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The Role of Artificial Intelligence in Social Media Marketing: A Literature Review Focusing on SMEs in Local Accommodation

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Abstract

Purpose: This study aims to explore how Artificial Intelligence (AI) is transforming social media marketing in the local accommodation sector, with a particular focus on small and medium-sized enterprises (SMEs). It seeks to identify key trends, benefits, and challenges associated with AI adoption in this context.

Methodology: A systematic literature review was conducted following the PRISMA framework. The analysis included peer-reviewed articles and academic sources retrieved from SCOPUS, ScienceDirect, Google Scholar, and RCAAP, published over the last five years.

Results: The findings indicate that AI significantly enhances customer engagement, improves conversion rates, and increases operational efficiency through tools such as predictive analytics and automated content generation. However, several challenges were identified, including ethical concerns related to data privacy, algorithmic bias, and the need for transparent governance.

Research Limitations: This study is limited by the scope of available literature and the focus on secondary data. Empirical validation through case studies or fieldwork was not conducted, which may restrict the generalizability of the findings to all SME contexts.

Originality: This paper contributes to the limited academic discussion on AI in social media marketing for SME local accommodation. It offers a structured synthesis of recent research and provides actionable insights for SMEs aiming to leverage AI tools in their digital marketing strategies, while also highlighting the importance of ethical and sustainable implementation.

Keywords: *Artificial Intelligence; Social Media; Local Accommodation; Literature Review*

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