AIfluence in Action: A Bibliometric Analysis of Artificial Intelligence in Tourism Content Marketing

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Abstract

The paper outlines a budding intersection of artificial intelligence and tourism marketing, a nexus that is referred to as 'AIfluence' (AI + Influence). It logically analyses 223 academic journals included in Scopus and Web of Science, between 2009 and 2026, and outlines current patterns in publications, authoritative sources, and institutional views, as well as increasingly developing areas of research. The analysis shows a significant increase in academic activity starting in 2020 in favour of such keywords as social media, machine learning, and big data as key themes in motors driving innovation in AI-based tourism marketing. China, the United States, and the United Kingdom dominate the scientific production in the world in geographic concentration. An inter-institutional relationship also demonstrates a multidisciplinary production of knowledge. It highlights the role played by AI in consumer interaction, customisation, and ethical aspects of the marketing practice in tourism. Lastly, the work provides an evidentiary foundation to the inquiry of the future that is of a responsible, data-driven, and consumer-centric AI application in tourism marketing.

Keywords: Artificial Intelligence; Tourism Content Marketing; Bibliometric Analysis; AIfluence; Digital Transformation

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Introduction

Artificial intelligence (AI) is creating substantial digital disruption in tourism content marketing, disrupting how organisations automate, personalize, and optimize their communication strategy. To reflect the developing trend of algorithmically mediated influence in tourism marketing, the concept of AIfluence (AI + Influence) is presented in this paper. The use of AI

to create content is becoming an influential force in tourist behavior, experience design, and engagement strategy, and thus the integration of AI is a strategic requirement of organizations that wish to be competitive, sustainable, and consumer-centric (Tuo et al., 2024; Bulchand-Gidumal et al., 2023).

As it is empirically demonstrated, AI also acts as a support tool but, at the same time, as a content co-creator that can affect decision-making. Generative AI tools have the potential to trigger emotional reactions, create the story of the advertising stories, and improve engagement and conversion rates (Zhu and Song, 2024). Next-generation AI-powered big data analytics also allows real-time personalization with behavioral and sentiment data, reinforcing emotionally compelling communication (Samara et al., 2020; Grundner and Neuhofer, 2021). Therefore, AI is a technological facilitator and a disruptor that changes the perception of consumers and relationships with brands.

Literature Review

Artificial intelligence (AI) has become a disruptive technology in most sectors, the tourism and hospitality industry being among them. The rapid evolution of machine learning, natural language processing, and big data analytics allowed the tourism organizations to automate their activities and customize and enhance customer interaction (Samara et al., 2020). The technologies enable tourism providers to process massive amount of customer data and produce insights that will enhance decision-making and delivery of services. As a result, AI is currently being identified as a strategic means to enhance operational efficiency and competitiveness in the tourism industry.

Studies have shown that with AI systems like recommender systems, chatbots and predictive analytics, customer experiences in the tourism sector are greatly improved. As an example, smart recommender systems can help travelers to choose places to visit, hotels, and activities according to their preferences and behavioral patterns (Li et al., 2021). On the same note, chatbots using AI can help tourism enterprises reply faster to user inquiries, enhancing their accessibility to services and customer satisfaction (Pillai and Sivathanu, 2020). These technologies are also used to establish a more effective communication between the tourism providers and consumers and lower operation costs.

In addition to the delivery of the services, AI changes the tourism marketing approaches as well. The increasing significance of the digital platforms and social media has turned the marketing of tourism into data-based and content-based marketing. The AI technologies enable tourism marketers to study consumer behavior, forecast on their travel preferences and create targeted marketing campaigns that will maximize customer engagement (Chatterjee et al., 2021). With the incorporation of behavioral analytics and the real-time data, marketers will be in a position to provide personalized recommendations and promotional messages that meet the expectations of the travelers.

Also, the introduction of generative AI has led to the development of the role of artificial intelligence in the content creation of tourism. Promotional content, travel narratives, and promotional messages could also be generated through the use of generative AI systems that reinforce destination storytelling and online interaction. These applications can help tourism organisations build personalised and interactive content anyone at scale to enhance digital marketing success (Bulchand-Gidumal et al., 2023). It is also possible that the emotions and perceptions of tourists are affected by AI-created material, which will impact

the intentions to travel and the selection of destinations (Zhu et al., 2024).

The literature is still quite divided although there is increased interest in the application of AI in the research of tourism. Majority of the research concentrate on single technological uses e.g., service robots, recommendation systems or chatbots instead of analyzing the role of AI broadly in terms of tourism marketing and digital influence (Doborjeh et al., 2021). Thus, a full bibliometric research is justified to determine key-note patterns of publications, prominent researchers, and new themes of artificial intelligence, tourism, and digital marketing intersection.

Research Gap

Although new technologies have been developed at a high rate, the scholarly knowledge of the role of AI in tourism content marketing is still divided. Current studies tend to concentrate on isolated AI tools or personalization effects and do not provide an extensive overview of the thematic evolution and collaboration patterns (Knani et al., 2022; Doborjeh et al., 2021). Interestingly, the concept of intersection that is conceptualized here in the form of AIfluence is not yet explored in a systematic way on the basis of bibliometric approaches.

In order to fill the gap, the study carries out a strict bibliometric review of peer-reviewed articles published between 2010 and 2025. It can use performance analysis and bibliometric mapping to find out which research themes are predominant, which researchers have contributed to, and which new knowledge clusters are emergent in defining this interdisciplinary area. Such evidence is essential in informing how to implement AI ethically, promote innovation, and develop theory since AI has revolutionary capabilities in tourism communication in terms of storytelling, experience design, and trust formation (Filieri et al., 2021; Choi et al., 2019).

Research Objectives

The objective of the study is to present a systematic and evidence-based mapping of the way in which artificial intelligence technologies are transforming the intellectual world of tourism content marketing research.
The analysis outlines the progress of the field over the decades, including the theme areas, significant contributions of scholars, and emerging research areas. This is especially relevant because tourism organizations are struggling to balance hyper-personalisation with data privacy and automation without losing the real brand story. They are also working to speed up innovative efforts within the framework of social and regulatory responsibility (Siddik et al., 2025).

Research Methodology

Database and Bibliometric Analysis Methodology

The bibliometric analysis was utilized to follow the scientific development of artificial intelligence (AI) in tourism content marketing. It is a quantitative technique that identifies, categorizes, and analyzes large volumes of scientific data systematically in the field to reveal intellectual structures, research directions, and collaboration networks (Donthu et al., 2021; Aria and Cuccurullo, 2017). It not only allows seeing the macro-level patterns of disciplinary shifts but also the micro-level information about the conceptual trends throughout the years (Zupic & Čater, 2015).
Data were obtained in Scopus and Web of Science (WoS) to represent complete coverage of citations (Figure 1). Scopus is more comprehensive in the field of social sciences and business, whereas WoS is more historically deep and more accurate in the citation (Mongeon and Paul-Hus, 2016; Martino-Martin et al., 2018). The merger of the two

databases leads to an improvement in methodological rigor (Pranckutė, 2021; Donthu et al., 2022).

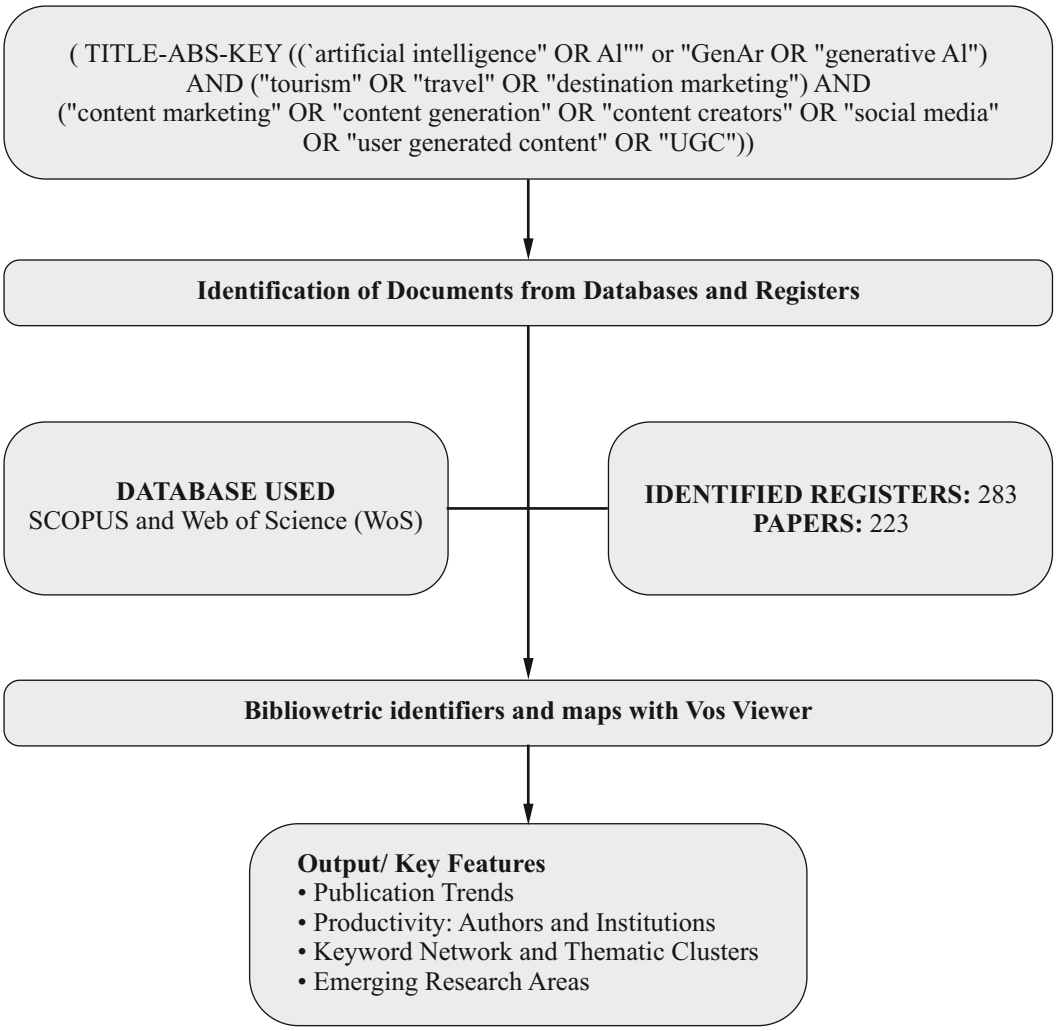

Figure 1: Methodology of Applied Bibliometric Analysis (Author)

Biblioshiny software was used to analyse and visualise the networks. It is a web-based interface for R Studio's Bibliometrix R package (Aria & Cuccurullo, 2017). It provides a user-friendly interface for scientific mapping, conceptual structure modelling, and performance analysis. The software identified the important authors, organisations, thematic clusters, etc. This software helps in visualizing citation, co-citation, co-authorship, and keyword co-occurrence networks. Its application improves bibliometric research's transparency, reproducibility, and analytical integrity (Moral-Muñoz et al., 2020; Donthu et al., 2021).

Biblioshiny is more flexible than some conventional tools like VOSviewer and CiteSpace. They primarily focused on quantitative and visual analytics, which is suitable for addressing multidisciplinary issues such as AI-based tourism marketing (Singh et al., 2021; Cobo et al., 2011). This study uses a methodological approach that

makes it statistically and graphically comprehensible.

Data Collection

To identify research at the cross-intersection of AI, tourism, and digital marketing, a systematic and replicable Boolean search strategy was used to retrieve publication data in September 2025. The title, abstract, and author keywords of Scopus and Web of Science were searched with the use of the standard bibliometric extraction processes (Zupic et al., 2015; Donthu et al., 2021). Only English-language journal articles and review papers published between 2009 and 2026 were reviewed to guarantee academic rigor and methodological uniformity and avoid conference papers, editorials, and book chapters (Moral-Muñoz et al., 2020).

The initial search produced 283 records that were narrowed down to 223 unique publications after a screen against inconsistencies and duplication was done manually. Bibliographic data (author, affiliation, abstracts, keywords, sources, and references) were saved and published in CSV and BibTeX format to be compatible with bibliometric analysis and visualization software (Van Eck and Waltman, 2010).

Research Findings

General Characteristics

The bibliometric information includes the period between 2009 and 2026, and it covers 223 documents, which were published in 143 different journals, books, and other outlets (Table 1). The number of publications in this field is increasing at an average of 8.5 per year, which is a moderate but stable increase in quantity of research in the field over the years, similar to other fields with moderate but not exponential growth rates (Sahal et al., 2024; Shukla, 2024).

The average age of the documents is only 2.01 years. This is why the data is biased towards the recent publications and therefore, reflects new trends and the development of the discourse in the area. The mean number of citations was 26.08, and this demonstrates a modestly influential list of papers.

Table 1: General Characteristics of Data

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2009:2026
Sources (Journals, Books, etc)	143
Documents	223
Annual Growth Rate %	8.5
Document Average Age	2.01
Average citations per doc	26.08
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	882
Author's Keywords (DE)	1293
AUTHORS	
Authors	734
Authors of single-authored docs	22
AUTHORS COLLABORATION	
Single-authored docs	22
Co-Authors per Doc	3.58
International co-authorships %	23.77
DOCUMENT TYPES	
Article	223

Authorship and Collaboration.

The sample consists of 734 authors, and 22 were single-authored articles, which is a sign of the great prevalence of teamwork research. This is indicated by the mean of 3.58 co-authors to the paper and 23.77% of international collaboration (Melin and Persson, 1996; Rossi et al., 2019).

Document Types

The largest number of publications (183 out of 223) is journal articles, 20 review articles, and a handful of proceedings and early access articles. This distribution implies that there is an equal amount of empirical and conceptual studies in the field (Dagli et al., 2024).

Keyword Analysis

The research found 1,293 author keywords and 882 Keywords Plus, the result of which described the diversity of the topics and the rapid growth of the field. Multidisciplinary and newly developing research areas usually experience high variability in the keywords (Nur et al., 2025).

Language and Topics of Discussion

The majority of the publications are in the English language and cover the fields of Artificial Intelligence, Information Science, Computer Science, and Social Sciences. This is consistent with the existing research on the interdisciplinary uses of AI that exist across industries (Ionescu et

al., 2024).

Average Citations

The discipline experienced a gradual yet consistent increase in the quantity of publications between 2009 and 2018 (Figure 2). This is followed by an explosive increase in the quantity of publications since 2020. This is primarily due to the fact that AI-based tools, such as AI-assisted tourism marketing in the form of recommender systems, voice assistants, or AI-generated tourism marketing such as ChatGPT, began to emerge in the mainstream tourism marketing (Chatterjee et al., 2021). The year 2024 was the most productive one, and it reflects the continued interest and high rates of development in this sphere.

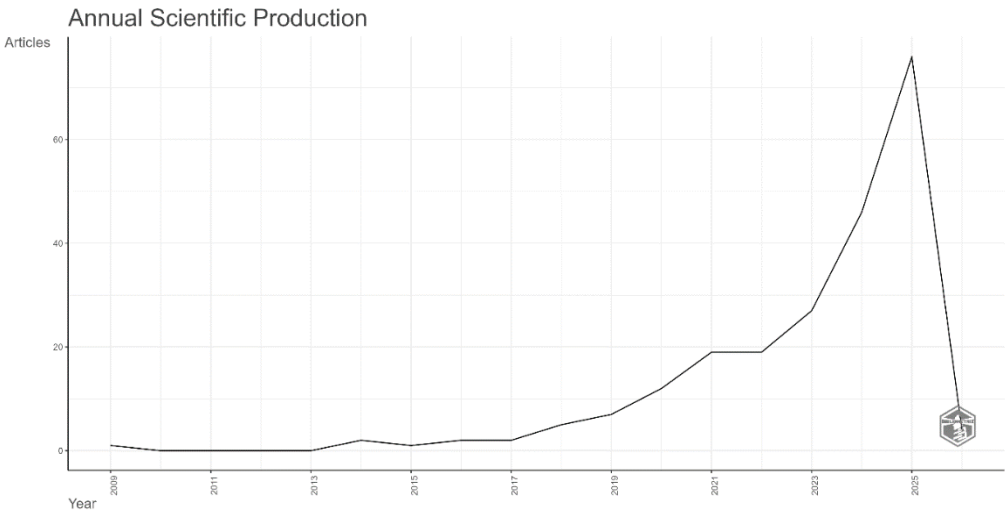

Figure 2: Annual Scientific Production (2009–2026)

Annual Citations Trends

The annual analysis of citations demonstrates the change in academic impact between 2009 and 2026. The average number of citations per article is greater during the initial years (20092014), and the year 2009 has the highest average number of citations (342.00), which is mainly explained by the larger citation windows. The averages of citations tend to be lower in recent years (2021-2026) due to citation lag, since more recent papers have less time to gather references (Figure 3). Previous bibliometric studies have shown that the number of citations grows progressively and reaches its maximum several years after publication (O'Leary et al., 2015; Haddad, 2017). The increase in citations is frequently logarithmic, and the accumulation is massive after two to five years of publication (Yan et al., 2023; Ninkov et al., 2021).

Table 2: Average Citations Per Year

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2026	0.25	4		0
2025	3.79	76	3.79	1
2024	10.02	46	5.01	2
2023	23.07	27	7.69	3
2022	25.89	19	6.47	4
2021	52.68	19	10.54	5
2020	72	12	12	6
2019	139.29	7	19.9	7
2018	44.2	5	5.53	8
2017	99.5	2	11.06	9
2016	31	2	3.1	10
2015	23	1	2.09	11
2014	131.5	2	10.96	12
2009	342	1	20.12	17

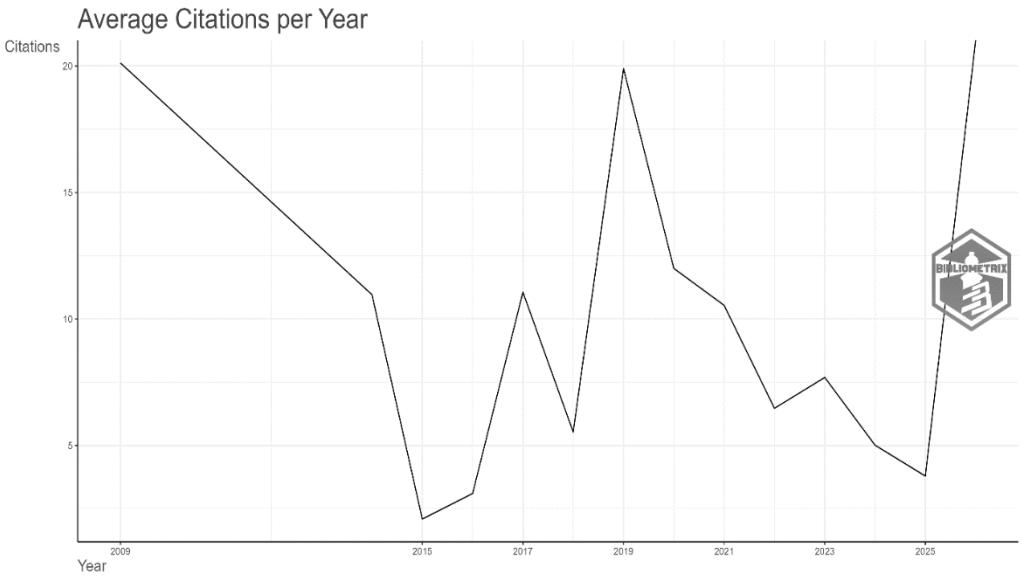

Figure 3: Average Citations Per Year (Graph)

Most Relevant Authors

The review of the most influential authors reveals that Wang Y is the most prolific, having five publications, followed by Li H, Zhang J, and Zhang L, who each have four publications. Blanco-Moreno S, Buhalis D and Carlisle S are authors of three publications each. This trend is in line with the Law of Lotka, which postulates that just a few authors publish the majority of the publications, whereas most of them publish one or two articles only (Kawamura et al., 2000). It is an inverse square distribution, in which only a few authors are very productive, and many are very unproductive,

which is common in a bibliometric study (Smolinsky, 2015; Bookstein, 1977; Sen, 2010).

Table 3: Top 10 Authors

Authors	Articles	Articles Fractionalized
WANG Y	5	1.25
LI H	4	1.03333333
ZHANG J	4	0.92619048
LIIANG L	4	1.41666667
BLANCO•MORENO S	3	0.83333333
BUHALIS D	3	0.91666667
CARLISIT S	3	1
CHEN Y	3	1.5
DUAN Y	3	0.83333333
HUERTAS A	3	0.6

Table 4 : Author Productivity through Lotka's Law

Documents written	N. of Authors	Proportion of Authors	Theoretical
1	687	0.936	0.653
2	35	0.048	0.171
3	8 3	0.011	0.076
4	3	0.004	0.043
5	1	0.001	0.027

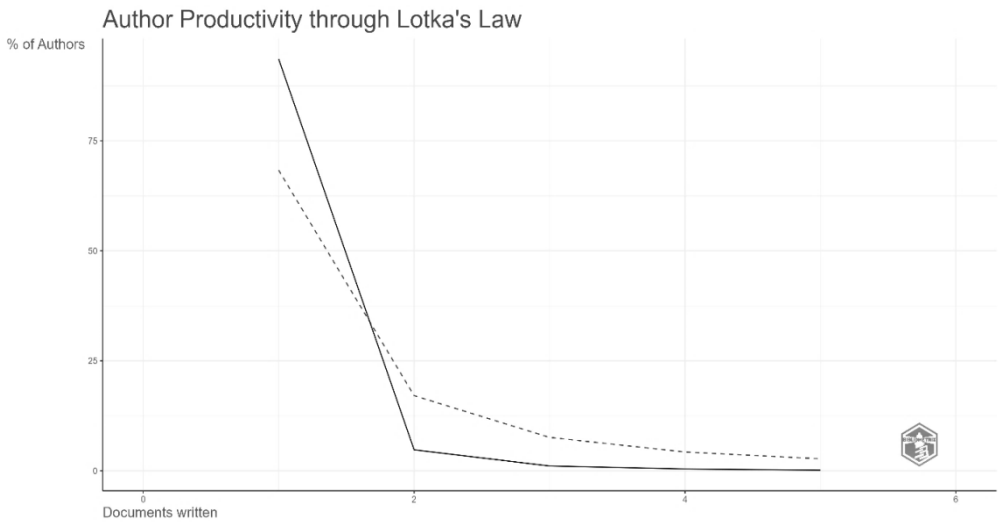

Figure 4: Author's Productivity through Lotka's Law

Countries

Analysis by country reveals that China has the highest number of 130 publications, after which is the United States (64) and the United Kingdom (38). The main contributors in Europe are Spain (35) and Italy (9), whereas South Korea (25) and India (22) point to the increase in the level of research in developing Asian economies. Further contributions by Australia (11), Romania (8), and Thailand (8) indicate that a wide variety of people are interested in AI uses in tourism and marketing. As was found in previous bibliometric analyses, the scientific output is dominated by countries that have developed research infrastructures and a policy of digital innovation (Ercan, 2023; Kırtıl & Aşkun, 2020), which suggests a growing globalization of the research world.

Table 5: Top 10 Countries' Scientific Production

Country	Frequency
CHINA	130
USA	64
UK	38
SPAIN	35
SOUTH KOREA	25
INDIA	22
AUSTRALIA	11
ITALY	9
ROMANIA	8
THAILAND	8

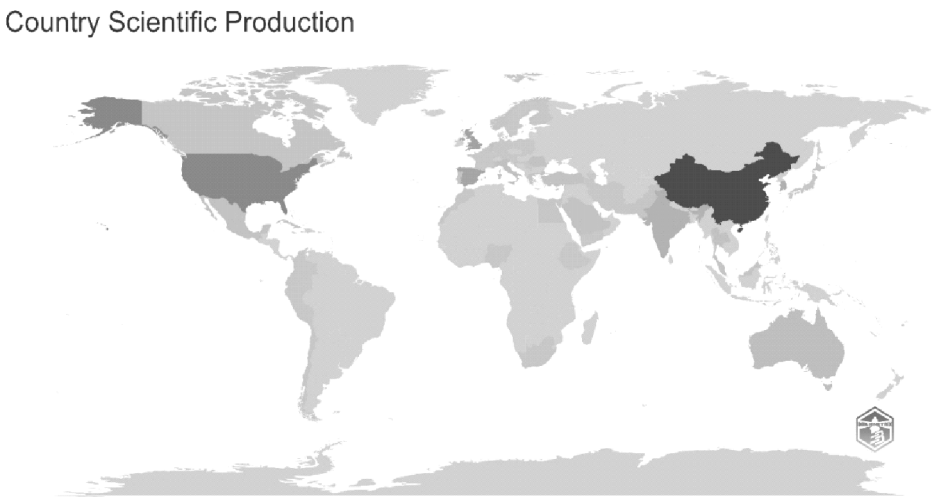

Figure 5: Countries' Scientific Production

Citations

The one with the highest citation rate per year (82.33) and the most cited document in the field is Pillai et al. (2020) with 494 citations, followed by one with 437 and 378 citations (Buhalis, 2019). Other influential publications are Akehurst (2009) and Hasan (2014), all of which are mentioned more than 200 times. The recent work by Li (2021) and Carlisle (2023) demonstrates a high growth in citations, which means that AI applications in tourism are becoming more relevant. The mentioned articles cut across the tourism, hospitality, transport, and technology journals due to the interdisciplinary nature and influence of the domain (Table 6).

Table 6: Most Globally Cited Documents (Top 10)

Paper	DOI	Total Citations	Normalized TC
PILLAI R. 2020. INT J CONTEMP HOSP M	10.1108•UCHM-04-2020-0259	494	6.86
BUHALIS D. 2019. J SERV MANAGE	10.1108JOSM-12-2018-0398	437	3.14
BUHALIS D. 2019. J TRAVEL TOUR MARK	10.1080.10548408.2019.1592059	378	2.71
AKEHURST G P, 2009. SERV. BUS.	10.1007•S11628-008-0054-2	342	1.00
HASAN S. 2014. TRANSP. RES. PART C: EMERG. TECHNOL.	10.1016/J.Trc.2014.04.003	247	1.88
ADNAN N. 2018. TRANSPORT RES A-POL	10.1016J.Tra.2018.10.019	200	4.52
LI M. 2021. INT J HOSP MANAG	10.1016 J.Ijbm.2021.102930	196	3.72
IMOIZE A L. 2021, SENSORS-BASEL	10.3390/S21051709	146	2.77
CARLISLE S. 2023. J. TOUR. FUTUR.	10.1108JTF-07-2020-0114	128	5.55
KIM K, 2017. TECHNOL FORECAST SOC	10.1016,J.Techfore.2017.01.001	114	1.15

Common Keywords

Figure 6: Word Cloud

Co-occurrence Network

The co-occurrence network shows how keywords frequently used in the literature are interconnected. The large clusters focus on the areas of social media and tourism, and there are further terms like sentiment analysis, big data, and machine learning that are indicative of strong links between them. All the colours correspond to the specified research theme and, thus, display how such topics as artificial intelligence, hospitality, and destination image are connected in academic literature (Figure 8). The prominence of "social media" and "tourism" as central nodes suggests that they serve as thematic anchors in research examining digital innovation in travel and hospitality. The visualisation helps to detect nascent sub-fields and interdisciplinary tendencies of the literature (Kırtıl and Aşkun, 2020).

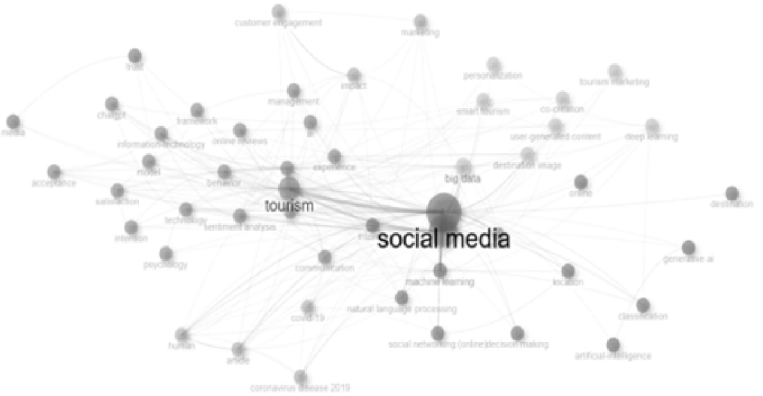

Figure 7: Co-occurrence Network

Thematic Map

The thematic map created with the help of Bibliometrix presents the theoretical framework of the scholarly studies on the subject of artificial intelligence use in tourism and hospitality and is created to visualize the themes according to their centrality (relevance) and density (development). This framework classifies four types, namely motor themes, niche themes, basic themes, and emerging or declining themes (Figure 8, Table 7) (Cobo et al., 2011). Social media, tourism, big data, and COVID-19 are motor themes that are typified by high centrality and density. These groups are not only properly developed but also very pertinent and serve as the indicators of the high intellectual connections in the sphere, especially when it concerns the usage of digital information in enriching tourism experiences (Cobo et al., 2011). Niche themes like conversational agents and authenticity have high density and low centrality, which shows specialized but peripheral research areas that are not extensively integrated (Callon et al., 1991). Conversely, simple themes such as artificial intelligence, machine learning, and travel are highly relevant and less internally developed, implying that there is a lot of room to broaden the theoretical scope in the future (Aria and Cuccurullo, 2017). Emerging or waning themes such as historic districts, chatbots, and perception have low centrality and density, which can be interpreted as either emerging growth opportunities of areas or topics starting to lose the academic interest of a scholar (Zupic & Čater, 2015).

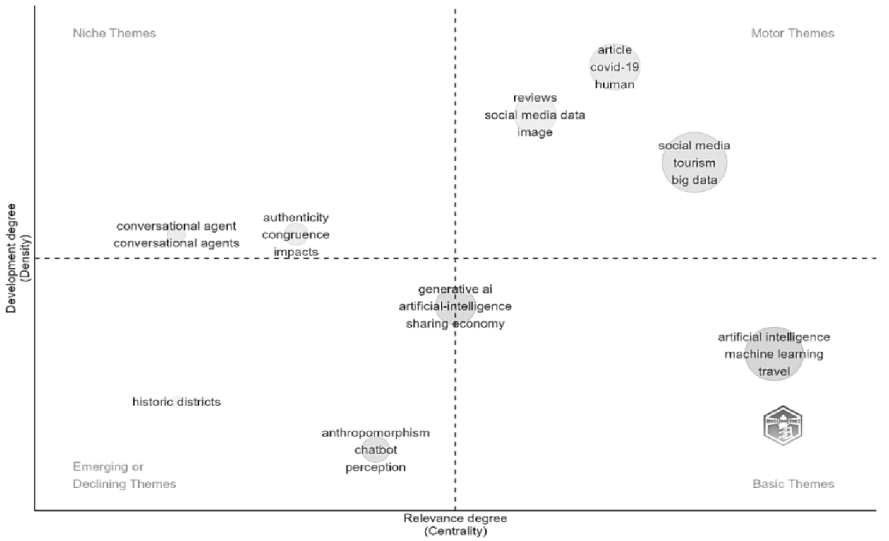

Figure 8: Thematic Map

Table 7: Thematic Structure

Theme Category	Theme Cluster	Key Concepts / Keywords	Scholarly Interpretation	Key Supporting Citations
Motor Themes (High Centrality & High Density)	Social Media & Digital Tourism	Social media, tourism, big data COVID-19	Central and well-developed themes driving AI-enabled tourism marketing and digital engagement	Cobo et al. (2011); Yartd & AO= (2021); Samara et al. (2020); Chatterjee et al. (2021)
	AI-Driven Data Intelligence	Artificial intelligence, machine learning, big data analytics	Technological backbone enabling predictive anal tics, personalization, and automation in tourism marketing	Bulchand-Gidumal et al. (2023); Gnmdner & Neuhofer (2020); Dogru et al. (2023); Tuo et al. (2024)
Basic Themes (High Centrality & Low Density)	Intelligent Travel & Se ce Systems	AL machine learning, travel	Foundational but still evolving constructs forming the theoretical basis of Alfluence	Aria & Cuccurullo (2017); Kong et aL (2022); Knani et al. (2022)
	Personalization & Virtual Assistants	Personalization, recommender systems, virtual assistants	Core marketing application themes requiring deeper empirical and conceptual development	Samara et aL (2020); Li et al. (2021); Kim et al. (2024)
Niche Themes (Low Centrality & High Density)	Conversational Agents & Authenticity	Chatbots, conversational AL authenticity	Highly specialized research streams . with methodological maturity but m limited cross-domain integration	Plllai & Sivathanu (2020); Callon et al. (1991); Cunha et al. (2024)
Emerging / Declining Themes (Low Centrality & Low Density)	Human—Al Interaction & Perception	Anthropomorphism, perception, emotional arousal	Emerging human-centered research exploring affective computing and trust formation in AI-mediated tourism	Choi et al. (2019); Zhu et al. (2024); Loureiro et al. (2020)
Cross-Cutting Strategic Themes	Ethical S.: Responsible Al	Transparency, governance. algorithmic bias	Underdeveloped but strategically critical area focusing on fairness, ethics. and sustainable Alairness-deployment	Kumar et al. (2024); Kim et al. (2024); Siddllt et al. (2024)
	Sustainable Smart Tourism	Smart destinations; sustainabilitv: digital trans formation	Integration of AI into destination management and sustainable tourism development frameworks	Florido-Benitez & Del Alcazar Martinez (2024); Filieri et al. (2021); Ercan (2023)

Analysis and Discussion

This bibliometric paper aimed at investigating the history and the intellectual framework of AIfluence- the meeting point of artificial intelligence and tourism content marketing. The analysis will model two research questions and respond to the mentioned goals with the help of performance measures, thematic exploration, and scientific mapping.

Addressing RQ1: Trends, Structures, and Influences

RQ1 focused on the researchers' themes, ideological frameworks, and patterns of publication in AI-based tourism content marketing. The results show that it has been steadily increasing since 2018 and that the numbers will increase exponentially in 2025 as a characteristic of digitally-oriented interdisciplinary fields (Donthu et al., 2021; Zupic and Čater, 2015). The overall average age at which the publications have been published is relatively recent, which proves the topicality of the discourse. Niche journals like Sustainability, Tourism Management, and the Journal of Hospitality and Tourism Technology feature the cross-disciplinary and sustainability focus of the field and are in line with previous research (Bastidas-Manzano et al., 2020; Kong et al., 2022). On the national level, the United States, China, and the United Kingdom are the leaders in terms of scientific production, which means that academic activities are highly active in the economies that are technologically advanced and the ones that are tourism-intensive.

Addressing RQ2: Themes Evolution and New Areas

RQ2 examined the conceptual development and future trends of AIfluence by using co-occurrence analysis and thematic mapping. Such themes as social media, artificial intelligence, big data, and machine learning become the primary and mature research topics (Cobo et al., 2011). Some of the core themes, including personalization and virtual assistants, have the potential for further theoretical development (Aria and Cuccurullo, 2017), whereas some of the niche ones, like authenticity and chatbots, represent areas of specific integration (Callon et al., 1991). Recent concepts like anthropomorphism and perception indicate the new trends in the research of the AI-tourist interaction (Zupic & Čater, 2015; Choi et al., 2019; Tou et al., 2024). The research effectively maps the intellectual context of AIfluence in an organized way and gives a roadmap on how to develop ethical, innovative, and consumer-oriented AI applications in tourism.

Conclusion

This bibliometric review provides an overall evaluation of the developing area of artificial intelligence (AI) in tourism content marketing, also known as AIfluence. Based on the review of the academic literature, co-authoring networks, and topic development, the paper shows a quickly developing research field that has been developing considerably since 2020. The growing amount of publications, as well as contributions of various institutions and international organizations, corresponds to the exact increase in the role of AI in redefining the tourism marketing ecosystem. Such core topics as social media, machine learning, personalisation, and big data analytics have become key pillars of AI-driven tourism strategies, helping to engage customers in hyper-personalised and data-driven formats (Dogru et al., 2023; Kim et al., 2024).

The results also reveal the emerging ideas of chatbots, authenticity, and anthropomorphism, which is that artificial intelligence is changing not

only the technological use but also customer trust, relationship, and perceived authenticity in online marketing communication (Knani et al., 2022; Cunha et al., 2024). Although some of the themes are well-developed, some aspects of AI ethics, transparency, and cross-cultural adoption seem underdeveloped, where future research has a chance to be done (Kumar et al., 2024). With generative AI becoming more prevalent in the hospitality and tourism industry, its contribution to the co-production of marketing stories and the improvement of customer experiences is becoming a significant issue of concern to both researchers and professionals.

Recommendations and Scope for Future Research

The conclusions of this bibliometric review emphasize how artificial intelligence (AI) is changing tourism content marketing and provide the principal directions to be followed in future research. As AI technologies continue to enter the tourism industry, researchers are no longer content to map situations but investigate context-specific applications, especially in destinations that are underrepresented and niche markets (Tuo et al., 2024). The rapid development of generative AI, chatbots, and predictive analytics requires continuous academic focus, in particular, on the issue of personalization, ethical use of AI, and the problem of data privacy. The area of AI and sustainable tourism is a relatively unexplored field, even though AI can be used to improve destination management, customer experiences, and environmental impact (Florido-Benez and del Alcazar Martinez, 2024; Grundner and Neuhofer, 2021).

The algorithmic bias, human-AI interaction, and governance are crucial issues that should be solved to make the process fair and socially responsible (Kim et al., 2024). In practice, it is a useful review to marketers and policymakers as it represents a transference between technological delight and strategic AI adoption. The application of multidisciplinary and mixed-method research in the future should aim at examining consumer trust, emotional involvement, and brand loyalty in AI-based tourism settings (Loureiro et al., 2020).

Limitations

The study has certain limitations as it focuses on the Scopus and Web of Science repositories, which inevitably exclude pertinent grey literature and publications in languages other than English. The excessive use of visualization technology, such as Biblioshiny, can lead to the quantification of patterns to the detriment of a more nuanced contextualization. Third, the accelerated development of artificial intelligence can make the mentioned literature outdated, whereas the key-based analytical strategy might be biased by the diversity of words that the authors use.

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