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THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT OF SMART TOURISM

Abstract: *Tourism is one of the most dynamic and rapidly growing sectors of the global economy. According to the World Travel & Tourism Council's (WTTC) 2025 Economic Impact Research (EIR), travel and tourism are expected to contribute 11.7 trillion USD to the global economy this year, accounting for 10.3% of global GDP. WTTC's forecast for 2035 is even more impressive - revenues from tourism are projected to reach \$16.5 trillion, accounting for 11.5% of global GDP.*

In modern conditions, a key determinant of the competitiveness and sustainability of the tourism sector is the effective integration of digital technologies. In recent years, the concept of "smart tourism" has attracted particular attention, referring to data-driven, innovation-oriented, and technology-enabled management that enhances personalized user experiences and optimizes services. Within this process, artificial intelligence (AI) plays a central role, with its capabilities significantly reshaping the future development of the tourism industry.

This research paper examines current challenges in the tourism sector, analyzes the role of artificial intelligence within the framework of smart tourism, and identifies its main directions, opportunities, and risks. The article also provides recommendations on how artificial intelligence can be utilized in the tourism industry.

Keywords: *Artificial Intelligence, Smart Tourism, Georgia.*

JEL Classification: *O3; O31*

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ეკონომიკის საბაკალავრო პროგრამის, სწავლების მესამე წლის სტუდენტი

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ხელოვნური ინტელექტის როლი ჭკვიანი ტურიზმის განვითარებაში

აბსტრაქტი: ტურიზმი მსოფლიოს ეკონომიკის ერთ-ერთი ყველაზე დინამიური და სწრაფად მზარდი სექტორია. მსოფლიო მოგზაურობისა და ტურიზმის საბჭოს (WTTC) 2025 წლის ეკონომიკური ზემოქმედების კვლევის (EIR) მიხედვით, მიმდინარე წელს, მოსალოდნელია, რომ მოგზაურობა და ტურიზმი გლობალურ ეკონომიკაში 11,7 ტრილიონი აშშ დოლარის წვლილს შეიტანს, რაც გლობალური მშპ-ს 10,3%-ს შეადგენს. WTTC-ს 2035 წლის პროგნოზი კიდევ უფრო შთაბეჭდავია - ტურიზმიდან შემოსავალი 16.5 ტრილიონ დოლარამდე გაიზრდება და გლობალური მშპ-ს 11.5%-ს მიაღწევს.

თანამედროვე პირობებში, ტურისტული სექტორის კონკურენტუნარიანობისა და მდგრადობის განმსაზღვრელი ფაქტორი არის ციფრული ტექნოლოგიების ეფექტიანი ინტეგრაცია. ბოლო წლებში განსაკუთრებული ყურადღება მიიპყრო „ჭკვიანი ტურიზმის“ კონცეფციამ, რომელიც გულისხმობს მონაცემებზე, ინოვაციებზე და ტექნოლოგიურ პლატფორმებზე დაფუძნებულ მართვას, მომხმარებლის გამოცდილების პერსონალიზაციასა და სერვისების ოპტიმიზაციას. ამ პროცესში ერთ-ერთ ცენტრალურ როლს ასრულებს ხელოვნური ინტელექტი (AI), რომლის შესაძლებლობები მნიშვნელოვნად ცვლის ტურისტული ინდუსტრიის განვითარების მომავალს.

სამეცნიერო ნაშრომი განიხილავს ტურიზმის ინდუსტრიის მიმდინარე გამოწვევებს, ხელოვნური ინტელექტის როლის გაანალიზებას ჭკვიანი ტურიზმის კონცეფციის ფარგლებში, მისი ძირითადი მიმართულებების, შესაძლებლობებისა და რისკების გამოვლენას. სტატიაში წარმოდგენილია რეკომენდაციები, როგორ შეიძლება ხელოვნური ინტელექტის გამოყენება ტურიზმის ინდუსტრიაში.

საკვანძო სიტყვები: ხელოვნური ინტელექტი, ჭკვიანი ტურიზმი, საქართველო.

JEL კლასიფიკაცია: O3; O31.

Introduction.

The tourism sector is one of the fastest-growing industries worldwide, making a significant contribution to both the global economy and the economies of developing countries. Although most processes in Georgia's tourism sector are automated and tailored to the needs and demands of users and/or

service providers (Meladze et al., 2025), the industry still faces significant challenges: limited availability of high-quality internet, constrained access to financial resources, insufficient development of digital skills among industry employees, low digital readiness and interest in the tourism sector, and so on (USAID, 2023).

A key lever for overcoming these challenges is the digital transformation of the tourism sphere. Smart technologies enable tourism to become more efficient, personalized, convenient, and sustainable for both tourists and destinations (Makasarashvili & Giguashvili, 2025).

The integration of artificial intelligence into the tourism sector is noteworthy. AI can analyze and forecast consumer behavior, personalize services, use resources more efficiently, and reduce operational costs.

The integration of artificial intelligence in tourism involves not only opportunities but also challenges, including the protection of data privacy, ethical dilemmas, and the exploration of technological inequality between countries, issues that remain relevant and are the focus of global scholarly attention.

The study aims to examine how artificial intelligence (AI) can enhance the effectiveness of smart tourism, increase tourist satisfaction, and support the development of sustainable tourism.

Research objectives:

1. Analyze the main components of smart tourism and related technological approaches;
2. Study applications of artificial intelligence, like virtual assistants, optimized route planning, and infrastructure management;
3. Identify challenges and opportunities associated with AI integration and develop recommendations for the further development of smart tourism.

Methodology. The paper is based on desk research, assessments by local and international scholars, policy documents, and an in-depth analysis of existing data.

Literature Review

Artificial intelligence plays a significant role in the development of smart tourism. Tourism is one of the first industries to adopt innovative and smart technologies in business operations. Given the growing importance of digitalization in tourism, the sector's development primarily depends on the effective implementation of this process (Makasarashvili & Giguashvili, 2025). Digital solutions based on personalized data enhance the sector's competitiveness, diversify tourism markets, and support the industry's overall development.

Over the past decade, the integration of digital technologies, particularly artificial intelligence (AI), the Internet of Things (IoT), and big data analytics, has laid the foundation for the emergence of the concept known as smart tourism (Gretzel et al., 2015). Smart tourism is understood as a multidimensional system that combines technological, social, and economic factors to improve the experience of both tourists and local communities.

Smart tourism is also referred to as intelligent tourism. The concept is built upon advanced technologies, data analytics, and user-oriented approaches to improve the quality and efficiency of tourism services. The use of artificial intelligence in tourism is widely recognized as a core element of the smart tourism concept. Kumar and Mahajan (2025) emphasize that AI supports personalized services, automation, and data-driven decision-making, thereby increasing customer satisfaction and sector efficiency, and fostering business innovation and sustainable development.

Zhang (2022) notes that the Smart tourism context relies on IoT technology, cloud computing technology, and artificial intelligence technology, which have the characteristics of a higher degree of freedom, stronger tourism personalization, higher level of collaboration, and higher level of information sharing, to provide more convenience for people's travel and meet people's management requirements for going out.

The introduction of AI-driven smart tourism technologies has revolutionized the tourism industry. Such technologies enable businesses to gain competitive advantages through innovative solutions that enhance customer experience and operational efficiency (Koo et al., 2025).

The adoption of Smart Tourism Technologies (STT) significantly increases tourist satisfaction and improves their overall experience by applying innovative solutions to address challenges within the tourism sector (Li, 2025). To further enhance AI-based smart tourism solutions, researchers must examine tourist behavior, perceived value, trust dynamics, and ethical AI practices.

In Georgia, similar approaches are gradually gaining popularity. Since 2023, Tbilisi City Hall has been implementing the “Smart City Tbilisi” project (United Nations, 2023), within which data-driven analytical platforms are being introduced to study tourist flows. Since 2024, the Georgian National Tourism Administration (GNTA) has been using AI-based systems to analyze international visitor behavior and enhance digital marketing campaigns.

The combination of IoT and AI technologies creates new opportunities for managing “smart destinations”, a direction relevant for Georgia as well, especially in the fields of cultural heritage and ecotourism.

Discussion / Results.

The introduction of digital technologies and the digitalization of services have a significant impact on the development of the tourism sector, which, in turn, represents one of the key pillars of the economy. Over recent years, Georgia has experienced a notable rebound and growth in international tourism. According to the Ministry of Economy and Sustainable Development of Georgia, tourism revenues reached a record high of 4,425.4 million \$ in 2024, which is 7.3% higher compared to the previous year (4.1 billion USD) (<https://www.economy.ge>). The strong performance in tourism continued in 2025; international tourism revenues grew by 3.8% YoY in the first half of 2025. In 2024-2025, tourism revenues from Israel, Azerbaijan, the European Union, and Saudi Arabia increased significantly (Economic Outlook of Georgia, 2025).

Figure 1



Source: <https://www.tbilisisrf.gov.ge/>

According to the Georgian National Tourism Administration (<https://gnta.ge/>) forecast, the tourism sector will continue its growth trend. In 2025, the number of visitors is expected to increase by 600,000, an

8% rise compared to 2024. It is anticipated that in 2025 the number of international visitors will reach 8 million; revenues from the tourism sector will grow to 4.7 billion USD; and between 2025 and 2028, the Administration expects the opening of up to 310 new tourism facilities, while the number of accommodation beds will increase to 36,800. The total investment value of these projects will amount to 1.3 billion GEL (Tqeshelashvili, 2025).

Georgia offers considerable potential to develop beach resorts, medical and wellness tourism, winter ski resorts, and four-season destinations. With rising demand, a favorable geographic position, and untapped natural resources, the country is well-positioned to diversify its tourism offerings.

The further development of the tourism sector is linked to the introduction of digital technologies in tourism activities, the use of digital marketing, e-commerce, and the creation of innovative tourism products. The growth of online platforms, booking systems, electronic payments, and mobile applications enables companies to provide a broader range of accessible and higher-quality services to customers, simplifying the travel process. The adoption of digital technologies helps companies optimize operations, reduce costs, and assess demand more accurately.

Today, digitalization is one of the country's key priorities, and the tourism industry is becoming part of this digital transformation. However, the sector still faces numerous challenges that must be addressed to ensure both the development of the tourism industry and long-term economic growth. In Georgia, challenges remain in developing digital infrastructure within enterprises: access to and usage of the internet; internet speed; having a company website; use of social media for business purposes; online sales of goods/services via websites or apps; use of ERP (Enterprise Resource Planning) software; use of CRM (Customer Relationship Management) systems; use of "smart objects" (IoT); use of artificial intelligence (AI); use of big data; employment of ICT specialists, and more (Geostat, 2025).

Digital check-in and check-out systems, digital room keys, electronic menus, digital management of infrastructure and devices, contactless communication portals with service staff, and virtual tours, widely applied globally, are currently found only in a few cities in Georgia. The use of social media is also low (around 20%). Tourism companies primarily utilize social networks, including Facebook, LinkedIn, Xing, Viadeo, and Yammer, among others, which pose a significant challenge to attracting international tourists and enhancing sector competitiveness (USAID, 2023).

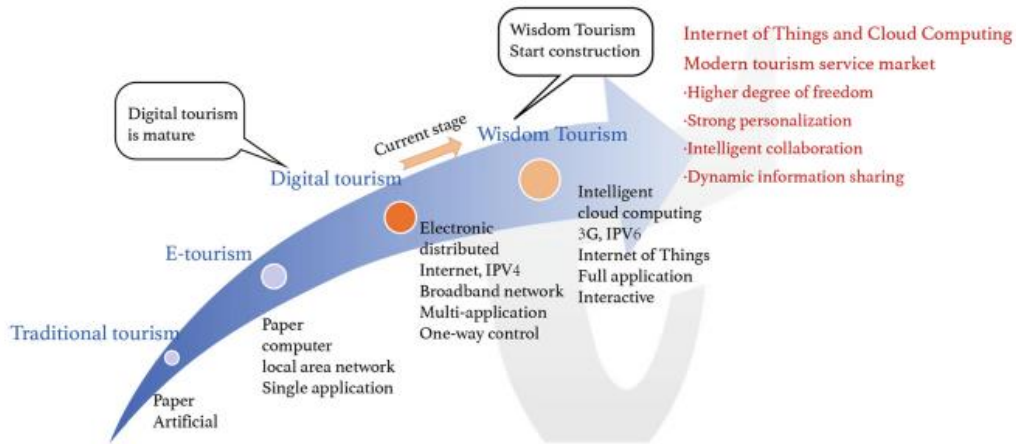
The specifics of developing and implementing tourism products require advancing tourism-related services, particularly systems that ensure the provision of real-time information on the availability of transportation and fast accommodation options for tourists, as well as quick reservations and support for auxiliary tasks during service delivery. The use of modern digital technologies ensures that these services in the tourism industry are delivered efficiently and securely. Today, similar to the tourism industries of developed countries, Georgian tourism employs numerous advanced digital technologies, including global computer reservation systems, integrated communication networks, multimedia systems, smart cards, and management information systems.

In Georgia, policies that support the digitalization of tourism create new opportunities to overcome existing challenges and introduce advanced technologies, including artificial intelligence, into the development of tourism services. The integration of AI into Georgia's tourism sector significantly enhances the quality and efficiency of smart tourism services, reflected in improved customer satisfaction, operational efficiency, and the optimization of tourist flows.

The development of smart tourism is expressed on three levels: tourism management, tourism services, and tourism marketing. In its evolution, it has gone through four main stages (as shown in Fig. 2): 1. Traditional tourism, 2. E-tourism, 3. Digital tourism, 4. Smart tourism. In the modern context, smart tourism relies on Internet of Things (IoT) technologies, cloud technologies, and artificial intelligence (Zhang, 2022).

Figure 2

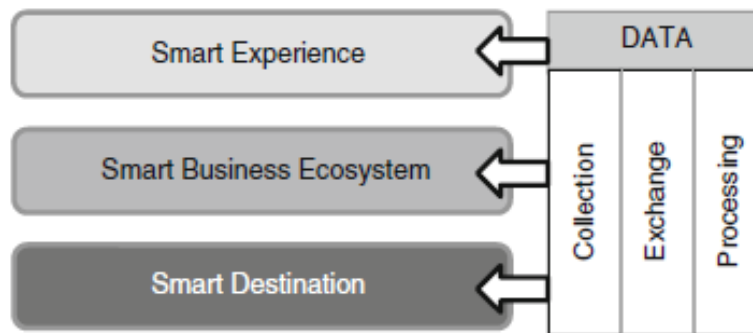
The Development Process of Smart Tourism



Smart tourism has the following functions: First, the navigation function, adding location services (LBS) to travel information, allowing tourists to know their location at any time. There are several methods for determining location, including GPS navigation, base station positioning, Wi-Fi positioning, RFID positioning, landmark positioning, and image recognition and positioning in the future (Zhang, 2022). Smart tourism represents a distinctive step in the evolution of ICT in tourism, as the physical and managerial dimensions of tourism enter the digital arena. New levels of intelligence are achieved within tourism systems, the industry structure continues to change, and the ways tourism experiences are created, transformed, consumed, and shared become fundamentally different. Smart tourism incorporates multiple components and layers of intelligence, all supported by information and communication technologies. The foundation of the smart tourism concept consists of smart destinations, smart business ecosystems, and smart experiences (Gretzel et al., 2015).

Figure 3

Components and layers of Smart Tourism



In smart tourism, technology is viewed as an infrastructure that integrates hardware, software, and network technologies, enabling people to make smarter choices among alternatives and facilitating interactions not only with the physical environment but also with the community.

Technological advancement in the field of smart tourism has been substantial, with artificial intelligence playing a key role. Artificial intelligence (AI) enables the processing of large volumes of data, forecasting tourist flows, and creating individualized and personalized experiences. The use of AI includes recommendation systems, virtual assistants, route optimization, management of transportation and accommodation infrastructure, as well as the analysis of changes in the tourism market (Giguashvili, 2023). AI offers vast opportunities for the tourism sector (Milton, 2023). AI-based technologies, such as personalization and recommendation systems, enable tourism providers to analyze user preferences, behavior, and feedback and deliver tailored services that meet the individual needs of travelers (Sidiq et al., 2025).

Ruhet GENÇ (2022) argues that the integration of AI into smart tourism manifests in four main dimensions: economic, technological, social, and environmental impacts. Economically, smart tourism creates new opportunities for employment and investment, and supports the growth of related sectors, including accommodation, transportation, and industry. In addition to economic benefits, AI-powered smart tourism can enhance the inclusion of socially vulnerable groups. For example, AI-based technological services can provide customized guides or devices for elderly travelers, or assist people with disabilities or pregnant women.

Finally, AI technologies can transform tourism activities in an environmentally sustainable way, where pollution of water, land, and air can be reduced and environmental damage mitigated.

AI integration not only increases tourist satisfaction and operational efficiency but also promotes the development of sustainable, inclusive, and innovative tourism. Research (Alsharif et al., 2024) demonstrates how AI can be used in the tourism industry, specifically: Chatbots and voice assistants can help customers book travel; Personalized travel options or activities can be recommended; Market trend data can be analyzed to determine pricing and promotional strategies; VR and AR technologies can create virtual tours or allow hotel exploration before booking; AI can support predictive analytics to forecast future trends in the tourism industry, among other applications.

Many AI-related applications have already been introduced into the tourism sector, and they have the following potential:

- Enhance the visitor experience with more interactive, personalised experiences and seamless travel, while increasing responsiveness to demand with 24/7 and more personalised services;
- Improve accessibility and audience engagement with greater accessibility of content and diversified offer of culture and recreation services;
- Enhance market intelligence and data use, as well as capacity for market segmentation and customer profiling;
- Optimise visitor flows and traffic management with real-time data and automated decision-making;
- Support price/cost optimisation through predictive maintenance, resource use, and procurement;
- Automate internal processes and basic customer services (OECD, 2024).

Artificial intelligence also offers the potential to improve the effectiveness, responsiveness, and accountability of tourism policymaking, while supporting more informed decision-making through the timely collection and analysis of detailed data.

It is essential to acknowledge that the application of AI technologies in smart tourism is accompanied by specific risks, including the potential for data leakage, which directly impacts tourists' rights and interests, as well as ethical concerns such as voice manipulation, handwriting forgery, and portrait modification. The emergence of these risks can also directly impact personal safety and social stability. Therefore, to minimize the adverse effects associated with the use of AI technologies, it is essential to

strengthen information and network security management, continuously improve relevant laws and regulations, and avoid ethical and moral risks.

Thus, artificial intelligence has the capacity to fundamentally transform the tourism industry; however, given the existing risks, it must be used with great responsibility.

To assess the current progress in adopting digital systems in the tourism sector, it is valuable to examine the Travel and Tourism Development Index. Given the positive link between the development of information and communication technologies in a country and revenues from international tourism, one of the key components of the World Economic Forum's index, pertaining to tourism and travel, is digital readiness in the tourism sector.

The Travel and Tourism Development Index has been published since 2022 and covers 119 countries. The index released in May 2024 reflects the situation as of 2023. It is compiled based on five pillars, each consisting of multiple components:

- **Enabling environment:** business environment, safety and security, health and hygiene, human resources and labor market, information and communication technologies;
- **Travel and tourism policy:** prioritization of travel and tourism, international openness, price competitiveness;
- **Infrastructure:** airports, ports, and ground transport, tourism services infrastructure;
- **Natural and cultural resources:** natural assets, cultural resources, and business travel;
- **Travel and tourism sustainability:** environmental sustainability, socioeconomic conditions, and sustainable demand (Forbes Georgia, 2024).

In the Travel and Tourism Development Index, Georgia scores 4.14 points (out of a maximum of 7) and ranks 45th among 119 countries. In the 2022 index, Georgia was ranked 44th with 4.3 points, meaning the country's score decreased by 0.16 points, and it dropped one position in the ranking.

According to the indicators included in the index, Georgia's highest score, 6.17, is in safety. It scores 5.51 in information and communication technologies, 5.49 in health and hygiene, and 5.47 in price competitiveness.

Georgia's lowest score - 1.56, is in business travel. Other low scores include 1.81 in cultural resources, 2.05 in natural resources, and 3.35 in airport infrastructure.

By individual criteria, Georgia ranks highest in safety at 25th place and 27th in price competitiveness. The lowest positions are 84th in natural resources and 79th in business travel (Forbes Georgia, 2024).

Thus, the results achieved are insufficient, and significant steps still need to be taken. Artificial intelligence offers enormous potential to find solutions to these challenges. The launch of ChatGPT in November 2022 brought generative AI into the public sphere, making it accessible to everyone. In smart tourism, artificial intelligence has the potential to stimulate innovation and support sustainable and inclusive economic development.

Conclusion.

Ultimately, it is significant to develop state policies for integrating artificial intelligence in tourism and further improving the digital infrastructure of the sector. This includes enhancing internet connectivity, implementing mobile networks and digital payment systems, introducing digital booking and cancellation systems, optimizing search engines (SEO), and offering contactless payment systems and mobile applications for tourists. It is also necessary to raise awareness about the value of using AI technologies and promote the healthy development of an intelligent tourism system. The integration of artificial intelligence into smart tourism will contribute to increasing Georgia's tourism appeal and competitiveness, which, in turn, will drive the country's economic growth.

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