making responses relevant, and increasing convenience (Awasthi, 2025). In addition, personalization appears to be just one of the elements of a much larger movement towards a shift from traditional tourism to smart tourism powered by data-driven systems (Ivars-Baidal, 2021). Here AI technologies serve as an integral element of smart destinations, which implies the combination of the digital backbone, live data analysis, and coordinated efforts of multiple stakeholders.

However, despite all the potential of AI technologies in personalization, it should not be considered without the recognition of certain limitations. Namely, over-standardization, lack of novelty, and over-reliance on automated solutions are among those factors that limit the benefits offered by personalized experiences enhanced by AI-powered solutions (Nira, 2025).

Several factors contribute to the implementation and effectiveness of personalization via AI in tourism and travel experiences. They include technological factors, such as the level of readiness and maturity; organizational factors, such as company resources and capabilities; institutional factors, such as governance and regulation; and cultural factors, which influence how individuals use technology. Firstly, governance and policy frameworks should be mentioned. According to scholars, clearly defined and well-structured policies addressing issues such as data protection, transparency, and proper usage of AI technologies lead to high adoption rates (Scarpi, 2024; Balasubramaniam, 2023). In turn, a lack of adequate governance could hinder adoption, as it affects user trust. Secondly, infrastructure plays an essential part in the adoption of AI solutions. For instance, the presence of advanced IT infrastructure enables destinations to introduce innovations faster and successfully implement solutions (Ivars-Baidal, 2021). In other words, technological readiness facilitates successful integration and scale up of AI solutions.

Organizational capabilities also serve as important determinants. It seems that larger organizations are more capable of incorporating new technologies because they possess adequate financial and technological capacities (Bulchand-Gidumal et al., 2024; Cozzio, 2025). Thus, small and medium-sized enterprises find it difficult to embrace innovations due to resource restrictions. Moreover, user trust and issues related to data management are vital in promoting AI. Users' perceptions concerning personal information play a significant role in determining user adoption and the success of technologies used (Koo, 2025). Therefore, it can be claimed that trust is a critical aspect of personalizing tourism experience with the help of AI. Finally, culture should be discussed, as cultural differences might influence adoption and acceptance of personalization technologies. Cultural contexts shape user perspectives regarding technology in general and personalization specifically. Hence, users' acceptance and preferences vary depending on their cultural background (Barnes, 2024).

Economic impacts appear to be among the most extensively discussed topics in literature. Personalized AI is shown to contribute to increased efficiency through automation of routine activities, enhanced demand forecasting, and better resource allocation (Anwar, 2024; Yao, 2025). Besides, through personalized recommendations, firms can use dynamic pricing and marketing strategies, as well as increase their conversion rate and customer loyalty (Buyruk, 2022). Thus, personalization contributes to revenues generation.

Nevertheless, as it appears from literature, these impacts are not equally accessible for all parties involved. Particularly, small businesses might struggle with implementing personalized AI solutions, thus creating competitive disadvantage relative to large companies (Gretzel et al., 2020). Personalization has a considerable effect on customers' experience, especially through improved responsiveness and relevance of suggestions and recommendations. Customers receive faster responses, more relevant suggestions, and increased control over their trip plans (Rekiek, 2024).

At the same time, according to literature, a number of issues remain pertinent when considering the customer-related impacts. First, there is a problem of trust. Particularly, concerns over personal information safety and privacy constitute a major challenge (Soliman, 2024). However, while personalization is generally seen as positive by customers, it can cause concerns about the usage of their personal information and data. Another limitation of personalized services is that they might lead to reduced novelty, meaning that users receive highly standardized suggestions, limiting their opportunities to explore and gain new experience. However, as noted above, exploration is an important aspect of tourism experience (Nira, 2025).

Compared with economic and customer-related impacts, sustainability impacts do not receive as consistent attention in literature. At the same time, certain studies suggest that personalized AI solutions can contribute to environmental sustainability of tourism sector by optimizing energy use and reducing pollution (Siddik et al., 2025). For instance, personalized AI can contribute to effective energy management in hotel services, optimization of transport routing, and balancing of tourists' flow to minimize the negative impact on environment. However, the impacts are largely positive at this stage, leaving room for further research. On the other hand, as noted in literature, one of the main concerns is related to environmental footprint generated by the personalized AI solutions themselves, meaning increased use of resources, such as electricity (Gössling, 2025). In addition, social sustainability considerations are less addressed in literature.

This paper has highlighted several shortcomings in existing literature on the topic. The first one pertains to the imbalance in outcomes of economic and sustainability aspects; whereby sustainable outcomes are less systematically researched. The second deficiency is related to analysing the factors that influence the impacts separately from the latter, making it impossible to explain differences between outcomes. Finally, the concept of personalization is considered in relation to artificial intelligence in general, thus reducing the accuracy of research. To overcome these shortcomings, it is necessary to establish direct connections between influencing factors and impacts, which would provide a better insight into how personalization works in practice.

2. Research methodology

In this research, systematic literature review (SLR) methodology is applied for studying AI-based personalization in international tourism. This SLR follows PRISMA 2020 guidelines for achieving transparency and reproducibility in source selection and analysis. The process involved in collecting the data relied on the use of five primary academic databases namely: Web of Science, Scopus, ScienceDirect, Emerald Insight, and SpringerLink. Keyword terms related to topics such as artificial intelligence, tourism, personalization, and sustainability were considered in the research methodology employed.

Initially, 95 entries were acquired from the search process across the five databases. Due to the high overlap between these academic indices, the removal of 20 duplicate records filtered the list down to 75 unique entries. Title and abstract screening further filtered the entries to a total of 45, which were later reduced to the final core of 30 through a rigorous full-text peer-reviewing process and the application of inclusion/exclusion criteria. The structural parameters of the literature search, including the specific inclusion and exclusion criteria applied during the screening phase, are systematically outlined in **Table 1**.

The inclusion and exclusion criteria for the literature search were pre-defined.

Table no. 1. Inclusion and exclusion criteria (publication screening)

Criteria Category	Inclusion Criteria	Exclusion Criteria
Publication Type	Peer-reviewed journal articles and indexed conference proceedings.	Non-academic documentation (consultancy reports, blogs, white papers).
Timeframe	Published between 2017 and 2025	Published prior to 2017

Thematic Focus	Explicit focus on AI-driven personalization, smart destinations, customer experience, or digital innovation	Studies focusing on general ICT or basic digitalization without explicit AI personalization.
Outcome Variables	Addresses economic outcomes, sustainability measures, or localization/governance factors.	Research limited strictly to technical AI/ML algorithm development without practical application
Industry Context	Studies examining tourism, hospitality management, and smart destination ecosystems.	Studies focusing on AI personalization in unrelated industries (e.g., retail, healthcare).

The selected studies were analyzed using a structured coding approach based on two main dimensions. The first dimension captures the influencing factors shaping the adoption and effectiveness of AI-driven personalization, including governance frameworks, infrastructure readiness, organizational capacity, trust, and cultural context. The second dimension focuses on impact categories, namely economic, customer-related, and sustainability-related outcomes.

A combined qualitative and quantitative approach was employed to identify recurring patterns, dominant themes, and relationships between contextual factors and observed impacts. The qualitative analysis allowed for the interpretation of different perspectives and theoretical approaches, while the quantitative component focused on the frequency and distribution of themes across the reviewed studies.

To provide a structured overview of the literature included in the final sample, Table no. 2 summarizes the main studies, highlighting their research focus, key influencing factors, and associated impact dimensions. This synthesis supports the identification of common patterns and facilitates the comparison of findings across different contexts.

Table no. 2. Major differences in technical documentation

Author(s)	Focus of Study	Key Influencing Factors	Main Impacts Identified
Buhalis et al. (2018)	AI and smart tourism systems	Organizational capacity; technological integration	Operational efficiency; service improvement
Vargas-Calderón et al. (2021)	Machine learning in service quality	Data availability; system design	Customer satisfaction; service quality
Rekiek et al. (2024)	AI in demand prediction	Data analytics; infrastructure	Revenue performance; customer retention
Scarpi et al. (2024)	Chatbot adoption in tourism	Trust; transparency	Customer engagement; trust dynamics
Koo et al. (2025)	Trust and ethical AI	Governance; data privacy	User trust; adoption behavior
Gössling et al. (2025)	AI and sustainability	Policy frameworks; environmental awareness	Environmental implications; sustainability trade-offs
Siddik et al. (2025)	AI and tourism growth	Infrastructure; economic context	Economic performance; resource optimization
Ivars-Baidal et al. (2021)	Smart destinations	Governance; infrastructure; coordination	Destination management; efficiency
Anwar et al. (2024)	Digital transformation in hospitality	Organizational processes; technology adoption	Efficiency gains; service delivery
Yao et al. (2025)	AI orientation and firm performance	Market conditions; organizational readiness	Operational performance; strategic outcomes
Buyruk et al. (2022)	Personalization in pricing	Data analytics capability	Pricing optimization; revenue impact
Schegg et al. (2025)	AI adoption in hotels	Resource constraints; infrastructure gaps	Uneven adoption; competitiveness gaps
Cozzio et al. (2025)	AI adoption across firms	Organizational structure; resource access	Adoption disparities; limited SME capacity
Soliman et al. (2024)	Consumer behavior toward AI	Trust; perceived usefulness	Customer acceptance; behavioral response
Nira et al. (2025)	Hyper-personalization	Automation level; expectations	Mixed satisfaction; reduced novelty
Barnes et al. (2024)	Cultural responses to AI	Cultural values; social norms	Trust variation; adoption differences
Balasubramaniam et al. (2023)	AI transparency	Governance; regulation	Trust; ethical adoption
Francisco et al. (2023)	AI governance	Institutional frameworks	Sustainability alignment
Zhang et al. (2024)	Smart technologies in tourism	Stakeholder coordination	Sustainability outcomes; ecosystem effects

This literature review employs an intersectional lens, rather than considering technological deployment and sustainable outcomes separately. In the screening stage, articles were chosen based on how they intersect with practical artificial intelligence abilities (such as predictive models, machine learning profiling techniques) and with various socio-economic or environmental externalities (resource optimization versus carbon footprints, human value destruction versus efficiency). Articles focusing exclusively on algorithm design within computer science or general tourism sustainability, but not automation, were omitted from consideration.

First, open coding was performed to isolate raw operational variables, which were then systematically categorized according to the Technology-Organization-Environment (TOE) model. Second, axial coding followed, connecting these adoption factors directly to their practical outcomes. For the final structural synthesis, a thematic matrix was used to map out the identified constraints alongside specific empirical metrics (such as the 70% operational efficiency rate and the 40% SME adoption barrier), successfully identifying macro-phenomena like the 'Sustainability Paradox'.

In order to ensure transparency, objectivity, and rigour, the process of selecting sources strictly followed the PRISMA 2020 Statement guidelines. The steps of identifying, screening, assessing, and including the literature are systematically laid out in Figure 1. Using the predefined intersectional criteria on the results of searches on the databases, the sample was whittled down from 95 initial sources to 30 peer-reviewed studies.

PRISMA 2020 flow diagram for SLR

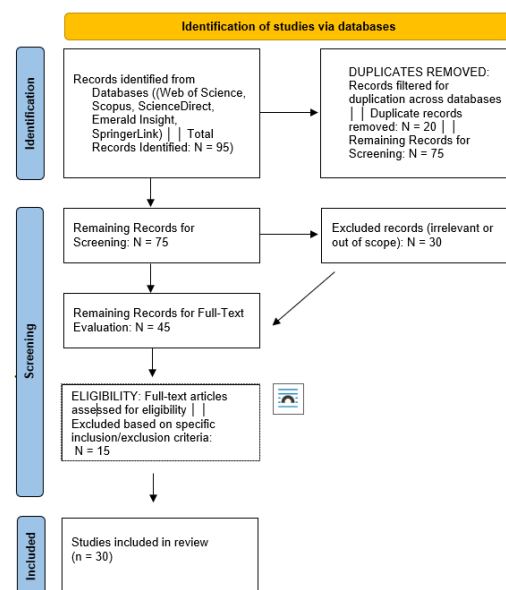


Figure no. 1. PRISMA 2020 Flow Diagram for the Systematic Literature Review

3. Results and discussion

The results reveal that the success of AI-driven personalization does not rely merely on technology itself but involves contextual factors that play an important role at different levels. As one of the key determinants, governance influences the efficiency of the use of AI via its impact on the levels of data protection, transparency, and ethics. As is seen from studies investigating the issue of trust and AI, the involvement of institutional actors positively affects user attitudes towards adopting new technologies (Koo et al., 2025; Scarpi et al., 2024). On the contrary, poor governance leads to a lack of trust and lower adoption rates.

Infrastructure readiness is another factor that needs to be taken into account. The implementation of an AI solution requires the presence of digital infrastructure as well as data connectivity. Literature on the use of technologies in smart destinations highlights the importance of technological infrastructure as a key condition for successful deployment (Ivars-Baidal et al., 2021). Organizational factors such as resource availability and technological capability have an effect on the process of AI adoption. Big companies

usually adopt AI successfully due to financial and technical capacity while small companies face structural barriers that prevent them from using AI efficiently (Cozzio et al., 2025; Schegg et al., 2023).

User trust is another important variable that plays a mediating role in the relationship between technological factors and adoption. Trust and acceptance depend on how transparent the process is as well as users' understanding of control over their data and its use (Barnes et al., 2024). Cultural factors also affect acceptance as they shape users' perception of the problem. Thus, the results indicate that AI-driven personalization needs to be analyzed as a context-dependent phenomenon. Of all the types of outcomes discussed in the literature, economic consequences have been identified as among the most thoroughly investigated by researchers concerned with AI-fueled personalization. As the studies demonstrate, this type of outcome is associated with an increase in operational efficiency via the automation of processes, optimization of resource allocation, and improved decision-making based on data analytics (Anwar et al., 2024; Yao et al., 2025).

In addition, personalization allows for a better targeting of clients, contributing to the creation of opportunities for generating revenue through dynamic pricing and other similar mechanisms (Buyruk et al., 2022; Rekiek et al., 2024). Such a situation leads to higher competitiveness and customer retention over time. At the same time, the described outcomes do not seem to be evenly distributed since the available literature discusses considerable differences between companies that use AI capabilities and those who cannot apply the technology properly or even at all. Specifically, it appears that bigger companies are more likely to benefit from implementing AI in their operations, whereas smaller organizations struggle with integrating the technology and thus remain competitive (Schegg et al., 2025).

Therefore, it is possible to conclude that such economic impacts as those discussed above depend on implementation rather than inherent features of the technology itself. Among the various outcomes of interest, personalization has a significant effect on customers in terms of improving the experience in relation to the responsiveness, relevance, and efficiency of communication between the customer and the company (Rekiek et al., 2024). Such a situation stems from the use of personalized recommendations, assistance, and fast service delivery. Nonetheless, certain limitations need to be considered. One of the main concerns involves trust, specifically in terms of the handling of personal information by an organization and its transparency concerning the way in which the AI system works (Soliman et al., 2024). Although personalization is capable of making the process easier and more pleasant, it can generate mistrust because of limited control over personal information.

3.1. Contextual Drivers and Structural Asymmetries

An evaluation of adoption drivers demonstrates considerable differences in the way in which artificial intelligence (AI) is adopted in the tourism industry.

The Institutional and Cultural Basis: Governance mechanisms serve as main catalysts for AI implementation. Transparent institutional structures, ethics policies, and rigorous data security strategies help to build consumer trust needed for adoption. On the other hand, gaps in regulation and culture contribute to increasing privacy issues and decreasing adoption rates.

The Organizational Implementation Capability Divide: Although a digital infrastructure represents a universal requirement for building smart destinations, its utilization capabilities are extremely unequal. Big companies manage to invest significant amounts of money and technological power into personalized services automation. Meanwhile, SMEs face substantial structural barriers preventing efficient AI adoption, thus creating an additional competitive advantage for larger organizations. It means that benefits can be gained through successful implementation capabilities, rather than by technology adoption alone.

3.2. Interpretative Analysis: Efficiency-Experience and Sustainability Paradoxes

In addition to simple effects, interpretative synthesis of economic, customer-related, and environmental impacts unveils contradictions of AI use.

The Efficiency-Experience Paradox: From an economic perspective, automation results in process efficiency, optimal distribution of resources, and dynamic price setting strategies. As far as customers are concerned, personalized and rapid service delivery becomes possible thanks to these advancements. Nevertheless, an interpretive analysis reveals a contradictory aspect – excessive use of historical data leads to losing uniqueness typical for travel experience. As a result, a user ends up receiving a personalized package of recommendations and missing out on exploring new things. Additionally, collecting this data often requires heavy involvement of users, causing mistrust due to feeling of lack of privacy.

The Sustainability Paradox: There is a certain gap between business optimization and ecological considerations in current literature regarding AI use in tourism industry. From a theoretical point of view,

it is an enabler for sustainable tourism development that could help to balance tourist flow and optimize energy consumption. Nonetheless, a clear contradiction exists, as heavy computing processes used for creating personalized experiences require vast amounts of energy.

Conclusions

In conclusion, the present study has investigated the issue of AI-driven personalization in international tourism with a systematic literature review. The study has focused on uncovering relationships between influencing factors and outcome dimensions. Based on the results, one can assume that the most significant benefits of implementing personalization technologies relate to improvements in operational efficiency, customer experience, and economic outcomes. Nevertheless, it is crucial to highlight that personalization technology benefits are not homogeneous and depend on context variables, including governance, infrastructure, organization, and data-related factors. These factors affect not only the implementation process but also the ability to obtain full benefits from using these technologies.

It is important to note that there is a considerable imbalance between types of impacts in the literature, with the predominance of economic and customer-related impacts over sustainability impacts. Although AI is capable of providing more sustainable tourism services, the literature lacks information about sustainability impacts of AI-based technologies.

The primary contribution of the paper is the illumination of a significant thematic bias in current research: the heavy focus on economic and consumer benefits often downplays social and environmental repercussions. By developing a comprehensive analytical model, this paper proves that viewing AI technology as a panacea for all challenges is impractical. Without proper oversight and infrastructure support, unsupervised implementation of AI-powered personalization might intensify market disparities, favoring global chain corporations at the expense of SMEs, and lead to a "Sustainability Paradox" wherein the computational power required to perform algorithms nullifies local environmental benefits.

While this paper provides an organized theoretical basis connecting underlying variables and their implications, it is constrained by the inconsistent methodology used in various scholarly sources and by the paucity of empirical studies examining the environmental impact of AI technology. To bridge the gap between theoretical adoption factors and practical industry realities, it is recommended that future research transitions from conceptual reviews to direct empirical validation, focusing on the behavioural and financial realities of key economic agents. Research should identify the exact equilibrium point where the perceived risk of data extraction outweighs the consumer's perceived utility of personalized services.

Acknowledgements

This paper was supported by the Bucharest University of Economic Studies as part of the PhD program.

Generative Artificial Intelligence (GenAI) usage statement

Gemini was responsibly used for language improvement and structural proofreading. After this process, the authors reviewed and edited the content as needed and take full responsibility for the content of the present article.

References

- Anwar, F., Deliana, D., & Suyamto, S. (2024). Digital transformation in the hospitality industry: Improving efficiency and guest experience. *International Journal of Management Science and Information Technology*, 4(2), 428-437. <https://doi.org/10.35870/ijmsit.v4i2.3201>.
- Awasthi, P. (2025). Revolutionizing the hospitality and tourism industry through AI-powered personalization: A review of AI integration and customer experience.
- Balasubramaniam, N., Kauppinen, M., Rannisto, A., Hiekkänen, K., & Kujala, S. (2023). Transparency and explainability of AI systems: From ethical guidelines to requirements. *Information and Software Technology*, 159, 107197. <https://doi.org/10.1016/j.infsof.2023.107197>.
- Barnes, A. J., Zhang, Y., & Valenzuela, A. (2024). AI and culture: Culturally dependent responses to AI systems. *Current Opinion in Psychology*, 58, 101838. <https://doi.org/10.1016/j.copsyc.2024.101838>.

- Buhalis, D., & Leung, R. (2018). Smart hospitality—Interconnectivity and interoperability towards an ecosystem. *International Journal of Hospitality Management*, 71, 41-50. <https://doi.org/10.1016/j.ijhm.2017.11.011>.
- Bulchand-Gidumal, J., William Secin, E., O'Connor, P., & Buhalis, D. (2024). Artificial intelligence's impact on hospitality and tourism marketing: Exploring key themes and addressing challenges. *Current Issues in Tourism*, 27(14), 2345-2362. <https://doi.org/10.1080/13683500.2023.2229480>.
- Buyruk, M., & Güner, E. (2022). Personalization in airline revenue management: An overview and future outlook. *Journal of Revenue and Pricing Management*, 21(2), 129-139. <https://doi.org/10.1057/s41272-021-00342-x>.
- Cozzio, C., & [co-authors]. (2025). Artificial intelligence adoption in hospitality: Challenges and opportunities. *Tourism Review*.
- Francisco, M., & Linnér, B.-O. (2023). Ai and the governance of sustainable development. An idea analysis of the european union, the united nations, and the world economic forum. *Environmental Science & Policy*, 150, 103590. <https://doi.org/10.1016/j.envsci.2023.103590>.
- Gössling, S., & Mei, X. Y. (2025). AI and sustainable tourism: An assessment of risks and opportunities for the SDGs. *Current Issues in Tourism*, 1-14. <https://doi.org/10.1080/13683500.2025.2477142>.
- Schegg, R. (2025). *Artificial Intelligence in the European Hotel Industry: Adoption, Challenges, and Future Trends*. Institute of Tourism, HES-SO Valais-Wallis. <https://www.hevs.ch/media/document/22/schegg-2025-ai-adoption-in-european-hotels-03072025.pdf?b4edcce751e37abe375068d6247a38d5>
- Koo, I., Zaman, U., Ha, H., & Nawaz, S. (2025). Assessing the interplay of trust dynamics, personalization, ethical AI practices, and tourist behavior in the adoption of AI-driven smart tourism technologies. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(1), 100455. <https://doi.org/10.1016/j.joitmc.2024.100455>.
- Majid, G. M., Tussyadiah, I., Kim, Y. R., & Pal, A. (2023). Intelligent automation for sustainable tourism: A systematic review. *Journal of Sustainable Tourism*, 31(11), 2421-2440. <https://doi.org/10.1080/09669582.2023.2246681>.
- Nira, R. A. (2025). Ai-driven hyper-personalization in hospitality: Application, present and future opportunities, challenges, and guest trust issues. *International Journal of Research and Innovation in Social Science*, IX(IV), 5562-5573. <https://doi.org/10.47772/IJRISS.2025.90400397>.
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S. & Moher, D. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, n71. <https://doi.org/10.1136/bmj.n71>.
- Rekiek, S., Jebari, H., & Reklaoui, K. (2024). Prediction of booking trends and customer demand in the tourism and hospitality sector using ai-based models. *International Journal of Advanced Computer Science and Applications*, 15(10). <https://doi.org/10.14569/IJACSA.2024.0151043>.
- Scarpi, D. (2024). Strangers or friends? Examining chatbot adoption in tourism through psychological ownership. *Tourism Management*, 102, 104873. <https://doi.org/10.1016/j.tourman.2023.104873>.
- Siddik, A. B., Forid, Md. S., Yong, L., Du, A. M., & Goodell, J. W. (2025). Artificial intelligence as a catalyst for sustainable tourism growth and economic cycles. *Technological Forecasting and Social Change*, 210, 123875. <https://doi.org/10.1016/j.techfore.2024.123875>.
- Soliman, M., Di Virgilio, F., & Shareef, M. A. (2024). Pursuing the drivers of consumer behaviour toward service robots in the hotel industry. *International Journal of Hospitality Management*, 118, 103684. <https://doi.org/10.1016/j.ijhm.2024.103752>
- Vargas-Calderón, V., Moros Ochoa, A., Castro Nieto, G. Y., & Camargo, J. E. (2021). Machine learning for assessing quality of service in the hospitality sector based on customer reviews. *Information Technology & Tourism*, 23(3), 351-379. <https://doi.org/10.1007/s40558-021-00207-4>.
- Yao, N., Bai, J., Yu, Z., & Guo, Q. (2025). Does AI orientation facilitate operational efficiency? A contingent strategic orientation perspective. *Journal of Business Research*, 186, 114994. <https://doi.org/10.1016/j.jbusres.2024.114994>.
- Zhang, Y., & Deng, B. (2024). Exploring the nexus of smart technologies and sustainable ecotourism: A systematic review. *Heliyon*, 10(11), e31996. <https://doi.org/10.1016/j.heliyon.2024.e31996>.