

Chapter 24


The Implications of Artificial Intelligence in Travel, Tourism, and Hospitality

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ABSTRACT

Abstract: Artificial intelligence (AI) is currently present in almost every sector of travel and appears in a wide variety of applications such as tourism and personalization. It is very important to connect with technology for tourism development. Today the country has advanced a lot in technology. In this chapter, we will review how AI has changed and is changing the tourism industry and its many processes so that one tourist comes back next time with many tourists not just once but many times. Many features like automation, contactless services, virtual experiences, and provision of real-time information are coming into the scope of tourism and gaining momentum from technologies like AI and Machine Learning. In this book chapter, we have tried to understand this holistically. In the end, it has also been highlighted whether the use of AI and other new technologies is good or bad for the tourism sector. This is giving impetus to the industries and the government is getting revenue, but it is also important to know comparatively what new problems have arisen due to this.

INTRODUCTION

Information technology has also democratized travel and tourism, which in many ways was only available to the affluent, is now available to the common man as well. In the days before the Internet, even booking a plane ticket required either calling a travel agency or purchasing the ticket directly through the airline. Ultra-low-cost airlines, which have greatly increased tourism all around, cannot function without the internet, all these are examples of how tourism is developing with the use of technology. Although

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it is also clear that it has significant advantages as well as disadvantages, excess tourism is a common example (Pillai and Sivathanu, “Adoption of AI-based Chatbots for Hospitality and Tourism” 2022).

The advantages of technology in the tourism industry are very obvious, such as it gives us better information and accurate information. Provides opinions based on multiple reviews. Faster and more efficient communication and easier access to services have also been made possible by information technology.

LITERATURE REVIEW

Technology has also enabled us to book flights, hotels, and attractions quickly and easily, making the process of planning trips or holidays much simpler. Additionally, it has allowed us to track our expenses and plan future trips more effectively. On the other hand, technology is also bringing some drawbacks to the tourism industry. For example, technology may be difficult to manage and use for some passengers, leading to confusion and frustration. And many small-scale units which are not connected to information technology are on the margins, that is, it is going to be very difficult for them to survive (Li et al. 2000, “Hotel Employee’s Artificial Intelligence and Robotics Awareness and Its Impact on Turnover Intention: The Moderating Roles of Perceived Organizational Support and Competitive Psychological Climate”).

Additionally, advances in technology have made it easier for travelers to compare prices between different companies and destinations, which may result in lower profits for some businesses and higher profits for others due to the price of a single product or service. The prices keep going up and down. Finally, technology can also create a sense of disconnection from the actual travel experience, as people are often so focused on their devices that they do not take time to appreciate the sights and actual sounds of their destinations (Ruel and Njoku et al. 2022).

HOW AI IS PLAYING ITS ROLE IN THE TRAVEL INDUSTRY

Technology trends have made a big impact in the tourism industry. Digitalization has brought significant changes to the tourism industry, as it has given the possibility of combining online and offline spaces. It has led to the development of innovative solutions and changes in communication, scheduling, administration, and marketing. The use of big data analytics has increased the possibility of personalized solutions, and the growth of the sharing economy has paved the way for personalized tourism services. Digital platforms have seen travelers as business partners. Be it the creation of comfortable and convenient architecture or online booking and management, or digital marketing, excellence in all these is possible only through Artificial Intelligence in this era. With the use of technology, the comfortable and convenient architecture of hotels, restaurants, and tourist structures can be designed, which attracts the upcoming tourists, tourists can book their travel online, allowing the businessman to attract more users (Nagaraj et al. 2023). Online management technology can also help to manage reserved rooms and services well. The use of technology in the tourism industry can lead to more attractive ways of reaching the industry directly, such as social media marketing, email marketing, and online promotion, all of which primarily involve information technology (Prakash et al., 2024).

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