

TABLE OF CONTENTS

| | |
|---|----|
| Abstract..... | 2 |
| Introduction | 4 |
| Methodology..... | 5 |
| Trends in the literature on artificial intelligence in Tourism and Hospitality | 9 |
| Definition of artificial intelligence | 9 |
| Objectives, application context, theoretical approach and method in studies on IA in Tourism and Hospitality..... | 12 |
| Applications of AI in Tourism and Hospitality | 21 |
| Advantages of Artificial Intelligence in Tourism and Hospitality..... | 31 |
| Disadvantages of Artificial Intelligence in Tourism and Hospitality | 39 |
| Conclusions..... | 43 |