


Chapter 21

AI and Conflict Resolution in Tourism Destinations

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ABSTRACT

Tourism remains a key driver and promoter of international economic growth as well as intercultural relations, but, in the modern world, it is associated with vast challenges like resource competition, misunderstandings between cultures and nations, environmental consequences together with politico-economic pressure. This chapter assesses the revolutionary potential of artificial intelligence in solving tourist destination conflicts. AI could enhance conflict resolution by taking advantage of emerging technologies such as machine learning, natural language processing (NLP), and predictive analytics. What appears clear is that these technologies will offer the means for more fine-grained data analysis, improved forecasting, and stakeholder engagement. The chapter seeks to provide both tourist managers and policymakers with novel methods for promoting sustainable and peaceful tourism development, by way of a complete understanding of AI conflict resolution mechanisms.

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INTRODUCTION

Tourism is one of the world's largest and fastest-growing industries and plays a key role in many economies. It promotes understanding between people, widens cross-cultural communication, and greatly raises global GDP. Nevertheless, the rapid growth of tourism also brings several challenges like how to manage conflicts that may arise among different stakeholders such as visitors, residents, firms, and authorities. Conflicts in tourist areas can occur over various matters ranging from sharing resources to misinterpretation of indigenous culture to environmental destruction. The development plans for tourist destinations need to be effectively addressed if they are going to remain attractive and sustainable (Hall, 2019; Pearce, 2018; Tussyadiah & Miller, 2019).

Tourism management can use AI to improve their ability to understand, predict, and solve conflicts, therefore creating better relations between tourists and locals. Artificial intelligence (AI) is a transformative technology that can reshape the tourist industry through dispute resolution. Machine learning, computer vision, natural language processing, and predictive analytics are some elements that make up artificial intelligence (AI) (Kietzmann, Paschen, & Treen, 2018; Russell & Norvig, 2016; Schmidhuber, 2015). These technologies help in analyzing huge amounts of data, identifying patterns, and thereby predicting possible conflicts to give real-time solutions as well. AI is key to giving tourism managers better and earlier insights for managing and preventing conflicts between tourists and local communities (Buhalis & Leung 2018; Gössling 2017; Nilsson, 2018).

There are a wide range of advantages associated with the application of AI in dispute resolution as opposed to traditional approaches. Firstly, AI can process and assess huge data volumes with incredible speed, providing insights that manual analysis would take much longer to produce (Gössling, 2017; Nilsson, 2018; Sharda, Delone, & Turban, 2015). It is mainly important in detecting signs of conflict at an early stage and forecasting potential consequences (which may happen later) (Leung & Bai, 2019; Szolovits, 2019). Secondly, AI can facilitate communication between conflicting parties by offering instant translations and gauging their tone through real-time sentiment analysis (Carson & Pennings, 2020; Li & Pan, 2016). This ability is critical for localities such as tourist spots where people from different cultural backgrounds frequently interact. Thirdly, AI can propose scalable solutions that cater to specific cases ensuring both successful interventions and contextual appropriateness thereof (Murphy & Gretzel, 2017; Turing, 2012).

This chapter explores the different forms and origins of conflict experienced at tourism destinations, along with what role artificial intelligence can play in mitigating these conflicts. In this chapter, we'll explore how AI can support conflict resolution by discussing how predictive analytics, virtual mediation, and community

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