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SYSTEMATIC LITERATURE REVIEW: HOSPITALITY AND TOURISM 5.0: ENHANCING SUSTAINABLE TOURISM EXPERIENCES IN THE DIGITAL ERA

Kezia Mathilda Ruth Kappu^{1*}, Evi Novianti², Priyo Subekti³, Awaludin Nugraha⁴
Magister Sustainable Tourism Study Program, Universitas Padjajaran^{1*234}
kezia24005@mail.unpad.ac.id

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Abstract

The rapid development of digital technologies has accelerated the transformation of the tourism and hospitality industry toward the Hospitality and Tourism 5.0 paradigm, which emphasizes the integration of intelligent technologies with a human-centered approach and sustainability principles. This study aims to systematically review the development of Hospitality and Tourism 5.0 in academic literature and examine its role in creating sustainable tourism experiences in the digital era. This research employs a Systematic Literature Review (SLR) following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. Literature was collected from Scopus, Web of Science, Google Scholar, and Garuda databases, covering publications from 2014 to 2024. The initial search identified 120 articles, which were screened through identification, screening, eligibility, and inclusion stages, resulting in 25 articles selected for further analysis. The findings reveal that digital technologies such as artificial intelligence, big data, the Internet of Things, and smart tourism systems play a significant role in enhancing service personalization, operational efficiency, and tourism experience quality. Moreover, Hospitality and Tourism 5.0 supports sustainable tourism through improved resource management, reduced environmental impacts, and greater local community engagement. However, challenges related to human resource readiness, digital inequality, and data ethics remain significant barriers to its implementation.

Keywords: Hospitality and Tourism 5.0, Digital Tourism, Sustainable Tourism Experience, Smart Tourism, Systematic Literature Review

1. INTRODUCTION

The development of digital technology has brought significant changes to the tourism and hospitality industry. This transformation is characterized by the increasing use of technologies such as artificial intelligence, big data, the Internet of Things, and interactive digital platforms, which enable the creation of more personalized, efficient, and data-driven services. In this context, a new paradigm has emerged known as Hospitality and Tourism 5.0, which emphasizes the integration of intelligent technologies with a human-centered approach and sustainability principles.

The concept of Hospitality and Tourism 5.0 represents an evolution from Tourism 4.0, which previously focused on the digitalization and automation of tourism services. At this stage, technology not only functions to improve operational efficiency but also to create more meaningful, inclusive, and sustainable tourism experiences. This approach is aligned with the global agenda of the Sustainable Development Goals (SDGs), which emphasizes the importance of tourism development that generates economic benefits while maintaining environmental and social sustainability.

Previous studies have primarily focused on specific aspects of tourism transformation, such as smart tourism technologies, digital platforms, or sustainability practices. However, these studies often lack integration and fail to provide a holistic perspective on how these elements interact within the Hospitality and Tourism 5.0 framework. In addition, most existing studies remain conceptual and do not systematically synthesize recent empirical findings, particularly from high-impact international journals.

Despite the growing body of literature on digital tourism and sustainable tourism, existing studies tend to examine these aspects separately rather than integrating them within a unified framework. Furthermore, research explicitly addressing Hospitality and Tourism 5.0 remains limited, fragmented, and lacks a comprehensive synthesis of how advanced technologies contribute to sustainable tourism experiences. Therefore, there is a clear research gap in understanding the intersection between digital transformation, human-centered approaches, and sustainability within the Hospitality and Tourism 5.0 paradigm. This study addresses this gap by systematically reviewing and synthesizing existing literature.

Based on this background, this study aims to conduct a Systematic Literature Review of studies discussing Hospitality and Tourism 5.0 in the context of developing sustainable tourism experiences in the digital era. To address the identified research gap, this study aims to:

- a. Identify the development of the Hospitality and Tourism 5.0 concept in academic literature.
- b. Analyze the role of digital technologies in shaping tourism experiences.
- c. Examine the contribution of Hospitality and Tourism 5.0 to sustainable tourism.
- d. Identify the challenges and opportunities of Hospitality and Tourism 5.0.

2. RESEARCH METHODS

2.1 Research Design

This study employs a Systematic Literature Review (SLR) approach to comprehensively examine literature related to the concept of Hospitality and Tourism 5.0. The SLR method was selected because it allows researchers to systematically and transparently identify, evaluate, and synthesize findings from previous studies. In this research, the review process follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure methodological rigor and transparency in the literature selection process. The use of PRISMA is justified as it provides a transparent, systematic, and replicable framework for conducting literature reviews, thereby enhancing the reliability and validity of the study.

2.2 Data Sources and Search Strategy

The literature search was conducted through several academic databases, namely Scopus, Web of Science, Google Scholar, and Garuda. These databases were

selected to capture both international and national publications relevant to the fields of tourism and hospitality. The selection of Scopus and Web of Science ensures the inclusion of high-quality, peer-reviewed international publications, while Google Scholar and Garuda provide broader coverage of relevant regional studies. The time range of 2014–2024 was chosen to capture the evolution from Tourism 4.0 to Tourism 5.0.

The keywords used in the search process included “Hospitality 5.0,” “Tourism 5.0,” “Smart Tourism,” “Digital Tourism,” and “Sustainable Tourism Experience.” These keywords were combined using Boolean operators (AND, OR) to broaden the scope of the search results.

The initial search process identified 120 articles. After removing duplicate records and conducting a preliminary screening based on titles and abstracts, the number of articles was reduced to 60. Subsequently, an eligibility assessment was conducted through full-text reading, resulting in 25 articles that met the inclusion criteria and were selected for the final analysis.

2.3 Inclusion and Exclusion Criteria

To ensure the relevance and quality of the literature analyzed, this study established several inclusion and exclusion criteria. These criteria were applied during the screening and eligibility stages to select studies that are directly related to the research topic.

Table 1. Article Selection Criteria

Criteria	Description
Inclusion	Indexed journal articles, conference proceedings, and academic books discussing tourism/hospitality, digital technologies, and sustainability
Time Range	Publications from 2014–2024
Language	English and Indonesian
Exclusion	Non-academic articles, opinion pieces, editorials, and publications not relevant to the research topic

Source: Researchers (2025)

2.4 Literature Selection Process

The literature selection process followed the PRISMA guidelines, which consist of four main stages: identification, screening, eligibility, and inclusion. The initial search yielded 120 articles from various academic databases. After removing duplicate records and conducting title and abstract screening, 60 articles were selected for full-text evaluation. Following the eligibility assessment, 25 articles were found to meet the inclusion criteria and were subsequently included in the final analysis.

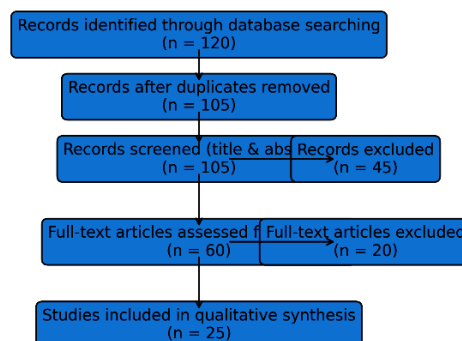


Figure 1. Literature Selection Flow Diagram Based on PRISMA Guidelines

Source: Researchers (2025)

2.5 Data Analysis Technique

The selected articles were analyzed using thematic analysis. This technique was applied to identify patterns, key themes, and conceptual relationships within the reviewed literature. The themes analyzed in this study include:

- a. The concept and characteristics of Hospitality and Tourism 5.0.
- b. The role of digital technologies in shaping tourism experiences.
- c. The contribution of Hospitality and Tourism 5.0 to sustainable tourism.
- d. The challenges and opportunities of its implementation in the tourism and hospitality industry.

Furthermore, the analysis process was conducted through several stages, namely coding, categorization, and thematic interpretation. In the initial stage, each selected article was thoroughly reviewed to identify key concepts related to Hospitality and Tourism 5.0, digital technologies, tourism experiences, and sustainability. Subsequently, these concepts were grouped into thematic categories based on similarities in meaning. The final stage involved interpreting the relationships among the identified themes to produce a conceptual synthesis regarding the role of Hospitality and Tourism 5.0 in developing sustainable tourism experiences.

2.6 Research Validity and Reliability

To enhance the reliability of the analysis, the coding and categorization process was conducted systematically based on the previously established inclusion and exclusion criteria. Each article was analyzed according to its relevance to the research topic, research focus, methodology, and key findings related to the concept of Hospitality and Tourism 5.0.

In addition, the use of PRISMA guidelines helps ensure transparency in the literature selection process, allowing the research procedure to be replicated by other researchers. This approach is widely used in Systematic Literature Review (SLR) studies because it minimizes selection bias and improves the credibility of the resulting literature synthesis.

3. RESULTS

3.1 Literature Selection Results

The literature selection process in this study followed the PRISMA guidelines, which consist of four main stages: identification, screening, eligibility, and inclusion. In the identification stage, a literature search conducted through the Scopus, Web of Science, Google Scholar, and Garuda databases resulted in 120 articles relevant to the research keywords. After removing duplicate records, 105 articles remained and proceeded to the screening stage, which was conducted based on the titles and abstracts. At this stage, several articles were excluded because they did not directly address the concepts of Hospitality and Tourism 5.0, tourism experiences, or sustainable tourism.

Subsequently, the remaining 60 articles were analyzed in the full-text assessment stage to ensure their suitability with the established inclusion criteria. Several articles were excluded from the analysis because they did not meet the methodological criteria, the full text was unavailable, or the studies were not relevant to the research focus. After completing all stages of the selection process, 25 articles were found to meet the inclusion criteria and were used as the primary sources for the Systematic Literature Review analysis. The complete flow of the literature selection process is presented in Figure 1, which illustrates the PRISMA diagram used in this study.

3.2 Characteristics of the Selected Studies

Based on the systematic literature review process, 25 relevant articles were selected and analyzed to identify key themes related to smart tourism, hospitality technology, and sustainable tourism development. The selected studies provide insights into technological innovation, digital transformation, and sustainability practices in the tourism and hospitality industries. Overall, the selected studies indicate a growing convergence between digital transformation and sustainability in tourism research. However, the integration of these elements within the Hospitality and Tourism 5.0 framework remains limited, highlighting the importance of this study in providing a more comprehensive synthesis.

The analysis of the selected literature reveals several key themes. First, many studies highlight the role of advanced technologies, such as artificial intelligence, big data, and the Internet of Things (IoT), in improving service quality and operational efficiency in tourism and hospitality. Second, the literature emphasizes the importance of digital transformation, particularly in enhancing tourist experiences through personalized services and smart tourism platforms. Third, several studies underline the integration of sustainability principles in tourism development, where technological innovation is used to support environmentally responsible and socially inclusive tourism practices.

Table 2. Summary of Studies in the Systematic Literature Review

No.	Author (Year)	Country	Method	Research Focus	Key Findings
1.	Boes et al. (2016)	Spain	Conceptual	Smart Tourism Destination	ICT ecosystem improves destination competitiveness
2.	Buhalis & Amaranggana (2015)	Global	Conceptual	Smart Tourism	ICT enhances tourist experience and management
3.	Buhalis & Leung (2018)	Global	Conceptual	Smart Hospitality	Digital ecosystem improves hospitality services
4.	Gretzel et al. (2015)	USA	Literature Review	Smart Tourism	Foundation of smart tourism systems
5.	Gretzel et al. (2017)	Global	Conceptual	Smart Tourism Ecosystem	Technology enables connected tourism networks
6.	Li et al. (2017)	China	Quantitative	Smart Tourism Services	Information systems improve service quality
7.	Neuhofer et al. (2015)	UK	Conceptual	Technology Experience	Technology enhances co-creation of experiences
8.	Sigala (2018)	Global	Conceptual	Digital Engagement	Social media enhances tourist engagement
9.	Sigala (2020)	Global	Conceptual	Tourism Transformation	Digital innovation supports resilient tourism
10.	Ivanov & Webster (2019)	Global	Conceptual	AI & Robots	Automation improves efficiency in tourism services
11.	Tussyadiah (2020)	USA	Literature Review	Automation in Tourism	AI adoption reshapes tourism experiences
12.	Koo et al. (2016)	Korea	Conceptual	Smart Destination	Technology supports destination competitiveness
13.	Del Vecchio et al. (2018)	Italy	Quantitative	Big Data Tourism	Big data improves decision making
14.	Hall (2019)	Global	Conceptual	Sustainable Tourism	Policy and governance support sustainability

15.	Gössling (2018)	Global	Conceptual	Tourism Sustainability	Sustainability transition in tourism industry
16.	Xiang et al. (2015)	Global	Literature Review	Smart Tourism Research	ICT development drives tourism innovation
17.	Buhalis (2022)	Global	Conceptual	Tourism 5.0	Human-centered technology in tourism
18.	Wu et al. (2024)	China	Literature Review	Digital Tourism	Digitalization shapes tourism development
19.	Alsharif (2024)	Global	Systematic Review	Smart Tourism	Smart technology transforms tourism industry
20.	Rahmawati et al. (2023)	Indonesia	Quantitative	Smart Tourism Tech	Technology increases tourist satisfaction
21.	Wahyuningsih & Pratisti (2026)	Indonesia	Quantitative	Smart Tourism Experience	Smart systems influence tourist behavior
22.	Khalik et al. (2025)	Indonesia	Conceptual	Smart Destination	Smart systems support sustainable tourism
23.	Christianto & Adinugraha (2025)	Indonesia	Conceptual	Green Tourism	Low carbon tourism development
24.	Sudarmini et al. (2025)	Indonesia	Conceptual	Smart Green Tourism	Integration of technology and sustainability
25.	Pasquinelli & Trunfio (2023)	Global	Conceptual	Innovation & Sustainability	Innovation supports sustainable tourism

Source: Researchers (2025)

Table 2 presents a summary of the 25 selected articles, including the authors, research methods, key findings, and their relevance to the current study.

3.3 Thematic Findings

Based on the Systematic Literature Review process, a total of 25 relevant articles were selected and analyzed to identify the main themes related to smart tourism, technology in the hospitality industry, and the development of sustainable tourism. These articles provide insights into the role of technological innovation, digital transformation, and the integration of sustainability principles in the development of the tourism and hospitality industry.

Overall, the literature indicates that the integration of digital technologies within Hospitality and Tourism 5.0 not only enhances service efficiency but also contributes to the creation of more personalized and sustainable tourism experiences. These findings suggest that technology functions as an enabler, supporting more adaptive destination management, responding more effectively to tourists' needs, and placing greater emphasis on environmental and social sustainability.

a. The Concept of Hospitality and Tourism 5.0

The literature indicates that Hospitality and Tourism 5.0 represents a new paradigm that emphasizes the integration of digital technologies with a human-centered approach and sustainability principles. This concept places tourism experience as a central element in the development of tourism services. In this paradigm, technological innovation is not only used to improve operational efficiency but also to create more meaningful, inclusive, and personalized tourism experiences for visitors.

b. The Role of Digital Technology in Tourism Experiences

Digital technologies such as artificial intelligence, big data, the Internet of Things, and augmented reality enable tourism service providers to better understand tourists' preferences and behaviors. These technologies allow tourism stakeholders to deliver more personalized, adaptive, and interactive services, thereby enhancing the overall tourism experience. Furthermore, digital platforms and smart tourism systems facilitate real-time information access, improving decision-making for both tourists and destination managers.

c. Contribution to Sustainable Tourism

The literature also highlights that the use of digital technologies can support more efficient destination management and contribute to the development of sustainable tourism practices. Technologies such as smart tourism systems and data-driven management enable more effective monitoring of tourist flows, resource use, and environmental impacts. Additionally, digital platforms can enhance the participation of local communities in tourism development, thereby promoting inclusive and sustainable tourism growth.

d. Implementation Challenges

Despite its significant potential, the implementation of Hospitality and Tourism 5.0 faces several challenges. These include limited human resource competencies, the digital divide, and concerns related to ethics and data privacy. Addressing these challenges requires collaborative efforts among governments, industry stakeholders, and academic institutions to ensure the effective and responsible adoption of digital technologies in the tourism and hospitality sector.

4. DISCUSSION

4.1 Interpretation of Research Findings

The research findings indicate that Hospitality and Tourism 5.0 represents a paradigm shift in the development of digital tourism. Technology is no longer positioned solely as a tool for operational efficiency, but rather as an enabler that supports the creation of more personalized, inclusive, and sustainable tourism experiences.

These findings are consistent with the concept of the experience economy, which emphasizes the importance of experiences as the primary value in the tourism industry. In this context, digital technologies enable the co-creation of experiences among tourists, service providers, and destinations, thereby generating more interactive and meaningful tourism experiences.

Furthermore, the integration of digital technologies with sustainability principles demonstrates that Hospitality and Tourism 5.0 has the potential to support the development of more responsible tourism practices. However, the successful implementation of this concept largely depends on the readiness of human resources, policy support, and collaboration among stakeholders.

These findings extend previous studies by demonstrating that digital technologies are not only operational tools but also strategic enablers of value co-creation within the experience economy framework.

4.2 Theoretical Implications

This study contributes to the development of literature on Hospitality and Tourism 5.0 by synthesizing previous studies related to smart tourism, digital transformation, and sustainable tourism development. The findings highlight the growing role of advanced

technologies such as artificial intelligence, big data, and the Internet of Things in shaping tourism experiences and improving operational efficiency in the hospitality industry.

Furthermore, this research provides a conceptual understanding of how technological innovation can support sustainable tourism practices, thereby enriching the theoretical discussion on the integration of digital transformation and sustainability within tourism and hospitality studies.

4.3 Practical Implications

The findings of this study provide practical insights for tourism stakeholders, particularly hotel managers, destination managers, and tourism policymakers. The integration of digital technologies such as artificial intelligence, big data analytics, and smart tourism platforms can enhance service quality, improve tourist experiences, and support more efficient tourism management.

In addition, the adoption of technology-based solutions can help tourism businesses implement more sustainable practices, including resource efficiency, improved visitor management, and environmentally responsible tourism operations.

4.4 Limitations and Directions for Future Research

Despite providing a comprehensive synthesis, this study has several limitations. The reviewed literature is dominated by conceptual studies, while empirical research remains relatively limited. In addition, variations in geographical contexts and destination characteristics have not been fully represented in the existing literature.

Future research is therefore recommended to conduct empirical studies to examine the implementation of Hospitality and Tourism 5.0 in specific destinations, including measuring its impact on tourist experiences and destination sustainability. Quantitative approaches as well as mixed-methods designs may be applied to strengthen the validity of findings and to develop more applicable implementation models.

Furthermore, future studies may develop conceptual models or empirical frameworks to examine the relationships between digital technologies, tourism experiences, and destination sustainability. Comparative studies across different destinations or countries are also necessary to better understand the variations in the implementation of Hospitality and Tourism 5.0 in diverse contexts.

5. CONCLUSION

This study aims to analyze the development of Hospitality and Tourism 5.0 through a systematic literature review focusing on technological innovation and sustainable tourism practices. By analyzing 25 selected articles, this study identifies key themes related to smart tourism, digital transformation, and sustainability within the tourism and hospitality industries. The findings indicate that the integration of advanced technologies, such as artificial intelligence, big data, and the Internet of Things (IoT), plays a significant role in improving service quality, operational efficiency, and tourist experiences. These technologies enable tourism stakeholders to deliver more personalized, efficient, and innovative services, which are increasingly important in the evolving tourism landscape. In addition, the literature highlights the growing importance of digital platforms and smart tourism systems in supporting tourism management and enhancing visitor engagement. Furthermore, the reviewed studies emphasize that technological innovation can support the development of sustainable tourism practices. The adoption of digital technologies helps tourism businesses improve

resource efficiency, manage tourist flows more effectively, and promote environmentally responsible tourism development.

Overall, this study contributes to the understanding of how technological innovation and digital transformation shape the future of tourism and hospitality, particularly in the context of Hospitality and Tourism 5.0. Future research is encouraged to further explore the integration of emerging technologies and sustainability strategies in different tourism contexts to support more resilient and sustainable tourism development. This study contributes theoretically by providing an integrated framework linking digital transformation, sustainability, and tourism experience within the Hospitality and Tourism 5.0 paradigm. Practically, it offers insights for tourism stakeholders to adopt technology-driven strategies that enhance both service quality and sustainability outcomes.

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