

ABSTRACT

The development of Artificial Intelligence (AI) has transformed the tourism industry and increased academic interest in its applications. This study aims to analyze publication growth, research characteristics, research structures, and thematic development of AI research in the tourism industry. A bibliometric method was employed using Scopus publications from 2022–2026, analyzed with VOSviewer and Bibliometrix. The analyses included co-authorship, keyword co-occurrence, co-citation, bibliographic coupling, thematic mapping, and thematic evolution. The results show substantial publication growth, peaking in 2025, with India as the most productive country. Artificial intelligence emerged as the central theme associated with tourism, smart tourism, hospitality, machine learning, virtual reality, and ChatGPT. Thematic analysis indicates a shift toward more specific topics, particularly ChatGPT, generative AI, smart tourism, and sustainability. Overall, AI research in the tourism industry is developing toward an increasingly diverse and integrated knowledge structure.

Keywords: Artificial Intelligence, tourism industry, bibliometrics, VOSviewer, Bibliometrix.