The Impact of Artificial Intelligence on Strategic Intelligence – An Analytical Study of Tourism Organizations

اثر الذكاء الاصطناعي على الذكاء الاستراتيجي- دراسة تحليلية للمنظمات السياحية

Reem Hayyawi Hameed **ريم حياوي حميد**
معهد الإدارة التقني- الجامعة التقنية الوسطى
Technical institute for Administration- Middle technical university
Reem_haywee@mtu.edu.iq

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Abstract

The research aims to study and analyze the impact of artificial intelligence on strategic intelligence in tourism organizations, in light of the rapid development of modern technology and the increasing need for innovative strategies that improve the competitiveness of these organizations. The research focuses on analyzing how artificial intelligence technologies are employed in decision-making processes, strategic planning, and future foresight in the college of tourism science. The study relied on an analytical methodology that combined theoretical and applied analysis, using questionnaires directed at a sample of workers in the tourism sector, in addition to analyzing data using advanced statistical tools such as SPSS. The results showed that artificial intelligence plays a vital role in enhancing strategic intelligence by enabling departments to collect and analyze huge amounts of data, which contributes to improving the quality of strategic decisions. The study concluded that it is necessary to enhance tourism organizations' investments in adopting artificial intelligence solutions and training their staff to use them effectively to achieve strategic excellence in a dynamic and changing work environment.

Keywords: Artificial Intelligence, Strategic Intelligence, Decision Making

المستخلص:

يهدف البحث إلى دراسة وتحليل أثر الذكاء الاصطناعي على الذكاء الاستراتيجي في المنظمات السياحية، وذلك في ظل التطور المتسارع للتكنولوجيا الحديثة وتزايد الحاجة إلى استراتيجيات مبتكرة تحسّن من تنافسية هذه المنظمات ، و يركز البحث على تحليل كيفية توظيف تقنيات الذكاء الاصطناعي في عمليات اتخاذ القرار ، التخطيط الاستراتيجي ، واستشراف المستقبل في القطاع السياحي ، وقد اعتمد البحث على منهجية تحليلية جمعت بين التحليل النظري والتطبيقي، حيث تم استخدام استبيانات موجهة لعينة من العاملين في القطاع السياحي، إضافة إلى تحليل البيانات باستخدام أدوات إحصائية متقدمة مثل برنامج SPSS ، وقد أظهرت النتائج أن الذكاء الاصطناعي يلعب دورًا حيويًا في تعزيز الذكاء الاستراتيجي، من خلال تمكين الإدارات من جمع وتحليل كميات هائلة من البيانات، مما يساهم في تحسين جودة القرارات الاستراتيجية ، توصل البحث إلى ضرورة تعزيز استثمارات المنظمات السياحية في تبني حلول الذكاء الاصطناعي وتدريب كوادرها على استخدامها بفعالية لتحقيق التفوق الاستراتيجي في بيئة عمل ديناميكية ومتغيرة.

الكلمات المفتاحية : الذكاء الاصطناعي ، الذكاء الاستراتيجي ، اتخاذ القرار

Chapter1: Research methodology

1- Research problem

The research problem is how artificial intelligence can improve the ability of tourism organizations to make informed and effective strategic decisions, in addition to how artificial intelligence can help improve the ability of these organizations to adapt to rapid changes in the market and anticipate future tourist needs: Hence, the following questions can be formulated:

A. What role does artificial intelligence play in enhancing the strategic intelligence of tourism organizations?
B. How can artificial intelligence improve strategic decision-making in tourism?
C. What are the challenges facing tourism organizations when applying artificial intelligence in their strategies?
D. How does artificial intelligence contribute to improving the competitiveness of tourism organizations in light of rapid market changes?

2- Research objectives:

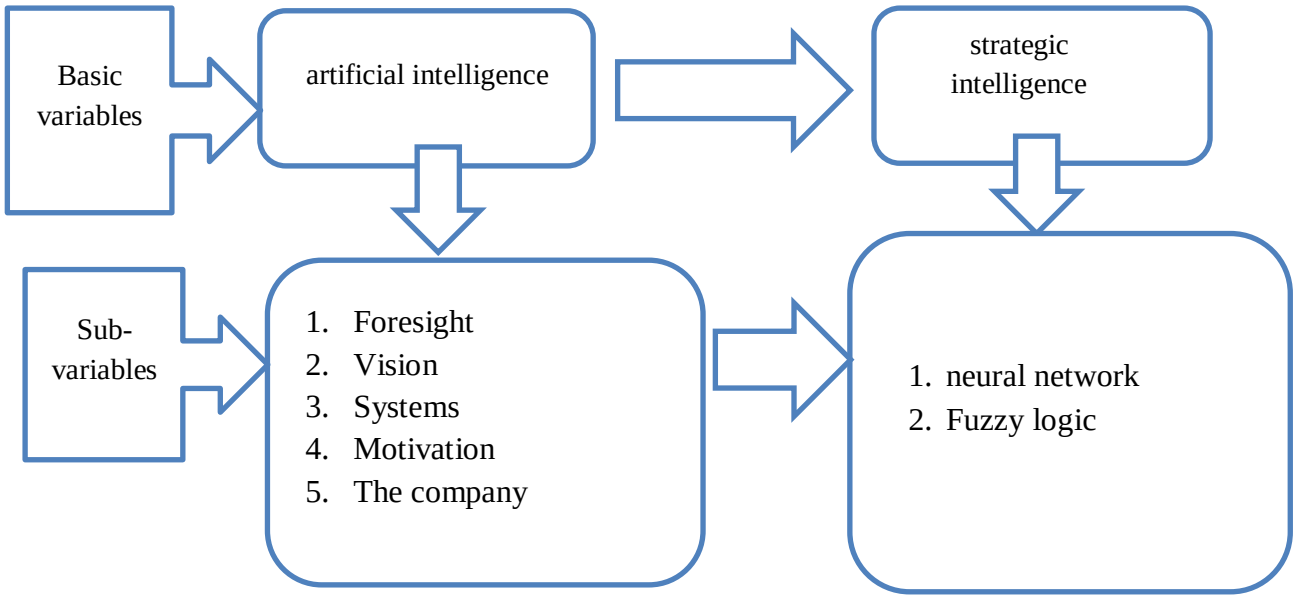
A. Analyzing the role of artificial intelligence in enhancing strategic decision-making processes in tourism organizations.
B. Study how to use artificial intelligence techniques to improve strategic planning in the tourism sector.
C. Identifying artificial intelligence-based tools and techniques that contribute to improving the efficiency of strategic performance of tourism organizations.
D. Evaluating the impact of artificial intelligence on developing tourism services and personalizing customer experiences according to their needs.
E. Exploring the challenges facing tourism organizations when applying artificial intelligence technologies in their strategies.
F. Providing practical recommendations to tourism organizations on how to employ artificial intelligence to enhance strategic intelligence and achieve corporate goals.

3- The importance of research:

This study derives its importance from the overlap of two modern and prominent topics in the contemporary business environment, namely artificial intelligence and strategic intelligence, and the impact of one on the other within tourism organizations, which are among the sectors most affected by technological developments and strategic transformations. The importance of this research is evident in the following points:

1. Modern approach to the topic: The research addresses a relationship that has not been adequately studied in the Arab context: the impact of artificial intelligence on strategic intelligence in the tourism sector.
2. The importance of artificial intelligence in tourism: The tourism sector is witnessing a rapid digital transformation, and artificial intelligence is one of the most prominent tools that can improve service quality, customer experience, and marketing and operational decision-making.
3. Enhancing strategic capabilities: The research hypothesizes that artificial intelligence applications may contribute to enhancing the analytical, planning, and future-vision skills of decision-makers, which is reflected in the effectiveness of strategic intelligence in tourism institutions.
4. Applied value to organizations: The research can provide a practical framework that helps tourism organizations leverage artificial intelligence technologies to improve their strategic performance and survive in a changing competitive environment.
5. Enriching academic knowledge: The research contributes to enriching the scientific literature by linking the concepts of artificial intelligence. And strategic intelligence, and providing a qualitative and/or quantitative analysis of this impact in a dynamic business environment.

4- Hypothetical research plan



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5- Research hypotheses:

The research hypothesis :

A. There is a statistical correlation between artificial intelligence and strategic intelligence in tourism organizations

B. .There is a statistically significant impact of artificial intelligence on strategic intelligence in tourism organizations.

6- Statistical tools used

a) Multiple regression.

b) Spearman's correlation

2. **Population And Sample**: The study population was defined as the College of Tourism Sciences / Al- Mustansiriyah University, and a number of employees from the aforementioned college were selected. The study sample consisted of 60 respondents.

Chapter2: The theoretical aspect

Introduction:

The world today is facing a series of dynamic and vital changes on a large scale. These changes are occurring in a turbulent environment and at an unprecedented rate. It is very difficult to predict the patterns of these changes or adapt to previous patterns. This represents a real shift in how we see and anticipate strategies, which are greatly affected by many social, economic, cultural, technological and political events. Therefore, the environment in which companies, public institutions and citizens interact differs greatly from what is familiar, which requires everyone to adapt to rapid changes in all areas .(Fernandez & Marin , 2020 : 66) Disturbing or unrelated events (individual events) are considered interruptions or gaps between strategic decisions and relationships that contribute to value creation. These gaps may lead to the presence or absence of elements that negatively affect flexibility, agility, integration and innovation in business processes. Strategic intelligence for operations indicates the importance of identifying these events and

anticipating them in the future within global operations. Therefore, SIP aims to identify, through simulation of the stages, places and times in which these types of events may occur, in order to apply remedial or corrective practices within cooperation networks .(Leonardo & Lavanderos , 2015 : 151) Facing difficulties and challenges can be overcome through the presence of strategic leaders who possess strategic intelligence and high efficiency, which enables them to predict the future of the organization and gives them the ability to perform their tasks in the best way to achieve the specified goals .(Alshailbani , 2023 : 16) Making sound decisions is the key to survival and success in the business world. This requires managers to be aware of the environment around them and the influences that affect their companies' operations. They must formulate an integrated plan that is closely linked to an analysis of potential developments in the business environment. It is also necessary to immediately detect opportunities and threats that may arise, and to deal with emerging trends appropriately. Although this may be complex, business environments are characterized by continuous change . (Seitovirta , 2011 : 5) Strategic intelligence in organizations is considered an essential tool for achieving their competitive advantage through excellence and efficiency. It also contributes to enhancing stakeholders' satisfaction in an optimal manner .(Gupta & Soni , 2021 : 514) Strategic intelligence has become popular in many organizations, as companies have realized that many of the management philosophies and tools that have been prevalent for a long time are no longer effective due to multiple factors, including increased competition at the local and global levels. Current organizations are characterized by ambiguity and complexity, which requires them to quickly adapt to environmental changes. In addition, there is a huge explosion in the fields of communications, information technology, and the knowledge economy, as well as globalization, increasing interest in beneficiaries, and the search for new relationships with competitors. All of these factors have prompted companies to explore new options to achieve their goals. Among these options comes strategic intelligence as a new means of directing the organization toward achieving its goals and maintaining its position. The issue of strategic intelligence derives its importance from the fact that organizations have come to consider information a strategic resource, and it is linked to a special type of intellectual capacity related to comprehensive thinking about the company's future as a learning organization and the application of knowledge economy approaches. This requires that the leaders of these organizations possess certain characteristics. (Abuzaid & AL-zaqeba , 2023 : 658) On the other hand, Luthans and Avolio developed the theory of authentic leadership, where the concept of authentic leadership is closely linked to strategic intelligence in the context of leadership and organizational effectiveness. The researchers emphasize the need to adopt a new leadership style characterized by a strong ethical component, where the leader is honest with himself and acts as a good role model who positively influences followers. Strategic intelligence contributes to providing leaders and decision-makers with necessary information, including internal information about the company and external information, in addition to information about the public sphere. Strategic intelligence also helps in building and maintaining a comprehensive picture of how the work environment works. Among the most prominent modern concepts that enhance the chances of survival, growth, development, and improving organizational performance levels are those associated with the philosophy of strategic intelligence as an approach to dealing with expected strategic change and responding to situations in order to survive . (Alshaar , 2023 : 60) In conclusion, it can be said that strategic intelligence aims to reconcile itself with other types of intelligenc(Maali & Alfityani , 2022 :108).

Dimensions of strategic intelligence:

Strategic intelligence appears as an effective tool that contributes significantly to directing organizations towards achieving their long-term goals, as strategic intelligence is considered a thinking style that requires the ability to predict and pay attention to current and future changes in the internal and external business environment, in order to respond appropriately and develop the necessary strategies. This includes identifying partnership relationships that serve the organization, motivating employees and integrating them into the implementation of approved strategies to

achieve organizational goals. Hence, researchers in the field of management indicate the existence of different dimensions of strategic intelligence, as they did not agree on the same dimensions, but rather their studies were characterized by variation in defining them. Researchers relied on the dimensions of strategic intelligence, which include foresight, future vision, employee motivation, systemic thinking, and partnership. (Al olimat & Alkshali , 2023 : 1696) The dimensions will now be briefly explained as follows: **Foresight:** Foresight refers to the organization's ability to determine its future organizational directions, which helps it understand the complex forces that influence change programs and, consequently, supports the strategic decision-making and research and development programs it seeks to implement. It becomes clear that strategic foresight is of particular importance as it is considered one of the components of strategic intelligence due to the close relationship between innovation management and strategic management, which focuses directly on building dynamic capabilities under uncertain conditions. (Hussin & Mussahib , 2024 : 981) ** Future Vision:** The future vision represents the expectations of leaders that determine the nature of the actions that the organization intends to implement based on its work environment. This vision contributes to facing future challenges, correcting weaknesses, and finding solutions to problems that the organization may face before they occur, which helps adapt to upcoming changes. The leader plays a fundamental role in formulating a comprehensive future vision for the organization, as this vision reflects what the leader seeks to achieve. The leader develops the necessary strategies to create value for the consumer while achieving profitability. However, simply defining the future vision is not enough; rather, it is necessary for the leader to instill a strong desire to achieve this vision as part of his basic leadership responsibilities to achieve outstanding performance . (Alwan & Najmaldeen , 2024 : 53) ** Motivating employees: ** Lehane believes that the ability to motivate employees is related to the impact of behavior in terms of direction, continuity, and the strength of orientation toward the goal. In other words, motivation reflects the need or desire to activate behavior and direct it toward a specific goal. Maccoby indicated that motivation represents an effective tool for enhancing the strategic goals of the organization through its impact on the attitudes of employees. Al-Kharabsheh and Al-Sarayrah also described motivation as the ability of the intelligent leader to motivate individuals to achieve the visions and perceptions that he developed .(Saad & Abd El-latief , 2023 : 4) **Systems thinking:** is the ability to use a set of integrated tools to understand how elements and factors interact and fit together in order to develop the organization’s strategy, rather than analyzing them separately. Systemic thinking is defined as the basic, linear approach to solving the problems facing the organization, based on the principle of cause and effect. When a specific cause leads to a specific result, the weakness of analytical thinking is evident in its inability to comprehend causal relationships and connections with the environment and other systems. In addition, analysis and reduction are considered effective tools for strategic planning, as well as being small-scale tools for specific initiatives. Systemic thinking is an art and science that contributes to providing reliable conclusions about developments and enhances a deep understanding of the basic structure and construction of the system in the context of the broader environment. (Hussin & Mussahib ,2024:981) **Partnership dimension:** Partnership can be defined as an organization's ability to build strategic partnerships with other organizations and leaders in the field of strategic intelligence to achieve common goals. A strategic alliance is an arrangement that allows two or more groups of organizations to combine their resources to create a joint venture aimed at investing in functions. Therefore, enhancing trust and commitment between partners, the ability to address conflicts that may arise between them, in addition to exchanging knowledge and developing new products, are essential elements of strategic intelligence . (Abd El Salam & Moftahc , 2019 : 57) In addition, strategic intelligence practices contribute to strengthening corporate culture, enhancing teamwork, and sharing information, which enables employees to achieve the organization’s goals by involving them in the decision-making process. Brouard demonstrated the vital role that strategic intelligence plays in enhancing the organization’s ability to learn collectively and develop innovation in all its operations, shifting the focus of employees from unsystematic operational processes to more structured ones. Moreover,

effective management of strategic intelligence seeks to enable employees to benefit from information and knowledge related to customers, products, and markets, in addition to all elements of the organization's internal and external environment, and encourage them to sense change and how it affects the organization's operations .(Al- Khatib , 2021 : 151)

Artificial intelligence:

The term "artificial intelligence" was first used by John McCarthy in 1956 during the first academic conference on the subject. However, the exploration of the possibility of machine thinking began long before that. No one can deny that computers can process logic, but many question whether machines are truly capable of thinking. A precise definition of thinking is important, as there is strong opposition to the possibility of this concept. For example, there is what is known as the "Chinese room" argument. Imagine a person locked in a room, where notes written in Chinese are passed around to him. Using a comprehensive library of rules and lookup tables, he can produce correct answers in Chinese. But the question remains: Will he actually understand the language ? (Smith , 2006 : 4) Artificial intelligence is expected to have a significant impact on all industries, just as the Internet has revolutionized the way we work today, as Thomas Malone points out in his recent article, "How Human-Machine Superminds Are Redefining the Future of Work " . (Lippmann & Miller , 2019 : 4) The different types of artificial intelligence can be classified based on their capabilities into three types: narrow or weak artificial intelligence, general artificial intelligence, and strong artificial intelligence. Narrow artificial intelligence is a type that can execute a pre-determined set of instructions without showing any ability to think independently. This type is considered the most widely used in the world today. General artificial intelligence is the type that is supposed to be able to perform tasks that humans do, but this has not yet been verified. Strong artificial intelligence is a type in which machines are expected to outperform human capabilities, as their performance will be better than that of humans, although achieving this is difficult, but not impossible . (Ghosh & Arunachalam , 2021 : 24-25) It is important to note that the design of artificial intelligence systems to simulate human cognitive functions usually includes several main components. First, perception: the machine's ability to interpret data from the environment using sensors, cameras, microphones, or through other data sources. Second, reasoning and decision-making: artificial intelligence systems rely on logical reasoning to make decisions based on the information they receive, which helps in solving problems, planning, and making decisions in conditions of uncertainty. Finally, learning: a basic component that enables systems to improve their performance over time.(Mishra , 2024 : 128) Perhaps one of the most notable differences to consider when reviewing the various approaches to describing general artificial intelligence (AGI) is the distinction between general AGI and the related concept of human-level AI. General AGI is considered a rather abstract concept, not intrinsically linked to any specific human characteristics. If the concept of general AGI is interpreted literally, it is difficult to classify all possible types of intelligence into a simple hierarchy. General AGI is a constraint that makes the concept more easily understood. For systems that are supposed to operate in human-like environments, according to cognitive processes similar to those used by humans, the human-level concept becomes clearer and easier to understand. Ultimately, the concept of general AGI appears to have a more fundamental theoretical character than human-level AI, while human-level AI is characterized by precision and clarity. (Goertzel , 2014 : 6) Artificial intelligence can be defined according to the European Commission of 2018, as this definition is consistent with modern definitions. Artificial intelligence refers to systems that exhibit intelligent behavior by analyzing their environment and taking actions that are characterized by a certain degree of independence in order to achieve specific goals. John McCarthy defined it in 1956 as "the science and engineering of making mechanical machines ". (Singh & Mishra , 2013 : 1)

Knowledge Contributions: The Impact of Artificial Intelligence on Strategic Intelligence:

A study entitled "The Impact of Artificial Intelligence on Corporate Performance" analyzes how artificial intelligence affects the performance of organizations. The study was implemented through a sequential approach that includes four steps, starting with analyzing artificial intelligence and its technical concepts, passing through collecting data from websites related to artificial intelligence-based solutions, and ending with a review of the literature related to artificial intelligence to determine its impact on the performance of organizations. The study suggested making use of the theory of information technology capabilities, and the results showed that artificial intelligence provides significant benefits to organizations, as they can improve their performance by using artificial intelligence technologies to restructure their operations .(Wamba & Wanko , 2020 : 1) Other studies, titled "Innovation Capabilities and the Role of Strategic Intelligence," examine innovation as a means for companies to maintain their competitiveness in the market, and strategic intelligence practices contribute to positive outcomes. The study aimed to determine whether companies with strategic intelligence-related activities differ in their level of innovation capability.

To achieve this, the study analyzed secondary data from 1,331 Brazilian manufacturing companies. This analysis identified the development, operations, and management capabilities of these companies .(Reichert & Cainelli , 2020 : 1) Another study was conducted to identify the impact of strategic intelligence on strategic orientation. Thirteen Jordanian commercial banks were selected as the study population. The study sample included all members of the population (comprehensive survey). The number of participants in the sample was 870 respondents. The study used quantitative methods that included descriptive and analytical analysis. The results of the study showed that Jordanian commercial banks enjoy high levels of strategic intelligence and strategic orientation. Based on these results, the study recommended the need to enhance the adoption of an advanced level of strategic intelligence in the targeted banks, given its significant impact on their strategic orientation .(Zarafili & Zarafili , 2023 : 571) Another study attempted to link the enterprise AI strategy to the organization's current business strategy and argued that enterprise AI should be considered a virtual strategic part of the organization and should act as a virtual strategic manager of the organization's performance .(2024 : 131 Bashir.)

Chapter 3 : The practical aspect

The practical aspect provides the necessary tests to verify the validity of the statistical hypotheses upon which the research was built.

First: Within the correlation hypothesis, it is noted that the variables are generally related at a significant level of 5% 1%. Therefore, it is noted that artificial intelligence is related to strategic intelligence at a significance level of 0.5, with a value of 0.938 at a significance level of 0.00. This indicates a strong direct correlation between the two variables, meaning that increased use of artificial intelligence tools will lead to improved strategic intelligence within the organization.

Table (1) Spearman correlation test

Variables	Foresight	Vision	Systems	Motivation	company	Strategic intelligence	neural network	Fuzzy logic	Artificial intelligence
Foresight	1.000	.713**	.707**	.558**	.628**	.812**	.581**	.740**	.646**
	.	.000	.000	.005	.001	.000	.003	.000	.001
Vision	.713**	1.000	.658**	.755**	.746**	.884**	.559**	.646**	.621**
	.000	.	.000	.000	.000	.000	.004	.001	.001
Systems	.707**	.658**	1.000	.812**	.758**	.876**	.518**	.642**	.584**
	.000	.000	.	.000	.000	.000	.010	.001	.003
Motivation	.558**	.755**	.812**	1.000	.641**	.842**	.414*	.425*	.449*
	.005	.000	.000	.	.001	.000	.044	.038	.028
company	.628**	.746**	.758**	.641**	1.000	.892**	.446*	.583**	.502*
	.001	.000	.000	.001	.	.000	.029	.003	.012
Strategic intelligence	.812**	.884**	.876**	.842**	.892**	1.000	.544**	.659**	.602**
	.000	.000	.000	.000	.000	.	.006	.000	.002
Neural network	.581**	.559**	.518**	.414*	.446*	.544**	1.000	.836**	.964**
	.003	.004	.010	.044	.029	.006	.	.000	.000
Fuzzy logic	.740**	.646**	.642**	.425*	.583**	.659**	.836**	1.000	.938**
	.000	.001	.001	.038	.003	.000	.000	.	.000
Artificial intelligence	.646**	.621**	.584**	.449*	.502*	.602**	.964**	.938**	1.000
	.001	.001	.003	.028	.012	.002	.000	.000	.

In general, there is a correlation between the sub-variables of the two main variables. For example, the sub-variable neural network has a strong direct correlation with a value of 0.836 with fuzzy logic at a significant level of 0.05 and a significance level of 0.00 to indicate the amount of direct correlation between the neural network and fuzzy logic, Accordingly, the validity of the correlation hypothesis has been proven.

Second: The impact

Table (2) presents the multiple linear regression test between the independent variable, artificial intelligence, and its dimensions, the neural network and fuzzy logic, and their effect on the dependent variable, strategic intelligence, as the value of R Square reached 0.448, which provides evidence that artificial intelligence is responsible to this extent for the changes that occur in strategic intelligence. The F value reached (8.524) with a high significance of 0.002, indicating the existence of a significant effect of artificial intelligence and its dimensions on the dependent variable, strategic intelligence. In more detail, when testing the t, the neural network does not have a significant effect on strategic intelligence, as the t value reached 1.653, and the effect was insignificant with a value of sig. (0.134). On the other hand, fuzzy logic does not have a significant effect, as the sig. value reached (0.967) and the t value reached 0.042, indicating that the neural network also does not have a significant effect on the strategic intelligence process.

Table (2) Multiple Linear Regression

β	**Sig.**	**T**	**Sig.**	**F**	**R Square**	**dependent variable**	**independent variable**
0.519	0.134	1.653	0.002	8.524	0.448	strategic intelligence	neural network
0.013	0.967	0.042					Fuzzy logic

Accordingly, it is clear that the two mentioned variables do not have a significant effect when considered individually, based on the t-value. However, when the two variables are combined, artificial intelligence has a significant effect, which supports the second hypothesis.

Conclusion :

1. Enhancing strategic intelligence analytical capabilities: The study showed that artificial intelligence contributes to raising the level of strategic intelligence by analyzing massive amounts of contextual and environmental data, which helps decision-makers predict opportunities and threats more accurately.
2. Supporting a deeper understanding of the external environment: Artificial intelligence has helped improve monitoring and interpretation of variables in the external tourism environment (such as tourist trends, seasonal patterns, and competitors), enhancing the sensing component of strategic intelligence.
3. Improving the quality of future vision: It has been shown that the use of artificial intelligence technologies such as predictive analysis and machine learning enhances the ability of tourism organizations to build accurate and long-term strategic visions
4. A major role in building strategic knowledge: Artificial intelligence contributes to collecting, organizing, and analyzing knowledge related to markets, customers, and operations, which raises the level of "strategic acumen" among management leaders
5. Accelerating informed strategic decision-making: Research has shown that tourism organizations that rely on artificial intelligence are able to make faster and more strategic decisions based on realistic data, which enhances rapid response to changes.
6. Artificial Intelligence as an Enabler of Strategic Innovation: It has been shown that AI's role is not limited to analysis alone, but also serves as a tool to support innovation in strategic planning and the development of distinguished tourism services.
7. The need for a balance between technology and the human element: Despite the significant benefits of artificial intelligence, true strategic intelligence requires an integration of automated analysis, human intuition, and professional expertise.

Recommendations:

1. Enhancing Strategic Intelligence Analytical Capabilities: It is recommended to expand investment in advanced artificial intelligence systems to analyze contextual and environmental data, while training management personnel to interpret analysis results and link them to strategic plans.
2. Supporting a Deep Understanding of the External Environment: Specialized units should be established to monitor and analyze the external environment using artificial intelligence tools, and linking their direct results to strategic planning units to support early detection of changes.
3. Improving the Quality of Future Vision: Tourism organizations are recommended to adopt predictive analysis and machine learning techniques in constructing future scenarios, enhancing their ability to adapt and plan for the long term
4. A Significant Role in Building Strategic Knowledge: It is recommended to develop smart knowledge databases that include accurate and up-to-date information about markets and customers, and link them to strategic decision support systems to enhance continuous institutional learning.
5. Accelerating Informed Strategic Decision-Making :It is recommended to integrate artificial intelligence platforms. In decision-making processes, ensuring reliance on reliable data and reducing the time required to formulate strategic responses.
6. Artificial Intelligence as an Enabler of Strategic Innovation :The creative use of AI technologies in developing new and unique tourism services should be encouraged by motivating teams to experiment and innovate, supported by data.
7. The Need for a Balance Between Technology and the Human Element: It is recommended to establish a work culture that encourages the integration of AI tools and human capabilities, with a focus on continuous training of human resources to enhance their efficiency in interacting with modern technologies

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