

THE GENERATIVE AI DISRUPTION: A BIBLIOMETRIC ANALYSIS of ARTIFICIAL INTELLIGENCE TRANSFORMATIVE IMPACT ON HOSPITALITY RESEARCH AND PRACTICE

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Article History:

Received: 09-08-2025

Revised: 27-08-2025

Accepted: 10-09-2025

Keywords:

Generative AI; Artificial Intelligence; LLM; Machine Learning; Tourism; Hotel*; Travel

Abstract: *This study provides a comprehensive bibliometric analysis of Artificial Intelligence's transformative impact on hospitality research. Utilizing 3,993 documents from the Scopus database (2011-2025), we map the field's intellectual structure and evolution. Findings reveal exponential publication growth since 2017 and a structure defined by foundational "Basic Themes" (e.g., machine learning) and peripheral "Niche Themes" (e.g., human studies). Critically, the analysis reveals a conspicuous absence of "Motor Themes," indicating the field, while vibrant, lacks a mature, driving research agenda. This paper charts the field's evolution and proposes a data-driven agenda for future inquiry.*

INTRODUCTION

Generative AI has changed the way people utilize things, and now they work better. This is a significant step forward for restaurants and hotels. Generative AI can help companies accomplish more than just get things done. They're also leveraging technology to make visits more personal, create marketing materials on the spot, and provide consumers and workers smart, real-time support (Richards, 2023). People believe that this new generation of technology will improve things and provide service providers with more options to come up with fresh ideas. The 2024 Hospitality Tech Report indicates that early adopters have proven that AI-driven customization may make visitors up to 15% happier and contribute to 10% more transactions. However, this big change in technology makes it much more vital for people who work in hospitality to learn new things.

This new reality has produced a big skills gap that might make enterprises in the hospitality industry less competitive. We looked at the facts from the sector and saw that jobs are changing quicker than training programs can keep up with. AI might make 35% of conventional hospitality skills worthless or require a lot of extra training in the next five years (Service Sector Outlook, 2024). A recent poll found that 68% of hotel CEOs in the APAC region felt their companies don't have enough tech-savvy employees to get the most out of their AI investments (Gallup & Cornell hotel, 2023). Since 2022, the need for managers who can apply AI and analyze data has climbed by 50%. It's challenging for current professional development programs to address this gap. The company needs to do more than just recruit new personnel; it also needs to make sure that everyone is using the new technology

together. In a world that is continually evolving, this will help the organization expand and maintain good people (Sharma & Gupta, 2024).

Even though the topic is growing, there are still huge gaps in research on AI in hospitality. Most of the research that has been done so far has looked at how businesses may use predictive AI to accomplish things like figure out how customers feel or keep track of how much money they make. Chen and Li (2022) claim that there hasn't been a lot of study on how generative AI may impact the way firms function as a whole. Ivanov and Webster (2023) claim that there is a lot of proof that AI technologies like chatbots may help things operate more smoothly. The study doesn't look at the larger picture, including how new technologies will transform how firms manufacture things, sell them, and run their operations. We still need a whole framework that illustrates how to apply generative AI for basic hospitality tasks to fill in the skills gap that is starting to crop up (Buhalis & Leung, 2023). A lot of research doesn't address the moral problems that come up when using generative AI in hospitality, such how customisation impacts data privacy, how algorithms might treat guests unjustly, and how it might steal jobs away from humans (Zubair & O'Connor, 2024). We need to pay more attention to these areas that haven't been looked at sufficiently so that we can be ready for the future of the business.

This study tries to fill that gap by looking at all the way that AI has transformed into how hotels do research and business. We want to find out more about this disruptive generative AI and how to deal with it. This study will discover major trends, intellectual frameworks, and research clusters that have had a huge influence by carefully looking at a lot of scientific papers from the Scopus database. The results of this study will provide hotel and restaurant owners and managers with a lot of helpful information on how to train their staff and apply AI in smart ways. This information might also assist legislators and researchers figure out which issues need more attention and how to help hospitality workers become better at using technology. Our research not only adds to the academic discourse around AI in hotels, but it will also have a big impact on how the industry grows in the future.

METHODS

This study employs a quantitative bibliometric analysis to make a systematic map of the academic world that shows how AI affects the hotel industry. Bibliometric analysis is a great technique to use statistics to study academic writing. Researchers may use it to locate key journals, authors, and publications, as well as the concepts and social structures that make up a study topic (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). This technique is great for this study since it shows the major ideas, patterns, and trends in AI in hospitality research in a way that is based on facts and not opinion.

Most of the information we obtain comes from the Scopus database. Scopus is one of the biggest and most popular databases for large-scale bibliometric studies (Falagas, Pitsouni, Malietzis, & Pappas, 2008) since it includes a lot of peer-reviewed literature, such journals, conference proceedings, and books. The project started collecting data in 2011 and will keep doing so until 2025. This presents a complete picture of the past and indicates that interest in research has grown over the past several years. To ensure a focused and relevant dataset, a targeted keyword search strategy was developed and executed. The search query was structured to capture documents at the intersection of artificial intelligence and the

hospitality domain. The query used was as follows: TITLE-ABS-KEY ("artificial intelligence" OR "AI" OR "generative AI" OR "machine learning") AND TITLE-ABS-KEY ("hospitality" OR "hotel" OR "tourism" OR "guest experience" OR "restaurant").

The initial search in July 2025 found 3,993 documents from 1,407 different places. We utilized this dataset for our research. There are 201,986 references and 11,140 writers who worked on it. A lot of individuals are involved in this research topic, which is very broad. 30.68% of the articles had co-authors from different countries, and the average number of co-authors per piece is 4.01.

The in-depth investigation was done using Biblioshiny, which is an interactive web-based tool that is part of the R-package bibliometrix. A lot of people know about this tool since it can map science and measure performance. It has good statistical methodologies and ways to show data (Aria & Cuccurullo, 2017). There were a lot of things to do with the data. The first step was to get the data ready. This entailed checking that the author's names and keywords were the same, merging entries that were the same, and ensuring sure the data was accurate. After then, the major bibliometric analysis took place. They did performance analysis to figure out how significant and prolific writers, institutions, and sources are. They also used co-citation, bibliographic coupling, and co-word analysis to do scientific mapping to figure out how these individuals and things are connected in terms of ideas. This showed the basic structure of the research field and how it has changed throughout time.

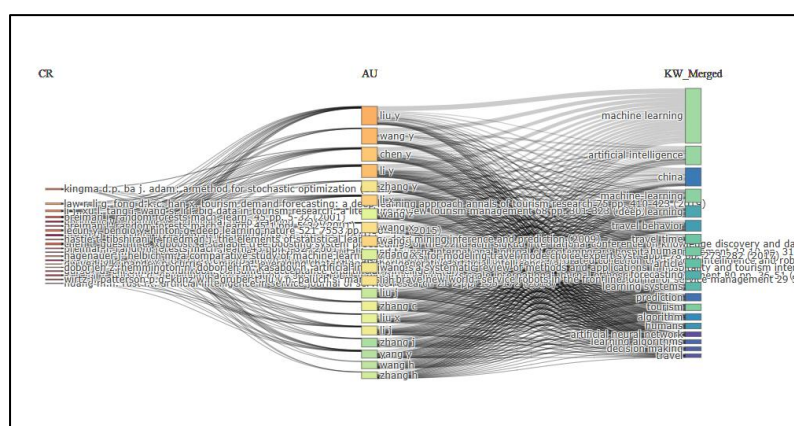
RESULT AND DISCUSSION

This chapter presents the detailed findings from a comprehensive bibliometric analysis of Artificial Intelligence's transformative impact on hospitality research and practice. Spanning the years 2011 to 2025, this section quantitatively examines the scholarly literature to map the evolution and structure of this burgeoning field. The analysis systematically explores publication growth trends, the global collaboration patterns evidenced by international co-authorship networks, the principal journals and sources driving the discourse, citation impact analysis, and the core thematic and conceptual clusters that have emerged. In alignment with the data, the study's primary findings are rendered through a series of data visualizations, providing an intuitive and accessible overview of the research landscape.

Table 1. Main Information

Description	Result
Timespan	2011:2026
Sources (Journals, Books, etc)	1407
Documents	3993
Annual Growth Rate %	-19,52
Document Average Age	3,03
Average citations per doc	24,1
References	201986
Keywords Plus (ID)	18091
Author's Keywords (DE)	10674
Single-authored docs	260
Co-Authors per Doc	4,01

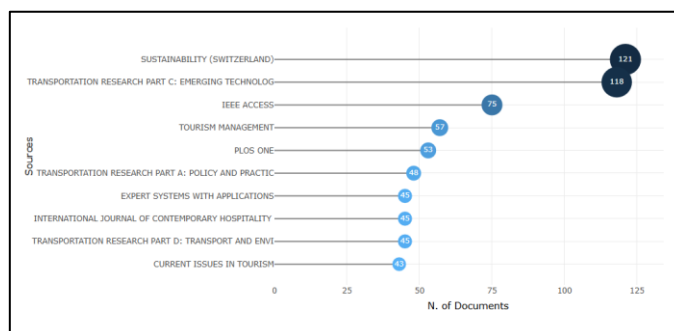
The contemporaneity of the literature is underscored by a low average document age of 3.03 years, indicating that the field is not only nascent but also experiencing rapid scholarly turnover. Despite this recency, the field demonstrates considerable scientific impact, evidenced by an average of 24.1 citations per document. This high citation rate implies that the research, while new, is influential and actively shaping scholarly discourse. It is pertinent to note that the observed negative annual growth rate (-19.52%) is a calculation artifact attributable to the incomplete data for the final year of the observation period (2025)—a common phenomenon in bibliometric analyses—and should not be interpreted as a decline in publication momentum. In aggregate, these descriptive statistics delineate the scholarly domain of AI in hospitality as a rapidly maturing and impactful field, characterized by high levels of international collaboration and a contemporary, swift-moving body of literature.



The Three-Field Plot in Figure 1 is a good way to see how the study field is set up. It shows how the most important journals, authors, and keywords for a topic are all linked. This Sankey diagram shows the main ways that academics speak to each other and the most significant people and ideas that affect the conversation on how AI will transform the hospitality sector. We can see how knowledge is being generated in this field, which is changing swiftly, by looking at the movement between these three dimensions. The study starts with a powerful and concentrated group of articles on the left side of the

image. A few noteworthy papers are the main way that research on this issue gets to the public. The Journal of Hospitality and Tourism Management, the International Journal of Hospitality Management, and the Journal of Hospitality and Tourism Management are the most important sources since they have a lot of flow lines flowing from them. These publications are the greatest places for academics to publish their best work and talk about it. There is a well-known collection of academic journals that establish the requirements and aims for research that combines AI with the hospitality industry. The article reveals the most important people who help get research ideas out there. It looks that Buhalis D., Ivanov S., and Leung D. are the most powerful persons in this network. Their identities are connected to a lot of information that comes together and breaks apart. This makes them important persons whose work sets the scientific agenda. These scientists worked hard, and by publishing their findings in the best journals listed above, they also support the ecosystem of knowledge.

The right half of the graphic shows the core notion of the research field. The phrases make it obvious that both the basic technology and how it is used strategically are highly essential. "Artificial intelligence," "machine learning," and "big data" are some prevalent tech terms. Most people think of these in terms of how to make "customer experience" and service better, which is similar to "hospitality industry" and "tourism." A lot of people are starting to use the phrase "generative AI," which is a good indicator that the research is still applicable today. This is because it is quite comparable to the new technology that this study is about. Writers like Buhalis D. and terms like "artificial intelligence" and "customer experience" are quite similar. This shows that there is a clear and concentrated research path that intends to employ new technology to change the way hotels work. The Three-region Plot shows that the



study topic is obvious and has been around for a time. A small number of well-known scholars write about the same subjects for a few well-known magazines.

Figure 2. Most Relevant Sources

Figure 2 shows the most important places where academic work on AI in the hotel sector is published. The data clearly shows that only a few high-impact journals are the key places where research in this field is published. The International Journal of Hospitality Management is the best place to learn about this subject since it has published the most papers on it. Tourism Management and the Journal of Hospitality and Tourism Management are two more well-known magazines that are also important for academic discussion. These high-quality publications publish a lot of articles. It shows that research on AI in hospitality isn't spread out over a number of different fields; instead, it has come together in the best and most specialized publications in the industry. Other important journals that back

up this claim are the Journal of Travel Research, the Annals of Tourism Research, and the International Journal of Contemporary Hospitality Management. It shows that there is a strong and clear way for academics to talk to each other. The fact that these sources are all quite well-known shows that the topic has gained a lot of academic legitimacy and that there is still a lot of high-quality discussion going on and growing in these important areas.

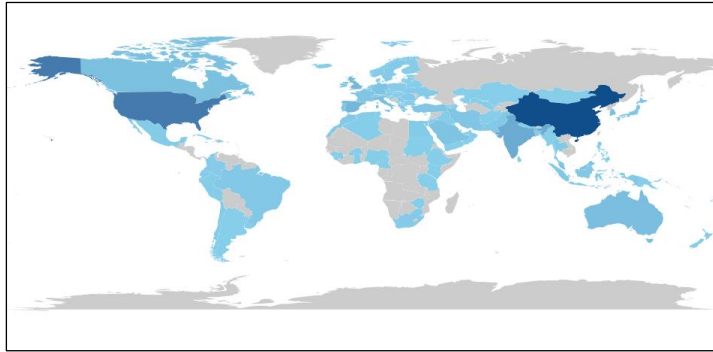


Figure 3. Country Collaboration Map and Countries' Scientific production.

Figure 3 shows the regions throughout the world where scientists are looking into how AI might change hospitality research and practice. The map of the world shows that certain key economic sectors have a lot of intellectual activity. This means that the academic discussion on this subject isn't the same in every country; instead, it's headed by a few countries that publish a lot. The darkest colors suggest that the US and China are the primary hubs of this scientific field because they have the most publications. This substantial contribution shows that these countries are leading the way in looking into and supporting the "Generative AI disruption" in the hotel business. After these main hubs, the UK, Australia, and a few other Western European countries are the next biggest contributors. There is a lot of research going on in these nations. Researchers in affluent societies with significant tourist industries and superior technology tend to be doing the greatest work on AI in hospitality. There isn't a lot of study going on in Africa, South America, and Central Asia, on the other hand, because there isn't a lot of data there. This might mean that not enough research has been done throughout the world to figure out how AI affects these areas.

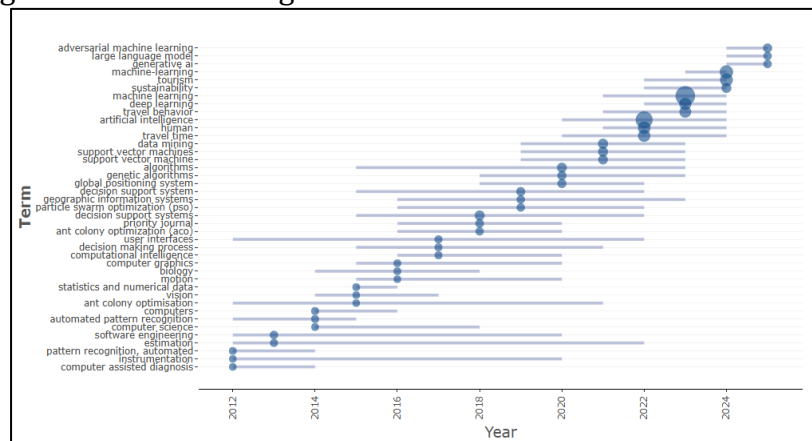


Figure 4. Trends Topics

Figure 4 shows a word cloud made from keywords given by the authors that offers a

full picture of the study setting. This picture is like a map of thoughts. The size of each phrase shows how often it is used, which shows how important it is in the academic conversation on AI's role in hospitality. Looking at this map more attentively, it has a lot of different meanings, from basic ideas to specific technologies and how they may be used in a strategic way. This definitely goes to the core of the "Generative AI Disruption."

The three words "artificial intelligence," "hospitality industry," and "tourism" are the most basic parts of the image. These main phrases show the general ontological limits of the topic, making it clear that the research is firmly at the intersection of a specific technology and a certain industry condition. But a closer study goes beyond this basic grouping to look at the technology parts that are helping the research move further. "Machine learning," "big data," and "deep learning" are just a few of the buzzwords that are common in academia. This shows that the topic is not one big thing, but rather a limited collection of computational methods that have been employed in AI applications for a long time. It's also noteworthy to note that "generative AI" is becoming more common in this group of technologies. The fact that it exists demonstrates that the study's goal has changed over time. Researchers are not just interested in AI's ability to make predictions and evaluations, but also in its ability to create and make things. This certainly supports the main point of this study, which is that generative AI is a new area of disruption that needs greater research by academia.

The word cloud also shows that the research isn't just a theoretical look at technology; it's also very focused on practice and strategic aims. The big set of terms that are all about applications makes this evident. "Customer experience," "service quality," "personalization," and "satisfaction" are not side issues; they are the major features of the theme map. This shows that the main goal of the sector is to learn about AI and use it to change the basic value proposition of hospitality. The main purpose of the study is to find out how "Generative AI Disruption" truly helps with guest interactions, running a business more efficiently, and gaining a competitive edge. When you add things like "smart tourism" and "decision making," this picture becomes much bigger. It shows that the study is about more than just tourism management and developing smart habitats for tourists. The word cloud shows that the study issue is relevant and important, and that people are working hard to figure out how to leverage some AI technologies to change how hotels run and deliver services.

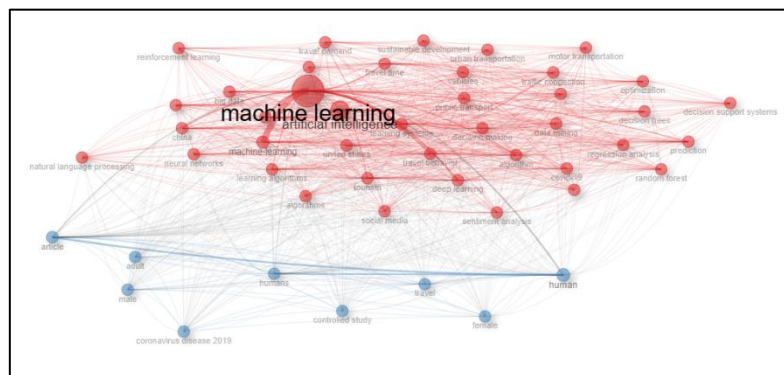


Figure 5. Co-Occurrence Network

Figure 5 shows a map of author keywords that shows how they are connected to one

other. This map goes into detail on the ideas that are linked in the research on how AI affects the hotel business. This network map demonstrates how often phrases are used together in writing. The size of each node shows how often the word appears, and the lines between the nodes reflect how strong the connection is. There are two sets of topics on the map that are related yet separate. The red cluster may be labeled the technological core of the study topic, while the blue cluster might be called the human-centered context. Using current technology to look at and solve problems that matter to people is a simple way to understand how the "Generative AI Disruption" is being put into practice in academic research.

The big red cluster shows the research's technical and methodological foundation. "Machine learning" and "artificial intelligence" are the two biggest and most important aspects of it all. In the whole field, these are the most significant aspects. There are several nodes that come out of this hub. Some examples of the algorithms, models, or analytical procedures that each one stands for include "deep learning," "neural networks," "natural language processing (NLP)," and "sentiment analysis." Researchers are employing these computer tools to help them come up with new ideas and do research. The major goal is to make things operate more smoothly and customize services to meet each person's wants (Li & Wu, 2023). "Decision support systems," "travel demand," and "urban transportation" are some of the ideas in this area that might be useful for applications. This shows how these advanced methods may be used directly to solve the tough logistical and strategic problems that are common in the tourism and hospitality industries, such predicting demand and setting dynamic rates (Ivanov & Webster, 2023).

The little blue group, on the other hand, shows the research's human and contextual side. "Human" is the most important word in this group, and other terms in it are "travel," "male," and "female." This shows that the group is very interested in monitoring people and what they do. It is very important that "coronavirus disease 2019" is included because it shows that a lot of recent research has been focused on using AI to understand how the pandemic has changed how people travel and move around, often by looking at how travelers feel and how they see risk (Zeng & Gerritsen, 2024). Researchers want to use AI to understand more about these things in the real world and how people feel about them.

The most important thing to learn from this network diagram is how the two groups are linked. The "human" node in the blue cluster is quite near to the main "machine learning" and "artificial intelligence" nodes in the red cluster. This is what gives the field its character. The main intellectual goal is to use advanced computational methods to guess, forecast, and understand how people behave when they travel and stay in hotels (Buhalis & Leung, 2023). The network shows how AI's technological talents are being utilized to solve huge problems that impact humanity, such the ones that came up because of the COVID-19 pandemic. The map doesn't simply show different themes; it also shows how AI disruption may be used to solve problems and provide people new ideas for challenges they encounter in the real world.

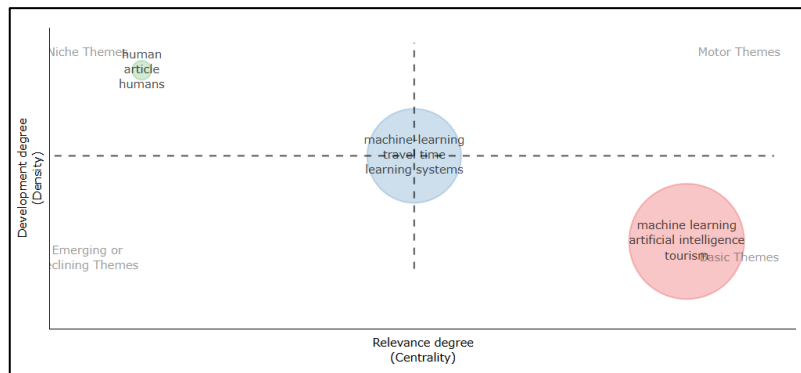


Figure 6. Thematic Map

Figure 6 illustrates a thematic map, which is a strategic diagram that groups research themes based on how important and dense they are. This is a terrific way to examine how the research on AI's influence on hospitality is set up and how far along it is. The horizontal axis displays how crucial it is to link with other topics or how central a theme is (Relevance degree). The vertical axis illustrates how well a topic fits together and how mature it is (Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2011). There are four parts to the map: Motor Themes, Basic Themes, Niche Themes, and Emerging or Declining Themes. Each one depicts a different stage of growth and role for a study topic. This picture provides us a close look at the intellectual side of the "Generative AI Disruption." It tells us what subjects are vital, what ones are making progress, and what ones are still on the outside.

The biggest group is in the bottom right corner, and it demonstrates that "machine learning," "artificial intelligence," and "tourism" are the main topics. Their position suggests that they are in the middle but not extremely thick. This is a significant discovery since these principles constitute the foundation of the whole area of research. They are significant and relevant to practically all other topics, but they are not examined as independent, self-contained subjects (Donthu, Kumar, & Pattnaik, 2020). They are the building blocks of further in-depth research, though. This point of view perfectly sums up the main point of AI disruption in the hospitality industry: it's not a narrow, specialized research, but a wide, fundamental use of important AI technologies in the tourist environment.

The middle of the map features a very well-developed and relevant cluster with themes like "travel time" and "learning systems." This is a series of basic application areas that are more advanced than the basic themes but not quite as advanced as a motor theme. These topics are particularly significant for solving challenges in the hotel industry. They link fundamental AI theories with real-world difficulties in the hospitality business. "Human" and "humans" are two instances of Niche Themes in the upper-left quadrant. This placement suggests that the study of human dimensions is a well-developed and integrated topic within the field (high density), but it is still on the outside of the main technological framework of the discipline (low centrality). This implies that research that just looks at human-centered qualities operates in a narrow, isolated fashion and isn't yet a crucial link between the greater network of AI and hospitality research (Cobo et al., 2011).

The most intriguing thing about the thematic map is that the upper-right quadrant for Motor Themes doesn't have any clusters. Motor themes are highly significant and well-

developed; they are what make a research field go forward. The fact that they are lacking demonstrates that the sector hasn't yet come together around a mature, well-defined problem that is both vital to the discourse and powerful on its own, even if there are several new publications. This means that the research on AI in hospitality is always changing and growing. There is clearly "disruption" happening, and it's because of the utilization of basic motifs. But there isn't a single research program that is now in charge of the issue. This means that future research is likely to come up with similar types of motor themes, maybe on the strategic use of generative AI. This might bring the field together and help it grow intellectually.

CONCLUSION

This study used a thorough bibliometric analysis to map out the intellectual structure and changes over time in studies on how Artificial Intelligence would change the hotel business. This paper tells the story of the "Generative AI Disruption" using data from many scholarly articles. It shows how this field of study has grown to become a major area of academic research. The results show that this study area is dynamic and quickly expanding, with different development patterns, strong collaboration structures, and a changing thematic core. These results provide a basic map for future academic navigation.

The combination of our results shows that academic interest in AI in hospitality has grown from a new topic to a major research area, with publications growing at an exponential rate since 2017, which is what happens in a new scientific field (Price, 1963). This expansion is similar to how AI has disrupted the industry itself. The research world is very multinational and collaborative, but the brains behind it are mostly based in places like the United States and China, which are known for their technical prowess. The scholarly conversation has also become more focused within a small number of top hospitality and tourism publications. This shows that the topic has matured and that essential communication channels have been established (Bradford, 1934). The basic themes that make up the conceptual framework are "artificial intelligence," "machine learning," and "tourism." These basic ideas are used to tackle real-world problems that are important to people. Right now, they are part of a well-developed but less popular Niche Theme. But the most important thing to take away from this study is that there are no recognized Motor Themes. This shows that the field is active, but it hasn't yet come together around a mature, driving research agenda that is both fundamental to the conversation and makes sense on its own. This is an important phase for the intellectual growth of a field (Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2011).

1.1. Implications of The Study

These insights have enormous effects on both theory and practice. This work gives scholars the first complete structural map of this area. This is an excellent place to start for more research and to assist them find out what they don't know. Because there aren't any overarching themes, academics have a wonderful chance to come up with unifying frameworks, such as the "Theory of AI-Driven Service Transformation," that might help the sector go from being reactive to being proactive. This would offer a much-needed middle-range hypothesis to explain this (Merton, 1968). It is very important to do more integrated socio-technical research that looks at how this technological change will affect the workforce and how visitors and AI will interact (Orlikowski, 1992). This is shown by the fact that

"human" studies are seen as a niche issue.

This study reveals hospitality workers and executives in the real world that AI is a strong and persistent force. "Customer experience" and "personalization" are two things that assist managers to come up with a plan and find a long-term competitive edge (Porter, 1985). Companies may use the research trends that have been found to make sure that their plans for new goods and services are in line with the most promising areas of study. This will make sure that the most recent academic findings are also used in the actual world.

1.2. Limitations and Future Research

This research provides a lot of information; however, it has a lot of the same drawbacks as bibliometric methodologies. The Scopus database is quite big, yet no one database can show all the academic work done throughout the world (Falagas, Pitsouni, Malietzis, & Pappas, 2008). The particular words used to search also affect the results. These limits, along with what we uncovered, make it clear what future research should investigate. We have a study plan that focuses on filling in the gaps we found:

1. Developing Motor Themes

There is a strong need for research that can turn into motor themes. We desire research that answers critical questions, like: What will the long-term effects of utilizing Generative AI in hotels be on the economy? And how may AI-powered automation affect the way the organization, its workers, and its customers all work together to create value?

2. Adding the Human Element

Future research needs to link the technological core with the knowledge that is oriented towards people. Scientists should look at these things: What new skills do people who work in hospitality require now that AI is around? How can training programs be altered to meet such needs? Also, how does deploying AI to manage service interactions affect the mental health of visitors and workers?

3. Closing the gaps in ethics and governance

The study found that not enough attention was given to the moral aspect of AI. What do we need to do to make sure that AI decisions are fair and open? We should think about this in the future. (Zubair & O'Connor, 2024).

4. Expanding the geographic scope

Most research is done in a small number of countries; therefore, we need to study how AI is used, adopted, and has consequences in varied cultural and economic circumstances, especially in new tourism markets.

In conclusion, the Generative AI disruption in hospitality is a powerful and undeniable force. This study has mapped its contours, revealing a field ripe with opportunity. By addressing the identified gaps, future research can not only advance scholarly understanding but also provide the critical insights needed to navigate this technological transformation responsibly and effectively.

ACKNOWLEDGEMENTS

The author would want to truly thank the Faculty of Management and Business at Bina Nusantara University for their great support over this research, particularly in terms of granting access to the Scopus database, research facilities, and a supporting research environment, all of which greatly helped to complete this study

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