The Role of Artificial Intelligence in Advancing Sustainable Development Goals: Enhancing Tourism Supply Chain Performance and Sustainable Management Practices in Thailand's Tourism Industry – A Systematic Review

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Abstract

The integration of Artificial Intelligence (AI) into sustainable development initiatives has gained significant momentum, particularly in the tourism industry, where supply chain performance plays a pivotal role. This paper systematically reviews the influence of AI on achieving Sustainable Development Goals (SDGs) through enhanced tourism supply chain performance and the adoption of Sustainable Supply Chain Management (SSCM) practices in Thailand's tourism sector. By analyzing academic literature, case studies, and industry reports, the study explores how AI-driven innovations—such as predictive analytics, smart resource allocation, and real-time decision-making—contribute to sustainable tourism practices.

Key findings highlight the potential of AI to optimize resource efficiency, reduce environmental impacts, and enhance stakeholder collaboration, thereby fostering economic, social, and environmental sustainability. Moreover, the study identifies barriers to AI adoption, including technological infrastructure gaps and stakeholder resistance, and offers actionable recommendations for policymakers and industry leaders. This review underscores the critical role of AI as a transformative tool for aligning tourism supply chain practices with global SDG targets, providing a blueprint for Thailand's tourism industry to achieve sustainable growth in an increasingly competitive and eco-conscious market.

Keywords: Artificial Intelligence (AI), Sustainable Development Goals (SDGs), Tourism Supply Chain Performance, Sustainable Supply Chain Management (SSCM), Thailand Tourism Industry

1. Introduction

The integration of Artificial Intelligence (AI) into various industries has become a transformative force, revolutionized traditional practices and enabling innovative solutions to complex challenges. In the context of Sustainable Development Goals (SDGs), AI holds significant potential to drive progress by improving efficiency, reducing resource consumption, and promoting sustainable practices across diverse sectors. One such sector is tourism, which

plays a pivotal role in economic growth, particularly in countries like Thailand, where tourism constitutes a substantial share of the national GDP.

Thailand's tourism industry faces critical challenges related to supply chain performance and sustainable management practices. Issues such as resource inefficiency, environmental degradation, and lack of sustainable policies hinder the industry's ability to contribute effectively to SDGs, including responsible consumption and production (SDG 12) and climate action (SDG 13). This calls for innovative approaches that balance economic growth with environmental and social sustainability.

AI technologies, including machine learning, predictive analytics, and optimization algorithms, offer unprecedented opportunities to address these challenges. By enhancing the tourism supply chain's efficiency, predicting demand, and reducing environmental impact, AI can foster a more sustainable and resilient tourism industry. Moreover, AI-driven insights can support better decision-making, improve customer experiences, and promote sustainable management practices among stakeholders.

This study aims to systematically review the role of AI in advancing SDGs through enhanced tourism supply chain performance and sustainable management practices in Thailand. It explores how AI technologies can be leveraged to address current challenges, achieve sustainability goals, and establish a blueprint for future applications in the global tourism industry. The findings will provide valuable insights for policymakers, industry stakeholders, and researchers seeking to align AI innovations with sustainable development objectives.

1.1 Research Objective

1. Investigate AI's role in achieving Sustainable Development Goals within Thailand's tourism sector.
2. Assess how AI enhances efficiency, resource optimization, and sustainability in the tourism supply chain.
3. Examine AI innovations that promote sustainable tourism and eco-friendly management practices.
4. Develop recommendations for leveraging AI to advance sustainability and improve supply chain performance in tourism.

2. Methodology

This systematic review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, ensuring a transparent and replicable process. The methodology includes:

2.1 Literature Search

A comprehensive search was conducted across major databases, including Scopus, Web of Science, and Google Scholar, to identify relevant studies. Keywords such as "AI in tourism supply chain," "sustainable tourism in Thailand," and "AI for SDGs" were used to locate peer-reviewed articles, conference papers, and relevant gray literature. Additional references were identified through backward and forward citation tracking.

2.2 Inclusion and Exclusion Criteria

- **Inclusion Criteria:**
  - Studies published between 2010 and 2023.
  - Research focusing on AI applications in tourism and sustainability.
  - Papers providing empirical evidence or case studies related to Thailand or similar contexts.
  - Articles written in English.
- **Exclusion Criteria:**
  - Studies with insufficient methodological rigor.
  - Papers not directly related to AI or tourism supply chains.
  - Non-peer-reviewed literature lacking credibility.

2.3 Data Extraction and Synthesis

Key information from the selected studies was systematically extracted, including:

- Study objectives and methodologies.
- AI techniques employed (e.g., machine learning, predictive analytics).
- Key findings related to supply chain optimization, sustainability practices, and challenges.

The extracted data were synthesized to identify common themes, gaps in the literature, and opportunities for future research. A qualitative thematic analysis was employed to categorize findings into predefined themes aligned with the research objectives.

2.4 Quality Assessment

Each study was evaluated for quality and relevance using a standardized checklist, considering factors such as methodological robustness, data validity, and the applicability of findings to the Thai tourism context.

3. Results

This section presents the synthesis results for each latent variable: AI applications in tourism (AIAT), sustainable supply chain practices (SSCP), tourism supply chain performance (TSCP), and sustainable development goals related to tourism (SDGT) (section 3.1-3.4). Subsequently, a conceptual framework illustrating the relationships among these variables is developed and presented as the final outcome.

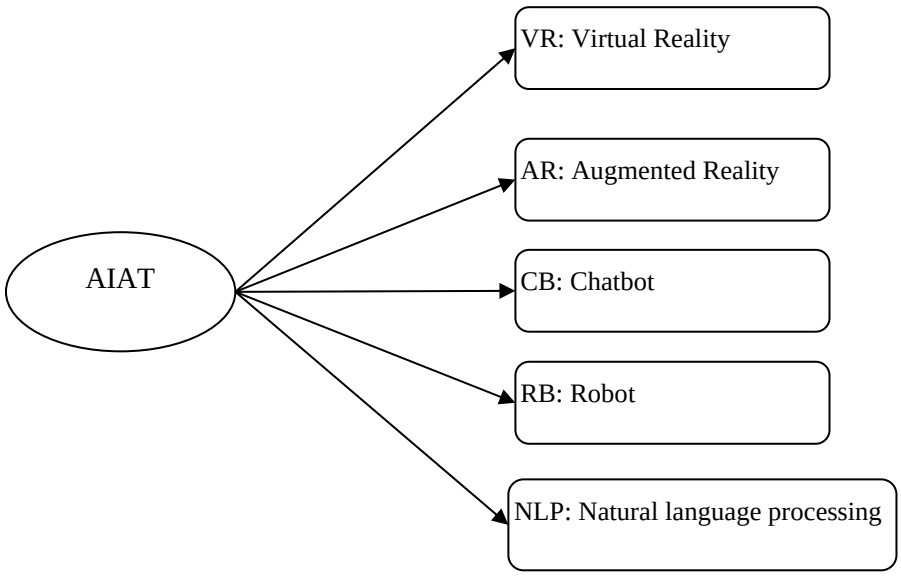
3.1 Synthesis results of AI applications in tourism (AIAT) variable components

Synthesis results of AIAT variable components are shown in table 1 and figure 1 as follows:

Table 1: AIAT variable components

#	Authors	AIAT components								
		Facial recognition	*Virtual Reality*	*Augmented Reality*	*Chatbot*	*Robot*	*Natural Language Processing (NLP)*	*Optimization services*	*Self-Service kiosks*	*Forecasting*
1	*Samala et. al. (2022)*	✓	✓	-	✓	✓	-	✓	-	-
2	*Doborjeh et. al. (2021)*	-	✓	✓	✓	✓	✓	-	-	-
3	*Dhiman et. al. (2023)*	-	-	-	✓	-	-	-	-	-
4	*Solakis et. al. (2022)*	-	✓	✓	✓	✓	✓	-	✓	-
5	*Huang et. al. (2021)*	-	✓	✓	✓	✓	✓	✓	✓	-
6	*Bulchand-Gidumal. (2022)*	-	-	-	✓	✓	✓	-	-	✓
7	*Battour et. al. (2022)*	✓	✓	✓	-	✓	-	-	-	-
8	*Samara et. al. (2020)*	-	✓	-	✓	✓	-	-	-	✓
9	*Filieri et. al. (2021)*	✓	✓	-	✓	✓	✓	-	-	-
10	*Grundner & Neuhofer. (2021)*	-	✓	✓	✓	✓	-	-	✓	-
Total		***3***	***8***	***5***	***9***	***9***	***5***	***2***	***3***	***2***

Figure 1: AIAT variable components



Virtual Reality (VR) refers to technology that simulates environments, creating a virtual world where users can experience real-time, immersive interactions as if they were in actual space. This is achieved through 3D video imagery and allows users to interact with the

simulated environment via wearable devices and/or other tools, using both speech and text-based interactions.

Augmented Reality (AR) involves integrating computer-generated objects into the real-world environment. It provides users with information about their surroundings by combining real-world visuals with created 3D images or models. AR can be experienced through technological devices such as glasses, desktops, tablets, or smartphones, allowing users to visualize how these objects would appear in real-world settings.

Chatbots are software programs designed to conduct conversations with users via voice or text. These systems are pre-programmed to respond to user queries by recognizing keywords and generating appropriate replies. Chatbots can offer multiple responses to the same query instantly and are accessible 24/7.

Robots are automated machines capable of performing tasks in place of humans in various capacities. They are programmed to make decisions independently and can execute diverse functions, such as turning on bedroom lights, switching off televisions, managing luggage check-ins automatically, serving food, and assisting guests in hotels. Robots have a direct impact on customer interactions and experiences.

Natural Language Processing (NLP) is a technology that enables computers to interpret, process, and understand human language. It is utilized in applications such as text analysis, language translation, converting speech to text, and sentiment analysis.

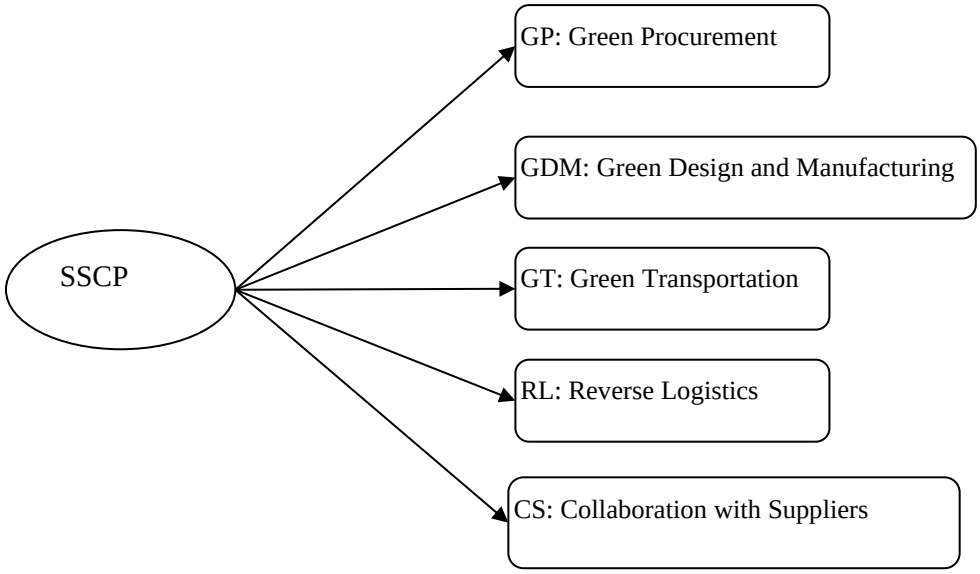
3.2 Synthesis results of sustainable supply chain practices (SSCP) variable components

Synthesis results of SSCP variable components are shown in table 2 and figure 2 as follows:

Table 2: AIAT variable components

#	Authors	SSCP									
		Green Procurement	*Green Design and Manufacturing*	*Green Information Systems*	*Green Transportation*	*Reverse Logistics*	*Reverse Logistics*	*Collaboration with Suppliers*	*Green Packaging*	*Green Operations*	*Green Consumers*
1	*Mugoni et. al. (2024)*	✓	✓	✓	✓	✓	-	-	-	-	-
2	*Alamelu et. al. (2022)*	✓	-	✓	✓	-	✓	✓	-	-	-
3	*Zimon et. al. (2019)*	✓	✓	-	✓	✓	✓	✓	✓	-	-
4	*Alina et. al. (2023)*	✓	-	-	✓	✓	-	✓	-	-	-
5	*Fritz. (2019)*	✓	✓	-	✓	✓	✓	✓	✓	-	✓
6	*Ming-Lang et. al. (2019)*	-	✓	✓	-	✓	-	✓	✓	-	-
7	*Chaitongrat & Areerakulkan (2022)*	✓	✓	-	-	✓	-	-	-	✓	-
รวม		***6***	***5***	***3***	***5***	***6***	***3***	***5***	***3***	***1***	***1***

Figure 2: SSCP variable components



Green Procurement refers to the purchasing of goods and services that have minimal environmental impact. This encompasses sourcing for tourist destinations, transportation, accommodations, and tourism activities while utilizing appropriate energy and technologies. It incorporates environmental tools to develop eco-friendly products and services.

Green Design and Manufacturing refers to designing tourism activities in a way that minimizes waste, encourages reusability, recyclability, and repairability. This starts with selecting environmentally friendly activities that do not harm the environment or cause pollution.

Green Transportation refers to environmentally friendly transportation innovations, such as electric systems, bicycles, and clean energy vehicles for tourists. These innovations help reduce carbon dioxide emissions from exhaust during tourism operations, minimize greenhouse gases that damage the atmosphere, and save energy in transportation.

Reverse Logistics refers to the process of returning products, goods, or tourists from the destination back to the origin. This includes recalling defective products, damaged items, non-standard goods, expired products, or handling situations such as tourist accidents.

Collaboration with Suppliers refers to coordinated efforts and alignment between suppliers to achieve shared organizational goals. Maintaining good relationships fosters mutual benefits, promotes cooperation, and supports each other in achieving objectives.

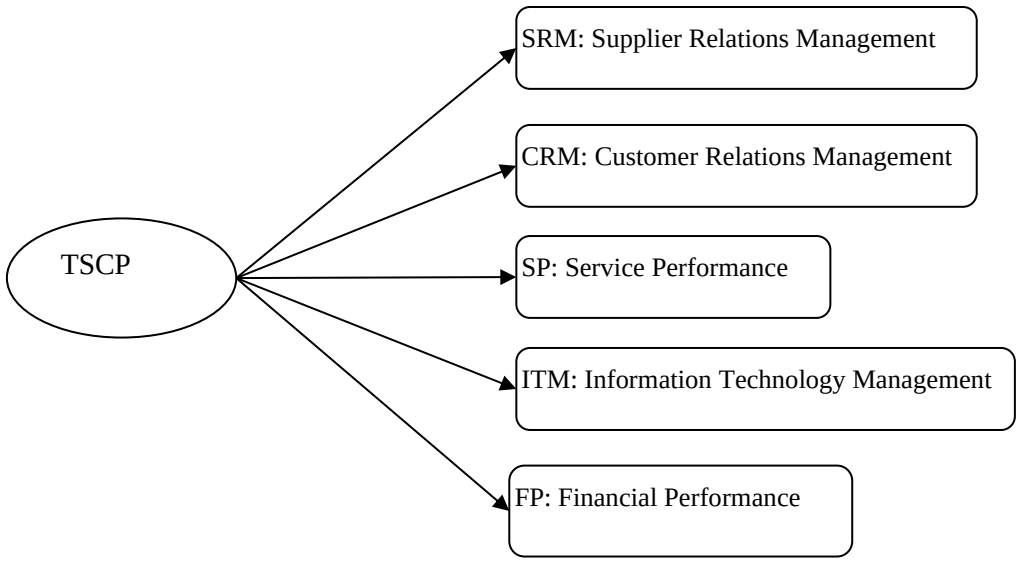
3.3 Synthesis results of tourism supply chain performance (TSCP) variable components

Synthesis results of TSCP variable components are shown in table 3 and figure 3 as follows:

Table 3: TSCP variable components

#	Authors	TSCP									
		Ordering Goods and Services	*Supplier Relationships*	*Customer Relationships*	*Service Performance*		*Demand Management*		*Financial Performance*	*Inventory Management*	
1	*Palang & Tippayawong (2019)*	✓	✓	✓	✓	✓	✓	✓	✓	-	-
2	*Nguyet et. al. (2021)*	✓	✓	✓	✓	✓	-	-	-	-	-
3	*Chirawat & Chitphong (2021)*	-	-	✓	-	-	-	✓	✓	-	-
4	*Zhang et. al. (2009)*	-	✓	✓	-	-	✓	✓	✓	✓	✓
5	*Bire et. al. (2021)*	-	-	✓	✓	-	-	✓	-	-	-
6	*Nattachai et. al. (2020)*	-	✓	✓	✓	-	-	✓	✓	-	-
Total		***2***	***4***	***6***	***4***	***2***	***2***	***5***	***4***	***1***	***1***

Figure 3: TSCP variable components



Supplier Relationships refer to maintaining and enhancing the level of collaboration between service providers and suppliers. Suppliers offer support beyond traditional operations, such as price adjustments and on-time delivery.

Customer Relationships involve tracking customers before, during, and after service usage to build stronger connections and gain a better understanding of their individual needs.

Service Performance is characterized by flexibility in service delivery, a variety of service offerings, fast service times, and post-service support to ensure a positive experience for tourists.

Information Technology Management focuses on increasing information awareness, accurate data analysis, quick and timely data exchange, and efficient data flow. It ensures that systems are user-friendly and convenient to operate.

Financial Performance involves reducing distribution, production, and inventory costs while increasing returns on investment. Competitive pricing enhances revenue and profitability.

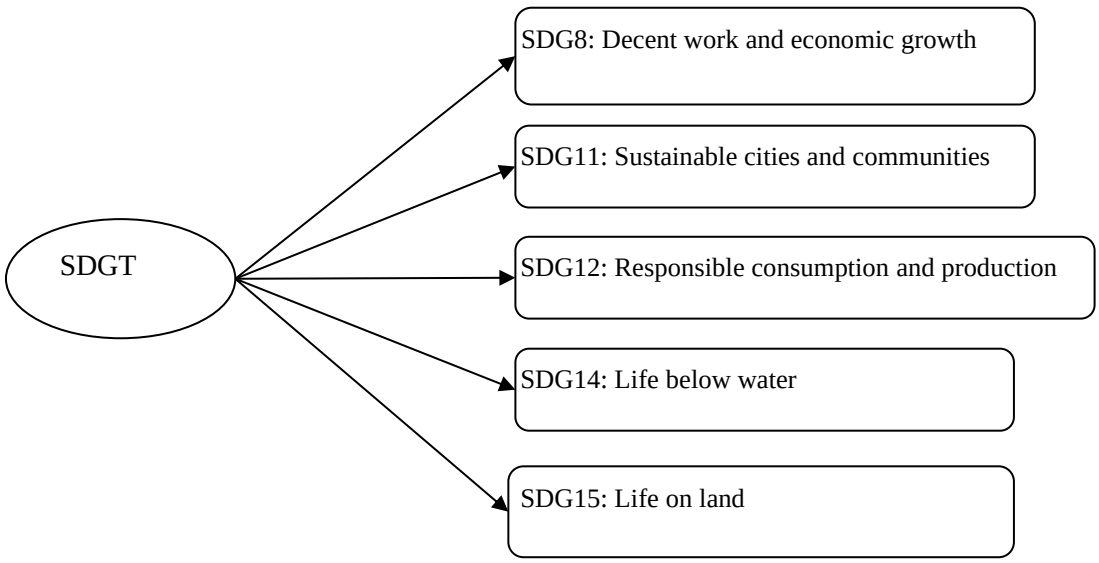
3.4 Synthesis results of sustainable development goals related to tourism (SDGT) variable components

Synthesis results of SDGT variable components are shown in table 4 and figure 4 as follows:

Table 4: TSCP variable components

#	Authors	SDGT													
		SDG.1: No poverty	*SDG 2: Zero hunger*	*SDG4: Quality education*	*SDG6: Clean water and sanitation*	*SDG7: Affordable and clean energy*	*SDG8: Decent work and economic growth*	*SDG9: Industry, Innovation, and Infrastructure*	*SDG11: Sustainable cities and communities*	*SDG12: Responsible consumption and production*	*SDG13: Climate action*	*SDG14: Life below water*	*SDG15: Life on land*	*SDG16 Peace justice and strong institutions*	*SDG17: Partnership for goals*
1	*Soratana et. al. (2020)*	-	-	-	✓	✓	✓	-	-	✓	✓	✓	✓	-	-
2	*Trupp & Dolezal (2020)*	✓	-	✓	-	-	✓	-	✓	-	-	-	-	-	-
3	*United Nations World Tourism Organization: UNWTO. (2017)*	-	-	-	-	-	✓	-	-	✓	-	✓	-	-	-
4	*Dube (2020)*	-	-	-	-	✓	-	-	-	-	✓	✓	✓	-	-
5	*Go & Kang (2023)*	✓	-	✓	✓	✓	-	✓	✓	-	-	-	✓	-	-
6	*Spencer & McBean (2020)*	-	-	-	-	-	✓	✓	✓	✓	-	✓	-	-	-
7	*Duarte et. al. (2022)*	-	✓	✓	-	-	✓	-	✓	✓	-	-	-	✓	-
8	*Jurkus et. al. (2022)*	-	-	-	-	-	-	-	✓	-	-	✓	✓	✓	✓
รวม		***2***	***1***	***3***	***2***	***3***	***5***	***2***	***5***	***4***	***2***	***5***	***4***	***2***	***1***

Figure 4: SDGT variable components



Decent Work and Economic Growth refers to the design and implementation of policies that promote sustainable tourism to create appropriate jobs for local communities while supporting local culture and products. It involves continuously improving the efficiency of global resource use in consumption and production, ensuring economic growth is not tied to environmental degradation.

Sustainable Cities and Communities emphasizes efforts to protect and preserve the world's cultural and natural heritage. It includes providing access to sustainable, safe, affordable transportation systems for all and improving safety in tourist destinations. Special attention is given to vulnerable groups, such as persons with disabilities and pregnant women, by expanding public transportation.

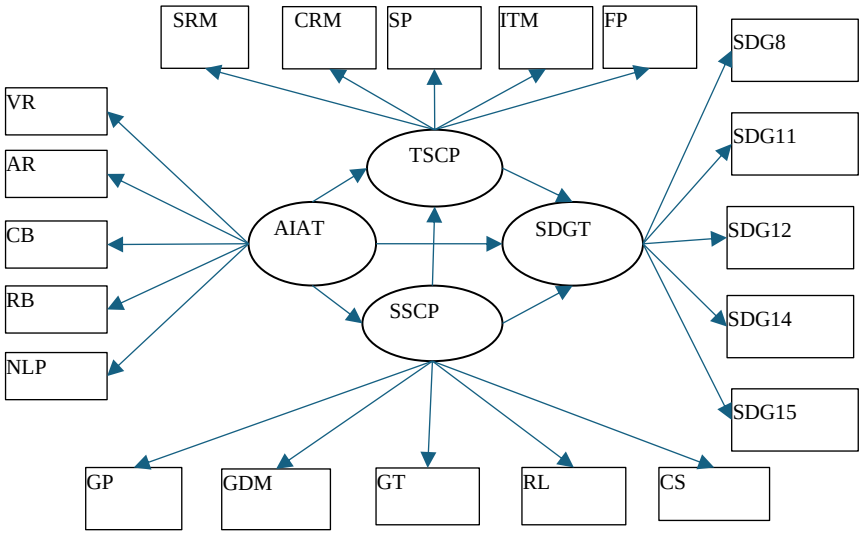
Responsible Consumption and Production focuses on efficient use of natural resources, halving global food waste at retail and consumer levels, and reducing food losses along production and supply chains. It aims to minimize waste through prevention, reduction, reuse, and recycling.

Life Below Water highlights the efficient use of water resources, raising awareness and providing information on sustainable development and lifestyles aligned with nature. It includes developing and implementing tools to monitor the impacts of sustainable development. Additionally, it promotes the conservation and reduction of marine pollution, including ocean debris and nutrient pollution, enabling the sustainable use of oceans, seas, and marine resources.

Life on Land involves the conservation, restoration, and prevention of biodiversity loss. It supports the sustainable use of terrestrial and freshwater ecosystems and efforts to end poaching and trafficking of protected plant and animal species. It also addresses both supply and demand for illegal wildlife products.

3.5 Conceptual Framework

Figure 5: Conceptual framwork



Based on the conceptual framework as shown in figure 5, the research hypotheses can be formulated as follows:

Hypothesis 1: AIAT directly influences SSCP.
Hypothesis 2: AIAT directly influences TSCP.
Hypothesis 3: AIAT directly influences SDGT.
Hypothesis 4: SSCP directly influence TSCP.
Hypothesis 5: SSCP directly influence SDGT.
Hypothesis 6: TSCP directly influences SDGT.
Hypothesis 7: AIAT indirectly influences SDGT through SSCP.
Hypothesis 8: AIAT indirectly influences SDGT through TSCP.
Hypothesis 9: SSCP indirectly SDGT through TSCP.

4. Conclusion

This study conducted a comprehensive synthesis of four critical latent variables integral to sustainable tourism: **AI applications in tourism (AIAT)**, **sustainable supply chain practices (SSCP)**, **tourism supply chain performance (TSCP)**, and **sustainable development goals related to tourism (SDGT)**. Each variable was analyzed in detail to identify its components, supported by evidence from existing literature. The synthesis results are presented through detailed tables and figures, which serve to highlight the significant contributions of these variables in advancing sustainability and operational efficiency in the tourism industry.

4.1 Key Findings and Implications

1. **AI Applications in Tourism (AIAT)**:

The synthesis revealed a diverse range of AI tools being utilized in tourism, including facial recognition, virtual reality (VR), augmented reality (AR), chatbots, robots, natural language processing (NLP), self-service kiosks, optimization services, and forecasting. These technologies collectively enhance customer experience, streamline operations, and enable data-

driven decision-making. For example, VR and AR provide immersive experiences for tourists, while chatbots and NLP improve customer engagement through real-time, personalized communication. These AI innovations demonstrate the potential to drive efficiency and sustainability within tourism operations.

2. **Sustainable Supply Chain Practices (SSCP)**:

The synthesis identified critical components of sustainable supply chain management in tourism, such as green procurement, green design and manufacturing, green information systems, green transportation, reverse logistics, collaboration with suppliers, green packaging, green operations, and green consumers. These practices emphasize resource efficiency, waste reduction, and environmental conservation. The findings underscore the need for tourism organizations to adopt eco-friendly practices at every stage of the supply chain to minimize environmental impact and support sustainability goals.

3. **Tourism Supply Chain Performance (TSCP)**:

Key components of TSCP include ordering goods and services, supplier relationships, customer relationships, service performance, resource management, demand management, information technology management, financial performance, inventory management, and supply chain coordination. These components highlight the importance of effective collaboration, operational efficiency, and financial optimization in achieving high-performance supply chains in the tourism sector. Strong supplier and customer relationships, along with robust IT and resource management systems, are pivotal in ensuring the seamless functioning of the supply chain.

4. **Sustainable Development Goals Related to Tourism (SDGT)**:

The study mapped the contribution of tourism to specific SDGs, including no poverty (SDG 1), quality education (SDG 4), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12), life below water (SDG 14), and life on land (SDG 15). These goals demonstrate the interconnectedness of tourism with broader sustainability objectives, emphasizing the role of tourism in fostering economic growth, promoting cultural and natural heritage, and addressing environmental challenges.

4.2 Conceptual Framework

A conceptual framework was developed to illustrate the relationships among these variables. This framework serves as a foundation for understanding how AI applications, sustainable practices, and supply chain performance collectively influence the achievement of SDGs in the tourism industry.

4.3 Contribution to Tourism and Sustainability

This study provides a comprehensive understanding of how advanced technologies, sustainable practices, and supply chain efficiencies converge to support the achievement of SDGs in tourism. By synthesizing insights from existing literature, the research identifies key areas where AI and green practices can enhance operational performance and sustainability. The conceptual framework and hypotheses offer a roadmap for future empirical studies, enabling researchers to validate these relationships and measure their impact on sustainable tourism development.

In conclusion, this study emphasizes the critical role of integrating AI technologies and sustainable practices into tourism supply chains to achieve both operational excellence and long-term sustainability. These insights are invaluable for policymakers, industry stakeholders, and researchers aiming to advance the sustainability agenda within the global tourism sector.

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