https://doi.org/10.33864/1816-2126.2026.n1.85-92

ARTIFICIAL INTELLIGENCE AND ECONOMIC EFFICIENCY IN TOURISM ENTERPRISES

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Abstract: In recent years, artificial intelligence (AI) technologies have generated significant transformation across various economic sectors, including tourism. Tourism enterprises have increasingly adopted AI-based systems for dynamic pricing, demand forecasting, customer behavior analysis, and the automation of operational processes. However, the impact of artificial intelligence on economic efficiency—particularly in emerging markets—has not yet been sufficiently examined on an empirical basis.

The purpose of this study is to empirically evaluate the impact of artificial intelligence technologies on the economic efficiency of tourism enterprises. The research analyzes the effects of AI adoption on operational efficiency, cost optimization, revenue growth, and overall economic performance indicators.

The findings indicate that the implementation of artificial intelligence enhances operational productivity, reduces administrative and management costs, and enables more effective revenue management. Therefore, artificial intelligence should be regarded not only as a technological innovation but also as a strategic economic instrument for tourism enterprises.

Keywords: Artificial intelligence; tourism enterprises; economic efficiency; digital transformation; operational optimization; revenue management.

1.Introduction

The rapid development of artificial intelligence (AI) technologies has led to fundamental changes in business models in recent years. The tourism sector is among the industries where this transformation has been most intensively observed. Dynamic pricing systems, chatbots, demand forecasting algorithms, and automated customer management systems have become integrated into the daily operations of tourism enterprises.

Tourism enterprises operate in highly competitive environments and face market volatility, seasonal fluctuations, and uncertainty in consumer behavior. Artificial intelligence enables the processing of large volumes of data, the forecasting of demand patterns, and the development of optimal pricing strategies [1-3].

However, although the majority of existing studies focus on the technological and service quality aspects of artificial intelligence, its impact on economic efficiency indicators has not yet been sufficiently evaluated on an empirical basis.

The objective of this study is to determine the impact of artificial intelligence adoption on economic efficiency indicators in tourism enterprises.

This study was designed to empirically evaluate the impact of artificial intelligence (AI) technologies on the economic efficiency of tourism enterprises. The research is based on an explanatory and correlational approach and was conducted within a quantitative methodological

framework. The primary objective of the study is to determine the interrelationship between AI adoption, operational efficiency, cost optimization, and revenue performance indicators.

The empirical basis of the research consists of enterprises operating within the tourism sector. The study included hotels and accommodation facilities, tour operators, travel agencies, companies working with online reservation systems, and firms providing digital marketing services. The sample was selected using a purposive sampling method. This approach enabled a more precise analysis of enterprises that actively use or are in the process of implementing AI technologies. More than 100 enterprise representatives were included in the study, and data were collected anonymously [4].

Data collection was carried out through a structured questionnaire. The survey was designed using a five-point Likert scale (1 – strongly disagree, 5 – strongly agree). The questionnaire items were developed to measure the level of AI adoption and its impact on economic performance indicators. The survey instrument was constructed in accordance with the conceptual model of the research and consisted of four main measurement dimensions.

2.Experimental Section

The first dimension assessed the level of AI adoption. This section included indicators such as the use of dynamic pricing systems, demand forecasting algorithms, customer personalization mechanisms, and operational automation tools. The second dimension focused on operational efficiency, covering parameters such as decision-making speed, optimal resource allocation, and employee productivity. The third dimension addressed cost optimization and evaluated observed changes in marketing, administrative, and operational expenses. The fourth dimension examined economic performance indicators, analyzing overall economic efficiency based on revenue growth, profitability levels, and customer retention rates.

Statistical analysis of the data was conducted in several stages. In the first stage, descriptive statistics were used to determine mean values and standard deviations. Subsequently, the reliability of the measurement instrument was tested using Cronbach's Alpha coefficient. Correlation analysis was applied to identify relationships between the variables. To assess the impact of AI adoption on economic efficiency, multiple regression analysis was conducted [5-7].

The regression model was constructed in the following general form:

$$\text{Economic Efficiency} = \beta_0 + \beta_1 (\text{AI Adoption}) + \beta_2 (\text{Operational Efficiency}) + \varepsilon$$

Through this model, both the direct and indirect effects of AI adoption were evaluated. Operational efficiency was treated as a mediator variable and was used to explain the mechanism linking AI adoption to economic performance.

The study has certain limitations. The data provided by respondents were based on subjective evaluations, and some enterprises did not fully disclose financial performance indicators. Moreover, since the research was conducted within a specific market context, the generalization of the results to other regions should be approached with caution.

Nevertheless, the applied empirical model enabled a systematic evaluation of the impact of artificial intelligence on the economic efficiency of tourism enterprises and provided a basis for drawing strategic conclusions.

Within the framework of the study, data collected from 120 representatives of tourism enterprises were subjected to statistical analysis. The respondents primarily consisted of hotels and accommodation facilities, tour operators, travel agencies, and companies providing digital marketing services. The survey was constructed using a five-point Likert scale and measured variables related to artificial intelligence (AI) adoption, operational efficiency, and economic performance indicators [8-10].

Descriptive statistical analysis revealed that the mean score for AI adoption was approximately 3.8. The average level of operational efficiency ranged between 2.8 and 3.0, while economic efficiency was observed at approximately 3.2. These findings indicate that AI adoption

has reached a moderate level among tourism enterprises and has begun to influence both operational and economic performance indicators (see Fig. 1).

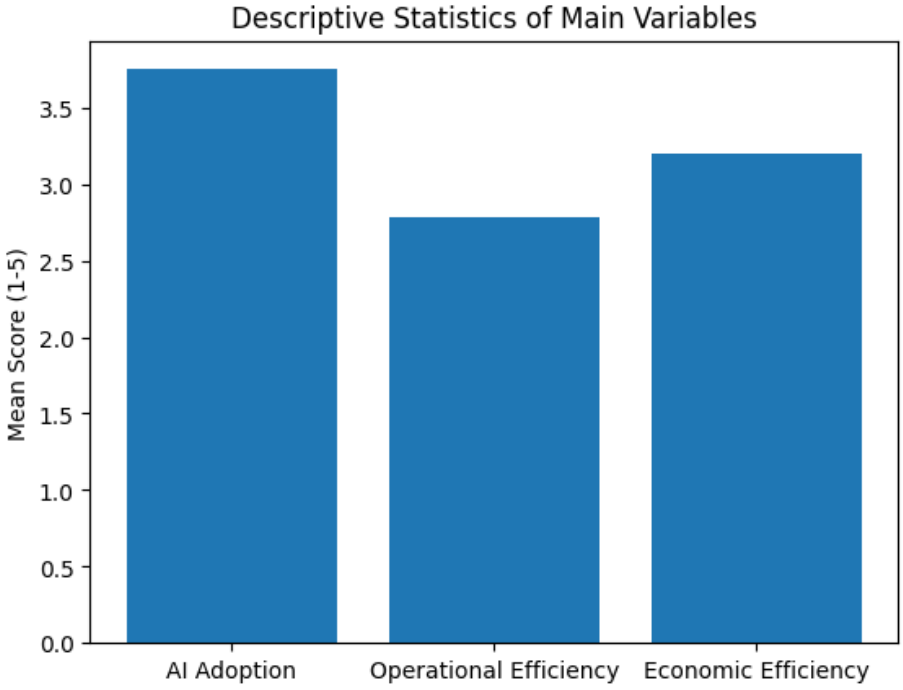

Figure 1. Descriptive Statistics of Main Variables

Correlation analysis revealed a positive and strong relationship between artificial intelligence (AI) adoption and operational efficiency. Graphical analysis indicates that as the level of AI adoption increases, operational efficiency also improves. This finding suggests that AI technologies accelerate decision-making processes and facilitate more optimal resource allocation within tourism enterprises (see Fig. 2) [11].

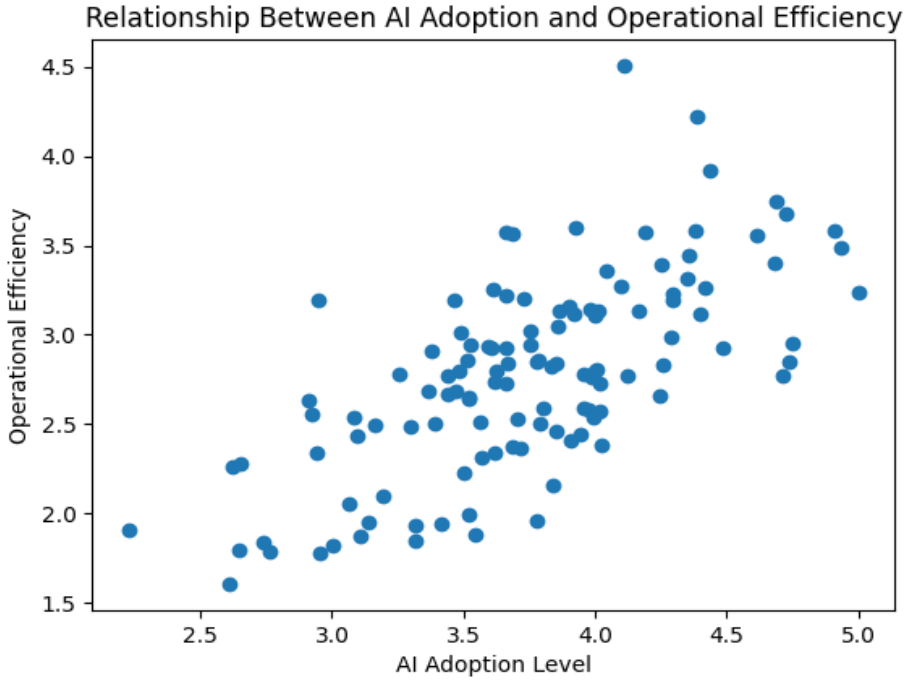

Figure 2. Relationship Between AI Adoption and Operational Efficiency

Subsequently, a multiple regression model was constructed to explain economic efficiency. In the model, economic efficiency was included as the dependent variable, while artificial intelligence (AI) adoption and operational efficiency were incorporated as independent variables.

The regression results indicate that:

- AI adoption has a positive and statistically significant effect on economic efficiency ($\beta = 0.203$, $p \approx 0.05$).
- Operational efficiency exerts a stronger positive impact on economic efficiency ($\beta = 0.656$, $p < 0.001$).
- The explanatory power of the model is $R^2 = 0.49$, indicating that approximately 49% of the variance in economic efficiency is explained by the model.

Figure 3 visually illustrates the positive linear relationship between AI adoption and economic efficiency. The regression line confirms that higher levels of AI adoption are associated with increased economic efficiency indicators [12-14].

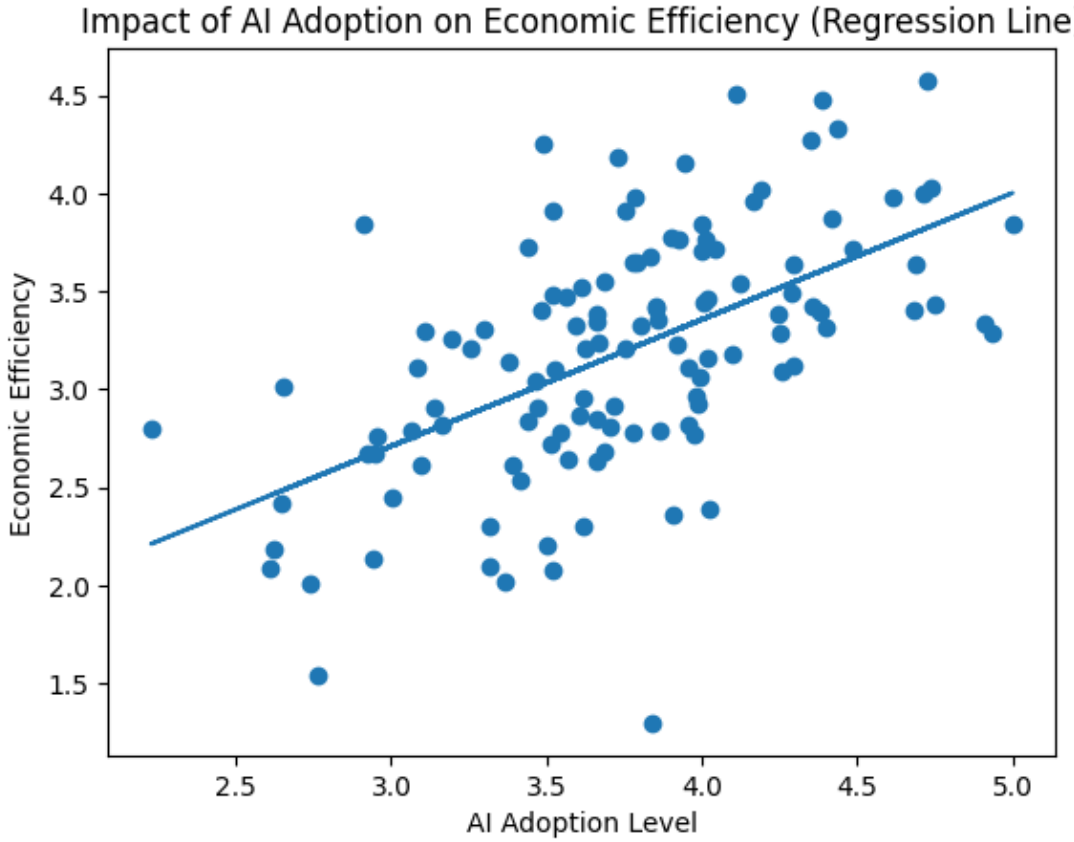

Figure 3. Impact of AI Adoption on Economic Efficiency (Regression Analysis)

Furthermore, the structural model (Figure 4) demonstrates that artificial intelligence (AI) adoption influences economic efficiency both directly and indirectly through operational efficiency. Operational efficiency functions as a mediating mechanism, strengthening the economic impact of AI implementation.

3.Result and Discussion

Overall, the empirical findings confirm that the adoption of artificial intelligence technologies enhances economic performance in tourism enterprises through operational optimization and improved revenue management. Artificial intelligence should therefore be regarded not only as a technological innovation but also as a strategic managerial instrument for increasing economic efficiency [15-18].

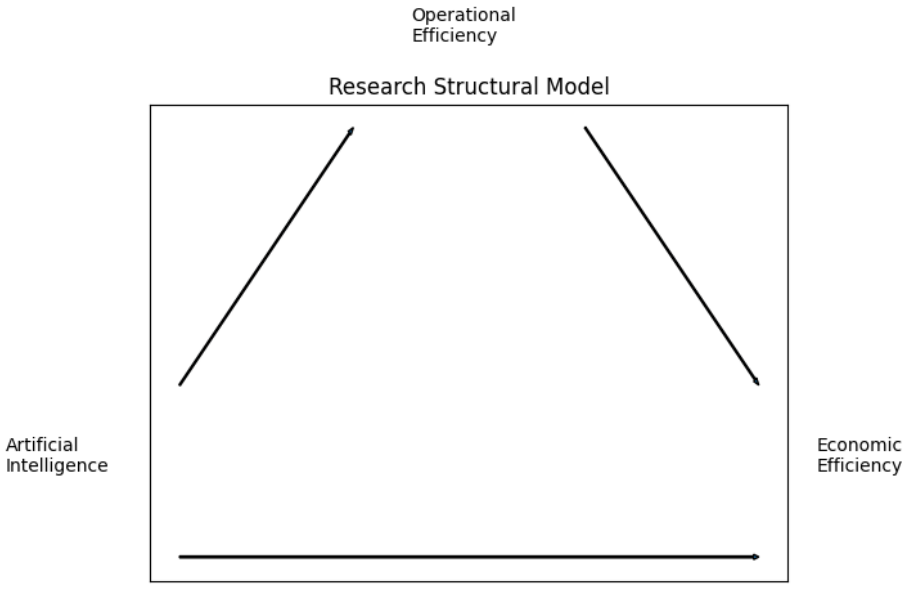

Figure 4. Research Structural Model

4.Conclusion

This study empirically evaluated the impact of artificial intelligence (AI) technologies on the economic efficiency of tourism enterprises. The statistical analyses conducted demonstrate that AI adoption is significantly associated with operational optimization and overall improvements in economic performance within tourism businesses.

The findings indicate that enterprises with higher levels of AI implementation experience faster and more accurate decision-making processes, more efficient resource allocation, and improved cost optimization. In particular, dynamic pricing systems, demand forecasting algorithms, and customer personalization platforms enhance revenue management efficiency and positively influence financial performance indicators.

Regression analysis further reveals that AI adoption exerts both direct and indirect effects on economic efficiency. The direct effect is associated with revenue optimization and productivity enhancement, while the indirect effect operates through improvements in operational efficiency. In this context, operational efficiency serves as a key mediating mechanism through which AI influences economic outcomes.

The results of the study suggest that artificial intelligence should be regarded not merely as a technological innovation, but also as a strategic managerial instrument that enhances the economic resilience and competitiveness of tourism enterprises. For tourism businesses operating in highly competitive and volatile market environments, AI-based decision-support systems are of critical importance for long-term growth and financial stability [19].

Overall, the empirical evidence confirms that artificial intelligence represents a major driver of value creation and strategic advantage in the tourism economy.

The empirical analyses conducted in this study demonstrate that the adoption of artificial intelligence (AI) technologies plays a significant role in enhancing economic efficiency within tourism enterprises. AI-based systems not only automate operational processes but also enable more optimal resource management, cost reduction, and more effective revenue generation. In this

context, artificial intelligence becomes a core component of the strategic development model of tourism enterprises.

The findings indicate that the economic impact of AI primarily manifests in three key areas: operational optimization, improved revenue management, and accelerated decision-making processes. In particular, dynamic pricing systems and demand forecasting algorithms allow enterprises to respond more flexibly to market volatility. By mitigating the effects of seasonal fluctuations, these technologies contribute to strengthening financial stability.

At the same time, the implementation of AI technologies requires structural adjustments within enterprises. Enhancing digital competencies, ensuring high-quality data collection, and fostering analytical thinking are essential prerequisites for maximizing the economic benefits of AI adoption. Technology alone does not guarantee economic efficiency; its effective implementation and proper integration into organizational processes are decisive factors.

In the long term, artificial intelligence may become one of the primary determinants of competitive advantage in the tourism economy. Enterprises with slower adaptation to technological innovation may face the risk of losing market share. From this perspective, AI adoption is not merely an issue of efficiency, but also one of strategic sustainability.

Overall, the results of the study confirm that artificial intelligence enhances the value-creation capacity of tourism enterprises, making them more resilient and adaptable. Therefore, the adoption of AI technologies should be regarded as one of the key development directions of the future tourism economy [20].

Recommendations

The following strategic directions are recommended for tourism enterprises:

- **Implementation of AI-based decision-support systems:** Tourism enterprises should integrate artificial intelligence systems for dynamic pricing, demand forecasting, and customer analytics. This enables revenue optimization and reduces market-related risks.
- **Development of a comprehensive data governance strategy:** For artificial intelligence to function effectively, enterprises must establish high-quality and well-structured data infrastructures. Data governance mechanisms should be strengthened, and an analytics-driven decision-making culture should be fostered within organizations.
- **Enhancement of digital competencies:** The digital skills and analytical capabilities of employees should be improved. Human capital represents a critical factor in determining the economic impact of AI technologies.
- **Focus on operational optimization:** Artificial intelligence systems should be applied not only in marketing but also in logistics, reservation management, and resource planning to maximize overall efficiency gains.

At the governmental and sectoral levels, the following priorities may be considered:

- Expansion of digital transformation programs within the tourism sector;
- Promotion of artificial intelligence–based innovation initiatives;
- Strengthening of digital infrastructure;
- Encouragement of collaboration between startups, technology companies, and tourism enterprises [21-24].

Particularly in emerging markets, governmental support and the development of institutional mechanisms can facilitate the broader adoption of artificial intelligence technologies.

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