


Chapter 13

Navigating the Digital Landscape With the Integration of Social Media and Artificial Intelligence (AI) in Tourism Industry

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ABSTRACT

The tourism sector is currently experiencing a significant paradigm shift as a result of the integration of artificial intelligence and social media. Social media platforms influence traveler decisions and preferences through user-generated content and peer evaluations. AI technology like chatbots, automated customer service, and personalized suggestions are improving travel sector efficiency and customisation. This chapter analyses current patterns to investigate social media and AI's symbiosis. It also shows how these two technologies can work together to make travel more enjoyable, personalized, and smooth. It also addresses the issues that arise while

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applying these remarkable advances. This chapter summarizes the effects of social media and AI on travel and tourism. It predicts future advances and offers advice on adapting to the changing digital landscape.

INTRODUCTION

Tourism industry is highly impacts by digitalization which not only includes sales and marketing of tourism products, but also the way it is being organised from the initial phase to the end. The primary catalyst for this change is the integration of social media and Artificial Intelligence (AI), which are currently advancing and reshaping the tourism sector. This revolution of tourism sector with the involvement of digitalization assists in using current and newest technology for better consequence, delivering more tailored experience for a wonderful trip experience. This type of transformation means more than simply taking traditional processes and converting them to a digital medium. This included the development of new models for communication and collaboration between travel services providers and travelers. With digital platforms readily available for the public, it cannot be denied that current travelers are much more informed now than they were before, empowering them to make choices that match their standards. The concept of smart tourism ecosystems originated on the basis that digital connectivity and data will enable more intelligent, coordinated path travel experiences (Buhalis & Amaranggana, 2015).

Well, social media platforms play a central role in making this digital migration happen as it can become an effective source of information distribution and inspiration triggering. Key findings now rely on user-generated content—reviews, photos and videos shared by travelers to guide their travel decisions. Instagram, Facebook and TripAdvisor are nowadays the inseparable search tools to find locations, lodgings and things to do. Dimensions of social media, which have a strong influence on travel behaviour even beyond traditional marketing (Leung et al., 2013). This is because it provides real thoughts and recommendations from people. Also, social media allows for instant participation and interaction which makes possible the sharing of experiences between the tourists who tend to build connections with like-minded people bringing about a strong sense of community in travel. At the same time, AI technologies are reshaping other aspects of the tourism industry by enabling smoother operations and unprecedentedly personalized services. AI Activated apps, including chatbots, automated customer service and recommendation engines enhance the customer experience by providing instant accurate and customized responses to traveler inquiries (Gretzel et al., 2015). AI could be used to analyze billions of pieces of data in an attempt to predict traveller preferences and behaviors. It then allows AI to give dedicated travel recommendations and

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