

Research Article

Artificial Intelligence (AI) in Tourism Entrepreneurship: A Systematic Literature Review

Nofia Ulan Sari ^{1*}, Asmar Yulastri ², Yuliana ³, Yudha Aditya Fiandra ⁴

¹ Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang, Indonesia
e-mail: nofiaulansari11@gmail.com

² Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang, Indonesia
e-mail: yun064@fpp.unp.ac.id

³ Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang, Indonesia
e-mail: yuliana@fpp.unp.ac.id

⁴ Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang, Indonesia
e-mail: yudhaaditya@unp.ac.id

*Corresponding author: e-mail: nofiaulansari11@gmail.com

Abstract. Artificial Intelligence (AI) has become one of the key technologies driving digital transformation in various sectors, including tourism entrepreneurship. Although research on AI continues to grow, studies that specifically map its development, applications, benefits, and challenges in tourism entrepreneurship remain relatively limited. Therefore, this study aims to systematically review the literature on AI in tourism entrepreneurship using a Systematic Literature Review (SLR) approach combined with bibliometric analysis. Research data were obtained from the Scopus database, covering the period 2020–2026. The article selection process follows PRISMA 2020 guidelines, and bibliometric analysis is conducted using VOSviewer to map publication trends, author collaboration networks, and relationships among keywords. The results show that publications on AI in entrepreneurship have increased significantly in recent years, with contributions from developed countries and journals focusing on innovation, sustainability, and entrepreneurship. Keyword analysis identified that the most studied AI applications include machine learning, natural language processing, chatbots, and generative AI such as ChatGPT. In addition, AI has been proven to deliver benefits such as increased operational efficiency, data-driven decision-making, service personalization, and business model innovation. However, its implementation still faces challenges, including limited digital competencies, high investment costs, and data security and privacy issues. This research provides a comprehensive understanding of the development and direction of AI research in tourism entrepreneurship and offers a research agenda to support the digital transformation of the tourism sector in the future.

Keyword: AI; Artificial Intelligence; Bibliometric Analysis; ChatGPT; Digital Entrepreneurship; Machine Learning; Tourism Entrepreneurship; Systematic Literature Review.

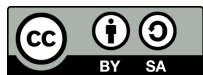
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1. Introduction

Digital transformation has become a key driver of change in the tourism and entrepreneurship industries. The development of digital technology has not only changed the way tourists seek information and travel, but also affected the business strategies of tourism actors. One of the technologies that is growing rapidly today is Artificial Intelligence (Dwivedi et al., 2023). According to the World Tourism Organization, AI can improve operational efficiency, service personalization, and decision-making quality in the tourism industry. This technology has begun to be applied in chatbots, tourist recommendation systems, tourist behavior analysis, and customer service automation.

In the context of tourism entrepreneurship, the application of AI is a new opportunity for business actors to increase business competitiveness. Research shows that AI helps tourism entrepreneurs understand travelers' preferences, develop digital marketing strategies, and create service innovations that are more adaptive to market changes. Research by Andrianto et al. (2025) explains that the use of AI such as virtual assistants, chatbots, and recommendation systems is able to improve the traveler experience through more

personalized and responsive services. In addition, the development of AI has also encouraged the emergence of new business models in the tourism industry. Salamzadeh et al. (2025) stated that the integration of AI with tourism entrepreneurship allows for the creation of more dynamic, personalized, and data-driven business models. AI technology has even begun to be developed to support faster and more accurate travel business decision-making through predictive analytics and machine learning approaches.

Research on AI in the tourism sector has continued to increase in recent years. Tussyadiah (2020) stated that AI and automation have become an important part of the transformation of the modern tourism industry because they are able to improve the tourist experience and service quality. Meanwhile, Ivanov and Webster (2019) explain that the use of AI in the tourism business not only impacts operational efficiency, but also creates new business models that are more innovative and adaptive to market changes. The implementation of AI in tourism development is starting to get attention. Susanto et al. (2025) explained that AI can help accelerate the development of tourist destinations through service personalization, operational optimization, and more effective digital marketing strategies. However, the study also highlights that the readiness of human resources and digital infrastructure is still a major challenge in the implementation of AI in Indonesia's tourism sector.

Although research on AI in tourism continues to grow, studies that specifically address the relationship between AI and tourism entrepreneurship are still relatively limited and spread across a wide range of topics. Most research focuses more on the traveler experience, digital marketing, or automation of travel services. In fact, AI also has great potential in supporting business innovation, business development, and sustainability of tourism entrepreneurs. This condition shows that there is a research *gap* that requires a more comprehensive study. In addition, technological developments such as generative AI, Internet of Things (IoT), and smart tourism are further expanding opportunities for the use of AI in the tourism business. Tong et al. (2022) stated that AI plays an important role in driving intelligent automation and efficiency of the tourism industry in the digital age. Meanwhile, research by Ghina and Hatammimi (2025) shows that the integration of AI-based chatbots in resort management is able to improve service quality and operational efficiency of tourism businesses.

This phenomenon shows that AI is no longer just a technological support tool, but has become an important part of the modern tourism business ecosystem. Based on these conditions, research in the form of Systematic Literature Review (SLR) is needed to identify, evaluate, and synthesize previous research on Artificial Intelligence (AI) in tourism entrepreneurship. Through the SLR approach, this research is expected to be able to provide a comprehensive overview of research developments, forms of AI application, benefits, implementation challenges, and future research directions related to AI in tourism entrepreneurship. Based on this background, this research is designed to answer three main questions:

RQ1. How is the development of research on Artificial Intelligence (AI) in tourism entrepreneurship?

RQ2. What is the form of application of AI technology in tourism entrepreneurship?

RQ3. What are the benefits and challenges of implementing AI in tourism entrepreneurship?

2. Method

This study uses the Systematic Literature Review (SLR) approach combined with bibliometric analysis to examine the development of research on Artificial Intelligence (AI) in tourism entrepreneurship. This method was chosen because it allows for the systematic identification, evaluation, and synthesis of literature so that it can provide a comprehensive picture of developing research trends (Le Brocq et al., 2023). Data was obtained from the Scopus database using keywords related to Artificial Intelligence, tourism entrepreneurship, and smart tourism. The search process is limited to English-language articles published during the period 2020–2026 and is available in full text, as well as open access. Article selection is carried out based on the PRISMA 2020 guidelines which include identification, screening, eligibility, and inclusion stages (Page et al., 2021). More clearly can be seen in Figure 1 of the Prism Diagram

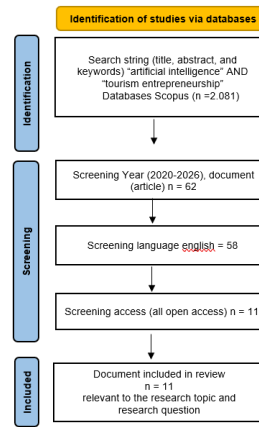


Figure 1. Prism Diagram.

The data is then exported in CSV format to be analyzed using bibliometric software, namely VOSviewer. The analysis was conducted to identify publication trends, the dominant publication countries and sources, the pattern of author collaboration (co-authorship), and the relationship between keywords (co-occurrence). Furthermore, the results of bibliometric analysis and literature synthesis were used to answer four research questions that focused on the development of research, forms of application, benefits, and challenges of AI in tourism entrepreneurship.

3. Results and Discussion

RQ1. Research developments on Artificial Intelligence (AI) in tourism entrepreneurship

The development of research on Artificial Intelligence (AI) in tourism entrepreneurship can be analyzed through the trend of the number of publications from year to year. This analysis provides an overview of the dynamics and level of development of AI studies in the field of tourism entrepreneurship during the research period. Annual publication trends are presented in Figure 2.

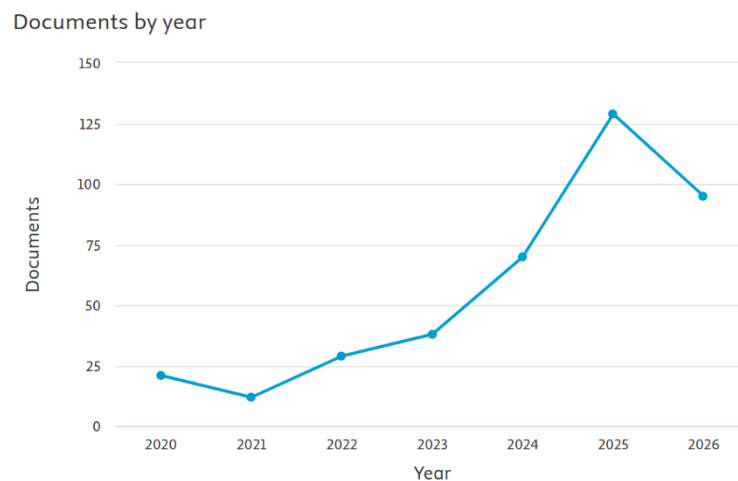


Figure 2. Artificial Intelligence Publication Trends.

Source: Scopus database

The results of the literature search show that research on Artificial Intelligence (AI) in tourism entrepreneurship has increased significantly in the 2020–2026 period. The increase in publications especially occurred after the COVID-19 pandemic when the tourism industry began to accelerate digital transformation to improve business efficiency and tourist experience. Research in the early period generally focused on the digitization of tourism services and simple automation, while the latest research has begun to lead to the utilization

of machine learning, big data analytics, predictive analytics, and generative AI in tourism business development.

Research trends also show that AI is no longer seen as just an operational support technology, but has become a business innovation strategy in tourism entrepreneurship. Many studies discuss the integration of AI in smart tourism, digital marketing, tourist destination management, and the development of personalization-based tourism services. In addition, recent research has begun to examine the use of AI to support business decision-making and real-time analysis of traveler behavior.

Geographically, based on the results of the Scopus data search, research is still dominated by developed countries such as China with 79 document publications, then the United States 49 documents, followed by the United Kingdom with 39 documents. Other countries that also have a considerable contribution are Spain, India, Germany, Australia, Italy, Indonesia, and Vietnam. For more clarity, see Figure 2 documents by country

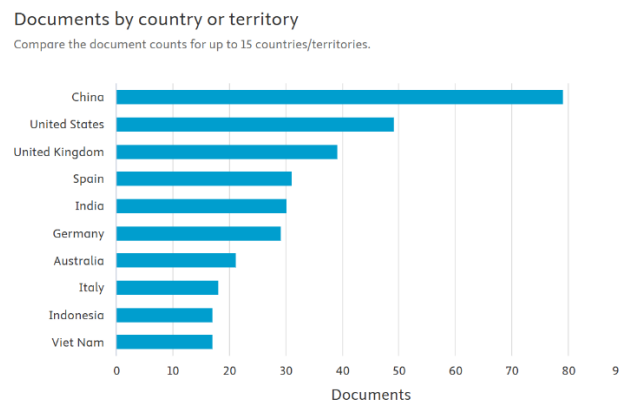


Figure 3. documents by coutry.
Source: Scopus database

These results show that the distribution of the number of publications by country or region in research related to Artificial Intelligence is still dominated by countries that have high development of digital technology. China's dominance shows that the country has great attention to the development of AI technology and its application in various fields, including entrepreneurship and Education. According to Zurita et al. (2021), developed countries tend to dominate scientific publications in the fields of technology and computer science because they have greater research capacity and research funding than developing countries. In addition to analyzing the distribution of publications by country, the study also identified the most active sources of publications publishing AI-related articles in entrepreneurship. According to Donthu et al. (2021), the analysis of publication sources in bibliometric studies can identify journals that have significant contributions. Based on the analysis, several journals were obtained that consistently published articles related to Artificial Intelligence in entrepreneurship. The trend in the number of publications from each journal is shown in Figure 3.

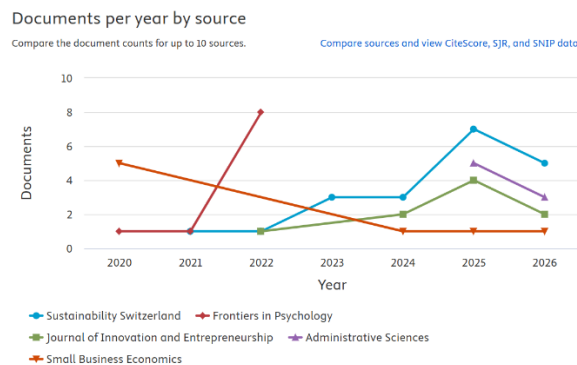


Figure 4. Documents per Year by Source.
Source: Scopus database

The dominance of the *journals Sustainability, Journal of Innovation and Entrepreneurship, and Administrative Sciences* indicates that research on Artificial Intelligence (AI) is increasingly focused on sustainability issues, business innovation, and entrepreneurial transformation. The increase in publications in these journals reflects a shift in research focus from solely developing technology to using AI as a strategic tool to create business value, increase competitiveness, and support sustainable development. These findings are in line with Nambisan et al. (2021), who affirm that digital transformation has changed the way entrepreneurs identify opportunities. Therefore, the growing number of publications indicates that AI in tourism entrepreneurship is an emerging research area with high academic and practical relevance and offers extensive research opportunities in the future.

Furthermore, to examine the dynamics of research on Artificial Intelligence (AI) in tourism entrepreneurship, a co-authorship network analysis was conducted using VOSviewer. This analysis was used to identify the most active authors and the patterns of collaboration within the field of study.

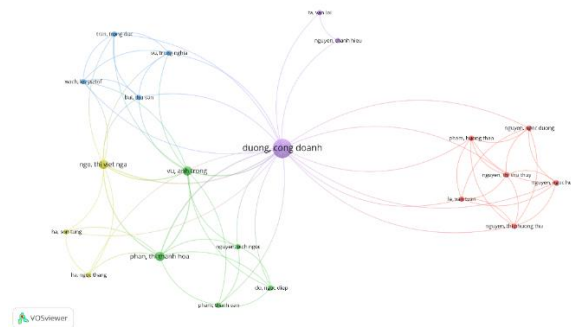


Figure 5. Co-authorship Network Visualization.
Source: Vosviewer software output

Berdasarkan Gambar 4, terlihat bahwa terdapat beberapa kelompok penulis yang saling terhubung, dengan satu penulis yang muncul sebagai pusat jaringan. Duong Cong Doanh, merupakan penulis yang memiliki posisi sentral dalam jaringan kolaborasi. Posisi tersebut menunjukkan bahwa penulis ini memiliki tingkat kolaborasi yang tinggi dengan berbagai kelompok peneliti lain dan berperan sebagai penghubung antarkluster penelitian. Hal ini menunjukkan bahwa penelitian mengenai AI dalam kewirausahaan masih berkembang melalui kolaborasi akademik yang terhubung dengan beberapa kelompok riset. Temuan ini menegaskan bahwa perkembangan penelitian pada topik ini tidak hanya ditandai oleh meningkatnya jumlah publikasi, tetapi juga oleh terbentuknya jejaring kolaborasi antarpeneliti yang semakin luas.

RQ2. Forms of application of AI technology in tourism entrepreneurship

To identify the form of application of Artificial Intelligence (AI) in tourism entrepreneurship, a *co-occurrence analysis* was carried out using VOSviewer. This analysis aims to map the relationships between keywords that often appear simultaneously in the published being analyzed.

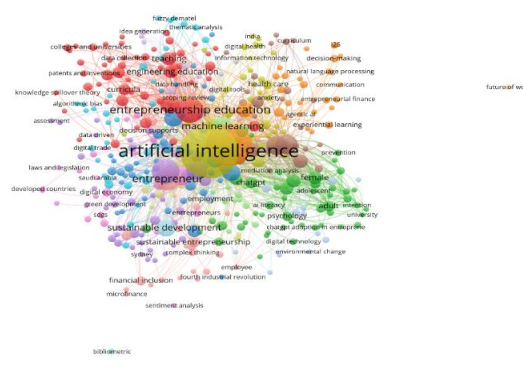


Figure 6. Co-occurrence Network Visualization.
Source: Vosviewer software output

Based on Figure 5, the keyword artificial *intelligence* emerged as the center of the network and has a strong relationship with various other keywords, such as machine learning shows that machine learning technology is one of the most widely used forms of AI application to analyze customer data, predicting market demand. In the context of tourism entrepreneurship, machine learning can be used to predict tourist preferences and optimize marketing strategies. The emergence of the keyword ChatGPT shows the increasing attention to AI in the world of entrepreneurship, this technology is used to produce marketing content, and provide customer service through *chatbots*, in the tourism sector AI has the potential to increase interaction with tourists through faster and personalized services. Then the keywords *decision-making* and *entrepreneurial finance* show that AI is widely applied to support business decision-making. The relationship between *the keywords artificial intelligence, innovation and entrepreneurship education* shows that AI is also used to encourage innovation and the development of entrepreneurial competencies, this technology helps entrepreneurs create new products, services, and business models that are more adaptive to environmental changes.

Overall, *the co-occurrence* analysis shows that the application of AI in tourism entrepreneurship is evolving from the use of machine learning and data analysis to the use of AI, decision support systems, business innovation, and sustainability-oriented business development. These findings indicate that AI has become a strategic technology that plays a role in the transformation and development of tourism entrepreneurship in the digital era.

RQ3. Benefits and challenges of implementing AI in tourism entrepreneurship

In order to gain a more comprehensive understanding of the benefits and challenges of implementing Artificial Intelligence (AI) in tourism entrepreneurship, a synthesis of articles that have passed the selection process was carried out. This analysis aims to identify the form of application of AI, the benefits produced, the challenges faced, and research opportunities that can still be developed in the future. According to Donthu et al. (2021), literature synthesis is an important stage in *systematic literature review because it allows researchers to integrate findings from various studies to develop a deeper understanding of a field of study.*

Table 1 presents a summary of the results of the literature synthesis which includes the research focus, forms of AI application, key benefits, implementation challenges, and research agendas recommended by previous research. The presentation of this table makes it easier to identify dominant patterns of findings while providing an overview of the direction of AI research development in the context of tourism entrepreneurship.

Table 1. Synthesis of Artificial Intelligence Literature in Tourism Entrepreneurship.

Yes	Author & Year	Research Focus	Forms of AI Deployment	Benefits	Challenge
1	Achuthan et al. (2025)	Metaverse and entrepreneurship	Generative AI, Machine Learning, Metaverse	Supporting business innovation and digital transformation	Data privacy and ethical issues
2	Kang (2022)	Rural tourism entrepreneurship	Artificial Intelligence Network	Increase entrepreneurial intent and behavior	User readiness to adopt technology
3	Bujdosó et al. (2025)	AI in tourism marketing	ChatGPT, AI Marketing	Content production, SEO, and digital marketing are more effective	Data security and information accuracy
4	Altinay et al. (2026)	AI and women's entrepreneurship in the tourism sector	Responsible AI	Increase inclusivity and business opportunities	Ethical issues and technology access gaps
5	Marini (2020)	Big Data in tourism and hospitality	Big Data Analytics	Support data-driven decision-making	Data management and quality
6	Stojanović et al. (2024)	Smart villages and village development	Artificial Intelligence	Supporting smart village development and sustainability	Limited technology infrastructure
7	Femenia-Serra & Neuhofer (2020)	Smart tourism	Artificial Intelligence	Improve traveller experience and destination innovation	Integration of technology with tourism services

8	Williams (2025)	Generative AI for tourism entrepreneurs	Generative AI	Increase innovation and competitive advantage	Digital divide and technology adoption
9	Chansiri et al. (2025)	Health technology development	AI and digital ecosystem	Supporting the development of technological competence	Digital skills availability
10	Kummitha (2021)	Smart city and IoT post-COVID-19	AI, IoT, AR	Increasing innovation and resilience of tourist cities	Complexity of technology implementation
11	Technology and Religious Tourism (2025)	Technology in religious tourism	AI and digital technology	Development of more modern tourism services	Adaptation of technology in cultural and religious contexts

Source: Processed by the author based on Scopus data (2020–2026).

Based on the results of the literature synthesis in Table 1, the benefits of AI in tourism entrepreneurship can be grouped into four main themes. First, AI supports marketing efficiency and digital communication through the utilization of ChatGPT, generative AI, and data-driven technologies (Bujdosó et al., 2025). Second, AI improves data-driven decision-making through Big Data analysis and machine learning that help entrepreneurs understand tourist behavior and market trends (Mariani, 2020). Third, AI contributes to innovation and business competitiveness by creating new business opportunities through the metaverse, smart tourism, and generative AI (Achuthan et al., 2025; Williams, 2025). Fourth, AI supports destination development and sustainability through the concept of smart tourism and smart village that is oriented towards tourist experience and sustainable development.

Despite providing various benefits, the implementation of AI in tourism entrepreneurship still faces a number of challenges. The most dominant challenges are data security and privacy, especially in the use of generative AI and Big Data-based systems (Achuthan et al., 2025; Bujdosó et al., 2025). In addition, several studies highlight the existence of digital gaps and limitations in technological competencies that hinder the adoption of AI, especially in small businesses and communities in developing regions (Williams, 2025; Chansiri et al., 2025). Another challenge that is often found is ethical and inclusivity issues, especially related to the responsible use of AI in supporting vulnerable groups and social diversity (Altinay et al., 2026). In addition, the limitations of infrastructure and the complexity of technology integration are also obstacles in the implementation of AI in the tourism sector and smart destinations.

4. Conclusions and Suggestions

This study aims to examine the development of research, the form of application, benefits, and challenges of Artificial Intelligence (AI) in tourism entrepreneurship through the Systematic Literature Review (SLR) approach and bibliometric analysis. The results show that the study of AI in entrepreneurship has experienced significant growth in recent years. The increasing number of publications, the diversity of contributing countries, and the widening network of researcher collaborations indicate that AI has become one of the important topics in entrepreneurship research and digital transformation. The *co-occurrence analysis* shows that the application of AI in tourism entrepreneurship includes various technologies, such as *machine learning*, *natural language processing*, chatbots, and generative AI. The technology is used to support decision-making, improve operational efficiency, develop business innovation, and create a more personalized travel experience. These findings show that AI is no longer seen only as an automation tool, but also as a strategic factor in the development of tourism businesses. This study also found that the application of AI provides various benefits, including increasing business productivity, supporting data-driven decision-making, strengthening innovation, and improving the quality of tourism services. However, the implementation of AI still faces a number of challenges, such as limited digital competence, high technology investment costs, data security and privacy issues, and suboptimal regulations governing the use of AI in the tourism sector.

This research has limitations because it only uses articles from one database, namely Scopus, and is limited to English-language publications for the period 2020–2026. Therefore, further research is recommended to expand the scope of the database, combine bibliometric methods with empirical studies, and further explore the application of generative AI, digital entrepreneur readiness, and sustainable development of AI-based tourism business models.

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