Supplementary Material

Table S1. List of articles included in the review.

Year	Author	Title	Country	Generative AI (e.g., ChatGPT)	Conversational AI (e.g., Siri)	Other (e.g., Robots, Deep Learning)	Method	Variable	Main Findings
2019	Zhang K., Chen Y., Li C.	Discovering the tourists' behaviors and perceptions in a tourism destination by analyzing photos' visual content with a computer deep learning model: The case of Beijing	China			√	Qualitative + Quantitative	Visual Content, Perceptual Categories, Tourist Perceptual Preferences	Using deep learning technology to identify scenes in tourist photos, we found significant differences in the behavior and perception of tourists from different countries.
2019	Volchek K., Liu A., Song H., Buhalis D.	Forecasting tourist arrivals at attractions: Search engine empowered methodologies	United Kingdom			√	Quantitative	Tourist Arrivals, Google Trends Index	Comparing the prediction accuracy of six models for visitor arrivals at five London museums, we found that incorporating the Google Trends Index can enhance the prediction accuracy of time series models.

2019	Li J.J., Bonn M.A., Ye B.H.	Hotel employee's artificial intelligence and robotics awareness and its impact on turnover intention: The moderating roles of perceived organizational support and competitive psychological climate	China		√	Quantitative	AI and Robotics Awareness, Perceived Organizational Support, Competitive Psychological Climate, Turnover Intention	The employees' cognition of AI and robots has a significant positive influence on their turnover intention, and this effect is moderated by perceived organizational support and competitive psychological climate.
2020	Zhang B., Li N., Shi F., Law R.	A deep learning approach for daily tourist flow forecasting with consumer search data	China		√	Quantitative	Online Search Behavior, Daily Tourist Flow Forecasting Accuracy	Comparing five models, LSTM demonstrated the optimal statistical performance in both the training and test sets, showing a better ability to fit the complex dynamic features of tourist flow. Furthermore, incorporating search data can enhance

							prediction accuracy.
2020	Pillai R., Sivathanu B.	Adoption of AI-based chatbots for hospitality and tourism	India	√	Qualitative + Quantitative	Perceived Ease of Use, Perceived Usefulness, Technological Anxiety, Perceived Trust, Anthropomorphism, Perceived Intelligence, Adoption Intention of Al Powered Chatbots For Travel Planning, Stickiness to Traditional Travel Agents/ Planners, Actual Usage of Al Powered Chatbots For Travel Planning	Perceived ease of use, perceived usefulness, and three other variables positively influence the intention to adopt AI chatbots. Furthermore, stickiness to traditional human travel agencies negatively moderates the relationship between adoption intention and actual usage.

2020	Zhang Y., Li G., Muskat B., Law R., Yang Y.	Group pooling for deep tourism demand forecasting	Multiple countries	√	Quantitative	Tourism Demand Similarity, Tourism Demand Forecasting Accuracy	We proposed a deep learning model based on Dynamic Time Warping (DTW) clustering and found that it achieved the optimal accuracy in 1-month and 3-month forecasts, and also identified cross-regional influencing factors.
2020	de Kervenoael R., Hasan R., Schwob A., Goh E.	Leveraging human-robot interaction in hospitality services: Incorporating the role of perceived value, empathy, and information sharing into visitors' intentions to use social robots	Singapore	√	Qualitative + Quantitative	Perceived Usefulness, Perceived Ease of Use, Servive Assurance, Personal Engagement, Tangibles, Empathy, Perceived Value, Intention to Use Social Robot	Variables like perceived ease of use and service guarantee positively influence the intention to use robots through perceived value. Empathy and INFORMATION SHaring also have a direct positive influence on the intention to use.

2020	Tuomi A., Tussyadiah I.P., Stienmetz J.	Leveraging LEGO® Serious Play® to embrace AI and robots in tourism	United Kingdom		√	Quantitative	Knowledge of AI and Robotics, Scenario Conceptualization, Value Judgment	The study found that it effectively promoted participants' imagination of AI/robot applications in the tourism industry, clarified core needs such as "human connection," and helped multiple stakeholders reach a consensus.
2020	Zhang K., Chen Y., Lin Z.	Mapping destination images and behavioral patterns from user-generated photos: a computer vision approach	Multiple countries		√	Quantitative	User-Generated Content Characteristics, Destination Image Perception Discrepancy	Analyzing tourist and resident photos, we found that tourists focus more on architecture, food, and shopping, while residents show more interest in the natural environment and cultural activities. Furthermore, tourist activity is concentrated in

								well-known attractions, whereas residents have a broader range of activities, with their movement trajectories including commuter routes.
2020	Park S.	Multifaceted trust in tourism service robots	United States		√	Quantitative	Performance, Process, Purpose, Normality, Assurance, Behavioral Intention	This paper first proposed a multi-dimensional trust model for service robots composed of three concepts: performance, process, and purpose, with performance being the most crucial.
2020	Zheng W., Liao Z., Lin Z.	Navigating through the complex transport system: A heuristic approach for city tourism recommendation	China		√	Quantitative	Risk Attitude, Attraction Preference, Navigation Tool Type, Satisfaction	The research proposed a NSHA, which, by optimizing attraction selection, sequence, dwell time, and transport mode selection, effectively

								balances the two conflicting objectives of tourism utility and itinerary risk in a time-dependent stochastic environment.
2020	Martin B.A.S., Jin H.S., Wang D., Nguyen H., Zhan K., Wang Y.X.	The influence of consumer anthropomorphism on attitudes towards artificial intelligence trip advisors	China	√		Quantitative	Propensity for Anthropomorphism, Need for Cognition, Satisfaction, Attitude, Intention to Use	Consumers' anthropomorphic tendency and need for cognition have a significant positive correlation with their attitude towards AI-planned travel recommendations. Notably, the influence of anthropomorphic tendency remains robust even after controlling for other individual difference factors.

2021	Jiménez-Barreto J., Rubio N., Molinillo S.	“Find a flight for me, Oscar!” Motivational customer experiences with chatbots	United States	√	Qualitative + Quantitative	Competence, Autonomy, Relatedness, Self-determined interaction, Sensory, Intellectual, Affective, Behavioral, Social, Customer Experience with Chatbots, Attitude toward the Chatbot,atisfactio n with the Chatbot	The findings confirm the direct influence of self-determined interaction on customer experience and the direct effects of these two constructs on participants' attitudes toward and satisfaction with the chatbot.
2021	Lei S.I., Shen H., Ye S.	A comparison between chatbot and human service: customer perception and reuse intention	Multiple countries	√	Quantitative	Media Richness, Task Attraction, Social Presence, Social Attraction, Trust, Reuse Intention	Media richness and social presence positively influence trust and reuse intention through task attraction and social attraction.

2021	Lee M., Kwon W., Back K.-J.	Artificial intelligence for hospitality big data analytics: developing a prediction model of restaurant review helpfulness for customer decision-making	Multiple countries	√	Quantitative	Review Characteristics, Restaurant Features, Linguistic Content Features, Review Usefulness Prediction	Results revealed that attributes regarding a reviewer's credibility were fundamental factors determining a review's helpfulness.
2021	De Carlo M., Ferilli G., d'Angella F., Buscema M.	Artificial intelligence to design collaborative strategy: An application to urban destinations	Multiple countries	√	Quantitative	Degree of Easiness to do Business, Level of Local Staff, Economic Stability	This paper proposes an innovative application of the Auto-Contractive Map method, which is a deep non-supervised Artificial Neural Network algorithm
2021	Huang D., Chen Q., Huang J., Kong S., Li Z.	Customer-robot interactions: Understanding customer experience with service robot	China	√	Qualitative	Sensory Characteristics, Cognitive Experience, Emotional Experience, Approach Behavior,	"Practicality", "Cuteness", "Pleasure", and "Novelty" are the most frequently mentioned positive customer experiences, indicating that service

							Avoidance Behavior, Efficiency Enhancement, Brand Image Shaping	robots excel at delivering both functional value and emotional value.
2021	Lv X., Liu Y., Luo J., Liu Y., Li C.	Does a cute artificial intelligence assistant soften the blow? The impact of cuteness on customer tolerance of assistant service failure	China		√	Quantitative	Cuteness of AI Assistant, Tenderness, Conformance Expectancy, Severity, Time-Pressure, Tolerance of Service Failure	This research demonstrated the positive effect of cuteness design of artificial intelligence assistant on customer tolerance of service failure and further revealed the two mediating paths (tenderness and performance expectancy) as well as the boundary (failure severity and time pressure) of the cuteness effect.

2021	Choi Y., Oh M., Choi M., Kim S.	Exploring the influence of culture on tourist experiences with robots in service delivery environment	Japan	√	Qualitative + Quantitative	Cultural Values, Service Robot Appearance, Functionality, Cognitive Appraisal, Emotional Response, Satisfaction, Recommendation Intention, Memorability (or Memory Depth)	Hotel guests' interaction with robots is one of the main experiential components in robot-staffed hotels.
2021	Hu Y.-C.	Forecasting the demand for tourism using combinations of forecasts by neural network-based interval grey prediction models	China	√	Quantitative	Inbound Tourism Demand	The interval forecasting method that integrates the Neural Network with the Grey Prediction Model is used to assess the forecasting accuracy of inbound tourism demand.
2021	Wu D.C.W., Ji L., He K., Tso	Forecasting Tourist Daily Arrivals With A Hybrid Sarima–Lstm Approach	China	√	Quantitative	Tourist Arrivals	Using SARIMA to capture the linear trend and seasonality of daily tourist

	K.F.G.							volume.
2021	Ramos V., Yamaka W., Alorda B., Sriboonchitta S.	High-frequency forecasting from mobile devices' bigdata: an application to tourism destinations' crowdedness	Spain		√	Qualitative + Quantitative	Six Classes of Forecasting Model Output	The LSTM model demonstrated the best performance in predicting crowding levels.
2021	Kim S.S., Kim J., Badu-Baiden F., Giroux M., Choi Y.	Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic	United States		√	Quantitative	High (vs. low) Risk of COVID-19, Concerns on Safety and Social Distancing, Evaluation of/ Preference for Robot-Staffed Hotel, Subjective Perceived Threat	Consumers had a more positive attitude toward robot-staffed (vs. human-staffed) hotels when CovID-19 was salient.
2021	Neuhofer B., Magnus B., Celuch K.	The impact of artificial intelligence on event experiences: a scenario technique approach	Multiple countries	√	√	Qualitative	AI Type, Functionality, Trust, Transparency, Satisfaction, Organizational Efficiency, Brand	AI Trust and Transparency are the Core of Value Co-creation.

2021	Zhang Y., Li G., Muskat B., Law R.	Tourism Demand Forecasting: A Decomposed Deep Learning Approach	China		√	Quantitative	Image Inbound Tourist Volume	The STL-DADLM model decomposes the tourism demand time series data using STL (Seasonal-Trend decomposition using Loess).
2022	Chang M., Walimuni A.C.S.M., Kim M.-C., Lim H.-S.	Acceptance of tourism blockchain based on UTAUT and connectivism theory	South Korea		√	Quantitative	Safety, Trust, Transparency, Performance Expectancy, Effort Expectancy, Social Influence, Intention to Accept, Attitude	Trust and Transparency have the greatest impact on performance expectancy, while facilitating conditions are the most critical drivers of technology acceptance.
2022	Xu X., Liu J.	Artificial intelligence humor in service recovery	China	√		Quantitative	Humorous Response, Perceived Warmth, Perceived Competence, Customer Inoculation, Time Pressure,	Findings confirm the positive impact of humorous response on customer tolerance.

							Customer Tolerance	
2022	Jabeen F., Al Zaidi S., Al Dhaheri M.H.	Automation and artificial intelligence in hospitality and tourism	United Arab Emirates	√	√	Quantitative	Human Knowledge, Services, Robotics Applications, Internal Environment and Institutional Environment	Human knowledge, services and robotics applications were the most significant factors influencing automation and AI implementation.
2022	Hu Y.-C.	Combination forecasting using multiple attribute decision making in tourism demand	China		√	Quantitative	Inbound Tourist Volume	The three-stage combined forecasting framework based on Multi-Attribute Decision Making (MADM) significantly outperformed other linear and non-linear combination methods in predicting the accuracy of inbound tourism demand.

2022	Hyun Y., Hlee S., Park J., Chang Y.	Discovering meaningful engagement through interaction between customers and service robots	China	√	Quantitative	Perceived Coolness, Perceived Robot Safety, Robot Performance Competence, Experiential Outcomes, Instrumental Outcomes, Personal Innovativeness, Intention to use Service Robots, Viability of Human-Robot Team Service	These revealed that some socio-functional elements are primary for meaningful engagement by affecting both experiential and instrumental outcomes, whereas others are salient for either one of the outcomes.
2022	Tussyadiah I.P., Tuomi A., Ling E.C., Miller G., Lee G.	Drivers of organizational adoption of automation	Multiple countries	√	Quantitative	Technological Advancements, Labor Shortage, Demand and Expectations, Innovation Capacity, Adoption Decision	The primary drivers for organizational adoption of automation technology include the feasibility offered by technological advancements and severe and sustained

								labor shortages.
2022	Nasrollahi M., Ghadikolaei A.S., Ghasemi R., Sheykhizadeh M., Abdi M.	Identification and prioritization of connected vehicle technologies for sustainable development in Iran	Iran		√	Quantitative	Sustainability Indicators, Technology Application Type	Fuzzy DANP for determining weights of sustainability indicators and combining with Fuzzy VIKOR for ranking.
2022	Riadh H.	Intelligent tourism system using prospective techniques and the Mactor methodology: a case study of Tunisian tourism	Tunisia		√	Quantitative	Goals, Power Dynamics, Cooperation Model	Using the Mactor methodology to analyze the convergence and divergence of objectives among various actors within the Tunisian tourism system.
2022	Lv X., Luo J., Liang Y., Liu Y., Li C.	Is cuteness irresistible? The impact of cuteness on customers' intentions to use AI applications	China	√		Quantitative	AI cuteness, Social distance, Performance expectancy, Task type, Willingness to use	Customers were more willing to adopt AI applications with high perceived cuteness to perform emotional tasks, and social distance played

									a mediating role
2022	Xie L., Lei S.	The nonlinear effect of service robot anthropomorphism on customers' usage intention: A privacy calculus perspective	China			√	Quantitative	Service Robot Anthropomorphism, Customer's Privacy Concerns, Information Sensitivity, Service Personalization, Customer's Usage Intention	SRA has a nonlinear effect on customers' privacy concerns, which in turn negatively affects subsequent usage intention.
2022	Loureiro S.M.C., Bilro R.G.	The Role of Commitment Amongst Tourists and Intelligent Virtual Assistants	Portugal	√			Quantitative	Attachment, Emotional Value, Commitment, Loyalty Intentions	Attachment and Emotional Values positively influence tourists Commitment to Intelligent Virtual Assistants.
2022	van Esch P., Cui Y.G., Das G., Jain S.P., Wirtz J.	Tourists and AI: A political ideology perspective	United States		√		Qualitative + Quantitative	Service Agents, Subjective Happiness, Political Ideology, Tourist Responses	Services featuring human interaction is preferred to Al enabled interaction.

2022	Chi O.H., Gursoy D., Chi C.G.	Tourists' Attitudes toward the Use of Artificially Intelligent (AI) Devices in Tourism Service Delivery: Moderating Role of Service Value Seeking	United States	√		Quantitative	Perceived Social Influence, Hedonic Motivation, Anthropomorphism, Perceived Performance Expectancy, Perceived Effort Expectancy, Emotion, Willingness to The Use of AI Devices, Objection to The Use of AI Devices	Tourists' acceptance of the use of Al devices in both service contexts is influenced by social influence, hedonic motivation, anthropomorphism, performance and effort expectancy, and emotions toward the artificially intelligent devices.
2023	Akdim K., Belanche D., Flavián M.	Attitudes toward service robots: analyses of explicit and implicit attitudes based on anthropomorphism and construal level theory	Multiple countries		√	Qualitative + Quantitative	Anthropomorphism, Functional Attributes, Attitude, Satisfaction	Customers express both positive and negative attitudes toward service robots.

2023	Wang X., Zhang Z., Huang D., Li Z.	Consumer resistance to service robots at the hotel front desk: A mixed-methods research	China		√		Qualitative + Quantitative	Flexibility Barrier, Complexity, Risk of Malfunction, Usage Barrier, Communication Barrie, Lack of Warmth, Consumer Resistance, Unattractive Appearance, Stiff Kinesics	Consumer resistance occurs in response to the risk of malfunction, complexity, usage barrier, lack of warmth, and unattractive appearance, whereas flexibility barrier, communication barrier and stiff kinesics have no statistically significant effect.
2023	Shi, J., Lee, M., Girish, V. G., Xiao, G., Lee, C. K.	Embracing the ChatGPT revolution: unlocking new horizons for tourism	China	√			Quantitative	Privacy Risk, Accuracy Risk, Over-Reliance Risk, Perceived Risk, Attitude, Subjective, Perccived Behavioral Control, Chatgpt Behavioral Intention	Tourists have three significant concerns regarding the use of ChatGPT for travel information: privacy, accuracy, and over-reliance. These perceived risks significantly and negatively influence their attitude toward

									and intention to use ChatGPT.
2023	Liu J., Xu X.	Humor type and service context shape AI service recovery	China	√			Quantitative	Humor Type, Positive Emotion, Service Context, Inferred Negative Motives, Anthropomorphism, Continuous Usage Intention	In hedonic-dominant service contexts, self-deprecating and self-enhancing humor increase continuous usage intention.
2023	Chang J.Y.-S., Cheah J.-H., Lim X.-J., Morrison A.M.	One pie, many recipes: The role of artificial intelligence chatbots in influencing Malaysian solo traveler purchase intentions	Malaysia	√			Quantitative	AI Chatbot Marketing Efforts, Communication Quality, Affective Characteristic, Purchase Intentions on Tourism Products or Services	Interaction, entertainment, trendiness, communication competence, and satisfaction have significant direct effects on purchase intentions.
2023	Della Corte V., Sepe F., Gursoy D., Prisco A.	Role of trust in customer attitude and behaviour formation towards social service robots	Italy			√	Quantitative	Social Influence, Hedonic Motivation, Anthropomorphism, Perceived Risk, Innovativeness,	The level of acceptance of the use of social robots in service delivery is determined by a multistage process, in which trust

							Trust in Al Social Robot, Performance Expectancy, Effort Expectancy, Positive Emotion, Willingness to Use Social Robot	perceptions play critical roles.
2023	Wu M., Tan G.W.-H., Aw E.C.-X., Ooi K.-B.	Unlocking my heart: Fostering hotel brand love with service robots	Malaysia	√		Quantitative	Perceived Anthropomorphism, Perceived Intelligence, Perceived Animacy, Service Authenticity, Brand Authenticity, Brand Love, Uniqueness, Pleasure, Intimacy/ Idealization	This research provides an indication that service authenticity and brand authenticity are prerequisites for users to experience hotel brand love from hotel robots

2024	Hu M., Yang H., Wu D.C., Ma S.	A novel two-stage combination model for tourism demand forecasting	China	√	Quantitative	Model Relevance, Prediction Correlation, Inbound Tourism Demand	The two-stage tourism demand forecasting system significantly outperformed other benchmark models and nonlinear AI combination methods in the prediction accuracy of inbound tourism demand.
2024	Vila T.D., Rubio-Escuderos L., Alén González E.	Accessible tourism: using technology to increase social equality for people with disabilities	Multiple countries	√	Quantitative	Technological Accessibility, Content Information Completeness	There has been a substantial improvement in the technical accessibility of tourism websites over that described in earlier studies.
2024	Liu A., Ma E., Wang Y.-C., Xu S.T., Grillo T.	AI and supportive technology experiences of customers with visual impairments in hotel, restaurant, and travel contexts	China	√	Qualitative	Technology Type, Technical Accuracy, Degree of Visual Impairment, Technology Familiarity, Perceived	Findings from this study offer actionable implications and future directions to technicians and managers to make hospitality and travel experiences more

							Autonomy, Perceived Social Support, Satisfaction, Technology Use Preference	inclusive.
2024	Hu J., Huang G.I., Wong I.A., Wan L.C.	AI trust divide: How recruiter-candidate roles shape tourism personnel decision-making	Multiple countries		√	Quantitative	Role in Hiring, Consideration Focus, Decision Agent, Trust	Investigate how the consideration focus of personnel attributes mediates the impact of roles on trust through thought-listing (Study 1), mediation-by-moderation (Studies 2a & 2b), and self-reported measures (Study 3).
2024	Fan H., Han B., Wang W.	Aligning (In)Congruent Chatbot–Employee Empathic Responses with Service-Recovery Contexts for Customer Retention	China	√		Quantitative	Empathic Response, Identity Disclosure, Flexibility, Acceptance, Positive Emotion,	Only the negative effects of empathic response incongruence correspondingly increase when chatbot efficiency and

							User Retention Rate	flexibility (ambidexterity) increase.
2024	Lv L., Chen S., Liu G.G., Chen M.	Alleviating Travelers' Privacy Concern in Personalized Recommendations Through Perceived Information Autonomy: Strategies via Hedge Words and Communication Styles	Multiple countries		√	Quantitative	Hedge Words in Recommendation Labels, Travelers' Perceived Autonomy Regarding Personal Information, Privacy Concerns, Communication Styles of Recommendation Labels, Personalized Advertising Attitudes	Travelers exhibit fewer privacy concerns and more positive attitudes toward personalized advertising in the presence (vs. absence) of hedge words-a form of uncertain expression-in personalized recommendation labels.
2024	Khan N.A.	Artificial intelligence, self-efficacy and engagement in religious tourism: evidence from Arbaeen pilgrimage	Iraq	√		Quantitative	Attitudes Toward AI, Tourist AI Self-Efficacy, AI Assistant Usage, Tourist Engagement in AI	The results showed that attitudes to AI had a noticeable impact on AI self-efficacy, which, in turn, exerted a

								positive impact on engagement with AI.
2024	Sujood, Bano N., Siddiqui S.	Consumers' intention towards the use of smart technologies in tourism and hospitality (T&H) industry: a deeper insight into the integration of TAM, TPB and trust	India	√		Quantitative	Perceived Usefulness, Attitude, Perceived Ease of Use, Trust, Subjective Norms, Perceived Behavioral Control, Behavioral Intention	The findings show that conjoining the TAMand the TPB with trust resulted in a robust model for explaining customers' intention toward using smart technologies in the T&H industry.
2024	Schuhbert A., Thees H., Pechlaner H.	Deep and organizational learning as innovation catalyzer in digital business ecosystems – a scenario analysis on the tourism destination Berlin	Germany		√	Qualitative	Technology-Related, Organization-Related, Culture-Related, Innovation Capacity	Integrating deep learning with traditional organizational learning can enhance innovation capability, proposing two optimization scenarios.

2024	Zhang J.J., Wang Y.W., Ruan Q., Yang Y.	Digital tourism interpretation content quality: A comparison between AI-generated content and professional-generated content	China	√				Qualitative + Quantitative	Efficiency, Informativeness, Perceived Value, Experiential Immersion, Satisfaction, Recommendation Intention	Unveiled three dimensions of content quality in digital tourism interpretation: informativeness, emotional appeal, and empathy.
2024	Kim M.J., Hall C.M., Kwon O., Sohn K.	Effects of Value-Belief-Norm Theory, ESG, and AI on Space Tourist Behavior for Sustainability With Three Types of Space Tourism	South Korea				√	Quantitative	Value on Sustainable Space Tourism, Perceived ESG, Beliefs on Sustainable Space Tourism, Trust in AI Related to Space Tourism, Benefits of AI Space Tourism, Personal Norms on Sustainable Space Tourism, Behavioral Intention on Sustainable Space Tourism	Results revealed that the extended value-belief-norm model well explains space tourist behavior, ESG also has significant roles on the research model, and the three types have unique characteristics.

2024	Zhang J., Chen Q., Lu J., Wang X., Liu L., Feng Y.	Emotional expression by artificial intelligence chatbots to improve customer satisfaction: Underlying mechanism and boundary conditions	China		√	Quantitative	Emotional Expressions of Concern, Expectancy Violation, Goal Orientation, Human-Likeness of Avatar, Relationship Type, Customer Satisfaction	Chatbots' expressions of concern for customers can improve customer satisfaction by reducing expectancy violations.
2024	Xu X., Wen N., Liu J.	Empathic accuracy in artificial intelligence service recovery	China		√	Quantitative	Empathic Accuracy, Perceived Agency, Perceived Experience, Anthropomorphism, Customer Satisfaction	The results reveal the positive impact of Al empathic accuracy on customer satisfaction and the mediating effects of perceived agency and perceived experience.
2024	Zhao H., Yuan B., Song Y.	Employees' perception of generative artificial intelligence and the dark side of work outcomes	China	√		Qualitative	Threat of Job Intelligence to Employment, Sense of Realism, Self-Investment, Habitual	The results show that employees' technical fear towards AI is negatively associated with their sense of realism,

							Perception, Technical Fear Towards Genai, Transgression Behavior	self-investment, and habitual perception, but positively associated with the perceived threat of job intelligence to employment.
2024	Lv L., Chen S., Liu G.G., Benckendorff P.	Enhancing customers' life satisfaction through AI-powered personalized luxury recommendations in luxury tourism marketing	Multiple countries	√		Quantitative	Tourism Product Type in Personalized Recommendations, Perceived Future Self-Growth, Recommendation Framing Type, Tourists' Life Satisfaction	Results reveal that personalized recommendations for luxury (vs. ordinary) tourism products can enhance customers' life satisfaction by fostering perceived future self-growth.
2024	Fang C.-H., Lin J.-Y., Lin T.M.Y.	Exploring the impact of AI-translated hotel reviews: the roles of reviewer nationality, cosmopolitanism, and review dispersion	China	√		Quantitative	Reviewer Nationality, Cosmopolitanism, Review Dispersion, Hotel Evaluation Booking Intention	it demonstrates that reviewer nationality significantly impacts hotel evaluations and booking intentions, with cosmopolitanism moderating this

									effect.
2024	Solomovich L., Abraham V.	Exploring the influence of ChatGPT on tourism behavior using the technology acceptance model	Israel	√			Quantitative	Trust in ChatGPT, Perceived Ease of Use, Perceived Usefulness, Openness, Neuroticism, Extraversion, Behavioral Intention	A significant and positive relationship was observed between trust in ChaptGPT and perceived usefulness.
2024	Guan X., Xu X., Gong J., Liu X.	Facing AI with knowledge: an investigative study on the utilisation of service robots and employee knowledge management behaviours	China			√	Quantitative	Utilisation of Service Robots, Learning Tensions, Paradox Mindset, Knowledge Management Behavior	the utilisation of service robots positively influences employees' knowledge management behaviours, with learning tensions partially mediating this relationship, and a paradox mindset negatively moderating the

									impact of learning tensions on knowledge management behaviour.
2024	Mo Z., Liu M.T., Ma Y.	How AI awareness can prompt service performance adaptivity and technologically-environmental mastery	China		√	Quantitative	AI Awareness, Prevention Focused Job Crafting, Promotion Focused Job Crafting, Servant Leadership, Service Performance Adaptivity, Technologically Environmental Mastery	high (vs. low) level of servant leadership can strengthen the promotion-focused (prevention-focused) job crafting pathway.
2024	Guttentag D.A., Litvin S.W., Teixeira	Human vs. AI: can ChatGPT improve tourism product descriptions?	United States	√		Quantitative	Tone, Interest, Perceived Usefulness, Perceived Credibility, Desire	ChatGPT improved the product descriptions along various dimensions, but did not

	R.							significantly increase desire to take the tours.
2024	Kong H., Jiang X., Zhou X., Baum T., Li J., Yu J.	Influence of artificial intelligence (AI) perception on career resilience and informal learning	China		√	Quantitative	Career Resilience, AI Perception, Informal Learning	Findings indicated that employees' perception of Al positively contributes to career resilience and informal learning. Apart from the direct effect on informal learning, career resilience also mediates the relationship between Al perception and informal learning.
2024	Chu K.-M.	Innovation Practices of New Technology Adoption for the Business Survival Strategy of Online Travel Agencies During the COVID-19 Pandemic: Two Case Studies in Taiwan	China		√	Qualitative + Quantitative	Innovation Practices, New Technology Adoption, Business Performance, Business Survival Strategy	The results demonstrate that the business model of OTAs is to fill the gap in the free travel market with live-stream conferences that offer information quality

							and innovation practices that are more flexible, down-to-earth, and content marketing-oriented than traditional travel agencies.
2024	Xie-Carson L., Benckendorff P.	Insta-fame or insta-flop? The pitfalls of using virtual influencers in tourism marketing	Australia		√	Qualitative	Embodiment Factors, Agency Role Factors, Agent Characteristics Factors, Intention to Participate	Hindering factors include embodiment (poor visual narrative, overly anthropomorphized content, spillover effects), agent role (ethical concerns, lack of relevance), and agent characteristics.
2024	Choe J.Y., Opoku E.K., Cuervo J.C., Adongo R.	Investigating potential tourists' attitudes toward artificial intelligence services: a market segmentation approach	South Korea		√	Quantitative	Potential Tourists, Segmentation, Various Attitudes Towards AI Services, Preferred AI Services, Overall Image,	This study identified three distinct tourist segments with varying attitudes toward AI services: the segment eager to use or fantasize about AI services (Segment

							Willingness to Use AI Services, Willingness To Pay More for AI Services, Respondents' Characteristics, Segmentation-Oriented Marketing Strategy, Successful Implementation of AI Services	1), the segment that understands and supports AI services (Segment 2), and the segment with low interest in AI services (Segment 3).
2024	Bai Y., Usman O., Ozkan O.	Is AI cable news-based economic policy uncertainty predicting travel and leisure stock returns in the USA, EU, and China?	Multiple countries		√	Quantitative	Economic Policy, Market Conditions, Temporal Frequency	The predictive power of AI-based cable news Economic Policy Uncertainty (EPU) on the stock returns of tourism and leisure companies in the United States, the European Union (EU), and China varies with time, frequency, and

									market state (quantiles); long-term predictions are stronger during bear or bull markets, while short-term predictions are stronger during normal market conditions.
2024	Mogaji E., Viglia G., Srivastava P., Dwivedi Y.K.	Is it the end of the technology acceptance model in the era of generative artificial intelligence?	United Kingdom	√			Qualitative	TAM Core Variables, Extended Variables, Acceptance	The traditional Technology Acceptance Model (TAM) has limitations when applied in the tourism and hospitality industries during the era of emerging technologies such as Generative AI.
2024	Kim M.J., Hall C.M., Kwon O., Hwang	Orbital and sub-orbital space tourism: motivation, constraint and artificial intelligence	South Korea			√	Quantitative	Intrinsic Motivation, Extrinsic Motivation, Intrapersonal	Extrinsic motivation has the greatest positive impact on behavioral intention, followed by

	K., Kim J.S.						Constraint, Awareness, Trust, Behavioral Intention	perceived awareness and trust in AI, while intrinsic constraints have a strong negative impact on behavioral intention.
2024	Yang X., Zhang L., Feng Z.	Personalized Tourism Recommendations and the E-Tourism User Experience	China		√	Quantitative	Perceived Personalisation, Visual Appearance, Information Quality, Technology Trust, PTR Attitude, Privacy Concern, Visit Intention	Three factors were found to stimulate consumers' perceptions of PTR: perceived personalization, visual appearance, and information quality.
2024	Osei B.A., Cheng M.	Preferences and challenges towards the adoption of the fourth industrial revolution technologies by hotels: a multilevel concurrent mixed approach	Malaysia	√		Qualitative + Quantitative	Functionality, Trust, Fear, Advancement, Compatibility, Operability, Intention to Use	The results revealed that Internet of things, big data, cloud computing, artificial intelligence and cyber physical systems were the preferred FIR technologies for hotels.

2024	Majid G.M., Tussyadiah I., Kim Y.R., Chen J.L.	Promoting pro-environmental behaviour spillover through chatbots	Indonesia	√		Quantitative	Technology-related Heuristic Assessment, User-related Heuristic Assessment, Intention to Use Chatbots for Sustainability, Intention to Use Environmentally Friendly Transport, Transport-related Heuristic Assessment	Efficiency and government support were the chief drivers of the intention to adopt pro-environmental behaviour.
2024	Kayeser Fatima J., Khan M.I., Bahmannia S., Chatrath S.K., Dale N.F., Johns R.	Rapport with a chatbot? The underlying role of anthropomorphism in socio-cognitive perceptions of rapport and e-word of mouth	Multiple countries	√		Quantitative	Anthropomorphism, Conversational Quality, Social Influence, Al-Supported Interaction Quality, Gender, Trust, Hedonic Motivation, Value Creation, Rapport	The study extends social exchange theory in a human-chatbot or artificial intelligence (AI) interaction context with cultural implications.

							With Chatbot, E-Word of Mouth	
2024	Chakraborty D.	Revolutionizing Travel: The Impact of Generative AI on Personalization and Efficiency in the Tourism Industry	India	√		Quantitative	Trust, Perceived Online Risk, Intention to Use	This study explores the influence of Generative AI content on users' willingness to use tourism applications. The results indicate that the influencing process is activated when users view usage information and positive reviews for an application recommended by a friend.
2024	Chen C., Wei Z.	Role of Artificial Intelligence in travel decision making and tourism product	China		√	Quantitative	AI Adoption, Forecasting, Data Analysis, Interactivity &	AI-driven informativeness and AI-based recommendations

		selling					Accessibility, Rule Mining Technique, Strategy Leaning, Online Tourism Marketing, Travel Decision Making, Tourism Product Selling	have a significant influence on travel decision-making.
2024	Kim M.J., Hall C.M., Kwon O., Sohn K.	Space tourism: Value-attitude-behavior theory, artificial intelligence, and sustainability	South Korea		√	Quantitative	Value on the Sustainability of Space Tourism, Awareness of AI, Attitude, Social Norm, Personal Norms, Behavioral Intention	The significant influence of value and AI awareness on attitude and social and personal norms leading to sustainable behaviors.
2024	Scarpi D.	Strangers or friends? Examining chatbot adoption in tourism through psychological ownership	United Kingdom	√		Quantitative	Chatbot vs. Human, Self-efficacy, Accountability, Belongingness, Self-identity, Committment, Rebooking	Using chatbots diminishes relationship commitment and leads to lower rebooking intention.

						Intention	
2024	Arora N., Manchanda P., Aggarwal A., Maggo V.	Tapping generative AI capabilities: a study to examine continued intention to use ChatGPT in the travel planning	India	√		Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Effort Expectancy, Relative advantage, Compatibility, Trialibility, Result demonstrability, Image, Fluency, Absorption, External influence, Continuance Usage Intention	The study establishes the relationship between Flow and the continued intention to use ChatGPT for travel planning with "external influence" as a moderator.

2024	Vorobeva D., Costa Pinto D., António N., Mattila A.S.	The augmentation effect of artificial intelligence: can AI framing shape customer acceptance of AI-based services?	Multiple countries	√		Qualitative + Quantitative	Human Service vs. Augmentation vs. AI Substitution, Perceived Enjoyment, Perceived Ease of Use, Willingness to Accept	The findings highlight the proposed mechanism of enjoyment and perceived ease of use underlying the AI framing effects.
2024	Richards G.	The curatorial turn in tourism and hospitality	The Netherlands		√	Qualitative	Curated Tourism, Hotel Brands	Curational techniques are increasingly used to organise experience supply and distribution in mainstream fields, including media, retailing and fashion.
2024	Minor K., McLoughlin E., Carlisle S.	The Digital Skills Gap–Is it Time to Rethink the Needs of Tourism and Hospitality Organizations in the UK?	United Kingdom		√	Qualitative	Digital Skill Types, Digital Skill Gap, Training Status	The UK tourism and hospitality sector faces a significant digital skills gap, particularly a lack of expertise in emerging technologies such as AI and robotics, as well as specialized

								skills like social media and online marketing. Furthermore, the supply of digital training is insufficient.
2024	Manahov V., Li M.	The implications of virtual money on travel and tourism	China		√	Quantitative	Market Characteristics, Tourism Enterprise Type	Suggest monitoring large-volume wallet transactions via AI to mitigate systemic risk.
2024	Zhou C., Huang M.	The persuasive effects of voice characteristics embedded in paid tour guide audio on tourist purchase decisions based on deep learning	China		√	Quantitative	Perceived Warmth, Perceived Competence, Purchase Decision	Perceived warmth and competence are positively related to tourist purchase decisions. The contingency effects further indicate greater warmth perception for female tour guides and greater competence perception for male tour guides.
2024	Li H.,	Tourism-industrial	China		√	Quantitative	Executive	The impact of

	Chen X.-Z.	atmosphere and executive change: How can they impact firms? - A mixed context analysis study					Turnover, Tourism Industry Climate, Firm Characteristics, Corporate Performance	executive turnover in tourism firms on performance is moderated by the industry environment.
2024	Sujood, Pancy	Travelling with open eyes! A study to measure consumers' intention towards experiencing immersive technologies at tourism destinations by using an integrated model of TPB, TAM captured through the lens of S-O-R	India		√	Quantitative	Virtual Interactivity, Social Interaction, Attitude, Perceived Behavioral Control, Perceived Usefulness, Satisfaction, Travel Intention	Both virtual interaction and social interaction influence attitudes and perceived behavioral control. Attitudes, perceived behavioral control, perceived usefulness, and experiential satisfaction significantly impact consumers' travel intention.
2024	Xiong X., Wong I.A., Huang G.I., Peng Y.	Understanding AI-Generated Experiments in Tourism: Replications Using GPT Simulations	China	√		Quantitative	AI Characteristics, Tourism Experiment Characteristics, Acceptance, Trust	Generative AI can be effectively applied to the design, data generation, and analysis stages of experiments in the

								tourism sector, significantly enhancing research efficiency.
2024	Huang A., Ozturk A.B., Zhang T., de la Mora Velasco E., Haney A.	Unpacking AI for hospitality and tourism services: Exploring the role of perceived enjoyment on future use intentions	United States	√		Quantitative	Perceived Performance, Confirmation, Satisfaction, Perceived Enjoyment, Intention to Continue to Use	Confirmation of expectations, perceived enjoyment, and perceived performance were significant predictors of satisfaction with AI and future use intentions.
2024	Yu M., jiang W., Wan Y., Mao A.	User-centric design experience or privacy risk perception? The dual pathways of tourism platform's AI capability to perceived user value	China	√		Quantitative	AI Capability, Experienced Usercentric Design, Perceived Privacy Risk, Data Stewardship, Perceived User Value	Al capability of a platform positively influenced perceived user value through experienced user-centric design, while negatively affecting perceived user value through perceived privacy risk.

2024	Morrison A.M., Bag S., Mandal K.	Virtual reality's impact on destination visit intentions and the moderating role of amateur photography	India		√	Quantitative	User Interactivity, Visual Appeal, Memorable Experience, Emotional Experiences, Mental Imagery, Amateur Photography, Tourists' Visit Intention	When people have high levels of positive emotions in the pre-travel stage with VRE participation, their intentions to visit destinations are stronger. Amateur photography moderated the relationships between user interactivity, memorable experiences, mental imagery and visit intentions. No significant moderating effect was found between emotional experiences and visit intentions.
2024	Pham H.C., Duong C.D.,	What drives tourists' continuance intention to use ChatGPT for travel services? A	Vietnam	√		Quantitative	Perceived Warmth, Communication Speed, Perceived	The findings indicate the impact of anthropomorphic stimuli (perceived

	Nguyen G.K.H.	stimulus-organism-response perspective	Competence, Trust in Chatgpt, Attitude Towards Chatgpt, Satisfaction, Technology Anxiety, Continuance Usage Intention	warmth, communication speed, and perceived competence) on tourists' cognitive organisms (trust in ChatGPT and attitude towards ChatGPT), which, in turn, influence their behavioral responses (satisfaction and continuance usage intentions of ChatGPT for travel services). Simultaneously, it also reveals the negative moderating effect of technology anxiety on the satisfaction-continuance usage intentions relationship.

2025	Batouei A., Nikbin D., Foroughi B.	Acceptance of ChatGPT as an auxiliary tool enhancing travel experience	Malaysia	√			Quantitative	Perceived Convenience, Information Quality, Personal Innovativeness, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Attitude, Compatibility, Behavioural Intention	The findings confirm that attitude significantly influences behavioral intention, with perceived enjoyment and convenience shaping user attitudes toward ChatGPT. Perceived ease of use impacts both attitude and usefulness but does not significantly affect enjoyment. Information quality is key to both enjoyment and usefulness, while personal innovativeness has mixed effects. Compatibility did not significantly moderate relationships between

							constructs.
2025	Luo X., Xu D., Li Y., Wan L.C.	Advancing information search through GenAI: the roles of search type, travel motive and GenAI customization level	Multiple countries	√		Quantitative	Decision-based, Non-decision-based, Travel Motive, Task-oriented Customization Level, AI Adoption	Taking GenAI over traditional search engines for pre-trip information search significantly increased with a non-decision-based (vs decision-based) purpose.
2025	Saxena A., Rishi B.	AI and human collaboration in tourism: a framework for scalable, authentic, and engaging content	Multiple countries	√		Qualitative + Quantitative	AI Type, Content Theme, Emotional Perception, Content Acceptance, Tourism	Findings reveal that AI-generated content is well-structured and highly readable but lacks emotional depth and trust-building

							Destination Interest	elements.
2025	Wang T., Aw E.C.-X., Tan G.W.-H., Sthapit E., Li X.	AI colleagues: how AI influences hotel employees' service performance?	China		√	Quantitative	AI Skills, AI Understanding, Privacy Concerns, Creepiness, Uncertainty, Trust, Improvisation, Perceived Supervisor Support, Role Ambiguity, Internal Service Performance, External Service Performance	Al skills and Al understanding significantly and positively affect Al trust and are necessary conditions for Al trust. Privacy concerns do not significantly impact Al trust, but uncertainty and creepiness substantially negatively affect Al trust.

2025	Leong A.M.W., Bai J.Y., Rasheed M.I., Hameed Z., Okumus F.	AI disruption threat and employee outcomes: Role of technology insecurity, thriving at work, and trait self-esteem	China		√	Quantitative	AI Disruption Threat, Technology Insecurity, Thriving at Work, Trait Self-Esteem, Service Performance, Innovative Work Behavior	Results reveal that AI disruption threat among hospitality workers is positively associated with technology insecurity but is negatively associated with thriving at work, which, in turn, has countervailing effects on service performance and innovative work behavior. In addition, trait selfesteem moderates these relationships.
2025	Saxena S., Kaurav R.P.S., Ramasundaram A., Kataria S., Halvadia	AI enabled travel: a MOA-nificent journey	Multiple countries	√		Quantitative	Relative Advantage, Perceived Enjoyment, Perceived Attractiveness, Self-Efficacy, Privacy Concern,	The results show that MOA factors significantly influence customer-AI co-creation behavior, which in turn positively affects their intention to use AI

	N.B.						Value Cocreation, Behavioral Intention	services. Additionally, it reveals that value co-creation mediates the relationship between MOA and the adoption intention.
2025	Chan J.	AI-generated imagery in sustainable gastronomy tourism: A study from bottom-up to top-down processing	China	√		Quantitative	Image Type, Perceived Credibility, Food Quality Perception, Knowledge, Environmental Concern, Purchase Intention	It confirms that the type of content in AI-generated images, specifically "Food Presentation" versus "Preparation Process," significantly influences consumers' perceptions of food quality and their purchasing intentions.
2025	Seo I.T., Liu H., Li H., Lee J.-S.	AI-infused video marketing: Exploring the influence of AI-generated tourism videos on tourist decision-making	China	√		Quantitative	Attributes of AI Generated Tourism Videos, Attitudinal Responses Toward	The findings highlight key differences compared to human-generated tourism videos, particularly in terms

							AI-Generated Videos, Attitudinal Responses Toward Destinations, Behavior Responses/ Behavioral Intentions	of authenticity and trustworthiness.
2025	Yang Y., Li C., Qu Z.	An AI-driven approach to sustainability: the effect of AI accent on tourists' pro-environmental behavioral intentions	Multiple countries		√	Qualitative + Quantitative	AI Accent, Feeling of Groundedness, AI Roles, Tourists' Place of Residence, Tourists' Pro-Environmental Behavioral Intentions	Investigated how AI accents influence tourists' pro-environmental behavioral intentions, with groundedness acting as a mediator.
2025	Guan X., Zhang L., Liu X., Liu Q.	An eye for an eye: Exploring how human-robot service attributes affect customers' negative electronic	China		√	Qualitative + Quantitative	Service Robot Incompetence, Employee Social Loafing, Perceived Value, Negative	Results indicate that incompetence of robots and social loafing of employees both positively influence negative e

		word-of-mouth					Emotion, Robotic Task Interdependence, Negative E-WOM	wOM by reducing perceived value and intensifying negative emotions.
2025	Kumar S., Poudyal A., Choudhury S., Jha A.	Analysing Customer Preferences for AI-Enabled Service Robot's Physical Appearance in the Tourism and Hospitality Industry: Insights and Exploration	India		√	Quantitative	Physical Appearance, Service Category, Preference, Acceptance Intention	The results obtained from this study are poised to play a pivotal role in comprehending the dynamics of acceptance and adoption of service robots within the tourism and hospitality sector.
2025	Ghorbanzadeh D., Sayed B.T., Alhitmi H.K., Hasan R.A., Aldulaim	Applying UTAUT and experiential consumption theory to understand the adoption of ChatGPT's digitalized itinerary	Multiple countries	√		Quantitative	Utilitarian Value, Hedonic Value, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Adoption of	The results confirmed a significant relationship between the intention to adopt ChatGPT's digitalized itinerary and all UTAUT dimensions, with the exception of the facilitating

	i M.H., Prasad K.					Chatgpt's Digitalized Itinerary	condition.
2025	Işık C., Islam H., Ongan S., Şengöz A., Usanmaz B.	Artificial intelligence (AI) interacted ESG-based sustainable tourism: Economic insights	Multiple countries	√	Quantitative	Tourist Arrivals, ESG Sustainable Tourism in AI Interaction, AI Technology Application	ESG/ITA has a negative impact on GDP per capita, but the interaction term of AI with ESG/ITA significantly and positively boosts economic growth.
2025	Khan A.N., Soomro M.A.	Artificial intelligence in hospitality & tourism: ethics, values and cognitive work ability	China	√	Quantitative	AI Capability, Value Alignment, AI Ethics, Cognitive Wok Ability	Al capability positively influences Al ethics, which enhances cognitive work ability among tourism and hospitality employees. The study further highlights the crucial role of value alignment, demonstrating that higher value

								alignment strengthens the relationship between AI capability and AI ethics, leading to improved employee engagement and cognitive functions.
2025	Kim H., Choi S., Shin H.H.	Artificial intelligence in the kitchen: can humans be replaced in recipe creation and food production?	United States		√		Quantitative	AI Involvement, Uniqueness Neglect, Willingness to Order	AI involvement in food production does not elicit negative responses to a menu but that consumers show unfavorable responses when AI is involved in recipe creation. The authors also identify the mediating role of uniqueness neglect.
2025	Wong C.U.I., Ren L., Chen P.-J., Chen X.,	Assessing Tourism and Hospitality Students' Intention to Use ChatGPT	China	√			Quantitative	Perceived Usefulness, Perceived Ease of Use, Attitude, Trust, Subjective Norm, Intention	Perceived ease of use and perceived usefulness emerged as significant predictors of attitude toward ChatGPT and

	Zhang H.						to Use	intention to use. Trust was found to play a moderating role on the relationship between perception and behavioral intention.
2025	Carvalho I., Loureiro S.M.C., Ivanov S., Björk P., Seyitoğlu F.	Beyond human touch: evaluating the effectiveness of AI, human, and hybrid-generated tourism promotional texts	United Kingdom	√		Quantitative	Text Author Type, Perceived Effectiveness	Using the AIEDA model, the effectiveness of human-generated, AI-generated (ChatGPT), and hybrid promotional texts was compared. The results showed that when participants suspected the text was authored by AI, the perception of effectiveness decreased, regardless of the text's actual source (human, AI, or hybrid).

2025	Wang X., Zhang Y.	Can imagining the future repair trust? The impact of chatbots' trust repair on the continuous interaction intention in service failure	China		√	Quantitative	Chatbots' Trust Repair, System Trust, Failure Type, Tourism Type, Continuous Interaction Intention	The research findings indicate that ego-moving trust repair can more effectively stimulate continuous interaction intention compared with event-moving trust repair, with system trust playing mediating roles in this influence process.
2025	El-Akhras H.A., Abd El-Wahab M.A., Saghier E.G., Selem K.M.	ChatGPT adoption risks and cognitive achievement among tourism and hospitality college students: from faculty member perspective	Egypt	√		Quantitative	Privacy Risk, Time Risk, Performance Risk, Financial Risk, Psychological Risk, Creative Thinking, Cognitive Achievement	Creative thinking partially mediated five potential risks of ChatGPT adoption effects on their cognitive achievement.
2025	Mellors J.	ChatGPT and the tourist trail: pathway to overtourism or sustainable travel?	Multiple countries	√		Qualitative	Prompt Type, Dialogue Theme, Destination Type, Sustainability	ChatGPT tourism recommendations default to prioritizing high-density popular

							Orientation of Recommended Content	destinations and iconic attractions.
2025	Xu H., Li X., Lovett J.C., Cheung L.T.O.	ChatGPT for travel-related services: a pleasure–arousal–dominance perspective	China	√		Quantitative	Service Ubiquity, Entertainingness, Anthropomorphism, Emotion, Intention to Use, Word-of-Mouth	Dominance and pleasure can enhance the emotional experience, driving users' continued use of ChatGPT and leading to positive word-of-mouth (WOM) recommendations. However, arousal affects WOM recommendations but does not impact users' continued use.
2025	Kim J.H., Kim J., Baek T.H., Kim C.	ChatGPT personalized and humorous recommendations	Multiple countries	√		Quantitative	Recommendation Response Type, Recommendation Agents, ChatGPT Usage Experience, Need for Cognition,	Visit intention and recommendation satisfaction were significantly higher when ChatGPT provided personalized rather

								Preference-based Personalization, Visit Intention for Recommendation/ Recommendation Satisfaction	than humorous responses.
2025	Han H., Kim S., Hailu T.B., Al-Ansi A., Loureiro S.M.C., Kim J.J.	ChatGPT use in hospitality and tourism: a multi-analytic approach	South Korea	√			Qualitative + Quantitative	TAM Factors, TPB Factors, RT Factors, Intention to Use ChatGPT	Results of the analyses indicated that multiple factors rooted in the TAM, TPB, and BRT, showed significant interactions resulting in both desirable and undesirable outcomes.
2025	Li X., Li X., Yang J., Qiao Z., Cheng L., Gu S.	Competitors or partners? Professional tour guides' perceptions of AI tour guides and intentions for job crafting	China		√		Qualitative + Quantitative	Perceived Impact on The Industry, Perceived Impact on The Individual, Task Crafting, Relational Crafting, Cognitive Crafting,	The research found that professional tour guides assess the effects of AI tour guides from both industry and individual perspectives. The results of a survey from professional

							Self-Efficacy	tour guides validated the scale, indicating that their perceived impact of AI tour guides significantly influences job crafting, ultimately enhancing self-efficacy.
2025	Fakfare P., Manosuthi N., Lee J.-S., Han H., Jin M.	Customer word-of-mouth for generative AI: Innovation and adoption in hospitality and tourism	South Korea	√		Qualitative + Quantitative	ChatGPT Innovation Characteristics, States of Customer Adoption, WOM	This study explores the influence of ChatGPT innovation characteristics and customer adoption factors in inducing WOM. The formal set-theoretic approach further explores the intersections between the empirical model, theory, and outcome (WOM).

2025	Blanco-Moreno S., González-Fernández A.M., Muñoz-Gallego P.A.	Decoding destination image: insights from Instagram content by residents, tourists, and influencers	Multiple countries	√	Quantitative	Engagement Metrics, Content Type	Posts from residents received more likes, indicating higher community engagement, a social orientation, and a positive image. Influencers' posts gained more likes and comments, involved a greater number of people, and contained more positive emotion.
2025	Xia H., Muskat B., Karl M., Li Q., Li G.	Destination Competitiveness Improvement: Insights From Causal Counterfactual AI Analysis	Australia	√	Qualitative	Tourist Experience Touchpoints, AI Optimization Parameters, Competitiveness	Using causal counterfactual AI algorithms to analyze tourist reviews, the study identified minimal intervention strategies for different tourist segments, where the magnitude of change required by these strategies was significantly lower

								than with traditional methods.
2025	Wang Y., Guo R., Song M., Law R.	Digital resurrection technology in destination promotion	China	√		Qualitative + Quantitative	Digital Resurrection Technology, Destination Type, Perceived Compatibility, Moral Disgust, Openness to Experience, Destination Word of Mouth	For non-serious destinations, adopting digital resurrection technology enhances word of mouth, while for serious destinations, not adopting it leads to better word of mouth. Second, in non-serious destinations, perceived compatibility mediates the positive effect of adoption, while in serious destinations, adoption weakens

								word of mouth through moral disgust.
2025	Song M., Chen C., Wang Y., Duan Y.	Divergent or relevant is better? The interaction effect of creative advertising under AI participation and sensation seeking tendency on visiting intention	Multiple countries	√			Quantitative	Creative Advertising, Sensation Seeking Tendency, Processing Fluency, AI Identity Disclosure, Visiting Intention	When a destination publishes divergent creative ads, it can improve the visiting intention of tourists with a high sensation seeking tendency. When a destination publishes relevant creative ads, it can better improve the visiting intention of tourists with a low sensation seeking tendency. In addition, we found the mediating role of processing fluency in

									the interactive effects of creative advertising and sensation seeking tendency on visiting intention and the moderating role of AI identity disclosure in the main effect relationship.
2025	Kocak E., Bulut U., Bakir S.	Do shocks to tourism receipts have a transitory or persistent nature? A comparison of traditional and artificial intelligence-based analytical procedures	Multiple countries			√	Quantitative	Time Series Data, Nature of Tourism Revenue Shock, Nature of GDP Shock	Traditional unit root test results are conflicting, while the AI-based ARNN-ADF test shows that tourism revenue shocks in Italy, Japan, and Mexico are transitory.
2025	Xiong X., Sun D., Wong I.A., Lian Q.L.	Do Tourists Prefer Dialectal Service? The Role of Processing Fluency, Distinctiveness, and Cultural Learning Cues	China	√			Quantitative	Service Language Modality, Processing Fluency, Perceived Sense of Distinctiveness, Cultural Learning	Dialectal service can be internalized as both an enabling and an inhibiting factor in understanding a local culture.

							Cues, Service Expectation	
2025	Wang Y., Miao H., Xiong M., Wang Y.	Do word-of-mouth-based conversational AI recommendations enhance tourism consumers' acceptance? The moderating role of transparency	China	√		Quantitative	Conversational AI recommendations, Trust, Transparency, Acceptance	In the context of conversational Al recommendation, word of mouth-basedl recommendations exert a more significant impact on tourism consumers' trust and acceptance compared to content-based recommendations, with trust also serving a mediating role.
2025	Rather R.A.	Does consumers' reveal engagement behaviours in artificial intelligence (AI)-based technologies? The	India	√		Quantitative	Al-Perceived Performance Expectancy, Al-Perceived Effort Expectancy,	Results exposed significant impact of AI-perceived performance expectancy,

		dynamics of perceived value and self-congruence					AI-Perceived Trust, Anthropomorphism, Value, Self-Congruence, Customer Engagement, Adoption Intention	effort-expectancy, trust and anthropomorphism on perceived value.
2025	Meng L., Chen J., Yang M., Wang Y.	Effects of customer inoculation on artificial intelligence service failure	United States	√		Quantitative	Customer Inoculation, Psychological Distance, Complain Intention, Satisfaction, Initial Intention to use	The results indicated that customer inoculation significantly increases customer complaint behavior and satisfaction with service remedies following AI service failures. They also showed that this relationship is mediated by psychological distance.

2025	Ku E.C.S., Wu S.-H., Lai T.-C.	Elegant With Leisurely: Luxury Tourism Consumption and Brand Love	China	√		Quantitative	Prestige Sensitivity, Perceived Uniqueness, Vividness, Luxury Tourism Consumption, Perceived Product Fit Diagnosticity, Peer Influence, Brand Love	Artificial intelligence-enabled diagnosticity can affect purchasing behavior, implying that the perceived usefulness of collected information can help consumers decide.
2025	Ku E.C.S.	Embracing the future of interactive marketing with contactless technology: evidence from tourism businesses	Multiple countries		√	Quantitative	Value Congruence, Customer-AI assisted Exchanges, Intimacy, Brand Trust, Sensory Brand Experience, Satisfaction, Willingness to Pay More	The findings indicate that value congruence and customer-AI-assisted exchanges (CAIX) affect intimacy. Intimacy affects satisfaction and the willingness to pay more for contactless technological services.
2025	Huang Y., Jiao J., Zhu D.	Empowering the traveler: the impact of algorithm	China		√	Quantitative	Algorithmic Transparency, Personal Agency,	The study finds that greater algorithm transparency and

		transparency and customer control on customer experience						Customer Control, Customer Trust, Customer Satisfaction	enhanced customer control significantly and positively affect both personal agency and customer trust, ultimately improving the overall interactive experience.
2025	Chiengkul W., Kumjorn P., Tantipanichkul T., Suphan K.	Engaging with AI in tourism: a key to enhancing smart experiences and emotional bonds	Thailand	√			Quantitative	AI Adoption in Tourism, Engagement With AI, Smart Experience, Smart Tourism Love, Perceived Happiness	The study reveals that the successful integration of AI in tourism largely depends on the depth of tourists' engagement with these technologies.
2025	Klaus P.P.	Exploring AI-driven phygital experiences: the case of ultra-high-net-worth individuals travel concierge services	Multiple countries		√		Qualitative	AI Service Characteristics, Experience Dimensions, Satisfaction	AI concierge services satisfy the autonomy needs of UHNWIs through high personalization and enhance their competence through convenient operation, but they fall short in terms of relatedness.

2025	Seyfi S., Kim M.J., Lee C., Jo Y., Zaman M.	Exploring Functional and Psychological Barriers to Generative AI Adoption for Travel: A Cross-Cultural Study	Multiple countries	√		Quantitative	Functional Barriers, Psychological Barriers, Trust, Intention to Use	This research highlights both functional barriers (related to usage, value, and risk) and psychological barriers (linked to image and tradition) that impede the adoption of Al for travel purposes.
2025	Fakfare P., Manosuthi N., Lee J.-S., Han H., Jin M.	Exploring the drivers of hospitality and tourism customer loyalty for generative artificial intelligence (AI): a multi-analytic approach	Multiple countries	√		Quantitative	Risk Variables, TPB Variables, Emotion Variables, Customer Innovativeness, Customer Loyalty for Generative AI	The findings reveal that cognitive and emotional variables, such as perceived behavioural control and emotional well-being are important and necessary conditions for customer loyalty to manifest, and customer innovativeness has an interaction effect on these relationships.

2025	Chen X., Luo X., Gao J.	Exploring the impact of artificial intelligence technologies on tourists' smart experiences: the moderating role of emotional arousal level	China		√	Qualitative + Quantitative	Interaction, Personalization, Co-creation, Privacy, Emotional Arousal Level, Tourists' Smart Experiences	Interaction, personalization, cocreation, and privacy - positively impact tourists' smart experiences. Additionally, the study finds that tourists' emotional arousal level is a moderator between Al technologies and tourists' smart experiences.
2025	Bui H.T., Filimonau V., Sezerel H.	Exploring value co-creation and co-destruction between consumers & generative artificial intelligence (GAI) in travel	Multiple countries	√		Qualitative + Quantitative	Travel Planning, Travel Companion, Time Efficiency, Value Co-Creation, Perceived Prediction Inaccuracy, Perceived Limited Knowledge, Perceived Cognitive Effort,	The key perceived utility of ChatGPT is in travel planning and time saving, and the main perceived shortcomings are its limited knowledge and inaccurate responses.

							Perceived Restricted Accessibility, Value Co-Destruction, Behavioral Intentions	
2025	Majid G.M., Tussyadiah I., Kim Y.R., Chen J.L.	From Destination to Daily Life: A Longitudinal Study on the Effects of Flashback Nudging on Pro-environmental Behavior Spillover	Indonesia	√		Quantitative	Prompt Type, Self-Identity, Environmental Concern	The findings demonstrate the importance of deliberate, technology-enabled interventions in enhancing meaning-making processes and promoting transformative tourism experiences.
2025	Wang J., Zhou Z., Ren J., Liu L., Morrison A.M.	From failure to forgiveness: Robots' proactive role in the tourism industry	China		√	Quantitative	Service Recovery Methods, Perceived Effort, Perceived Sincerity, Sense of Power, Forgiveness	Proactive recovery by robots elicited higher levels of forgiveness than reactive recovery, mediated sequentially by perceived effort and

								perceived sincerity. Sense of power moderates the relationship between service recovery methods and forgiveness.
2025	Seyfi S., Lee C., Jo Y., Kim M.J.	Generational differences in adopting AI-generated travel advice: What drives trust and reduces resistance?	Multiple countries	√		Quantitative	Functional Barriers, Psychological Barriers, Trust, Willingness to Recommend	Findings reveal distinct challenges faced by different age groups, emphasizing that trust, usability, and perceived risks influence adoption patterns differently across cohorts.
2025	Huang G.I., Wong I.A., Zhang C.J., Liang Q.	Generative AI inspiration and hotel recommendation acceptance: Does anxiety over lack of transparency matter?	China	√		Quantitative	Gen AI Anthropomorphism, Inspired by Gen AI, Inspired to Use Gen AI, Lack-ofTransparency Anxiety, Gen AI Recommendation	The advanced ability of Gen AI to generate creative content can inspire customers and increase their willingness to accept its hotel recommendations.

							Acceptance	
2025	Zhang H., Xiang Z., Zach F.J.	Generative AI vs. humans in online hotel review management: A Task-Technology Fit perspective	United States	√			Technology Condition, Task Condition, Human-AI Similarity, Review Helpfulness	The findings reveal benefits of resembling AI with high model temperatures, particularly for positive reviews, while identifying negative outcomes under lower temperatures.
2025	Lv L., Liang Y., Chen S., Liu G.G., Liao J.	Good deeds deserve good outcomes: Leveraging generative artificial intelligence to reduce tourists' avoidance of ethical brands embracing stigmatized groups	Multiple countries	√		Qualitative + Quantitative	Tourists' Psychological Proximity to Stigmatized Dissociative Out-Groups, Sources of Moral Contents Supporting Stigmatized Dissociative	Brand avoidance among tourists is reduced when tourism brands adopt Al-generated (vs. humangenerated) moral content to support stigmatized dissociative out-groups.

							Out-Groups, Tourists' Brand Avoidance, Perceived Common Fate With Members in Stigmatized Dissociative Out-Groups	
2025	Mo Z., Liu M.T., Chark R., Zeng S., Song X.	How AI adoption in human resource management practices can enhance tourism employees' organizational commitment	Multiple countries		√	Qualitative + Quantitative	AI Adoption, Servant Leadership, Competence, Warmth, Organizational Commitment	Results reveal that AI adoption will increase (decrease) employees' competence (warmth) perceptions of their companies, promoting (inhibiting) their organizational commitment, respectively.
2025	Husnain M., Zhang Q., Usman M., Hayat K.,	How Chatbot negative experiences damage consumer-brand relationships in hospitality and tourism? A	China	√		Qualitative + Quantitative	Brand Irritation, Brand Indistinctiveness, Consumer Helplessness, Brand Hate,	The results established the role of brand hate as a mediator between irritation, helplessness, and

	Shahzad K., Akhtar M.W.	mixed-method examination					Negative Affectivity, Desire for Detachment, Desire to Participate in Online Firestorm	subsequent outcomes.
2025	Jia G., Luo X., Wan L.C.	How the elderly tackle age discrimination from human or AI servers	China		√	Quantitative	The Presence of Other Customer, Age Discrimination in Customer Service, Threat to Age Contingent Self-Worth, Consumer Responses	Both human and AI-driven discrimination reduced senior tourists' purchase likelihood compared to nondiscriminatory scenarios.
2025	Wu D.C., Li W., Wu J., Hu M., Shen S.	How well can ChatGPT forecast tourism demand?	Multiple countries	√		Quantitative	Prompt Strategy, Forecasting Scenario, Inbound Tourist Volume	ChatGPT-4 outperforms some benchmark models in tourism demand forecasting.
2025	Meng B., Moon H.G., Yu J., Han H.	Impact of co-creation process and motivations in traveler approach intention for AI-drone taxi in South	South Korea		√	Qualitative + Quantitative	Co-creation Process, Values, Motivational Factors, Attitude, Behavior	The co-creation process significantly influenced perceived value, which further contributes to

		Korea: a mixed-method extending behavioral reasoning theory						attitude/social norm and approach intentions.
2025	Hu Y., Min H.K.	Information transparency, privacy concerns, and customers' behavioral intentions regarding AI-powered hospitality robots: A situational awareness perspective	United States		√	Quantitative	Privacy Assurance, Situational Awareness, Privacy Concerns, Information Transparency, Behavioral Intention	Transparency negatively affects customers' behavioral intentions by increasing their situational awareness, which in turn heightens their privacy concerns and reduces their behavioral intentions.
2025	Battour M., Salaheldeen M., Anwar I., Ratnasari R.T., A. Hamid A., Mady K.	Integrating ChatGPT in halal tourism: impact on tourist satisfaction, e-WoM and revisit intention	Indonesia	√		Quantitative	Halal-Friendly Accommodation，Halal Foods, Halal-Friendly Facilities, Halal-Friendly Services, Halal-Friendly Locals, Halal-Friendly Travel	Halal-friendly travel motivations positively impact Muslim tourist satisfaction, which in turn influences e-WoM and revisit intention. Importantly, ChatGPT significantly

							Motivation, Satisfaction, WOM Intention, Revisit Intention, ChatGPT	moderates the relationship between satisfaction and revisit intention, thereby strengthening tourist loyalty for those using the AI tool.
2025	Bingöl S., Yang Y.	Integrating smart technologies and artificial intelligence to build smart tourism destination ecosystems: A model for smart destination management	United States		√	Qualitative	Technology-Related, Organization-Related, Environment-Related, Destination Management Effectiveness, Tourist Experience Quality	Integrating AI and smart technologies can establish a smart tourism destination ecosystem comprising elements such as stakeholder collaboration, data intelligence, and smart transportation.
2025	Casaló L.V., Millastre-Valencia P., Belanche D.,	Intelligence and humanness as key drivers of service value in Generative AI chatbots	Spain	√		Quantitative	Mechanical AI, Analytical AI, Emotional AI, Competence, Automated Social Presence, Warmth,	Whereas mechanical Al decreases automated social presence, analytical AI increases perceptions of competence and

	Flavián C.					Functional Value, Monetary Value, Social Value, Emotional Value	warmth, and emotional AI improves all humanness cues.
2025	Kim T., Kim M.J., Promsiva pallop P.	Investigating the influence of generative AI's credibility and utility on travel consumer behaviour and recommendations through the lens of personal innovativeness	Multiple countries	√		Quantitative	Credibility, Utility, Behavioral intention to use, Willingness to recommend	While trust and usage in Al significantly affect intentions to use and recommend Al services, Pl does not act as a significant moderator in these relationships.
2025	Kim J., Kim J.H., (Sam) Kim S., Koo C., Chung N.	Is a shorter reaction time always better? Empirical investigation of the impact of response speed on ChatGPT recommendations	Multiple countries	√		Qualitative + Quantitative	Information Complexity, Personal Traits , ChattGPT Response Speed, Perceived Usefulness, Recommendation Satisfaction & Visit Intention	Faster ChatGPT responses lead to increased satisfaction and likelihood of visitation, with perceived usefulness heightened.

2025	Wang L., Ruan W.-Q., Li Y.-Q.	Is AI heritage tourism interpretations better at deepening your cultural memory?	China	√			Quantitative	Heritage Tourism Interpretation Content Types, Tourism Interpreter Types, Emotional Engagement, Mental Cognition, Cultural Memory	When AI interpreters present knowledge-based interpretation contents, tourists' cultural memory also increases, with mental cognition acting as the mediator.
2025	Chen K.-Y., Chang K.-Y., Wu H.-M.	Knowledge-based resilience and robustness of travel agencies in facing tourism supply chain disruptions	China			√	Quantitative	Knowledge Value, Cognitive Ability, Performance	Market knowledge can enhance resilience and robustness, thereby indirectly influencing its impact on tourism service supply chain performance.
2025	Khairy H.A., Lee Y.M., Al-Romeedy B.S.	Leader STARA competence and green competitiveness in tourism and hotel enterprises: leveraging green creativity and human capital	Egypt			√	Quantitative	Green Human Capital, Employees' Green Creativity, Green Competitiveness, Leader STARA Competence	Leader STARA competence positively affects employee green creativity and green competitiveness.
2025	Li H.	Shedding light on new	China	√		√	Quantitative	Bright Ambient	Process evidence

		technology: How ambient luminance influences acceptance of AI technologies					Light, Public Self-Awareness, Self-Reflection, Al Acceptance	suggests that this phenomenon occurs because ambient light luminance impacts public self-awareness, which in turn affects perceptions of AI tools.
2025	Liu Y., Han F., Meng L., Lai J., Gao X.	Textual sentiment classification in tourism research: between manual computing model and machine learning	China		√	Quantitative	Prompt Strategy, Data Type, Emotional Classification Accuracy	The TSE model's accuracy is significantly higher.
2025	Başer M.Y., Büyükbeş e T., Ivanov S.	The effect of STARA awareness on hotel employees' turnover intention and work engagement: the mediating role of perceived organisational support	Türkiye		√	Quantitative	Perceived Organizational Support, Challenge Appraisal of STARA Technologies, Hindrance Appraisal of STARA Technologies, Turnover	Results revealed the negative impact of STARA awareness on job outcomes among hotel employees.

							Intention, Work Engagement	
2025	Radic A., Singh S., Singh N., Ariza-Montes A., Calder G., Han H.	The good shepherd: linking artificial intelligence (AI)-driven servant leadership (SEL) and job demands-resources (JD-R) theory in tourism and hospitality	Multiple countries		√	Quantitative	AI-Driven Characteristics, Job Demands, Job Performance, Engagement, Burnout	AI-driven servant leadership can positively enhance employee job resources.
2025	Tian J., Lin H., Tourky M., Cheng B.	The impact of AI service failure on human employee behavior and customer service performance	China	√		Quantitative	Perceived Insider Status, Schadenfreude, Procrastination Behavior, AI Service Failure, Sympathy, Proactive Customer Service Performance	AI service failure induces schadenfreude toward the organization among employees with low perceived insider status, which then leads to procrastination behavior.

2025	Xu J., Tang X., Lin H., Luo Y.	The Impact of Recommender Type on Tourist Price Sensitivity to Travel Plans	China	√		Quantitative	Recommender type, Subjective Understanding, Tourist Price Sensitivity, Objective Understanding	Tourists have lower price sensitivity to travel plans recommended by Al (vs. human).
2025	Alaflak A., Sharma N., Gawshin de S.	The impact of social media branding and AI on promoting green tourism in emerging economies like Egypt	Egypt	√		Quantitative	Accuracy, Personalization Level, Friendliness, Social Media Influence, Social Media Interactivity, Recommendation Intention	The study's results demonstrated the substantiable relationship between SMB and green tourism as well as between AI and green tourism.
2025	Fan N., Li X., Liu C., Fan Z.-P.	The Power of AI-Generated Content: Evidence From the Peer-to-Peer Accommodation Market	United States	√		Quantitative	AIGC Role, Prompt Strategy	When used as a language assistance tool, AIGC (AI-Generated Content) is more effective at improving low-performing property listings than when used as a

							content creation tool.
2025	Çalışkan G., Yayla İ., Pamukçu H.	The use of augmented reality technologies in tourism businesses from the perspective of UTAUT2	Türkiye		√	Qualitative	Practicality, Ease of Use, Interactivity, Cost-Effectiveness, Satisfaction, Intention to Participate, Recommendation Intention	It has been determined that augmented reality is a useful and informative technological tool for tourists, it can help sales, promotion and marketing activities, and its usability potency in accommodation businesses is high.
2025	Liang X., Li X., Shu L., Wang X., Luo P.	Tourism demand forecasting using graph neural network	China		√	Quantitative	GNN Improvement Modules, Spatio-Temporal Features, Tourism Demand	AutoDCGAN has the highest accuracy in multi-attraction, multi-step forecasting.
2025	Li X., Wang Y., Xie G.,	Tourism demand forecasting with an enhanced	China		√	Quantitative	Search Data Type, Comparison Models,	By integrating search data with tree-based models and

	Wang S., Law R.	interpretability framework					Prediction Accuracy	incorporating an improved Shapley regression to enhance interpretability.
2025	Li S., Han R., Fu T., Chen M., Zhang Y.	Tourists' behavioural intentions to use ChatGPT for tour route planning: an extended TAM model including rational and emotional factors	China	√		Quantitative	Rational Factors -Utilitarian Motivations, Emotional Factors -Hedonic Motivations, Attitude, Behavioural Intention to Use ChatGPT	Perceived ease of use and perceived usefulness significantly influence tourists' attitudes towards using ChatGPT for tour route planning, while perceived usefulness directly influences tourists' behavioural intentions regarding ChatGPT usage.
2025	Christensen J., Hansen J.M., Wilson P.	Understanding the role and impact of Generative Artificial Intelligence (AI) hallucination within consumers' tourism decision-making processes	Multiple countries	√		Quantitative	A.I. Technology Prior Use, A.I. Technology Familiarity, Perceived ease of use, Perceived Usefulness, Attitude, Perception of A.I.	The results indicate that many consumers chose error-filled Al tourism itineraries over other options because they trust the Al to be more impartial and customized than the

								Hallucination Potential, Behavioral Control, Intention to Use	other sources.
2025	Seyfi S., Kim M.J., Nazifi A., Murdy S., Vo-Thanh T.	Understanding tourist barriers and personality influences in embracing generative AI for travel planning and decision-making	Multiple countries	√			Quantitative	Comparing the Big Five Personality Traits, Usage Barrier, Value Barrier, Technology Anxiety, Trust, Intention to Use	Variations in personality traits significantly affect tourists' reluctance to adopting these technologies.
2025	Topsakal Y., Çuhadar M.	Usage intention of tourists regarding the acceptance of artificial intelligence enhanced tour guides apps	United States			√	Quantitative	Effort Expectancy, Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Usage Intention	The study findings highlight that the acceptance of Al-enhanced tour guide apps among tourists, is significantly influenced by performance expectancy, facilitating conditions, and hedonic motivation.

2025	Duong C.D., Nguyen T.H., Ngo T.V.N., Pham T.T.P., Vu A.T., Dang N.S.	Using generative artificial intelligence (ChatGPT) for travel purposes: parasocial interaction and tourists' continuance intention	Vietnam	√		Quantitative	Parasocial Interaction, Satisfaction, Continuance Usage Intention, Technology Anxiety	The study found that tourists' satisfaction and parasocial interactions positively influenced their intention to continue using ChatGPT for travel purposes.
2025	Carrasco-García P.-M., Frías-Jamilena D.M., Polo-Peña A.I.	Virtual tours: the effect of artificial intelligence and intelligent virtual environments on behavioral intention toward the tour and the tourist destination	Spain	√	√	Quantitative	Type of Technology Used, Behavioral Intention	both AI-based virtual tours and those based on IVE technology exert a positive and significant influence on behavioural intention toward the virtual tour itself.
2025	Yi B., Shi D., Li G.	What makes an AI-themed hotel successful? New evidence from a sequential research design	China		√	Quantitative	Hotel Quality, Price, Reviews	The results indicate that AI could serve as a "theme" to attract customers under certain circumstances.

2025	Kim J.H., Kim J., Park J., Kim C., Jhang J., King B.	When ChatGPT Gives Incorrect Answers: The Impact of Inaccurate Information by Generative AI on Tourism Decision-Making	Multiple countries	√		Quantitative	Prominence of Incorrect Information, Type of Incorrect Information, Incorrect Information, Perceived Accuracy & Trustworthiness, Visit Intention for Recommended Destinations	Participants perceived more accuracy and trustworthiness, leading to stronger intentions to visit when incorrect information was absent.
2025	Song M., Wang Y., Guo R., Law R.	When city landmarks meet AI design: the impact of AI painting on the travel intentions of consumers	China	√		Quantitative	Destination Type, Fantasy, Al Painting, Travel Intention, Consumer Informedness	Compared to original images, city landmark images enhanced by Al painting notably increase tourism intentions of consumers, with fantasy serving as a mediating factor in this relationship.

2025	Su Q., Li F.S.	Who is more forgivable? The interaction effect of consumption type and service failure type on guest forgiveness	China	√		Quantitative	Regulatory Focus, Disappointment Consumption Type, Service Failure Type, Guest Forgiveness	When guests engage in hedonic consumption rather than utilitarian consumption, human service failures, as opposed to Al failures, result in lower forgiveness.