

# Artificial Intelligence as a Strategic Driver of ESG Innovation in Smart Tourism Destination Development

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## Abstract:

This study explores the role of artificial intelligence (AI) in advancing smart tourism destinations, with a focus on aligning technology applications with environmental, social, and governance (ESG) goals. Using qualitative content analysis of expert insights and real-world cases, the research identifies four key domains where AI contributes: personalization, data-driven services, sustainable and safe destination management, and seamless digital transactions. Findings show that AI enables real-time customization of visitor experiences, predictive planning for sustainability, inclusive digital access, and enhanced governance through transparency and adaptive decision-making. The study also notes potential risks related to data privacy, ethical concerns, and digital inequality. Overall, the research concludes that AI, when responsibly applied, can serve as both an operational tool and a strategic enabler of ethical, inclusive, and sustainable tourism development. The findings offer practical guidance for destination managers, policymakers, and technology developers seeking to embed AI into tourism planning frameworks.

**Keywords:** Smart Tourism, Artificial Intelligence, Sustainability, ESG, Personalization