

THE TRANSFORMATIVE INFLUENCE OF AI ON EMERGING MARKETING TRENDS IN THE TOURISM INDUSTRY: A QUALITATIVE EXPLORATION

Dr. Sharmila M¹, Mr. Gangadhara K.²

¹Head And Associate Professor, Pg & Research Department Of Commerce
National College (Autonomous), (Affiliated To Bharathidasan University)
Tiruchirapalli-620001 Tamilunadu, India Emailid : Dr.Sharmilanct@Gmail.Com

²Assistant Professor, Kle Society's Degree College, Nagarabhavi, B-72
Research Scholar At Bharathidasan University, Tiruchirapalli-620001
Tamilunadu, India Emailid : Gangadhara89k@Gmail.Com

Keywords:	Abstract
Artificial Intelligence (AI), Customer Engagement, Marketing Trends, Predictive Analytics, Tourism Industry.	This study investigates the dramatic influence of artificial intelligence (AI) applications on the changing landscape of marketing trends in the tourist sector. The project will use a qualitative research technique to completely investigate the influence of AI in creating and reinventing tourist marketing tactics. Using a Critical Review technique, this study synthesizes and analyses previous qualitative studies to uncover the subtle consequences of AI-driven marketing breakthroughs in the tourist industry. Using a qualitative research approach, this study employs a Critical Review technique to painstakingly review and analyze current qualitative research on the convergence of AI and marketing patterns in the tourist sector. The study uses this technique to present a full synthesis of the qualitative findings, providing a greater understanding of the delicate interaction between artificial intelligence applications and the changing environment of tourism marketing. According to the report, AI applications have a significant and diverse impact on tourism marketing trends. The report distinguishes between several forms of AI, such as personalized engines for recommendations, statistical analysis, and automated content generation, and emphasizes their respective roles in redefining tourist marketing paradigms. The synthesis of qualitative observations offers light on AI technology's diverse influence, notably in terms of increasing consumer interaction, stimulating innovations in service delivery, and playing a role in the overall shift of the tourist marketing area. This study provides useful insights for academics, business developers, and marketing professionals looking to capitalize on the promise of AI in tourist marketing. However, it recognizes limitations and emphasizes the importance of continued research and flexibility as AI evolves. While the Critical Review approach provides a strong foundation for synthesizing qualitative research, significant gaps in the literature necessitate more qualitative research to capture new trends and shifting viewpoints on AI in the tourist industry's dynamic marketing landscape. The originality of this study adds to the current literature by using a qualitative technique, namely a Critical Review, to reveal the subtle yet revolutionary effects of artificial intelligence (AI) on marketing patterns in the tourist sector. The breadth of the qualitative study lays the groundwork

	for future research, promoting a deeper understanding and implementation of AI in the symbiotic interaction between technology and tourist marketing.
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1. Introduction

The tourist sector, a pillar of global economic growth, has dramatically shifted with the incorporation of artificially intelligent (AI) technologies. This qualitative critical study aims to provide an in-depth examination of AI's multidimensional influence on the tourist sector, delving into the intricate links between AI technology and many aspects of business personalization and recommender systems, robots, conversational interfaces (such as chatbots and voice assistants), prediction systems, intelligent travel aides, language translation apps, and smart tourism and tourism systems are all made possible by AI technologies. This technology is continuously affecting the tourist business, disrupting old roles and transforming the whole industry (Buhalis & Moldavska, 2021). AI and data science have been used to do sentiment analysis on internet reviews (António et al., 2018). AI's potential to drastically affect the hotel and tourist sectors stems from its capacity to improve operational efficiency and raise customer service standards, eventually leading to improved profitability (Buhalis, 2019; Samara et al., 2020). The empirical study in the tourist sector has traditionally focused on small, generally family-run hospitality businesses, with little emphasis on digital entrepreneurship. Major digital organizations such as Tripadvisor, Airbnb, Booking, as well as Skyscanner are driving a dramatic transformation in the Tourism, Technologies, and Innovation (TTI) industry. AI has made an unmistakable imprint in the fields of personalization and recommender systems. AI enables tourism organizations to personalize their products depending on individual interests and behaviors using advanced algorithms and artificial intelligence techniques. This not only improves the client experience, but it also leads to improved satisfaction and loyalty. The use of robots in the tourist sector signals yet another key paradigm change enabled by AI. AI-powered robots, from automated hotel check-ins to robotics guides in tourist destinations, improve operations, cut expenses, and give travelers with a futuristic yet effective experience. Similarly, conversational user interfaces, which include chatbots or voice assistants, have grown into essential components of customer care in the tourist industry, providing travelers with real-time support and information. AI-powered prediction systems play an important role in forecasting and responding to financial trends and volatility. This skill helps firms to make more informed decisions, optimize the use of resources, and stay ahead in an ever-changing and competitive sector. Intelligent travel assistants use AI to improve navigation, create personalized itineraries, and provide context-aware recommendations, therefore increasing the whole travel experience. language translation applications have eliminated language barriers, allowing for smooth contact between travelers and locals. This not only promotes cultural interaction, but it also increases the accessibility of places to a worldwide audience. Smart tourism and tourist systems use AI to improve resource management, control of crowds, and general infrastructure, resulting in healthier and more effective tourism practices. Sentiment analysis on online reviews, for example, has offered useful insights into customer opinion and preferences using artificial intelligence and data science. This information enables firms to fine-tune their offerings, alleviate pain spots, and continually increase consumer happiness's disruptive potential in the hotel and tourism industries is demonstrated by its capacity to improve operational efficiency and raise customer service standards. The empirical investigations in the tourism industry have primarily concentrated on small, owned-by-families hospitality enterprises, with little emphasis on digital entrepreneurship. However, significant digital companies like Tripadvisor, Airbnb, Reservations, and Skyscanner are driving a revolutionary wave in the Tourism, Technology,

and Innovation (TTI) market. These platforms use artificial intelligence to transform how travelers plan, book, and enjoy their vacations, disrupting existing paradigms and influencing the development of tourism. The use of AI technology in the tourism industry has ushered in an era of creativity and efficiency. From personalization and robots to forecasting and translation of languages, AI's impact on the tourist sector is varied and ever-changing. As the sector adjusts to these technological breakthroughs, it is prepared to succeed in an environment that prioritizes.

1.2 Literature review

Artificial intelligence is a set of technologies meant to mimic human intellect for problem-solving. AI, like humans, can apply rules, improve its performance through ongoing enhancement, learn from previous experiences, and adapt to modifications in its environment (Russell & Norvig, 1995). The tourist sector has been provided with important resources by ICTs, or information and communication technologies, to improve customer experiences through interaction and better intelligence. Technology is increasingly being used to mediate and enhance consumer experiences, resulting in a more enriched and dynamic interaction for travelers (Buhalis et al., 2022). Artificial intelligence (AI) refers to a set of technologies that can recognize, analyze, respond, learn, and demonstrate enhanced human intellect characteristics while solving issues (McCartney & McCartney, 2020). Recent developments in generative conversations with AI highlight the prospects, problems, and consequences of artificial intelligence in all aspects of life (Dwivedi et al., 2023). AI is transforming operational and marketing functions within tourist destinations and organizations (Inanc-Demir & Kozak, 2019). We define artificial intelligence (AI) systems as those that can autonomously replicate human cognitive processes, make judgments, and perform complex tasks and processes on large datasets (Huang & Rust, 2022). AI-powered chatbots are revolutionizing customer service in the hospitality industry, providing 24/7 interactive help with personalized suggestions and rapid booking processing. This increases visitor engagement, loyalty, and enjoyment by shortening response times. Chatbots' seamless help sets a new bar for industry-wide efficiency and personalization (Pereira et al., 2022). Tourism marketing operations include classification, value proposition, brand and experience fashion, shipping, pricing, relationship building, and reputation management. The potential use of AI in several fields is important. However, present research on AI's applicability in hotel marketing frequently relies on narratives that are descriptive or speculative techniques (Saydam et al., 2022). Various conversations highlight the great potential of AI within predictive analytics for marketing, focusing on powerful machine-learning systems capable of analyzing large amounts of unstructured visitor data (Moro & Rita, 2018). The use of artificial intelligence (AI) technologies has seen a substantial increase in tourism and hospitality research in recent years. ML uses ideas from statistics and computational science to create mathematical models that allow for predictions of future outcomes and the discovery of data trends (Alpaydin, 2019). These powerful entities are altering the tourist sector's ecosystem, changing industry members' operational and marketing techniques. However, existing businesses may have difficulties in adopting fresh technical products commonly presented by rising start-ups (Markides, 2005).

Performance analysis in research

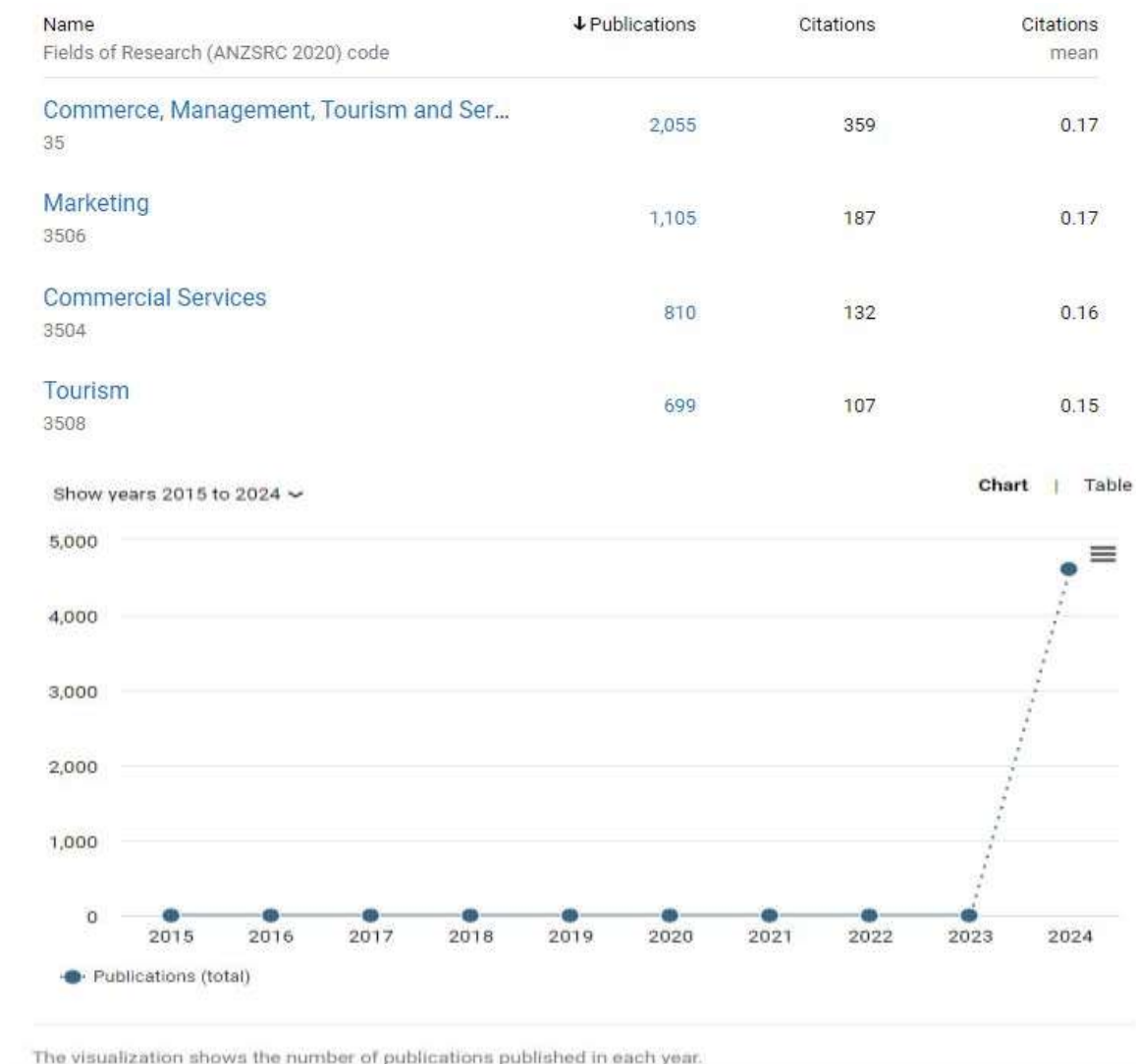


Figure:1 Illustrates the changing marketing trends of AI in tourist research.

Figure.1 Displays the chronological progression of AI-related studies regarding the tourist business, shedding light on growth and trends. This graphic assists in understanding the disruptive impact of AI on upcoming marketing patterns in the tourist industry through qualitative investigation.

2. Research Methodology

2.1 Scope of the Study

This study employs the qualitative critical review technique, diving into the large body of previous qualitative studies that investigate the role of artificial intelligence (AI) applications in the tourist business. The scope includes a variety of AI areas, such as search/booking generators, artificial intelligence agents, and chatbots, to gain a full knowledge of their impact. This study aims to better understand the complicated relationships between artificial intelligence (AI) technologies and multiple facets of the tourism sector by critically examining a wide range of qualitative investigations, providing helpful insights into AI's multifaceted impact on the industry's motion, activities, and customer experiences.

2.2 Statement of the Research Problem

The fast incorporation of AI technology into the tourist business creates both possibilities and problems. While current research has offered helpful insights, there's a need for rigorous qualitative evaluations that comprehensively study the subtle yet revolutionary implications of AI. This study seeks to fill this gap by contributing to a better understanding of the symbiosis link between AI and tourism. Using qualitative methods, the study seeks to uncover the complicated dynamics and repercussions of artificial intelligence (AI) applications in the tourist sector, offering light on how these innovations influence customer service, efficiency in operations, and the general landscape of the business.

2.3 Research Gaps

Despite the abundance of available studies, there is a clear gap in synthesizing qualitative findings to reveal the complex influence of AI on the tourist industry. This study aims to identify and rectify these gaps by critically examining qualitative literature, laying the groundwork for future investigations. The study's extensive analysis attempts to bridge the known gap, providing a detailed understanding of the multiple connections between artificial intelligence (AI) systems and the tourist sector. By synthesizing qualitative findings, the research hopes to help to the creation of informed plans, regulations, and innovations that may capitalize on AI's promise while mitigating problems in the dynamic tourist industry.

- Existing research is narrow in making qualitative observations about AI's influence on tourism.
- This study bridges the gap with critical evaluations, establishing the groundwork for future research.
- By bridging information gaps, it allows for greater depth of understanding and informed tactics in the changing tourist sector.

2.4 Objectives

The key goals of this study are to undertake a qualitative critical assessment of existing research, generate insights into AI applications in tourism, and make suggestions for future studies and industry practices. By attaining these goals, this study hopes to substantially add to the expanding conversation on Intelligence in the tourist business.

3. Theoretical Framework

The theoretical framework, which is based on theories about technological adoption and innovation, guides the examination of qualitative data in this study. Drawing on existing principles in technology acceptance, the framework gives a lens using which to understand the complex and constantly changing relationships between artificial intelligence (AI) apps and the tourist sector. By basing the research on these theoretical underpinnings, the study takes an organized approach towards the critical assessment process. This structure not only helps to organize qualitative data, but it also deepens comprehension by contextualizing findings within known theories. This purposeful approach enables a more detailed examination of how AI adoption and innovation in the tourist industry match with or vary from current paradigms. The theoretical foundation also allows for the discovery of trends, patterns, and possible gaps in the existing landscape, enabling a thorough investigation that goes beyond surface-level data. Thus, the inclusion of a strong theoretical framework adds to the study's breadth and rigor, providing a solid platform for interpreting qualitative results and furthering awareness of the synergistic connection between AI and the tourist sector.

4. Research Design

4.1 Methods for Data Collection & Variables of the Study

The information used for this empirical critical evaluation was rigorously obtained from a wide range of current qualitative research publications, scholarly journals, and proceedings of conferences. A systematic technique is used to find and extract relevant information on the impact of artificial intelligence applications on the tourist sector. The study draws on a variety of sources to provide a comprehensive picture of the current subjective landscape in the subject. The variables forming the basis of the information analysis include the many types of artificial intelligence (AI) programs used in the tourist industry. This includes but is not limited to, search/booking engines, artificial intelligence agents, chatbots, and various other new technologies. The report carefully investigates the influence of different AI applications on crucial elements such as customer happiness, and service innovation. By classifying and analyzing these characteristics, the study hopes to uncover associations, trends, and correlations, contributing to a more nuanced understanding of how various AI applications affect consumer experiences, promote service innovation, and catalyze larger revolutions in the tourist industry. The systematic collection and analysis of these data form a firm basis for the critical assessment, providing significant insights into the varied dynamics of AI's incorporation into the tourist business.

5. Data Analysis and Interpretation

In the process of qualitative analysis, the combination and evaluation of findings from chosen research is an important step. The study focuses on determining the varying degrees of effect that various AI applications have on the tourist business. By diving into a variety of studies, this study seeks to understand the intricate roles that these apps play in altering various aspects of the sector. The focus is on studying the impact of artificial intelligence (AI) applications on client happiness, as well as how these technologies improve or modify the overall travel experience. Furthermore, the study examines the impact of AI to service development in the tourist industry, investigating how these applications promote advances and enhancements in service delivery. The study looks at the larger implications of AI, analyzing its role in driving industry-wide developments that reshape the tourist sector. The study's qualitative data analysis aims to elicit relevant insights that will help to a more complete understanding of the complex link between AI and the tourist sector.

6. Findings and Recommendations

6.1 Customer Satisfaction

The critical assessment highlights the significant influence of artificial intelligence applications on consumer satisfaction in the tourist industry. Notably, the combination of search/booking generators with AI agents has emerged as a critical aspect in increasing consumer satisfaction. These AI-powered solutions enable the delivery of personalized experiences, responding to individual tastes and increasing overall traveler satisfaction. The findings indicate that AI's capacity to personalize suggestions, routes, and services according to user behavior and preferences adds greatly to a pleasant and satisfying customer experience. The seamless incorporation of electronic devices into the trip scheduling and reservation process simplifies decision-making by offering clients precisely tailored alternatives that match their tastes. In light of these facts, the critical review's conclusions call for a more in-depth investigation of AI's unexplored possibilities for tailoring experience to individual tastes. This necessitates additional study and development to improve and broaden the abilities of AI systems for customizing travel experiences. According to the survey, by using AI's full potential in personalization, the tourist sector can continue to improve customer happiness while also

creating loyalty and good attitudes among travelers. This investigation into AI's influence on consumer happiness is a necessary first step toward unlocking the revolutionary possibilities that technology has for the future of personalized and enjoyable travel experiences. In light of these facts, the critical review's conclusions call for a more in-depth investigation of AI's unexplored possibilities for tailoring experience to individual tastes. This necessitates additional study and development to improve and broaden the abilities of AI systems for customizing travel experiences. According to the survey, by using AI's full potential in personalization, the tourist sector can continue to improve customer happiness while also creating loyalty and good attitudes among travelers. This investigation into AI's influence on consumer happiness is a necessary first step toward unlocking the revolutionary possibilities that technology has for the future of personalized and enjoyable travel experiences.

6.2 Innovation in Services

AI-driven technologies, particularly chatbots and personalized recommendation engines, are key contributors to customer service innovation in the tourist sector. The combination of qualitative research demonstrates that these technologies have a revolutionary impact on new service paradigms, altering how enterprises in the sector connect with and serve to their clients. Chatbots with excellent natural language processing skills improve customer service by offering real-time support, information, and problem-solving. Their 24/7 availability and capacity to handle a wide range of questions help to increase service delivery efficiency and accessibility. Furthermore, personalized recommendation engines utilize AI algorithms to analyze user interests and behaviors, providing bespoke recommendations for lodgings, activities, and locations. This not only simplifies the decision-making process for travelers but also adds a layer. Based on these findings, suggestions include continuous investment in based on artificial intelligence service upgrades. Businesses in the tourist industry are urged to adopt and incorporate new technologies in order to remain at the cutting edge of innovation. Furthermore, exploring future technologies beyond bots and engineered recommendations is recommended, since the industry's dynamic nature needs an anticipatory approach to implementing fresh AI solutions. This planned expenditure and investigation may position tourism firms to develop and deliver cutting-edge services in response to modern travelers' ever-changing wants and expectations.

6.3 Industry Change

The critical evaluation emphasizes AI applications' tremendous influence on the tourist sector, resulting in major transformations in operational procedures and economic models. AI's revolutionary effects are seen in many areas of the business, spurring a rethinking of established processes and opening the way for new approaches. AI's role in driving industry-wide transformation is varied. From optimizing operational operations to improving consumer experiences, tourist organizations must adapt to the changing landscape driven by artificial intelligence. Automated check-ins, robotic help, and data-driven decision-making are examples of operational innovations driven by AI, which result in enhanced efficiency and resource optimization. The assessment suggests that enterprises in the tourist industry implement adaptive strategies to capitalize on these shifts. Embracing AI-driven technology, such as statistical analysis and intelligent travel assistants, may help businesses stay competitive in a dynamic market. Furthermore, a shift towards information-driven decisions and personalized offerings, supported by AI, can boost customer engagement and retention. As artificial intelligence continues to transform the tourist sector, organizations are pushed to not only integrate new technologies into their operations but also to build an adaptable culture. The

capacity to leverage AI's revolutionary potential will be a critical driver of success in an environment that values innovation and adaptability.

7. Research Limitations/Implications

7.1 Research Limitations

While qualitative critical analysis provides useful insights into AI's influence on the tourist sector, there are certain limitations due to probable gaps in the available literature. Due to the ever-changing nature of AI technology, the existing collection of research may not completely capture new trends, recent developments, or varied views. One drawback is the review's time scope; it represents the current state of artificial intelligence applications in the tourist sector as of the literature cutoff. As a result, recent innovations and transformational tendencies may be underrepresented. Furthermore, given the changing environment of AI and the tourist business, the findings may not cover the whole spectrum of experience and issues experienced. There is an urgent need for continual study and research. The topic of AI in tourists necessitates a proactive strategy to remain current on the newest developments, difficulties, and industry solutions. Future research should strive to bridge these possible gaps by combining real-time data and information, resulting in a more thorough and up-to-date knowledge of how AI shapes and redefines the tourist industry. This emphasis on ongoing study is critical for companies, politicians, and researchers to stay educated and make sound decisions at this dynamic junction between technology and tourism.

7.2 Practical Implications

Practically speaking, this study gives useful information for researchers, engineers, and managers looking to harness artificial intelligence in the tourist business. It emphasizes the necessity of adaptation, recognizing that as artificial intelligence (AI) technologies advance, being current on new trends is critical. The report proposes realistic ways for smoothly incorporating AI into current business models, as well as actionable tips for companies looking to navigate the dynamic junction of AI and the tourist industry. These insights provide stakeholders with a practical approach for capitalizing on AI's revolutionary capacity, supporting creative thinking and competitiveness in an industry impacted by ongoing technological breakthroughs.

7.3 Future Directions

Future research should continue to investigate emerging trends and develop perspectives on AI in the dynamic terrain of the tourist industry. As the symbiotic link between AI and tourist expands, qualitative research into new applications and their consequences becomes increasingly important. These research projects will not only shed a spotlight on the transformational power of cutting-edge technology but will also give vital insights into the difficulties and possibilities they provide. Future research should go into unknown territory, investigating the subtle intersections of AI with rising tourism themes such as environmentally friendly travel, augmented reality, and shifting consumer behaviors. By conducting these qualitative investigations, academics may contribute to a thorough knowledge of the changing interaction between AI and the tourist sector, advising businesses and politicians.

8. Conclusion

this quantitative critical study has shed light on the complex influence of artificial intelligence applications on the tourist sector, providing a thorough grasp of the changing landscape. The detailed examination of consumer happiness, service innovation, and industry-wide transformation enriches the current research on AI in tourism, giving significant insights

to practitioners, researchers, and policymakers. By examining these features, the study provides the framework to future qualitative research, encouraging more investigation of the dynamic junction of AI and tourism. An important lesson is the emphasis on continuing research, which acknowledges the fluid character of both AI technology and the tourist industry. Adaptability is emphasized as an important component, pushing stakeholders to be alert to developing trends and evolving viewpoints. The paper provides support for the strategic use of AI technology, emphasizing the necessity for organizations and decision-makers to use these advances wisely. By doing so, the tourist sector can fully realize AI's transformational potential, assuring a future in which technology improves customer service, drives innovation, and dictates the industry's path. The paper provides support for the strategic use of AI technology, emphasizing the necessity for organizations and decision-makers to use these advances wisely. By doing so, the tourist sector can fully realize AI's transformational potential, assuring a future in which technology improves customer service, drives innovation, and dictates the industry's path.

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