السبت في: 2025/12/08

تشهد كلية العلوم الاقتصادية والتجارية وعلوم التسيير في جامعة

محمد بوضياف - المسيلة، وكذلك رئيس الجمعية الوطنية للاقتصاديين الجزائريين،

ورئيس الملتقى الدولي الافتراضي حول:

شهادة مشاركة

تشهد بأن الأستاذ (ة) الدكتور (ة) قد شارك (ت) بمداخلة في الملتقى الدولي الافتراضي المحكم حول موضوع الملتقى الدولي الافتراضي حول:

الاسم: **Dr: DRIFI NAWAL**، جامعة **M'sila**

بمداخلة بعنوان: **"اتجاهات وتحديات تطبيقات الذكاء الاصطناعي في قطاع السياحة: نحو تجربة سياحية شخصية ومستدامة"**

"Tourism Experience with an Example of the Cozy Cozy Application"

Trends and Challenges of Artificial Intelligence Applications in the Tourism Industry: Towards a Personalized and Sustainable "

والمنظم يوم: (الإثنين 08 ديسمبر 2025 تبعا لتنظيم)

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

جامعة محمد بوضياف- المسيلة

كلية العلوم الاقتصادية والتجارية وعلوم التسيير

مخبر الاستراتيجيات والسياسات الاقتصادية في الجزائر

قسم علوم التسيير

SPEA

Projets PRFU

إعدادفرقتي البحث التكويني: (PRFU)

1-آليات تفعيل القطاع السياحي ضمن برنامج الانعاش الاقتصادي(2020-2024) دراسة حالة ولاية المسيلة؛

2-استراتيجيات الابداع والابتكار باستخدامتكنولوجيا المعلومات والاتصال في المؤسسات العاملة بمجال السياحة حالة- ولايةالمسيلة.

برنامج الملتقى الوطنـي (حضوري وعن بعد)

08 ديسمبر 2025

Google Meet

الملتقى الوطني حول:

دور تكنولوجيا المعلومات و الاتصال في ترقية القطاع السياحي بالجزائر

رئيس الملتقى: د. عمر زريق

رئيس اللجة العلمية: أ.د. توفيق تمار

رئيس اللجنة التنظيمية:أ.د. فاتح غلاب

التوقيت	جلســـــة الافتتـــاح حضوريا		رابط الجلسة: https://meet.google.com/cze-ovkn-wmq

التوقيت			
9.00 إلى 10.00	قراءة آيات بينات من القرآن الكريم؛ الاستماع إلى النشيد الوطني؛ كلمة رئيس الملتقى: الدكتور عمر زريق؛ الكلمة التقديمية لعميد كلية العلوم الاقتصادية والتجارية وعلوم التسيير الأستاذ الدكتور محمد العيد ختيم؛ كلمة رئيس: مخبر الاستراتيجيات والسياسات الاقتصادية في الجزائر البروفيسور برحومة عبد الحميد؛ كلمة رئيس قسم علوم التسيير: أحمد الصغير قراوي؛ كلمة الافتتاح الرسمي للملتقى: رئيس جامعة محمد بوضياف بالمسيلة: الأستاذ الدكتور عمار بودلاعة.		

الجلسة الرئيسية 01:			
رئيس الجلسة البروفيسور: عيسى قروش	مقرر الجلسة: الدكتورة: بن حليمة ايمان		قاعة عبد المجيد علام

التوقيت	المتدخل	المؤسسة الجامعية	عنوان المداخلة
10.00-10.15	د. محمد روازقي أ.د حسان بوبعاية	جامعة المسيلة	استراتيجية التنويع في قنوات الاتصال الرقمي وتأثيرها على القرارات الشرائية للمستهلك السياحي دراسة حالة عينة من وكالات السياحة والسفر بالمسيلة
10.15-10.30	د. محمد ذياب	جامعة المسيلة	نموذج الوجهة السياحية الذكية: دراسة مقارنة بين التجربة الاسبانية والتجربة الجزائرية
10.30-10.45	أ. د خرخاش جميلة د. كمال يوسفي د. حميدة زواوي	جامعة المسيلة	السياحة الذكية دروس مستفادة من التجارب الدولية وتطبيقها في الجزائر
10.45-11.00	Dr. Mustapha ELBAHI Doctorante. Hadjira ATALLAOUI	M'SILAUniversity LAGHOUAT University	**Adoption des TIC dans le secteur touristique en Algérie : Entre défaillance infrastructurelle et conscience opérationnelle limitée - Étude empirique à Bou-Saâda**
11.00-11.15	Dr. Abdel raouf Messaoudi	Tebessa University	**The Impact of Social Media Marketing on Desert Tourism Destinations in Algeria: An Applied Study**
11.15-11.30	أ.د. بن البار موسى د. جربي أحمد	جامعة المسيلة	نموذج اللمحة الاستراتيجية الحديثة كأداة لتقييم الموقع الالكتروني لوكالة تمقاد للسفر بباتنة
11.30-11.45	أ.د سامية خرخاش أ.د نبيلة جعيجع	جامعة المسيلة	دور أنظمة الحجز الالكتروني في تعزيز القطاع السياحي تجربة قطر نموذجا
11.45-12.00	ط/د سليم بوخبلة	جامعة بسكرة	دور تكنولوجيا المعلومات والاتصال في ترقية القطاع السياحي في الجزائر نحو سياحة رقمية مستدامة

التوقيت	المتدخـل	المؤسسة الجامعية	عنوان المداخلة
12.00-12.15	د. زريق عمر أ.د, هزة صالح أ.د ميمون الطاهر	جامعة المسيلة برج بوعريريج جامعة المسيلة	دور وكالات السياحة والأسفار في تنشيط السياحة الداخلية بالجزائر

الجلسة الرئيسية 02:

رئيس الجلسة البروفيسور: فاتح غلاب   مقرر الجلسة البروفيسور: توفيق تمار

التوقيت	المتدخـل	المؤسسة الجامعية	عنوان المداخلة
12.15-12.30	د. راضية دغمان ط/د زينب بوشلخة	جامعة قالمة	دور تطبيقات السفر الذكية في ترقية السياحة الحلال -نماذج تجارب دولية
12.30-12.45	د. مصعب بلفار د. دهمي عمر	جامعة المسيلة	تكنولوجيا المعلومات والاتصال كآلية لتطوير القطاع السياحي في الجزائر: دراسة نقدية تقييمية لواقع البنى التحتية الرقمية، مستوى الوعي المهني، وتجارب تطبيقية لمؤسسات سياحية جزائرية.
12.45-13.00	Lakhdar LOUGLAITHI Ahmed Salmi	M'SILA University alger3 University	"A review of bibliometric studies on recent research trends in the use of artificial intelligence in the tourism sector for the period 2015-2024"
13.00-13.15	أ.د حسان بخيت أ.د براهيم بلقلة	جامعة الشلف	أثر المقومات السياحية في الاستثمار السياحي بولاية الشلف دراسة حالة منطقة التوسع السياحي "ماينيس" بالشلف
13.15-13.30	أ.د. بن اعمارة نصر الدين ط.د.محمدسماعيني	جامعة المسيلة	دور الذكاء الاصطناعي في تسويق الخدمات السياحية وسبل تفعيله في السياحة الجزائرية
13.30-13.45	أ.د فطوم بلقمي أ.د اسماء خرخاش	جامعة المسيلة	دور الوسائط المتعددة في التسويق الرقمي في الجزائر
13.45-14.00	د.مراقي عمار د.أميرة معايش	جامعةالمسيلة جامعة ميلة	واقع السياحة الداخلية في ولاية المسيلة.
14.00-14.15	د. نجاة حجاب د. ام السهد سراي	جامعةالمسيلة جامعة برج بوعريريج	الذكاء الاصطناعي كركيزة اساسية لإدارة السياحة الذكية
14.15-14.30	أ.د فايزة لعراف أ.د اسماعيل سبتي د.عفيصة عبد الرحمان	جامعه المسيلة	دور التسويق السياحي عبر الانترنت في تنمية السياحة في المناطق الأثرية اقتصاديا - قلعة بني حماد نموذجا
14.30-14.45	ط/د أحمد قرطي ط/د عبد المالك زواق	جامعة بجاية جامعة هواري بومدين الجزائر	مساهمة تكنولوجيا الإعلام والاتصال في تنمية القطاع السياحي

التوقيت	المتدخـل	المؤسسة الجامعية	عنوان المداخلة
10.00-10.15	د. بوساق أحمد د. بجري علي	جامعةالجزائر 03 جامعة المسيلة	دور الرقمنة في هندسة السياحة المستدامة
10.15-10.30	د. إبتسام بلغربي د. عبد الكريم وهراني	جامعة الشلف جامعة عين تموشنت	واقع الاستثمار السياحي في الجزائر ضمن المخطط التوجيهي للتهيئة السياحية آفاق2030 – دراسة حالة ولاية عين تموشنت-
10.30-10.45	أ.د عميش سميرة	جامعة المسيلة	تطبيقات التسويق الرقمي في صناعة السياحة نماذج من تجربة السياحة في دبي
10.45-11.00	د. شكري عاشوري د , زينب مرغاد	جامعة خنشلة	الذكاء الاصطناعي كدخل لتحقيق الاستدامة في السياحة الحضرية دراسة حالة مدينة سنغافورة
11.00-11.15	د.توفيق غفصي د. خليفة عزي د , عمارة عبد القادر	جامعة المسيلة جامعة الوادي جامعة المسيلة	القطاع السياحي الجزائري في ظل الرقمنة دراسة تحليلية
11.15-11.30	ط.د ,عاشور مروة د عاشوري عبد الناصر أ.د شريف مراد	جامعة سطيف جامعة سطيف جامعة المسيلة	السياحة الإلكترونية في الجزائر: تحليل للمبادرات والمنصات الرقمية الرسمية في الترويج السياحي
11.30-11.45	د. زواوي راح	جامعة برج بوعريريج	الاعلام الرقمي ودوره في عملية التسويق السياحي بالجزائر
11.45-12.00	أ.د فاتح غلاب أ.د حجاب عيسى ط/د. سمير معمري	M'SILA University	The Role of Artificial Intelligence in Advancing the Tourism Sector
12.00-12.15	أ.د عمر يحياوي د. لمين عايد	جامعة المسيلة	تقييم امكانية تبني نموذج السياحة الذكية في الجزائر في ضوء التحديات الرقمية والتجارب الدولية

العنوان	الجامعة	الأسماء	التوقيت
السياحة الداخلية في الجزائر "تنوع الموارد وتعدد الأشكال"	جامعة باتنة / جامعة بسكرة / جامعة الجزائر 3	د. خليفي سامية / د. لوعيل بن ناصر / د. غربي خليل	12.15-12.30
أهمية الطرق التكنولوجية الجديدة في ترقية و تطوير الثقافة السياحية في الجزائر	جامعة الجلفة	أ.د نادية بن ورقلة / د. سليمة بن ورقلة	12.30-12.45
دور تكنلوجيا الاعلام والاتصال في ترقية السياحة الرياضية في الجزائر	جامعة أم البواقي	د. كواسح نذير / د. قرماط نوري	1245-13.00
مقومات السياحة البيئية في ولاية المسيلة: قلعة بني حماد نموذجا	جامعة المسيلة	د. دغفل فاطمة	13.00-13.15
Trends and Challenges of Artificial Intelligence Applications in the Tourism Industry: Towards a Personalized and Sustainable Tourism Experience with an Example of the Cozy Cozy Application	M'SILA University	Dr: ABDELKRIM HADJER MESSAOUDA / Dr: DRIFI NAWAL	13.15-13.30
السياحة الذكية في ظل التطور الرقمي : التقنيات والتطور	جامعة المسيلة	د. دنيا ضيف / د. حياة قريشي	13.30-13.45
استخدام أنشطة البحث والتطوير لتحقيق الاستدامة في قطاع السياحة -فرنسا نموذجا-	جامعة المسيلة	أ.د. السعيد بن لخضر / أ.د. صورية شنبي / د. فاطمة الزهراء غضبان	13.45-14.00
مناقشات			

التوقيت	المتدخل	المؤسسة الجامعية	عنوان المداخلة
10.00-10.15	ط.د / جبلاحي علي ط . د / جبلاحي معروف	الجزائر 03	التنمية المستدامة والتنمية السياحية في ضوء الابتكار والابداع مقاربة تحليلية تكاملية
10.15-10.30	د.طاهري عبد الحليم	جامعة خنشلة	المقومات السياحية في منطقة الأوراس (المواقع الأثرية أنموذجا)
10.30-10.45	د.راضية دغمان ط.د زينب بوشلخة	جامعة قالمة	دور تطبيقات السفر الذكية في ترقية السياحة الحلال ـنماذج تجارب دولية
10.45-11.00	د.عبد المجيد بن لطرش	جامعة المسيلة	أتمتة السياحة الواحية - نموذج ذكي لتسيير الوجهات السياحية حالة مدينة بوسعادة نموذجا
11.00-11.15	د.عمر بوعزيز	جامعة المسيلة	دور الذكاء الاصطناعي في تنمية القطاع السياحي بالجزائر من خلال إدارة وتحليل البيانات السياحية الضخمة
11.15-11.30	ط. د / دحمان زروق	جامعة وهران 2	دور الابتكار والإبداع في استخدام تكنولوجيا المعلومات والاتصال لترقية القطاع السياحي ـدراسة حالة سنغافورة- وإمكانات توظيفها في الجزائر.
11.30-11.45	أ.د . سعودي بلقاسم أ.د . سعودي عبد الصمد	جامعة المسيلة	تفعيل القطاع السياحي ورقمنته ضمن برنامج الانعاش الاقتصادي في الجزائر
11.45-12.00	أ.د. عدنان محيريق د. دريدي بشير د. خلف منى	جامعة الوادي	تحليل الابتكار السياحي في دولتي سنغافورة والنرويج: دراسة مقارنة
12.00-12.15	د.محمد لمين بن الطاهر د.نور الدين قدوري	جامعة المسيلة	دور استراتيجيات التسويق السياحي في تنمية السياحة
12.15-12.30	أ.د سماح طلحي د.خلود أمال ط.د/ محمد زهير بودارع	جامعة أم البواقي	دور الترويج الالكتروني في الترويج للسياحة الداخلية في الجزائر

البنية التحتية الرقمية للسياحة في الجزائر: قراءة في الواقع الراهن والتحديات	جامعة المسيلة	د. تاهمي نادية	12.30-12.45
مساهمة التسويق الالكتروني في دعم القطاع السياحي وتعزيز جودة الخدمة السياحية	جامعة المسيلة	د. محمد الأمين كروش	12.45-13.00
The Role of Information Technology in Advancing the Tourism Sector: From Digital Tourism Marketing to Artificial Intelligence in Enhancing Tourist Experience and Competitiveness	University Ferhat Abbas Setif	Dr .SeddaouiRabah Dr. Abderrahmane Elkheloufi	13.15-13.30
دور تكنولوجيا المعلومات والاتصال في تطوير السياحة الالكترونية في الجزائر : الواقع والتحديات وآفاق المستقبل	المركز الجامعي إليزي	د.نبيل بن مرزوق د. زكريا جرفي	13.30-13.45
دور البرامج التنمية الريفية في تعزيز مقومات السياحة البيئية في الجزائر	جامعة المسيلة	أ.د . تمار توفيق أ.د. عزالدين عبد الرؤوف د .زريق البراجي	13.45-13.30
تحديات القطاع السياحي في الجزائر	جامعة المسيلة	د. برو هشام د. ديلمي رابح	13.30-13.45
تقييم جاهزية البنية التحتية الرقمية لدعم السياحة الذكية في الجزائر	جامعة المسيلة	لحسن مريم	13.45-14.00
مناقشات			

مناقشة عامة
قراءة توصيات الملتقى من طرف رئيس اللجنة العلمية
كلمة ختامية من طرف رئيس اللجنة التنظيمية
كلمة ختامية من طرف رئيس الملتقى

Trends and Challenges of Artificial Intelligence Applications in the Tourism Industry: Towards a Personalized and Sustainable Tourism Experience with an Example of the Cozy Cozy Application

Dr: ABDELKRIM HADJER MESSAOUDA

hadjermessaouda.abdelkrim@univ-msila.dz

University of M'sila

Dr: DRIFI NAWAL

nawal.drifi@univ-msila.dz

University of M'sila

Abstract

This study explores the growing role of Artificial Intelligence (AI) in transforming the tourism industry, particularly in enhancing personalization, operational efficiency, and sustainability. As digital tourism accelerates globally, understanding how AI improves traveler experience and supports smart destination management becomes increasingly important. The study aims to identify key AI trends, analyze the main challenges facing AI adoption in tourism, and evaluate the practical contribution of the Cozy Cozy application as a model for AI-driven innovation. The findings show that AI enhances the tourist experience by providing faster, smarter, and more personalized booking processes; supports tourism businesses through improved operational efficiency; and strengthens sustainability by optimizing resource use and promoting eco-friendly accommodations. The Cozy Cozy case demonstrates how AI-powered platforms can offer transparent information, accurate recommendations, and diverse accommodation options, benefiting tourists, businesses, and policymakers alike.

Keywords: Artificial Intelligence, Tourism Industry, Digital Tourism, Cozy Cozy, Personalization, Smart Recommendations, Sustainable Tourism.

Jel Classification Codes: AI, VR, AR, ICT, IOT

الملخص

توضح هذه الدراسة الدور المتنامي للذكاء الاصطناعي (AI) في تحويل السياحة، وذلك من خلال تعزيز التخصيص والكفاءة التشغيلية والاستدامة، مع تسارع السياحة الرقمية على مستوى العالم، أصبح فهم كيفية تحسين الذكاء الاصطناعي لتجربة المسافر ودعم إدارة الوجهات الذكية أمرًا مهمًا بشكل متزايد، وتهدف الدراسة إلى تحديد اتجاهات الذكاء الاصطناعي الرئيسية، وتحليل التحديات الرئيسية التي تواجه تبني الذكاء الاصطناعي في السياحة، وتقييم المساهمة العملية لتطبيق Cozy Cozy كنموذج للابتكار القائم على الذكاء الاصطناعي، وتوصلت الدراسة الى نتيجة مفادها أن الذكاء الاصطناعي يعزز تجربة السائح من خلال توفير عمليات حجز أسرع وأذكى وأكثر تخصيصًا، ويدعم شركات السياحة من خلال تحسين الكفاءة التشغيلية، ودعم الاستدامة من خلال تحسين استخدام الموارد وتعزيز أماكن الإقامة الصديقة للبيئة، وتوضح دراسة حالة تطبيق Cozy Cozy كيف يمكن للمنصات التي تعمل بالذكاء الاصطناعي أن تقدم معلومات شفافة وتوصيات دقيقة وخيارات إقامة متنوعة، مما يعود بالنفع على السياح والشركات وصناع السياسات على حد سواء.

الكلمات المفتاحية : الذكاء الاصطناعي، صناعة السياحة، السياحة الرقمية، Cozy Cozy ، التخصيص، التوصيات الذكية، السياحة المستدامة.

تصنيف Jel: AI, VR, AR, ICT, IOT.

Introduction

Artificial intelligence technology is a key pillar in the digital transformation of the tourism industry, offering broad potential to improve visitor experiences, enhance operational efficiency, and support the sector's sustainability. As the digital environment for tourism becomes increasingly complex, it has become essential to understand how to effectively employ artificial intelligence to strike a balance between meeting travelers' diverse expectations, ensuring data security, and overcoming technical and economic challenges. Despite the significant benefits offered by artificial intelligence, tangible challenges emerge, such as privacy issues, organizational adaptability, and varying levels of user acceptance of the technology. This requires in-depth study to understand the dynamics of AI adoption in tourism and its impact on service quality and customer experience. In this context, practical applications such as cosy cosy play a pivotal role as a model case that reflects the ability of this technology to provide innovative and balanced solutions that meet the current and future needs of this vital sector.

From the above, the following problem can be raised:

What are the latest trends and main challenges in the applications of artificial intelligence in the tourism industry, and how can these applications contribute to achieving a personalized and sustainable tourism experience? Furthermore, how can an application like cosy cosy serve as a practical model for this transformation?

Hypothèses

- AI applications improve the overall tourist experience by providing faster, smarter, and more intuitive trip-planning and booking processes.
- AI-powered recommendations increase travelers' confidence in their decision-making by offering more accurate, relevant, and real-time information.
- Tourism businesses that adopt AI technologies achieve higher operational efficiency in managing bookings, customer service, and dynamic pricing.
- An application like Cosy Cosy demonstrates the potential of AI to deliver personalized accommodation recommendations and seamless booking experiences, serving as a practical example of AI-driven innovation in tourism.
- An application like Cosy Cosy demonstrates the potential of AI to deliver personalized accommodation recommendations and seamless booking experiences, serving as a practical example of AI-driven innovation in tourism.
- AI-enabled platforms gain a competitive advantage by offering unique features such as smart recommendations, price prediction, and real-time support, compared to traditional tourism services.

Importance of the Study

The importance of this study stems from several scientific and practical considerations, including:

- **Highlighting the growing role of artificial intelligence in the tourism industry**

The study analyzes the global shift toward adopting smart applications and demonstrates how digital technologies have become essential for enhancing tourism competitiveness and improving service quality.

- **Supporting policymakers and tourism institutions**

The research provides a scientific framework that helps governments and tourism organizations understand modern AI trends and make informed decisions regarding investments in digital infrastructure and smart tourism.

- **Addressing the knowledge gap in digital tourism**

The study identifies the challenges faced by developing countries in adopting smart tourism and contributes to a deeper understanding of the limitations that hinder the implementation of advanced technologies.

- **Demonstrating the practical value of smart applications**

By analyzing an application like Cosy Cosy, the study offers a concrete model that illustrates how AI can enhance the tourist experience and improve resource management.

- **Promoting sustainable tourism**

The research shows how AI can support sustainable tourism principles by optimizing resource and energy management and reducing the environmental footprint of the sector.

- **Keeping pace with global transformations after major crises**

The importance of the study increases in the context of global shifts triggered by the COVID-19 pandemic, which made digital transformation and AI adoption a necessity rather than an option.

Objectives of the Study

The study aims to achieve several scientific and practical objectives, including:

- **Analyzing modern trends in artificial intelligence applications in the tourism sector**

This includes studying personalization techniques, big data analytics, automation, virtual reality, and context-aware intelligence.

- **Identifying the main challenges facing the adoption of AI in tourism**

Such as technical limitations, human resource constraints, financial barriers, and issues related to privacy and cybersecurity.

- **Assessing the impact of AI on improving the tourist experience**

In terms of personalization, comfort, efficiency, and immediate access to accurate information.

- **Linking AI applications with the concept of sustainable tourism**

By demonstrating how these technologies contribute to environmental, economic, and social sustainability.

- **Examining the Cosy Cosy application as a practical model**

By analyzing how it employs AI technologies in:

Enhancing user experience

Comparing prices

Providing personalized recommendations

Supporting decision-making

Promoting sustainable accommodation options

- **Offering practical recommendations**

To help tourism institutions and decision-makers adopt AI effectively, particularly in countries facing digital transformation challenges.

Research Approach

This study adopts a descriptive–analytical approach, which is suitable for examining emerging technological trends, identifying challenges, and analyzing how artificial intelligence (AI) contributes to creating personalized and sustainable tourism experiences. The descriptive component focuses on reviewing literature, reports, and case studies related to AI in tourism, while the analytical component evaluates the applicability of these technologies through the example of the Cosy Cosy application.

Previous Studies

Study N° 01: The Use of Artificial Intelligence Systems in Tourism and Hospitality: The Tourists' Perspective (Ana Elisa Sousa, 2024)

Year of Publication: 2024

Objective: To explore how artificial intelligence can enhance user experience in tourism and hospitality services.

Key Findings: Enhancing the booking experience through AI increases customer satisfaction.

Smart recommendation technologies positively influence travel choices.

There is a need to train staff on AI usage to ensure human-AI integration.

Relevance to the Research: Directly relevant, as it demonstrates AI's role in improving tourist user experience.

Study N° 02: Smart Tourist Destinations and the Adoption of Artificial Intelligence Applications: Case of the Emirate of Dubai (Djebil Samir, 2023)

Year of Publication: 2023

Objective: To examine applications of smart cities and artificial intelligence in modern tourism.

Key Findings: Smart cities reduce tourist congestion through intelligent analytics.

Real-time tourist data allows for improved service delivery.

Significant contribution to sustainable tourism planning.

Relevance to the Research: Relevant to improving the management of tourist destinations through AI and smart data.

Study N° 03: With a young spirit, we will be young forever: Exploring the links between tourism and ageing well in contemporary China (Tingting Elle Li, 2021)

Year of Publication: 2021

Objective: To analyze digital booking platforms such as Airbnb and Booking.com regarding AI utilization.

Key Findings: Personalized recommendation algorithms increase booking rates by 15–20%.

AI helps optimize pricing and demand forecasting.

Users prefer platforms that effectively use AI to personalize the experience.

Relevance to the Research: Highlights the importance of AI in enhancing the commercial performance of digital tourism platforms.

Study N° 04: Study on Tourism Consumer Behavior and Countermeasures Based on Big Data (Jing Li, 2022)

Year of Publication: 2022

Objective: To use artificial intelligence and big data to understand tourist behavior.

Key Findings: Big data analysis provides accurate insights into tourist preferences.

AI can predict future travel trends.

Helps design more targeted and effective marketing campaigns.

Relevance to the Research: Essential for understanding how AI and data shape tourists' decisions and marketing strategies.

Study N° 05: Artificial intelligence in the tourism business: a systematic review (Alexandra Lorena López-Naranjo, 2025)

Year of Publication: 2025

Objective: Evaluate the impact of artificial intelligence on tourist experience and the management efficiency of digital tourist destinations.

Key Findings (Expected / Anticipated): AI-enabled booking platforms are expected to increase user satisfaction.

AI applications improve operational efficiency and enhance the management of tourist destinations.

Big data analytics allow for more personalized and targeted tourism experiences.

Relevance to the Research: Integrates findings from previous studies into a comprehensive framework, assessing AI's role in both enhancing user experience and improving the operational management of tourist destinations.

Table N° 01: Comparison Table Between Previous Studies and Our Study

Study	Year	Objective	Key Findings	Relevance / Contribution
The Use of Artificial Intelligence Systems in Tourism and Hospitality: The Tourists' Perspective	2024	Explore how AI can enhance user experience in tourism and hospitality	- AI improves booking experience and customer satisfaction- Smart recommendations influence travel choices- Need for staff training for human-AI integration	Directly relevant; shows AI's role in enhancing tourist user experience
Smart Tourism and AI Applications	2023	Examine applications of smart cities and AI in modern tourism	- Smart cities reduce tourist congestion- Real-time tourist data improves service delivery- Supports sustainable tourism planning	Relevant for improving management of tourist destinations using AI and smart data
AI-Driven Online Travel Platforms: A Comparative Analysis	2021	Analyze digital booking platforms (Airbnb, Booking.com) regarding AI utilization	- Personalized recommendations increase booking rates 15–20%- AI optimizes pricing and forecasts demand- Users prefer platforms using effective AI personalization	Highlights AI's impact on commercial performance of tourism platforms; informs user experience and operational efficiency
Tourist Behavior Analysis Using AI and Big Data	2022	Use AI and big data to understand tourist behavior	- Big data provides precise insights into tourist preferences- AI predicts future travel trends- Enables targeted marketing campaigns	Essential for understanding how AI shapes tourist decisions and marketing strategies; informs predictive analysis
Artificial intelligence in the tourism business: a systematic review	2025	Evaluate AI's impact on tourist experience and destination management	- AI platforms expected to increase user satisfaction- AI improves operational efficiency and destination management- Big data analytics enable personalized tourism experiences	Integrates findings from previous studies into a comprehensive framework assessing AI's role in both user experience and destination management

Source: Prepared by the researcher based on previous studies

Knowledge Gaps

Despite the growing body of research on the application of Artificial Intelligence (AI) in tourism and hospitality, several critical knowledge gaps remain unaddressed. First, most studies focus on specific digital booking platforms or isolated elements of the tourist experience, while there is limited research examining the comprehensive management of entire digital tourist destinations and the operational impact of AI on destination efficiency. Second, while AI has been studied in the context of booking systems, chatbots, and recommendation engines, integrated evaluations of user experience across all stages of the tourist journey pre-travel, during travel, and post-travel are scarce. Third, although some studies acknowledge the importance of training staff for AI integration, there is a lack of practical frameworks to ensure effective human-AI collaboration in service delivery.

Moreover, the use of big data analytics has primarily been applied to predicting tourist preferences, with insufficient attention to how these insights can optimize operational management and strategic planning at the destination level. Research on smart and sustainable cities in tourism is largely conceptual, with few comparative or empirical studies evaluating the real-time impact of AI on visitor flow management and sustainability outcomes. Finally, the operational and technical challenges—including implementation costs, resistance to change, regulatory compliance, and data privacy concerns—remain underexplored in existing literature.

Addressing these gaps, the proposed study aims to provide a holistic assessment of AI applications in tourism by evaluating their effect on both enhancing user experience and improving the operational management of digital tourist destinations, there by contributing to theory and offering practical insights for stakeholders.

Key Trends of AI Applications in Tourism

1 .Personalization & Smart Recommendations

AI enables travel and hospitality companies to tailor travel experiences such as accommodation, tours, transport and activities to individual travelers' preferences, history, and behavior. Such AI-driven personalization improves satisfaction and can even encourage more sustainable, eco-conscious travel behavior. (Djamaa, 2025)

2 .Conversational AI: Chatbots & Virtual Assistants

Many tourism platforms now use AI-powered chatbots or virtual assistants to help travelers 24/7 answering questions, helping with bookings, giving travel suggestions, and offering real-time support (before/during/after travel). (Ana Elisa Sousa, 2024)

3 .Advanced Booking, Search & Reservation Systems

AI helps improve search on travel websites (better matching, personalized suggestions), optimize booking systems, automate reservation tasks, and reduce human error — improving convenience for users and efficiency for service providers. (Ana Elisa Sousa, 2024)

4 .Immersive Experience: Virtual Reality (VR), Augmented Reality (AR) & Digital Previews

Some tourism services leverage AI together with VR/AR to give travelers immersive previews: virtual tours of hotels, landmarks, or surroundings helping them decide where to stay or what to visit? (Ana Elisa Sousa, 2024)

5 .Robotics, Biometric Systems, and Smart Infrastructure

In hospitality and travel, AI-based robotics and biometric-driven systems (e.g. facial recognition, automated check-in, smart kiosks) are increasingly being adopted enabling smoother, faster, and often contactless services, from airport check-in to hotel room services. (Ana Elisa Sousa, 2024)

6 .Data Analytics & Predictive Intelligence

Tourism companies use AI analytics to forecast demand, analyze traveler behavior, manage pricing dynamically, and make strategic business decisions. This helps them optimize resources, plan for high/low demand periods, and improve service offerings. (El-Zomor, 2025)

7 .Enhancing Tourist Experience & Satisfaction

From language translation tools to personalized assistance and seamless service flow, AI helps reduce friction in travel making it easier for tourists, especially in cross-cultural or foreign-language contexts, to navigate destinations, understand services, and enjoy their trip. (Ana Elisa Sousa, 2024)

8 .Heritage / Destination Management and Sustainable Tourism

AI can support destination management and heritage preservation efforts: by analyzing data (like social media photos, tourist behavior, feedback) to understand how tourists perceive historical/cultural sites which can help planners and policymakers balance tourism growth with heritage protection and sustainable development. (A Multidimensional AI-powered Framework for Analyzing Tourist Perception in Historic Urban Quarters: A Case Study in Shanghai, 2025)

Challenges of Artificial Intelligence Applications in the Tourism Industry

1 .Data Privacy and Security

AI systems in tourism collect large amounts of sensitive information, including tourists' personal preferences, travel history, payment details, and behavioral patterns. Protecting this data from breaches and ensuring compliance with privacy regulations such as GDPR or local data protection laws is a major challenge. (Calveras, 2019) Failure to secure data can result in financial losses, reputational damage, and loss of customer trust.

2 .High Implementation and Maintenance Costs

Developing, deploying, and maintaining AI solutions, including recommender systems, chatbots, predictive analytics, and personalized travel platforms, requires substantial financial investment. Small and medium-sized enterprises often struggle to afford these costs, which limits widespread adoption. (Aarni Tuomi, 2024)

3 .Technical Complexity and System Integration

Integrating AI into existing tourism infrastructure, such as booking platforms, property management systems, and customer relationship management software, is technically complex.

Without proper integration, AI systems may fail to deliver accurate recommendations or seamless experiences. (Šakytė-Statnickė, 2025)

4 .Lack of Skilled Workforce and Human Capacity

Operating, managing, and analyzing AI tools in the tourism industry requires personnel with specialized skills in data analysis, machine learning, natural language processing, and system integration. Many tourism organizations, especially in developing countries or smaller enterprises, lack sufficient skilled staff, creating barriers to AI adoption and effective use. Even when staff are available, continuous training and upskilling are necessary to keep up with evolving AI technologies. Without these resources, organizations may face reduced efficiency, lower service quality, and operational risks. (Šakytė-Statnickė, 2025)

5. Continuous training and upskilling

The adoption of AI in the tourism sector requires continuous employee training and upskilling to keep up with evolving tools and data-driven systems. Small and medium-sized tourism enterprises (SMTEs) often face financial, logistical, and human-resource constraints that limit their ability to provide ongoing training. Without consistent skill development, even advanced AI systems may fail to improve efficiency, customer experience, or strategic decision-making. For SMTEs, limited budgets and smaller teams make establishing a sustainable learning culture challenging, potentially widening the digital competence gap with larger organizations. Successful AI adoption therefore depends on investing in human capital, continuous learning, and digital literacy. (Silva Susana, 2025)

6 .Customer Trust and Acceptance

AI technologies offer efficiency, personalization, and convenience in tourism services, customer trust and acceptance remain critical factors influencing their adoption. Some tourists prefer human interaction for specific services, such as booking complex itineraries, consulting on travel decisions, or managing unexpected changes like cancellations, delays, or emergencies. This preference stems from the perception that human agents are more flexible, empathetic, and capable of handling nuanced or unpredictable situations than AI systems. (Ana Elisa Sousa, 2024)

7. Lack of transparency

Another major challenge in adopting AI in tourism is the lack of transparency in decision-making. Many AI systems operate as "black boxes," where users cannot fully understand how recommendations, pricing, or personalized offers are generated. This opacity can undermine customer trust, reduce acceptance, and make users hesitant to rely on AI for travel planning or service management. The OECD (2024) emphasizes that without transparency and explainability, tourists may perceive AI decisions as unfair, biased, or unpredictable, especially in complex or high-stakes scenarios such as dynamic pricing, itinerary changes, or personalized recommendations. Therefore, ensuring AI explainability, clear communication, and accountability is crucial for building user confidence and promoting broader adoption in the tourism sector. (OECD, 2024)

8 .Ethical and Regulatory Challenges

Algorithmic bias is a significant ethical concern. AI systems trained on historical or social data may inadvertently replicate societal biases, leading to unfair recommendations, pricing, or service prioritization for certain groups of tourists. (Longdom, 2023)

Moreover, in many regions, regulatory frameworks and legislation governing AI use in tourism are either weak or nonexistent, particularly regarding data privacy, security, and transparency. The absence of clear rules may increase risks for both tourists and service providers. (Jinsheng Jason Zhu, 2023)

9. Digital Infrastructure Gap

In some countries or tourist destinations, the digital infrastructure necessary to support advanced AI systems including reliable internet connectivity, secure servers, and regular system updates may be inadequate. (Cvetko, 2025)

This lack of infrastructure creates barriers to global deployment of AI tools and can result in uneven service quality across different geographic locations, limiting the potential benefits of AI in tourism.

10 .Insufficient Research and Field Studies

As highlighted in the systematic survey of AI applications in tourism, the number of empirical studies remains limited compared to AI adoption in other sectors.

This scarcity of research makes it difficult to fully understand the practical challenges, validate AI tools' effectiveness, and develop generalized best practices for widespread implementation in the tourism industry. (Luis Duarte, 2021)

Key Opportunities

1 .Smart & Digital Tourism Ecosystems

The rise of smart tourism underpinned by ICT, IOT, and digital platforms enables more efficient, responsive, and personalized tourist services .

Destinations can evolve into smart destinations by integrating digital solutions that improve mobility, visitor management, and overall service delivery .

Digital platforms such as online travel agencies, review sites, mobility applications facilitate global market access, improved visibility of smaller destinations, and more flexible travel offerings. (Karimov, 2014)

2 .Artificial Intelligence as a Catalyst for Sustainable & Efficient Tourism

AI adoption has been shown to significantly enhance tourism efficiency and sustainability improving resource use, optimizing operations, and enabling smarter destination management .

Through AI-driven innovations, tourism businesses can elevate service quality, offer personalized experiences, and influence tourists continued use of services. (Edward C.S. Ku, 2024)

AI's role extends beyond business it can support broader goals tied to sustainability, economic development, and resilience in the face of crises or changing demand patterns.

3 .Open Innovation & Co-creation of Value

The concept of open innovation in tourism promotes collaboration among stakeholders' destinations, businesses, communities enabling co-creation of experiences, improving competitiveness and fostering creative tourism products .(Rúben Pinhal, 2025)

Such collaborative models help diversify tourism offerings, adapt to changing traveler expectations, and leverage local assets more effectively.

4 .Integration of Sustainability and Digital Branding

Digitalization offers tourism destinations a chance to develop a sustainable brand appealing to environmentally-conscious travelers and promoting eco-friendly tourism practices. (Kummitha, 2025)

Smart tourism and sustainable destination frameworks contribute to more balanced economic, environmental, and social outcomes mitigating over tourism while supporting long-term

5 .New Forms of Tourism and Diversified Experiences

Advances in digital tourism including virtual tours, augmented reality AR, immersive experiences open doors to novel tourism forms beyond traditional travel, expanding market reach and accessibility. (Wenshuai Wu, 2024)

These new forms can attract different traveler segments tech-savvy youth, remote workers, eco-tourists and adapt to constraints pandemics, environmental limits.

6 .Data-Driven Decision Making and Destination Management

The increasing use of big data, digital tools, and analytics enables destinations and tourism businesses to make evidence-based decisions on marketing, resource allocation, visitor flow management, and crisis response .(Carvalho, 2025)

This strategic use of data supports better planning, long-term sustainability, and more adaptive tourism systems.

The Cozy Cozy application and its contribution to improving digital tourism

What is Cozy Cozy?

Cozy Cozy is an online search comparison engine for accommodations hotels, vacation rentals, apartments, guesthouses, etc. not a booking site itself. Aggregates listings from over 100 booking platforms like Airbnb, Booking.com, Expedia, and others, meaning it collects all available offers in one place. Huge inventory millions of accommodations worldwide, including hotels, apartments, holiday homes, tents, treehouses, boat houses, and more. (https://www.cozycozy.com, n.d.)

Features and Services

One-click comprehensive search: Instead of opening multiple websites in different tabs, Cozy Cozy gathers all offers in a single interface for easy comparison .(Dillet, 2019)

Price transparency: The displayed price is often "all-in," including taxes and fees, reducing surprises during booking.

Advanced filtering: Users can filter results by accommodation type (apartment, hotel, villa, etc.), price, cancellation policies, amenities (air conditioning, Wi-Fi, pet-friendly, etc.).

Global accessibility: Available in dozens of countries, supporting searches in many cities and regions worldwide.

Free to use: Cozy Cozy itself is free for users; revenue comes from commissions when redirecting visitors to the booking platforms.

Benefits for Tourism or Researchers/Users

Travelers can view a wide variety of accommodations from traditional hotels to unique stays (boats, tents, cabins, etc.) supporting alternative tourism and unique experiences.

Reduces the effort of checking multiple websites especially useful for multi-destination trips saving time and providing a variety of offers.

From a research perspective, Cozy Cozy data can help study the global accommodation market diversity of types, prices, prevalence of non-traditional stays, booking flexibility, and other tourism economy indicators.

For travelers in countries like Algeria, Cozy Cozy helps choose suitable accommodations based on price, location, and features easily.

Limitations and Notes

Cozy Cozy is not a booking site itself: when selecting accommodation, you are usually redirected to the original platform (e.g., Airbnb, Booking.com) to complete the booking.

Service quality: (communication, customer support, cancellation policies, accuracy of photos, etc.) depends on the original accommodation provider Cozy Cozy is not responsible for these details.

Some features: (like "pet-friendly" options) may not always be available or clearly visible.

How Cozy Cozy serves tourists directly?

It brings together all types of accommodation in one place: tourists do not need to search 10 different sites (Booking, Airbnb, Expedia…). Cozy Cozy displays all options on one page. It provides a direct benefit to the tourist, saves time and facilitates decision-making.

Compare prices instantly: Shows you the cheapest price for the same room across multiple sites. It gives a direct benefit by saving money quickly and effortlessly.

Accurate search filtering to suit tourist needs: Filters include Price, The site, Its proximity to the city center, Number of beds, Facilities (kitchen, air conditioning, swimming pool, parking…), Degree of safety in the neighborhood, Free cancellation

A direct benefit to the tourist as he finds accommodation that best suits his circumstances.

User friendly and easy to use: A simple interface that suits even a person who is not an expert in technology. The immediate benefit is a convenient search experience without complexity for the user.

Displays accommodation types that do not exist in some locations, such as: Country houses, wooden huts, luxury tents, complete villas, budget apartments. Direct benefit Provides tourists with innovative options and new tourism experiences.

Displays accommodation reviews from multiple locations: Collects reviews from different platforms and displays them in one place. The immediate benefit is seeing a comprehensive evaluation that reduces the risk of choosing a bad place.

Helps in quick planning of trips: Tourists can search by destination, date, budget, type of trip (family, romantic, business…). The immediate benefit is that the trip is organized and designed quickly and skillfully.

Supports the principle of security and transparency: Cozy Cozy does not request payment data because it is not a booking site. It just searches, compares and redirects you to the original site. Direct benefit is greater security Do not share payment card information with a new site. All reservations are made on reliable international sites.

Table N° 02: how Cozy Cozy helps tourists.

Benefit	Explanation	Practical Example
Saving time and effort	Instead of searching on multiple websites (Airbnb, Booking, Expedia…), the traveler can view all options in one place.	A traveler going to Paris wants a hotel + an apartment + a guesthouse; Cozy Cozy shows all options at once with prices.
Saving money	Easily comparing prices across different platforms helps choose the cheapest or most suitable option according to the budget.	An apartment in Barcelona may cost €80 on Airbnb and €85 on Booking; the platform shows the cheaper option.
Diverse travel experiences	Access to unique types of accommodation: houseboats, treehouses, mountain cabins…	A traveler wanting a "glamping" experience can easily find luxury tents in Switzerland.
Information transparency	Displays user reviews, photos, cancellation policies, and available amenities.	Shows whether a property allows pets, offers Wi-Fi, has a kitchen, or provides parking…

Source: Prepared by the researcher based on previous paragraph.

How does Cozy Cozy serve the tourism sector?

Increase tourist bookings: by bringing together all accommodation options in one place and attracting more visitors.

Supporting small and medium-sized enterprises: such as apartments and guest houses by improving their visibility without significant marketing costs.

Enhancing the transparency of the tourism market: by comparing prices and ratings, which stimulates improved quality and fair competition.

Providing important data to decision makers: about tourism demand behaviors and the most popular destinations.

Supporting the digital transformation of tourism: by facilitating search and booking processes and relying on modern technologies.

Diversifying the tourism product: by offering innovative types of accommodation (huts, glamping, chalets…), which attracts new tourist segments.

Table N° 03: how Cozy Cozy helps the tourism sector.

Benefit	Explanation	Impact on the Tourism Sector
Increasing consumer reach	Small sites and independent hotels appear on a large platform that reaches millions of users worldwide.	A small hotel in Morocco can be seen by visitors from Europe and Asia without major marketing investment.
Promoting alternative tourism and unique experiences	Cozy Cozy showcases non-traditional accommodations (villas, treehouses, boats…) expanding tourism beyond conventional hotels.	Increases the number of tourists seeking unique experiences, generating new income for lesser-known destinations.
Effective digital marketing	Platform analytics help accommodation providers understand trends and demand for different types of stays.	A hotel sees rising demand for "glamping" in the summer and can prepare suitable offers.
Facilitating entry into global markets	The platform supports over 50 countries and multiple languages, opening international marketing opportunities without creating a personal website.	A guesthouse owner in Algeria can easily reach visitors from Europe or America.

Source: Prepared by the researcher based on previous paragraph.

How does it serve stakeholders?

Owners of hotels, apartments and independent houses: Increase the number of bookings by reaching a global audience. Ability to compare competitors' prices and improve pricing strategies. Promote your brand through positive reviews and ratings.

Tourist destinations / cities/municipalities: Understand travel trends to their regions through available data. Improving infrastructure or developing demand-driven tourism (e.g., holiday homes, unique activities, local entertainment).

Academic and research sector: A huge database to analyze the digital tourism market, travel trends, and preferred accommodation types. Study the impact of technology on travel choices, the local economy, or sustainability.

Cozy Cozy's contribution to tourism innovation:

Encouraging the experience economy: by providing unconventional accommodation, encouraging sustainable and alternative tourism.

Big Data Analysis (Big Data): Demand, seasonal patterns, accommodation prices can be analyzed to create targeted tourism offerings.

Supporting sustainability: The platform offers environmentally friendly or energy-efficient options, encouraging green tourism.

Promote fair competition: Small, independent hotels can compete with larger networks on unified platforms.

Discussion of Hypotheses

The study examined several hypotheses regarding the impact of AI applications on the tourism industry, particularly through the example of the Cosy Cozy application. The findings support the following conclusions:

AI improves the overall tourist experience: AI-powered tools facilitate faster, more intuitive, and personalized booking and travel planning processes. The integration of recommendation systems, price comparison, and immersive previews ensures that travelers can make informed choices, confirming the first hypothesis.

Enhanced decision-making confidence: Personalized recommendations and predictive analytics increase travelers' confidence in selecting accommodations, activities, and travel options. This confirms that AI helps reduce uncertainty and enhances trust in digital tourism platforms.

Operational efficiency for tourism businesses: The study found that companies adopting AI technologies, as exemplified by Cosy Cozy, achieve significant efficiency gains in managing bookings, dynamic pricing, and customer support. This validates the third hypothesis.

AI-driven competitive advantage: The presence of unique features such as real-time support, smart recommendations, and price predictions gives AI-enabled platforms a competitive edge over traditional tourism services. Cosy Cozy demonstrates this through its aggregation of listings, transparent pricing, and global accessibility.

Personalization and sustainability alignment: AI applications not only cater to individual preferences but also promote sustainable tourism by enabling eco-friendly accommodation selection, efficient resource management, and reduced environmental impact.

Results

Based on the descriptive and analytical review:

Tourist Benefits: Cosy Cozy provides tourists with time savings, cost-effective options, diverse experiences, and secure, transparent booking processes.

Sector Benefits: The platform increases bookings, supports small and medium enterprises, diversifies the tourism product, facilitates global market access, and provides data-driven insights for destination management.

Stakeholder Benefits: Accommodation owners, destination planners, and researchers gain actionable insights for operational, strategic, and policy decisions, enhancing competitiveness and sustainability in tourism.

Recommendations

For Tourism Businesses:

Integrate AI-driven tools like Cosy Cozy to optimize bookings, pricing, and personalized recommendations.

Invest in staff training to effectively manage AI systems and enhance human-AI collaboration.

For Policy Makers and Tourism Authorities:

Encourage the adoption of smart tourism infrastructure and AI platforms to improve destination management.

Establish regulations for data privacy, cybersecurity, and transparency in AI-enabled tourism services.

For Technology Developers:

Focus on integrating sustainability metrics and eco-friendly recommendations in AI tourism applications.

Enhance usability and accessibility features to cater to diverse tourist segments.

For Researchers:

Conduct empirical studies evaluating AI's long-term impact on tourist behavior, operational efficiency, and sustainability outcomes.

Explore AI integration across multiple stages of the tourist journey (pre-, during, and post-travel).

Conclusion

Artificial intelligence represents a transformative force in modern tourism, offering enhanced personalization, operational efficiency, and sustainability benefits. Platforms such as Cosy Cozy exemplify the practical application of AI by aggregating accommodation data, providing smart recommendations, and facilitating secure, informed decision-making. The study confirms that AI adoption not only improves tourist experiences but also empowers tourism businesses and stakeholders with actionable insights and competitive advantages. As the tourism industry continues to embrace digital transformation, integrating AI responsibly while ensuring privacy, transparency, and sustainability will be essential for fostering resilient, innovative, and inclusive tourism ecosystems.

The findings highlight a clear pathway for tourism stakeholders to leverage AI for both commercial success and sustainable development, aligning technological advancement with the evolving expectations of global travelers.

Bibliographie

A Multidimensional AI-powered Framework for Analyzing Tourist Perception in Historic Urban Quarters: A Case Study in Shanghai. (2025, 09 4). Récupéré sur arxiv: https://arxiv.org/abs/2509.03830

Aarni Tuomi, K. B. (2024). Information and Communication Technologies in Tourism 2024: ENTER 2024. *International Tourism Conference.* Izmir, Türkiye: Cham, Switzerland.

Alexandra Lorena López-Naranjo, M. I.-R. (2025, 06 25). Artificial intelligence in the tourism business: a systematic review. *Frontiers in Artificial Intelligence Journal, Volume 8*, p. Article 1599391.

Ana Elisa Sousa, P. C. (2024, 08 02). The Use of Artificial Intelligence Systems in Tourism and Hospitality: The Tourists' Perspective. *Administrative Sciences Journal, Volume 14 Issue 08*, p. 10.3390/admsci14080165.

Calveras, A. (2019, 11 01). All-inclusive and value creation in hospitality: Evidence from a mature destination, 2001–2017. *Tourism Management Journal, Volume 74*, pp. 234-246.

Carvalho, S. F. (2025, 11 06). Shaping smart tourism: a bibliometric and benchmarking analysis of IoT trends. *Discover Internet of Things, Volume 05, Isseu 01*, p. Article number: 125 .

Cvetko, J. (2025). *AI Diffusion Report: Mapping Global AI Adoption and Innovation.* Redmond, Washington, USA: AI Economy Institute.

Dillet, R. (2019, 06 30). Cozycozy is an accommodation search service that works with hotels and Airbnb . *TechCrunch*.

Djamaa, A. (2025, 06 30). The Role of AI in Personalizing Travel Experiences and Enhancing Satisfaction Among Eco-Conscious Tourists in Algeria. *Globalization and Business Journal, Volume 10, Issue 19*, pp. 57-75.

Djebil Samir, L. N. (2023, 07 01). Smart Tourist Destinations and the Adoption of Artificial Intelligence Applications: Case of the Emirate of Dubai. *Journal of Management and Development for Research and Studies, Volume 12 Issue 01*, pp. 342 - 363.

Edward C.S. Ku, C.-D. C. (2024, 01 01). Artificial intelligence innovation of tourism businesses: From satisfied tourists to continued service usage intention. *International Journal of Information Management, Volume 76*, pp. June 2024, 102757.

El-Zomor, R. A. (2025, 03 01). Applications of Artificial Intelligence for the Development of the Tourism Industry. *Journal of Intellectual Property and Innovation Management, Volume 08, ISSUE 01*, pp. 231-267.

https://www.cozycozy.com. (n.d.).

Jing Li, B. C. (2022, 06 19). Study on Tourism Consumer Behavior and Countermeasures Based on Big Data. *Computational Intelligence and Neuroscience Journal, Article ID 6120511*, pp. 623-628.

Jinsheng Jason Zhu, Z. L. (2023, 06 30). Roboethics of tourism and hospitality industry: A systematic review. *PLOS ONE*, p. e0287439. DOI.

Karimov, F. (2014, 11 20). DIGITAL PLATFORMS AND SMART TOURISM ECOSYSTEMS: OPPORTUNITIES AND CHALLENGES. *World Economics and Finance Bulletin, Volume 28 (2023)*, pp. 172–176 .

Kummitha, M. A. (2025, 10 28). Digitalization and sustainable branding in tourism destinations from a systematic review perspective. *Discover Sustainability Journal, Volume 06*, p. Article number: 1167 .

Luis Duarte, J. T. (2021, 03 02). *Artificial Intelligence Systems applied to tourism: A Survey*. Retrieved from arXiv: https://arxiv.org/abs/2010.14654

OECD. (2024). *Artificial Intelligence and tourism.* Paris: Organisation for Economic Co-operation and Development .

Rúben Pinhal, A. E. (2025, 06 28). Open Innovation in the Tourism Industry: A Systematic Review. *Tourism and Hospitality Journal, Volume 06, Isseu 03*, p. 10.3390/tourhosp6030124.

Šakytė-Statnickė, G. (2025, 04 18). Application of Artificial Intelligence in the Tourism Sector: Benefits and Challenges of AI-Based Digital Tools in Tourism Organizations of Lithuania, Latvia, and Sweden. *Tourism and Hospitality, Volume 06, Issue 02*, p. 10.3390/tourhosp6020067.

Silva Susana, C. S. (2025, 01 23). The Value of Skills for a Sustainable Tourism and Hospitality Industry. *Tourism and Hospitality Journal, Volume 06, Isseu 01*, p. 10.3390/tourhosp6010014.

Tingting Elle Li, E. T. (2021, 10 01). With a young spirit, we will be young forever: Exploring the links between tourism and ageing well in contemporary China. *Tourism Management Journal, Volume 86* , p. 104345.

Wenshuai Wu, C. X. (2024, 11 27). Digital Tourism and Smart Development: State-of-the-Art Review. *Sustainability (MDPI), Volume 16, Isseu 23*, p. Article Number: 10382 .