

An example of literature review. Applying artificial intelligence to cultural tourism: opportunities, threats and managerial implications.

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**University of Macerata*

ENCATC Congress 2023

Artificial Intelligence Embraced: the future of the cultural and creative sector

11-13 October 2023, Helsinki, Finland

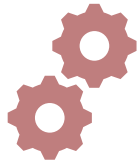
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Research aim and methodology



Which are **opportunities**, **threats** and **implications** related to the application of AI to cultural tourism?



STEP 1

Research design

STEP 2

Data extraction,
selection, and
processing

STEP 3

Data analysis

Step 1

Research design



- Defining the field of investigation
- Developing search strings
- Identifying search tools
- Defining inclusion/exclusion criteria

Keywords	Artificial Intelligence, tourism, cultural heritage, cultural tourism
Research strings	TITLE-ABS-KEY ("artificial intelligence" OR ai) AND TITLE-ABS-KEY (tourism OR "tourism sector*") AND TITLE-ABS-KEY ("cultural heritage" OR "culture" OR "cultural sector*")
Database	Scopus
Language	English
Time span	2000-2023
Source type	<ul style="list-style-type: none">• Journal article• Book chapter• Conference paper

Step 1

Research design



Scopus



Search

Sources

SciVal ↗


Welcome to a more intuitive and efficient search experience. [See what is new](#)


Advanced query ☒

(TITLE-ABS-KEY ("artificial intelligence" OR ai) AND TITLE-ABS-KEY (tourism OR "tourism sector*") AND TITLE-ABS-KEY ("cultural heritage" OR "culture" OR "cultural sector*"))

Show less



 Save search

 Set search alert

 Edit in advanced search

Step 2

Data extraction, selection, and processing



- Initial search
- Documents screening and selection

2.1 Search on Scopus database according to the search criterion on “titles, abstracts or keywords”	112 documents
2.2 Analysis of each article (title, abstract, authors and indexed keywords), screening and selection	32 documents

Step 2

Data extraction, selection, and processing

124 documents found [Analyze results](#)

Refine search

Search within results

Filters

Year

☒ Range ☐ Individual

from — to

Author name

Subject area

- ☐ Computer Science 73
- ☐ Engineering 29
- ☐ Mathematics 29
- ☐ Business, Management and Accounting 28
- ☐ Social Sciences 25

Show all

Document type

- ☐ Conference paper 69
- ☐ Article 38
- ☐ Book chapter 7
- ☐ Book 3
- ☐ Conference review 3

☐ All ☐ Export ☐ Download ☐ Citation overview ☐ More

Show all abstracts

Sort by [Date \(newest\)](#)

	Document title	Authors	Source	Year	Citations
<input type="checkbox"/> 1	Review Regional smart cultural tourism destinations in a region of Latvia	Jankova, L., Auzina, A., Zvirbule, A.	Worldwide Hospitality and Tourism Themes, 15(5), pp. 507–516	2023	1
	Show abstract	Locate full-text	View at Publisher	Related documents	
<input type="checkbox"/> 2	Article • Open access Modeling users' satisfaction and visit intention using AI-based chatbots	Orden-Mejía, M., Carvache-Franco, M., Huertas, A., Carvache-Franco, O., Carvache-Franco, W.	PLoS ONE, 18(9 September), e0286427	2023	0
	Show abstract	Locate full-text	View at Publisher	Related documents	
<input type="checkbox"/> 3	Review • Open access From Earlier Exploration to Advanced Applications: Bibliometric and Systematic Review of Augmented Reality in the Tourism Industry (2002–2022)	Zaifri, M., Khalloufi, H., Kaghat, F.Z., Azough, A., Zidani, K.A.	Multimodal Technologies and Interaction, 7(7), 64	2023	0
	Show abstract	Locate full-text	View at Publisher	Related documents	
Discover early research ideas View preprints published by authors to have an early idea of upcoming research documents. View 1 preprint					
<input type="checkbox"/> 4	Article Concept, connotation, technology and development status of Web 3.0 Web 3.0 概念、内涵、技术及发展现状	Xu, L., Li, S., Ning, H.-S.	Gongcheng Kexue Xuebao/Chinese Journal of Engineering, 45(5), pp. 774–786	2023	0
	Show abstract	Locate full-text	View at Publisher	Related documents	

2.1
Search on Scopus database according to the search criterion on “titles, abstracts or keywords”

Step 2

Data extraction, selection, and processing

124 documents found

[Analyze results](#)

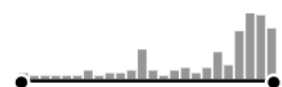
Refine search

Search within results

Filters

Year

☒ Range ☐ Individual



from — to

Author name

Subject area

- ☐ Computer Science 73
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- ☐ Mathematics 29
- ☐ Business, Management and Accounting 28
- ☐ Social Sciences 25

[Show all](#)

Document type

- ☐ Conference paper 69
- ☐ Article 38
- ☐ Book chapter 7
- ☐ Book 3
- ☐ Conference review 3

<input type="checkbox"/> All	Export	Download	Citation overview	More	Show all abstracts	Sort by Date (newest)	Grid	List
		Document title	Authors		Source	Year		Citations
<input type="checkbox"/> 1		Review Regional smart cultural tourism destinations in a region of Latvia	Jankova, L., Auzina, A., Zvirbule, A.		Worldwide Hospitality and Tourism Themes, 15(5), pp. 507–516	2023		1
		Show abstract	Locate full-text	View at Publisher	Related documents			
<input type="checkbox"/> 2		Article • Open access Modeling users' satisfaction and visit intention using AI-based chatbots	Orden-Mejía, M., Carvache-Franco, M., Huertas, A., Carvache-Franco, O., Carvache-Franco, W.		PLoS ONE, 18(9 September), e0286427	2023		0
		Show abstract	Locate full-text	View at Publisher	Related documents			
<input type="checkbox"/> 3		Review • Open access From Earlier Exploration to Advanced Applications: Bibliometric and Systematic Review of Augmented Reality in the Tourism Industry (2002–2022)	Zaifri, M., Khalloufi, H., Kaghat, F.Z., Azough, A., Zidani, K.A.		Multimodal Technologies and Interaction, 7(7), 64	2023		0
		Show abstract	Locate full-text	View at Publisher	Related documents			
<div>Discover early research ideas View preprints published by authors to have an early idea of upcoming research documents. View 1 preprint</div>								
<input type="checkbox"/> 4		Article Concept, connotation, technology and development status of Web 3.0 Web 3.0 概念、内涵、技术及发展现状	Xu, L., Li, S., Ning, H.-S.		Gongcheng Kexue Xuebao/Chinese Journal of Engineering, 45(5), pp. 774–786	2023		0
		Show abstract	Locate full-text	View at Publisher	Related documents			

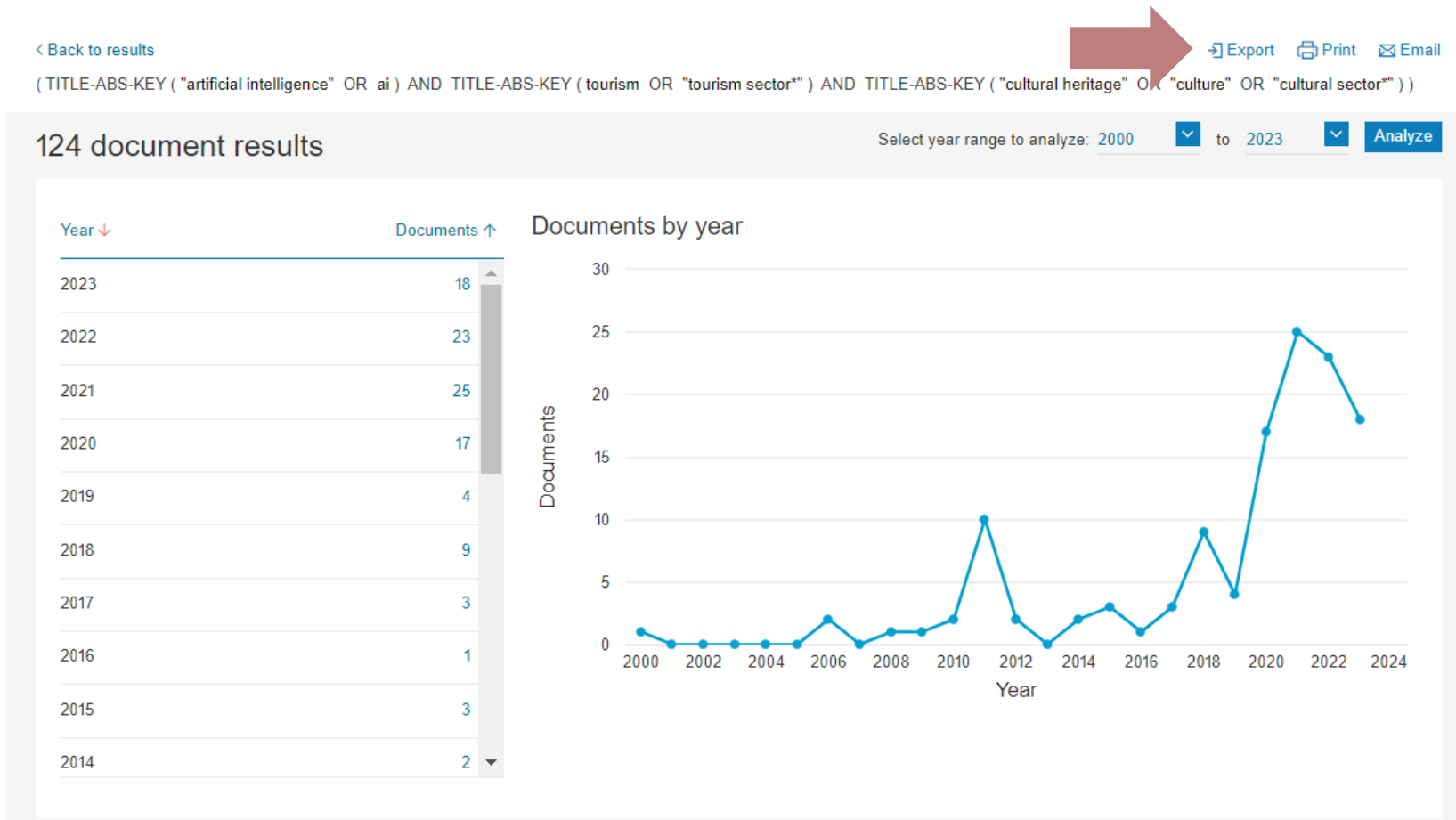
2.2

Analysis of each article (title, abstract, authors and indexed keywords), screening and selection

Step 2

Data extraction, selection, and processing

Analyze search results

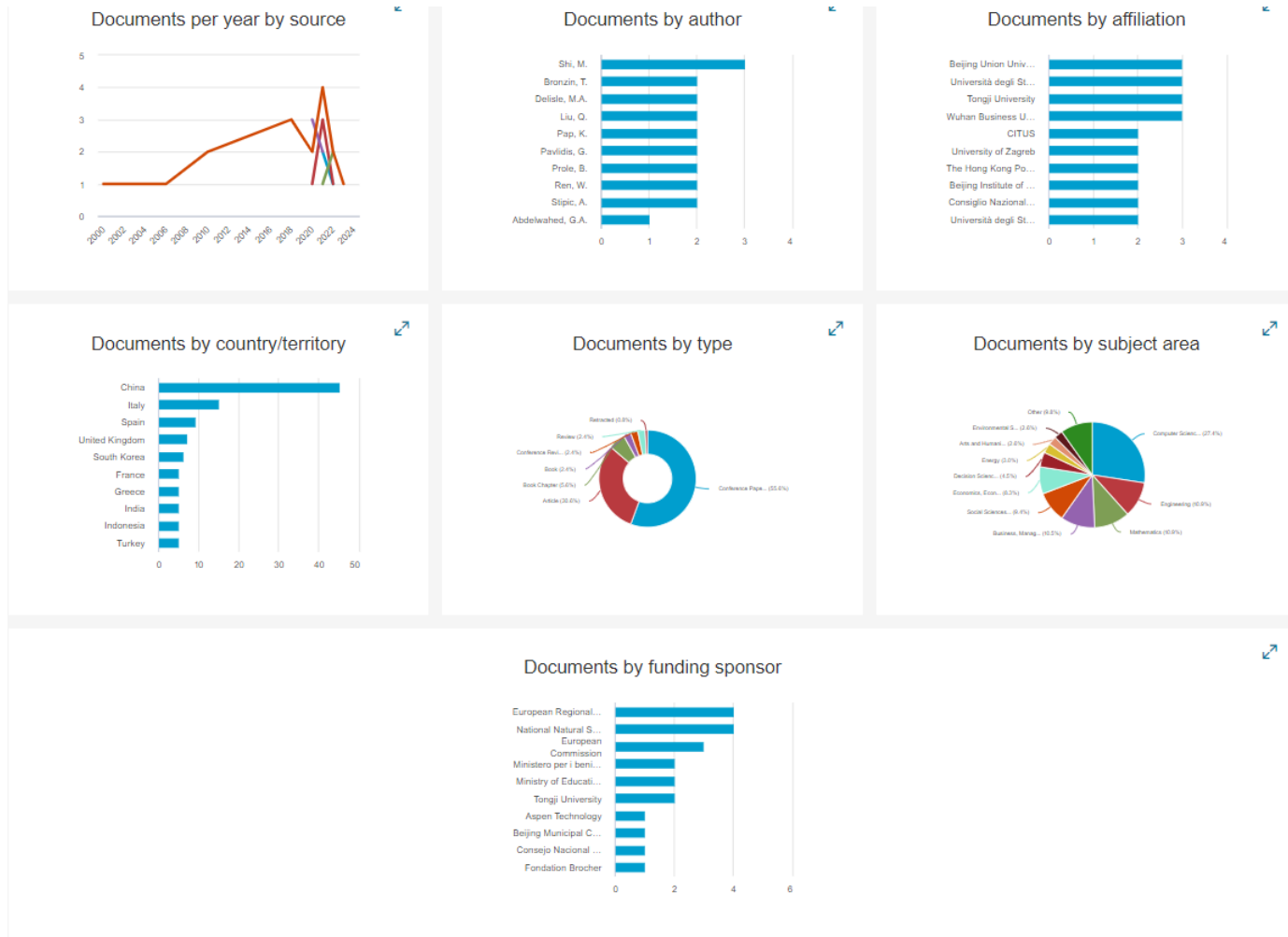


2.2

Analysis of each article (title, abstract, authors and indexed keywords), screening and selection

Step 2

Data extraction, selection, and processing



2.2

Analysis of each article (title, abstract, authors and indexed keywords), screening and selection

Step 2

Data extraction, selection, and processing

124 documents found

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☐ 1 ☐ 2

File types

- ☒ CSV
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- ☐ BibTeX
- ☐ Plain text

Reference managers

- ☐ Mendeley
- ☐ Zotero (RIS)
- ☐ EndNote (RIS)

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What information do you want to export?

<input checked="" type="checkbox"/> Citation information	<input checked="" type="checkbox"/> Bibliographical information	<input checked="" type="checkbox"/> Abstract & keywords	<input checked="" type="checkbox"/> Funding details	<input checked="" type="checkbox"/> Other information
<input checked="" type="checkbox"/> Author(s)	<input checked="" type="checkbox"/> Affiliations	<input checked="" type="checkbox"/> Abstract	<input checked="" type="checkbox"/> Number	<input checked="" type="checkbox"/> Tradenames & manufacturers
<input checked="" type="checkbox"/> Document title	<input checked="" type="checkbox"/> Serial identifiers (e.g. ISSN)	<input checked="" type="checkbox"/> Author keywords	<input checked="" type="checkbox"/> Acronym	<input checked="" type="checkbox"/> Accession numbers & chemicals
<input checked="" type="checkbox"/> Year	<input checked="" type="checkbox"/> PubMed ID	<input checked="" type="checkbox"/> Indexed keywords	<input checked="" type="checkbox"/> Sponsor	<input checked="" type="checkbox"/> Conference information
<input checked="" type="checkbox"/> EID	<input checked="" type="checkbox"/> Publisher		<input checked="" type="checkbox"/> Funding text	<input checked="" type="checkbox"/> Include references
<input checked="" type="checkbox"/> Source title	<input checked="" type="checkbox"/> Editor(s)			
<input checked="" type="checkbox"/> Volume, issues, pages	<input checked="" type="checkbox"/> Language of original document			
<input checked="" type="checkbox"/> Citation count	<input checked="" type="checkbox"/> Correspondence address			
<input checked="" type="checkbox"/> Source & document type	<input checked="" type="checkbox"/> Abbreviated source title			
<input checked="" type="checkbox"/> Publication stage				
<input checked="" type="checkbox"/> DOI				
<input checked="" type="checkbox"/> Open access				

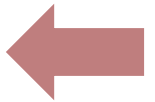
Select all information ☒ Truncate to optimize for Excel ?

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Step 2

Data extraction, selection, and processing

DOI	Year	Title	Authors	Author full names	Source	Volume	Cite	Link	Abstract	Author Keyword	Index Keywords	Document Type	Publication Stage
10.2118/210975-MS	2022	Private 5G Practice in Oil and Gas Industry	Alanazi A.M.; Almutairi N.R.; Aseery A.A.; Al Buraik	Alanazi, Abdullah Mohammed (57988111700); Almutairi, Nail I	Society c			1	https://www.s The Kingdom of Saudi Arabia hi		3D printers; 5G mobile communication systems; ,	Conference paper	Final
10.1080/10963758.2022.2056044	2022	Hospitality and Tourism Higher Education in the Post-COVID Era: Is It Time to Change?	Xu J.; Tavitiyaman P.; Kim H.J.; Lo S.-K.J.	Xu, Jing (56683362900); Tavitiyaman, Pimtong (26323912000)	Journal c	34		8	https://www.s Although we have entered the new normal created by the COVID-19 pandemic, the tourism industry has not yet fully recovered. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.		Article	Final	
10.1093/IEMCON56962.2023.10092286	2023	Chatbot Enabled Smart Tourism Service for Indian Cities: An AI Approach	Anand S.; Abhishek Sai A.M.; Karthikeya M.	Anand, Sruthi (56074715100); Abhishek Sai, A.M. (578530300)	11th Internat			0	https://www.s Tourism is one of the significant factors that determines the growth of a country. The tourism industry has been facing challenges due to the COVID-19 pandemic. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Chatbots; Informati	Information d	Conference paper	Final
10.5194/isprs-archives-XLII-2-W5-335-2017	2017	"Digital heritage" theory and innovative practice	He Y.; Ma Y.H.; Zhang X.R.	He, Y. (57195938902); Ma, Y.H. (57195934791); Zhang, X.R. (57195934791)	Internatic	42		7	https://www.s "Digital heritage", as defined in this paper, is the integration of cultural heritage and digital technology. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Cultural heritage; D	Analog to digit	Conference paper	Final
10.1108/WHATT-10-2022-0116	2023	The role of artificial intelligence and blockchain technologies in sustainable tourism in the Middle East	Kashem M.A.; Shamsuddoha M.; Nasir T.; Chowdh	Kashem, Mohammad Abul (57225793798); Shamsuddoha, M. (57225793798)	Worldwid	15		1	https://www.s Purpose: This paper reviews the role of two significant smart technologies in the tourism industry. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	AI; blockchain; MEN		Article	Final
10.1007/978-3-031-05463-1_6	2022	Interaction Design in Residence Mode of Health and Tourism	Liu Y.; Wang R.; Zhao T.	Liu, Yanlin (5720318381); Wang, Ruichao (57776278800); Zhao, Tian (57776278800)	Lecture N	13325	LNC5	0	https://www.s Under the background of the health and tourism industry, the purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Artificial intelligence; C	Electronic commerce; Health care; Human compo	Conference paper	Final
Nr	Title	Notes/reasons of exclusion	Abstract	Authors	Year	Source title	DOI	Author Keywords	Index Keywords	Document Type	Publication Stage		
1	Hospitality and Tourism Higher Education in the Post-COVID Era: Is It Time to Change?		Although we have entered the new normal created by the COVID-19 pandemic, the tourism industry has not yet fully recovered. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Xu J.; Tavitiyaman P.; Kim H.J.; Lo S.-K.J.	2022	Journal of Hospitality & Tourism Management	10.1080/10963758.2022.2056044			Article	Final		
2	Chatbot Enabled Smart Tourism Service for Indian Cities: An AI Approach		Tourism is one of the significant factors that determines the growth of a country. The tourism industry has been facing challenges due to the COVID-19 pandemic. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Anand S.; A	2023	11th International Conference on Intelligent Engineering and Management	10.1109/IEMCON56962.2023.10092286	Chatbots; Informati	Information d	Conference paper	Final		
3	"Digital heritage" theory and innovative practice		"Digital heritage", as defined in this paper, is the integration of cultural heritage and digital technology. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	He Y.; Ma Y.	2017	International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences	10.5194/isprs-archives-XLII-2-W5-335-2017	Cultural heritage; D	Analog to digit	Conference paper	Final		
4	The role of artificial intelligence and blockchain technologies in sustainable tourism in the Middle East		Purpose: This paper reviews the role of two significant smart technologies in the tourism industry. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Kashem M.	2023	Worldwide Hospitality and Tourism	10.1108/WHATT-10-2022-0116	AI; blockchain; MEN		Article	Final		
5	The unesco site «venice and its lagoon»: Cultural heritage protection policies		The paper focuses on cultural heritage protection policies for the Venice and its lagoon site. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Trovò F.	2020	International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences	10.5194/isprs-archives-XLIV-M-1-2020-559-20	Cultural heritage m	Artificial inte	Conference paper	Final		
6	From Earlier Exploration to Advanced Applications: Bibliometric and Systematic Review of Augmented Reality in the Tourism Industry (2002–2022)	augmented reality and	Augmented reality has emerged as a transformative technology, revolutionizing the way we experience the world around us. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Zaifri M.; K	2023	Multimodal Technology and Applications	10.3390/mti7070064	AR design; augment		Review	Final		
7	The role of recommenders in cultural heritage	Recommenders	Recommenders are, typically, systems that exploit knowledge representation to provide personalized recommendations. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Pavlidis G.	2018	CEUR Workshop Proceedings		Cultural heritage; M	Audiovisual; C	Conference paper	Final		
8	Application of artificial intelligence technology in smart tourism		With the advent of the information technology era, artificial intelligence technology has been widely applied in various fields. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Li J.; Di F.	2021	ACM International Conference on Multimedia	10.1145/3516529.3516539	Artificial intelligenc	Economic and	Conference paper	Final		
9	Exploration of Social Benefits for Tourism Performing Arts Industrialization in Culture–Tourism Integration Based on Deep Learning and Artificial Intelligence Technology	AI come strumento per	As a product of the tourism performing arts industry in culture–tourism integration, the purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Zhang R.	2021	Frontiers in Psychology	10.3389/fpsyg.2021.592925	BP neural network; c		Article	Final		
10	Disaster information provision for international tourists using an interpreter application		With its new tourism-focus, Japan has been encouraging an increase in international tourists. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Suzuki T.	2020	WIT Transactions on Ecology and Environment	10.2495/ST200091	Amusement park; D		Article	Final		
11	A Vietnamese Festival Preservation Application		Preservation and development of intangible cultural heritage are the key to the sustainable development of the tourism industry. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Chau N.-K.;	2022	Lecture Notes in Computer Science	10.1007/978-981-16-7618-5_39	Application; BERT; C		Conference paper	Final		
12	Harnessing artificial intelligence technology and social media data to support Cultural Ecosystem Service assessments	AI come strumento di a	Cultural Ecosystem Services (CESs), such as aesthetic and recreational values, are the basis of the tourism industry. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Egarter Vig	2021	People and Nature	10.1002/pan3.10199	crowdsourced data;		Article	Final		
13	Research on Digital Platform Technology of Intangible Cultural Heritage in Beijing Section of Great Wall Cultural Belt	digital platform and AI	This study aims to propose that a digital platform should be built to promote the digital transformation of the tourism industry. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Zhu L.; Pang	2022	Proceedings - 2022 IEEE International Conference on Big Data and Artificial Intelligence	10.1109/CoST57098.2022.00093	digital platform tec	Walls (structu	Conference paper	Final		
14	Robots in Tourism and Hospitality: The Perception of Future Professionals		This research is aimed at analyzing the perception of future tourism professionals regarding the role of robots in the tourism industry. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Palrao T.; R	2023	Human Behavior and Emerging Technologies	10.1155/2023/7172152			Article	Final		
15	Establishing world cultural heritage sites resource allocation system and management system based on neural network algorithm—a case on hailongtun tusi site	neural network algorithm e AI come sistema per	A World Heritage Site must be of outstanding universal value and significance. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Ren W.; Liu	2019	International Journal of Geographical Information Science	10.23940/ijge.19.02.p19.547558	Allocating; Creative; Computation	Location; Tourism; Virtual reality; AI based recom	Article	Final		
10.1109/MCM55031.2022.00069	2022	EnterCY: A Virtual and Augmented Reality Tourism Platform for Cyprus	Constantinou S.; Pamboris A.; Alexandrou R.; Ktor	Constantinou, Soteris (57226898252); Pamboris, Andreas (57226898252)	Proceed	2022-June		0	https://www.s This demo paper presents EnterCY, a virtual and augmented reality tourism platform for Cyprus. The purpose of this paper is to explore the challenges and opportunities for the tourism industry in the post-COVID era. The paper focuses on the role of the tourism industry in the post-COVID era and the role of the tourism industry in the post-COVID era.	Location; Tourism; Virtual reality; AI based recom	Conference paper	Final	
10.1145/3495018.3495381	2021	Application of Artificial Intelligence Technology in Tourism English Tran	Zhai L.	Zhai, Lian (57614512500)	ACM Int			0	https://www.s Tourism, especially foreign tour Artificial Intelligence; N	Character recognition; Personnel training; Artificial	Conference paper	Final	
10.23919/MIPRO55190.2022.9803734	2022	The Proposed Method of Measuring How Mixed Reality Can Affect the	Bronzin T.; Prole B.; Stipio A.; Pap K.	Bronzin, T. (49561083000); Prole, B. (57210324306); Stipio, A. (2022 45)				0	https://www.s The rapid development of techn artifacts; artificial intelli	Augmented reality; Behavioral research; Microele	Conference paper	Final	
10.3389/fpsyg.2020.611383	2021	A Meaning-Aware Cultural Tourism Intelligent Navigation System Base	Meng L.; Liu Y.	Meng, Lei (56161767000); Liu, Yuan (35262605500)	Frontiers	11		1	https://www.s To improve the personalized se affective computing; ai		Article	Final	
10.3389/fpsyg.2022.944250	2022	Culture, heritage looting, and tourism: A text mining review approach	Loureiro S.M.C.; Al-Ansi A.; Riju H.B.; Ariza-Monte	Loureiro, Sandra Maria Correia (27467492100); Al-Ansi, Amr (27467492100)	Frontiers	13		0	https://www.s Tourism scholars have been de cultural heritage lootin		Article	Final	
10.1201/9781315281896-86	2017	Waterfront and sustainable mobility. The case study of genoa	Ugolini P.; Pirlone F.; Spadaro I.; Candia S.	Ugolini, P. (54791775200); Pirlone, F. (54791775200); Spadaro, I. (54791775200)	Transpor			2	https://www.s The paper analyses European p	Mechanical engineering; Transportation; Biogole	Conference paper	Final	



Step 3

Data analysis



- Clustering

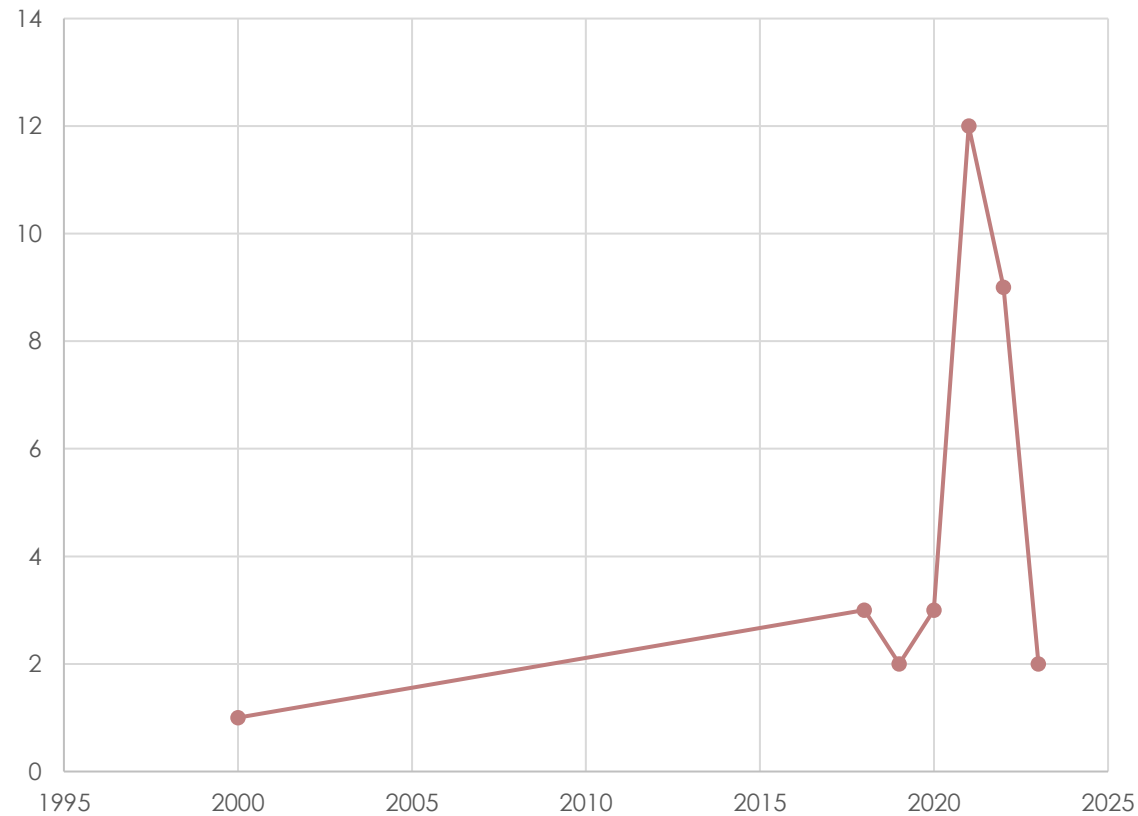
Definition of the coding frame: 6 dimensions of analysis

- Lines of research
- AI application
- AI-related technologies
- Research questions/main issues
- Opportunities/threats
- Emerging solutions

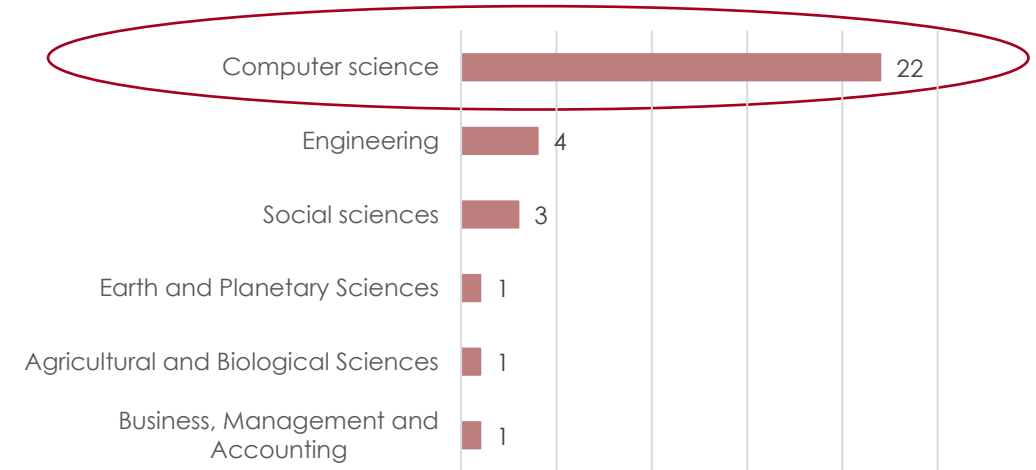
Content analysis of each document, coding and clustering

Preliminary results

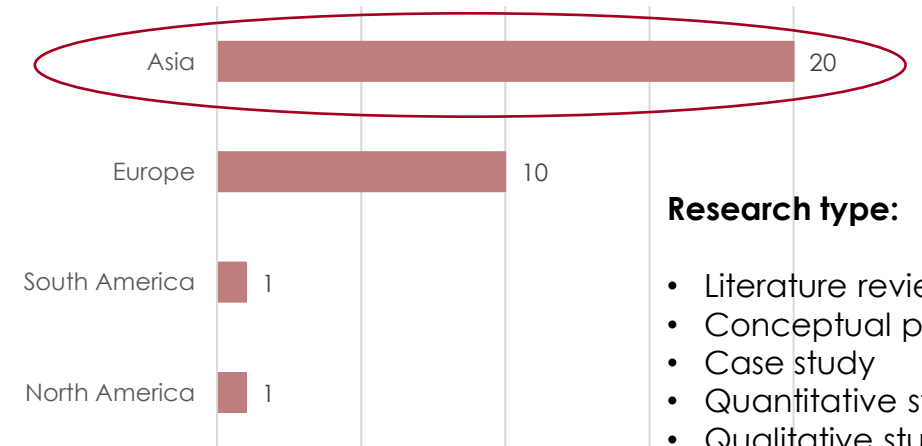
Evolution of number of publications (2000-2023)



Subject area



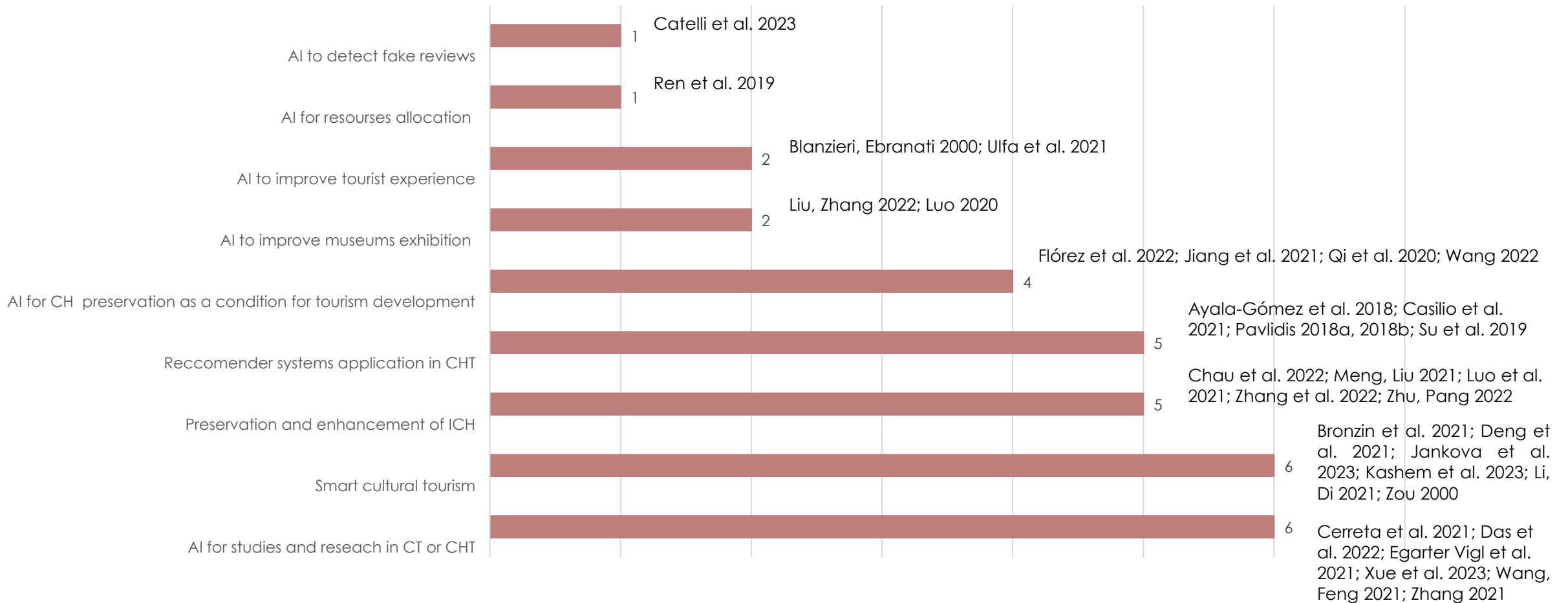
Authorship affiliation by continent



Research type:

- Literature review
- Conceptual paper
- Case study
- Quantitative study
- Qualitative study

Lines of research (in progress)



Preliminary insights

- A still **new research field** (part. 2018-2023) and mainly investigated by **computer science and engineering studies**.
- Low interest from **business, management and accounting studies**: difficulties in identifying marketing and policy implications for cultural tourism.
- Prevalence of articles published in **conference proceedings**.
- Predominance of **experimental studies** mainly focused on the development of specific algorithms for the application of AI to cultural tourism.
- Blurred boundaries between **AI and other new technologies** (augmented/virtual/mixed reality, ICT, IoT, etc.): AI is in danger of becoming an “umbrella term” including technologies and tools that do not fall within the sphere of AI.
- Focus on the **user experience**: the user-centric approach as an interesting perspective for marketing research.
- Promising field of research for **museum studies**: significant presence of studies focused on potentials of AI to improve and personalise the visitor experience in museums (e.g., recommender systems for museum tours).
- Lack of investigation of **AI-related threats and risks**.
- Large number of **Asian studies** (both authorship and geographical area considered by case studies).
- Lack of insights into the **main issues and emerging solutions** (research is still in progress).

Research limitations and future development

- Extend the study to **other databases** (WoS, EBSCO, Google Scholar, etc.) and integrate of the number of documents included in the review.
- Deepen the **content analysis** (specifically on main issues and emerging solutions) also by using bibliographic software (e.g., Vos Viewer).
- Review **projects and initiatives** focused on AI application to cultural tourism.

Thank you for your attention!

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Mara Cerquetti
mara.cerquetti@unimc.it

