

Agentic AI Adoption in the Tourism Sector: Global Practices, Workforce Implications, and Potential for Thailand's Business Transformation

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Abstract

This systematic review explores the transformative impact of agentic artificial intelligence (AI) on the global tourism sector, with a particular focus on its potential to reshape Thailand's tourism industry. Agentic AI, characterized by autonomous decision-making and interactive capabilities, is revolutionizing customer engagement, operational efficiency, and workforce dynamics across travel, hospitality, and leisure domains. Drawing on insights from leading consulting firms and academic literature, the paper examines global best practices, emerging technologies, and strategic frameworks for AI adoption in the tourism sector. The review concludes that Thailand, as a major tourism destination, can harness agentic AI to enhance competitiveness, resilience, and visitor satisfaction—provided that stakeholders collaborate on inclusive, ethical, and future-ready strategies.

Keywords: Agentic AI, Artificial Intelligence, Technology Adoption, Tourism Industry, Thailand

Introduction

The tourism industry is entering a new era shaped by the emergence of agentic artificial intelligence (Agentic AI), a form of AI capable of autonomous decision-making and adaptive interaction. Unlike generative AI, which focuses on content creation, agentic AI systems are designed to act independently within dynamic environments, making them particularly valuable in sectors that demand real-time responsiveness and personalization. This technological shift is redefining service delivery, operational efficiency, and workforce roles across global tourism ecosystems.

The purpose of this article is to conduct a systematic review of agentic AI adoption in the tourism sector, with a special focus on Thailand. It aims to explore how agentic AI is being implemented globally, assess its impact on business models and workforce transformation, and identify strategic opportunities for Thailand to leverage this technology for sustainable growth and competitive advantage. By synthesizing insights from academic research and consulting firm analyses, the article provides a comprehensive framework for understanding the potential of agentic AI to reshape Thailand's tourism landscape and offers practical

recommendations for stakeholders seeking to navigate this transformation responsibly and effectively.

The Concept of Agentic AI

Agentic AI, also referred to as AI agents, is defined as autonomous artificial intelligence systems capable of independently perceiving their environment, making decisions, and executing actions to achieve specific goals without continuous human intervention. These systems exhibit a higher degree of agency compared to traditional AI models, meaning they can proactively initiate tasks, adapt to dynamic contexts, and pursue objectives with a level of self-direction (PwC, 2024; Citigroup, 2024).

According to PwC (2024), agentic AI represents the new frontier in generative AI, emphasizing AI's ability to act autonomously in complex environments by setting and pursuing goals, managing tasks, and interacting with humans or other systems in a purposeful manner. This contrasts with earlier AI forms that primarily respond reactively to inputs without independent initiative. Similarly, Citigroup (2024) highlights that agentic AI systems are designed to operate with a degree of autonomy that enables them to perform multi-step processes, make decisions under uncertainty, and learn from interactions, thereby extending AI's utility beyond narrow, task-specific applications. Deloitte (2024a) further elaborates that agentic AI differs from generative AI by focusing on autonomous action rather than just content generation. Agentic AI integrates reasoning, planning, and decision-making capabilities, allowing it to function as an intelligent agent that can navigate complex scenarios and deliver outcomes aligned with strategic goals. IBM (2024) distinguishes agentic AI from generative AI by underscoring agentic AI's role as an autonomous actor capable of perceiving, reasoning, and acting in the world, whereas generative AI primarily creates content based on learned patterns.

Agentic AI systems are designed to operate with a degree of autonomy, making decisions based on data analysis, learning from interactions, and adapting to new information. These systems are particularly valuable in the hospitality industry, where they can handle complex tasks such as dynamic pricing, personalized recommendations, and real-time customer service. The development of agentic AI has been driven by advancements in machine learning, natural language processing, and big data analytics, enabling hotels, resorts, and travel agencies to streamline operations and improve customer experiences (Fouad et al., 2024; Modi & Kumar, 2024). In summary, agentic AI or AI agents are autonomous, goal-directed AI systems that perceive their environment, make independent decisions, and execute actions to achieve objectives, marking a significant evolution from reactive or generative AI models toward more proactive and adaptive artificial intelligence.

Global Practices of Agentic AI Adoption in Tourism

The integration of agentic AI technologies in tourism is now widespread, encompassing applications such as intelligent chatbots, robotic service agents, personalized recommendation systems, and autonomous data analytics. These tools are being utilized to

enhance customer experiences, streamline operations, and create new avenues for value co-creation (Koo, Xiang, Gretzel, & Sigala, 2021). In China, for instance, the government and private sector have jointly fostered the deployment of AI-powered robots for customer service, AI-driven destination management platforms, and highly personalized tourist experience systems. This holistic approach demonstrates a robust national commitment to leveraging AI for competitive advantage in tourism (Tuo, Ning, & Zhu, 2020).

In the hospitality sector, the COVID-19 pandemic served as a catalyst for the rapid deployment of AI-powered robots and contactless technologies. Hotels and resorts have increasingly adopted AI-driven check-in kiosks, robotic concierges, and automated cleaning systems to meet heightened hygiene expectations and reduce human contact (Kim, Kim, Badu-Baiden, Giroux, & Choi, 2021). Meanwhile, digital platforms such as Airbnb and Uber have fundamentally disrupted traditional tourism models by using AI and big data to match supply and demand, optimize pricing, and personalize recommendations, thereby creating new digital ecosystems (Tsai, Wu, & Mou, 2023).

Industry 4.0 technologies—including AI, Internet of Things (IoT), and robotics—are recognized as key enablers of "Tourism 4.0." This new paradigm is characterized by the digital transformation of tourism value chains, the emergence of smart tourism ecosystems, and the proliferation of data-driven decision-making (Rodrigues, Breda, & Rodrigues, 2024a).

Use Cases of Agentic AI in the Hospitality Industry

Agentic AI has become a transformative force in the hospitality industry, particularly in hotels, resorts, and travel agencies as shown in Table 1. In hotels, agentic AI is being used to enhance both operational efficiency and guest satisfaction. One prominent application is in dynamic pricing and revenue management, where AI systems analyze market demand, competitor pricing, and customer behavior to optimize room rates in real-time, thereby maximizing revenue (Pandey, Bansal, & Valuskar, 2025). Additionally, hotels are leveraging AI to personalize guest experiences by collecting and analyzing preferences to offer tailored recommendations for dining, entertainment, and amenities (Vinod, Vinayagam, Yedla, & Swain, 2025; Majeed, 2024). AI-driven chatbots and virtual assistants are also widely used to manage customer inquiries, bookings, and concierge services, providing 24/7 support and reducing the workload on human staff (Talukder & Kumar, 2024; Rather, 2024). Furthermore, predictive maintenance powered by agentic AI helps monitor hotel infrastructure and anticipate potential issues, ensuring uninterrupted service and improved guest comfort (Luo, 2024).

Resorts, which typically operate on a larger scale and offer a wider range of amenities, have similarly embraced agentic AI to streamline operations and elevate guest experiences. AI systems in resorts suggest personalized activities such as spa treatments, golf bookings, or adventure tours based on guest preferences (Vinod et al., 2025; Majeed, 2024). These systems also optimize resource allocation, ensuring efficient use of facilities like pools, restaurants, and recreational areas depending on demand (Luo, 2024). Resorts utilize AI to analyze customer feedback from various sources, helping identify areas for improvement and enabling data-



driven decision-making (Fouad et al., 2024; Modi & Kumar, 2025). Smart room management is another key application, where AI controls room temperature, lighting, and entertainment systems to create a personalized and comfortable environment (Luo, 2024).

Travel agencies have also seen significant benefits from integrating agentic AI into their services. AI systems assist in itinerary planning by analyzing traveler preferences, budget constraints, and destination options to create customized travel plans (Ilieva et al., 2024). Real-time travel recommendations for dining, sightseeing, and accommodations are provided based on current trends and individual preferences (Vinod et al., 2025; Majeed, 2024). Automated booking systems powered by AI handle reservations for flights, hotels, and activities, reducing manual effort and minimizing errors (Talukder & Kumar, 2024; Rather, 2024). Moreover, agentic AI contributes to risk management by monitoring travel advisories, weather conditions, and other factors to deliver timely alerts and recommendations, ensuring a safer and more enjoyable journey (Modi & Kumar, 2025).

Table 1: Agentic AI Applications in Hotels, Resorts, and Travel Agencies

Business Type	Primary AI Applications	Key Benefits	Challenges
Hotels	Dynamic pricing, personalized guest experiences, chatbots, predictive maintenance	Enhanced operational efficiency, improved customer satisfaction, increased revenue	High implementation costs, data privacy concerns, need for human-AI collaboration
Resorts	Activity recommendations, resource allocation, customer feedback analysis, smart room management	Improved resource utilization, enhanced guest experiences, data-driven decision-making	Complexity of integrating AI with diverse amenities, initial investment costs
Travel Agencies	Itinerary planning, real-time travel recommendations, automated booking systems, risk management	Personalized travel experiences, reduced manual effort, improved safety	Data privacy issues, dependence on high-quality data, customer trust in AI systems

Key Challenges and Future direction in Agentic AI Adoption

While agentic AI offers transformative potential for the hospitality industry, its adoption comes with several challenges and important considerations. One of the foremost concerns is ethical and privacy-related. The use of agentic AI often involves the collection and analysis

of vast amounts of customer data, raising questions about data protection and user consent. Ensuring compliance with regulations such as the General Data Protection Regulation (GDPR) is critical to maintaining ethical standards and avoiding legal repercussions (Singh, 2025; Kumar, Shandilya, Shandilya, & Kumar, 2024).

Another key challenge is the need for effective human-AI collaboration. Although agentic AI can automate a wide range of tasks, human oversight remains essential to ensure that AI-driven decisions align with business objectives and meet customer expectations. This balance between automation and human judgment is crucial for maintaining service quality and ethical integrity (Yan, Konar, & Balasubramanian, 2025; Yadav, Seal, Shukla, & Kaur, 2024).

The financial implications of implementing agentic AI systems also pose a significant barrier, especially for small and medium-sized enterprises. The initial investment in infrastructure, training, and system integration can be substantial. Hospitality businesses must carefully evaluate the cost-benefit ratio, considering both short-term expenses and long-term gains in efficiency and customer satisfaction (Pandey et al., 2025; Tuo, Wu, Zhao, & Si, 2025).

Finally, customer trust and acceptance play a pivotal role in the successful deployment of agentic AI. Guests and travelers must feel confident that AI systems are acting in their best interests. Building this trust requires transparency in how AI decisions are made and ensuring that these systems consistently deliver value and respect user preferences (Morosan & Dursun-Cengizci, 2024; Pham, Duong, & Nguyen, 2024).

The future of agentic AI in the hospitality industry is promising, with ongoing advancements in machine learning and natural language processing expected to drive further innovation. Key areas of focus include:

1. **Enhanced Personalization:** Future developments in agentic AI will enable even more personalized experiences, leveraging advanced data analysis and machine learning algorithms to anticipate and meet customer needs proactively (Vinod et al., 2025; Majeed, 2024).
2. **Improved Human-AI Collaboration:** As AI systems become more sophisticated, the focus will shift towards creating seamless collaboration between humans and AI, ensuring that both work together to enhance customer experiences (Yan et al., 2025; Yadav et al., 2024).
3. **Sustainability and Ethics:** The hospitality industry will need to address ethical concerns and ensure that AI systems are developed and implemented in a sustainable and responsible manner (Singh, 2025; Kumar et al., 2024).

The development and adoption of agentic AI have transformed the global hospitality industry, offering significant benefits for hotels, resorts, and travel agencies. By leveraging agentic AI, these businesses can enhance operational efficiency, improve customer satisfaction, and gain a competitive edge in the market. However, challenges such as ethical



concerns, implementation costs, and customer trust must be addressed to ensure the successful and sustainable integration of agentic AI in the industry. As technology continues to evolve, the future of agentic AI in hospitality promises even greater opportunities for innovation and growth.

Impact of Agentic AI Adoption on the Global Tourism Workforce and future skills required

The adoption of agentic AI in tourism is reshaping workforce structures and roles in several important ways. One of the most immediate impacts is the automation of routine and repetitive tasks. Functions such as check-in, booking confirmations, and basic customer inquiries are increasingly managed by AI systems, leading to the displacement of some traditional job roles (Kim et al., 2021). However, this displacement is accompanied by the creation of new roles that focus on overseeing, maintaining, and collaborating with AI systems. For example, positions such as AI trainers, data analysts, and customer experience managers are emerging as critical to the effective deployment of AI in tourism operations.

The transformation of required skills is another key impact. Employees are now expected to possess digital literacy, the ability to manage and interpret AI outputs, and emotional intelligence to complement AI-driven interactions (Rasheed, Chen, Khizar, & Safeer, 2023). This shift necessitates substantial investment in workforce training and upskilling.

The psychological and organizational well-being of the workforce is also affected by AI adoption. Technological anxiety, uncertainty about job security, and the need to adapt to new roles can impact employee engagement and performance. Organizations must therefore implement supportive change management strategies, including transparent communication, reskilling programs, and opportunities for employee feedback, to ensure a smooth transition (Chen, Zhao, & Wang, 2024; Deloitte, 2025).

The evolving landscape of tourism in the AI era demands a workforce equipped with a hybrid set of skills that both complement and leverage AI capabilities. Digital and AI literacy is paramount; employees must be proficient in using AI tools, interpreting data analytics, and navigating digital platforms. This foundational skill set enables effective collaboration with AI systems and ensures that human workers can oversee and optimize AI-driven processes (Rasheed et al., 2023).

Table 2: Impact of Agentic AI on the Global Tourism Workforce

Impact Area	Description	Source
Job displacement	Automation of routine tasks reduces some job roles	Kim et al., 2021
Job modification	New roles emerge focused on AI oversight and collaboration	Kim et al., 2021
Skill transformation	Demand for digital, AI, and emotional intelligence skills	Rasheed et al., 2023

Employee well-being	Technological anxiety influences job performance	Chen et al., 2024
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Emotional intelligence, particularly empathy and interpersonal skills, remains a uniquely human attribute that is essential in tourism. As AI handles routine inquiries, human workers are increasingly tasked with managing complex customer interactions, resolving conflicts, and providing personalized service that fosters trust and loyalty (Rasheed et al., 2023).

Critical thinking and problem-solving abilities are also crucial, as employees must handle non-routine, complex situations that fall outside the scope of AI's programmed capabilities. This includes making judgment calls in ambiguous scenarios, innovating new solutions, and adapting to unforeseen challenges (Chen et al., 2024).

Adaptability and continuous learning are necessary for keeping pace with rapid technological advancements. The ability to quickly learn new tools, embrace change, and remain flexible in the face of evolving job roles is highly valued in the AI-driven tourism sector. Collaboration skills, including the ability to work effectively with both AI systems and interdisciplinary human teams, are increasingly important for integrated service delivery (Chen et al., 2024).

Communication and language skills are especially vital in the multicultural and globalized context of tourism. While AI can assist with translation and basic communication, human nuance, cultural sensitivity, and the ability to engage in meaningful dialogue remain irreplaceable (Rasheed et al., 2023).

Table 3: Skills Required for Tourism Workforce in the Agentic AI Era

Skill Category	Description	Importance Level	Source
Digital & AI literacy	Proficiency in AI tools and data interpretation	High	Rasheed et al., 2023
Emotional intelligence	Customer empathy and interpersonal skills	High	Rasheed et al., 2023
Critical thinking	Complex problem-solving beyond AI capabilities	Medium	Chen et al., 2024
Adaptability	Ability to learn and adjust to new technologies	High	Chen et al., 2024
Collaboration	Teamwork with AI and human colleagues	Medium	Chen et al., 2024

Agentic AI adoption for Thailand's tourism industry

The adoption of agentic AI in tourism offers significant opportunities for innovation, efficiency, and enhanced customer experiences. Consulting firms such as PwC and McKinsey

recommend that tourism businesses adopt a phased approach to AI integration, starting with pilot projects and scaling successful initiatives. They also emphasize the importance of stakeholder engagement, transparent communication, and continuous evaluation to ensure that AI deployments align with organizational goals and societal values (PwC, 2024; McKinsey, 2024b).

Thailand, as one of the world's premier tourism destinations, stands at a pivotal juncture where the strategic adoption of agentic AI could redefine its competitive positioning. The potential benefits for Thailand are multifaceted:

First, agentic AI can enable the delivery of highly personalized tourist experiences. By leveraging AI-driven recommendation systems and virtual assistants, tourism operators can tailor offerings to individual preferences, cultural backgrounds, and real-time behaviors. For example, AI can analyze visitor data to suggest customized itineraries, local attractions, and dining options, thereby enhancing satisfaction and encouraging repeat visits (Koo et al., 2021; McKinsey, 2024a).

Second, operational efficiency in hotels, travel agencies, and tourist attractions can be significantly improved through AI-enabled automation. Routine tasks such as booking management, check-in/out procedures, and customer inquiries can be handled by AI systems, freeing human staff to focus on higher-value activities. Consulting firm PwC estimates that AI-driven automation could reduce operational costs in hospitality while improving service consistency (PwC, 2025).

Third, agentic AI can support sustainable tourism by optimizing visitor flows and minimizing environmental impacts. AI-powered analytics can monitor tourist movements, predict crowding at popular sites, and recommend alternative routes or times to visit, thus preserving natural and cultural assets (Rodrigues et al., 2024; Deloitte, 2024b).

Fourth, AI can enable digital governance for tourism management and crisis response. For example, AI-driven dashboards can provide real-time insights to policymakers and tourism authorities, facilitating agile responses to disruptions such as pandemics or natural disasters. This capability is increasingly recognized as essential for building resilience in tourism-dependent economies (Koo et al., 2021).

However, the adoption process of AI including the transformation also introduces challenges related to workforce stability and the need for substantial upskilling. For Thailand, with its strong service culture and reliance on tourism, the integration of AI must be carefully managed to preserve human-centric values while embracing technological advancement. Policies that support workforce reskilling, ethical AI deployment, and equitable access to technology are essential for maximizing the benefits of AI adoption (Koo et al., 2021; Deloitte, 2025).

Implication for Key Stakeholders

For Thailand, harnessing these innovative technologies offers opportunities for enhanced competitiveness, sustainability, and enriched visitor experiences. Success requires

coordinated efforts among business leaders, government bodies, workers, educational institutions, and tourists to embrace innovation responsibly and inclusively. Strategic investments in technology, workforce development, regulatory frameworks, and ethical practices will be pivotal in positioning Thailand as a forward-looking, sustainable tourism destination.

Thai tourism businesses must embrace AI and Industry 4.0 technologies to remain competitive globally. Practical strategies include investing in AI-powered customer service platforms, adopting smart infrastructure, and integrating data analytics for market responsiveness. Executives should foster a culture of innovation and continuous learning to support technology adoption and workforce transformation. Moreover, sustainability-oriented technologies can enhance brand reputation and appeal to environmentally conscious travelers.

Thai policymakers have a critical role in creating enabling environments for technology adoption. This includes developing clear regulations on data privacy, AI ethics, and digital infrastructure standards. Governments should incentivize innovation through grants and public-private partnerships and invest in digital infrastructure, especially in rural and heritage areas, to reduce the digital divide. Additionally, integrating AI into tourism governance can improve crisis management and sustainable destination planning.

The workforce must be equipped with digital skills and emotional intelligence to collaborate effectively with AI and automated systems. Upskilling programs focusing on AI literacy, data analytics, and customer engagement are essential. Workers also need adaptability and lifelong learning mindsets to navigate evolving job roles. Supportive change management can alleviate technological anxiety and foster acceptance.

Tourists stand to benefit from personalized, immersive, and seamless experiences enabled by AI and digital technologies. However, transparency regarding data use and privacy protections is vital to maintain trust. Ethical technology deployment that respects cultural heritage and sustainability principles enhances user satisfaction and loyalty.

Suggestions for Future Research

As the application of agentic AI in the tourism sector advances, future research should take an integrated and interdisciplinary approach to assess its broader implications across three interconnected domains: tourist experience, workforce transformation, and sustainable development. These dimensions are not only operationally significant but also conceptually rich, offering fertile ground for theory-driven exploration and empirical research.

From the tourist experience perspective, future studies should examine how perceived autonomy, personalization, and proactive decision-making by agentic AI systems shape tourists' emotional engagement, trust, and overall satisfaction. Drawing upon the Technology Acceptance Model (TAM) (Davis, 1989) and Trust Theory (Mayer et al., 1995), researchers can investigate how constructs such as perceived usefulness, transparency, and AI reliability influence tourists' willingness to delegate decision-making to autonomous agents. Further

theoretical depth may be added through Service-Dominant Logic (SDL) (Vargo & Lusch, 2004), which frames tourists as co-creators of value alongside AI systems. This perspective is particularly relevant in understanding how tourists negotiate with agencies with non-human service providers in the co-creation of personalized experiences.

Regarding the workforce dimension, agentic AI raises new challenges and opportunities in human–AI collaboration, workforce displacement, and role redefinition. Future research can explore how tourism employees perceive and adapt to AI systems capable of making decisions, responding to guest requests, or managing tasks traditionally performed by humans. Here, Sociotechnical Systems Theory provides a valuable lens to assess the interplay between technology and human factors in shaping work environments. Research could also address emotional labor, technological stress, and skill development in an increasingly AI-augmented service sector, contributing to organizational behavior and HRM literature.

Finally, the role of agentic AI in advancing sustainable tourism warrants deeper exploration. Unlike reactive systems, agentic AI can be embedded with sustainability goals and ethical principles that autonomously guide tourists toward environmentally friendly behaviors, culturally respectful practices, and support for local economies. Building on Norm Activation Theory (Schwartz, 1977) and Nudge Theory (Thaler & Sunstein, 2008), future research can investigate how AI systems prompt tourists to reflect on the consequences of their choices and opt for sustainable alternatives without compromising their experience. The integration of sustainability into AI's goal structure aligns with global priorities such as the UN Sustainable Development Goals (SDGs), particularly SDG 12: Responsible Consumption and Production (World Tourism Organization (UNWTO), n.d.).

Therefore, future research should explore how agentic AI can be designed and governed to balance experience optimization, employee empowerment, and sustainability promotion. This holistic view not only addresses the technical and behavioral implications of AI in tourism but also provides a foundation for developing ethical, inclusive, and human-centered agentic systems. By bridging theoretical frameworks from information systems, consumer behavior, organizational studies, and sustainability science, future studies can generate actionable insights and shape responsible innovation in the age of autonomous AI.

Conclusion

Agentic AI is not merely a technological innovation—it represents a paradigm shift in how tourism services are designed, delivered, and experienced. Globally, its adoption is driving hyper-personalization, operational automation, and data-informed decision-making, while simultaneously reshaping workforce roles and skill requirements. For Thailand, a country whose economy and cultural identity are deeply intertwined with tourism, the strategic integration of agentic AI offers a unique opportunity to redefine its global positioning. To fully realize the benefits of agentic AI, Thailand must adopt a holistic and inclusive approach. This includes investing in digital infrastructure, particularly in underserved regions, to ensure equitable access to AI-enhanced services. It also requires robust policy frameworks that address data privacy, ethical AI use, and sustainability. Government agencies must play a proactive role in fostering innovation through incentives, public-private partnerships, and regulatory clarity.

Equally important is the transformation of the tourism workforce. As AI automates routine tasks, human workers must be empowered with digital literacy, emotional intelligence, and adaptability. Upskilling initiatives should be embedded into organizational cultures, supported by academic institutions that align curricula with industry needs. Emotional intelligence, in particular, remains a vital human asset that complements AI's capabilities and enhances customer satisfaction. Business leaders must champion AI adoption not only for efficiency but also for creating meaningful, empathetic, and culturally sensitive experiences. Tourists increasingly seek personalized and immersive journeys, and AI can facilitate these while preserving heritage and minimizing environmental impact. However, trust and transparency in AI interactions are essential to ensure user acceptance and loyalty.

Ultimately, Thailand's success in leveraging agentic AI will depend on coordinated efforts across stakeholders—government, industry, academia, workforce, and tourists. By embracing innovation responsibly and inclusively, Thailand can position itself as a forward-thinking, resilient, and sustainable tourism destination in the AI era.

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