

Chapter 9

AI–Driven Service Marketing in Accessible Tourism: Digitizing Hampi for All

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ABSTRACT

This book chapter, which focuses on the historic site of Hampi, India, investigates how artificial intelligence (AI) might be included into service marketing to improve accessible tourism. Hampi presents special accessibility issues because it is a UNESCO World Heritage Site, especially for those with impairments. In addition to introducing AI-driven technologies like machine learning, natural language processing, and augmented reality and discussing how they might be used to enhance tourist experiences at Hampi, the chapter also examines current trends and difficulties in accessible tourism. A focus on personalized service delivery, increased tourist engagement, and inclusivity, case studies and examples from international practices demonstrate effective AI implementations in accessible tourism. In the end, this chapter offers perspectives and suggestions for utilizing AI-driven service marketing to promote universal accessibility and digitize Hampi, improving visitors' encounters with the local cultural heritage.

1. INTRODUCTION

Artificial intelligence (AI) technology is developing at a rapid pace, and this has had a dramatic impact on many industries, including service marketing. The promise of AI to transform accessible tourism is one of its amazing uses in service marketing. Regardless of a person's age, physical limits, or disability, accessible tourism guarantees that locations, goods, and services are created with accessibility for all in mind. This chapter explores the application of AI-driven service marketing to accessible tourism, emphasizing the digitization of India's historic Hampi site to ensure universal accessibility. Hampi is

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well known for its historical and architectural significance and is a UNESCO World Heritage Site. The extensive and widely dispersed Hampi ruins draw travelers from all over the world. Still, there has long been a problem with the site's accessibility for impaired visitors. Tourism may be made more inclusive and equitable by utilizing AI-driven solutions, which present great prospects to improve accessibility and the overall experience for all guests. The Indian state of Karnataka is home to Hampi, a UNESCO World Heritage site known for its extensive historical and architectural significance. Once the thriving capital of the Vijayanagara Empire, the location is home to numerous well-preserved remains from the 14th century, including opulent temples, palaces, and market areas. The main draws for tourists, historians, and archaeologists alike are the renowned Virupaksha Temple, the Vittala Temple, and its renowned stone chariot. The sophisticated technical skills of the Vijayanagara period are shown in the outstanding urban planning and water management systems that have been highlighted by recent studies (Mishra, 2022). Furthermore, research has highlighted the site's spiritual and cultural significance, highlighting the interaction of politics, religion, and economy in mediaeval South India (Kumar & Rao, 2023). Using contemporary technology to protect this historical gem, initiatives for virtual tourism and digital preservation have been launched to improve the accessibility and conservation of Hampi's legacy (Patil et al., 2023).

AI-driven service marketing makes use of technology like computer vision, natural language processing, machine learning, and data analytics to give travelers individualized and easily accessible experiences. By using these technologies, service providers can better anticipate and understand the demands, preferences, and behaviors of their clients, which increases client happiness and loyalty (Buhalis, 2020). For example, AI-driven chatbots can assist visitors in real-time by answering their questions and supplying details on facilities and services that are available (Gretzel, 2018). AI can also play a key role in developing virtual and augmented reality experiences that improve accessibility to historical places like Hampi for people with mobility impairments. Users can explore the location from the comfort of their homes using virtual tours, which offer an immersive experience that mimics an in-person visit (Neuhofer et al., 2015). Applications for augmented reality can improve in-person experiences by offering more details and interactive elements via smartphones or smart glasses (Tussyadiah et al., 2018). Digitalization initiatives at Hampi may involve creating AI-driven applications that direct visitors around the property, emphasizing accessible routes, and offering historical data in a variety of languages and formats, such as audio descriptions for visitors with visual impairments and sign language for those with hearing impairments (Koo et al., 2019). These programs encourage accessibility and inclusivity while also improving the visiting experience.

Incorporating artificial intelligence into accessible tourism also entails using big data analytics to comprehend tourist behavior, preferences, and reviews. Tourism authorities can obtain insights into the requirements and behaviors of distinct tourist categories by examining data from multiple sources, including social media, travel reviews, and sensor data (Li et al., 2020). By using this data, service offerings can be improved and marketing efforts can be more specifically targeted, meeting the requirements of all visitors—including those with impairments. Furthermore, customized marketing plans that address the particular requirements of travelers with disabilities can be made easier with the use of AI-driven service marketing. Customized content and recommendations can increase the efficacy and relevance of marketing initiatives, resulting in increased customer satisfaction and engagement (Kim et al., 2021). AI systems, for instance, are able to evaluate user data and suggest activities, travel routes, and accessible lodging that are tailored to each visitor's unique needs. The creation of intelligent transport systems that improve traveler mobility for visitors with impairments is a crucial component of AI-driven service

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