


Chapter 14


Artificial Intelligence and Customer Relationship Management: Revolutionizing Tourism

Souvik Banerjee

 <https://orcid.org/0000-0001-9988-8887>

Management Development Institute, Murshidabad, India

Abhijit Pandit

 <https://orcid.org/0000-0003-2122-3468>

Management Development Institute, Murshidabad, India

ABSTRACT

Religious tourism, an essential component of the global tourist sector, holds a significant role in India's socio-cultural and economic landscape. India, renowned for its unique spiritual legacy, is home to numerous pilgrimage sites that draw millions of domestic and foreign visitors each year. These locations, grounded in historic customs and religious importance, also produce considerable economic activity, enhancing local livelihoods and regional development. Notwithstanding its significant potential, religious tourism in India faces various problems. These encompass insufficient infrastructure, congestion, environmental deterioration, and a predominantly disorganised service sector. These challenges not only diminish the visitor experience but also jeopardise the sustainability of pilgrimage sites. The amalgamation of Artificial Intelligence (AI) with Customer Relationship Management (CRM) technologies offers a disruptive solution to these difficulties.

DOI: 10.4018/979-8-3373-1867-7.ch014

INTRODUCTION

In 2022, there were 1,433 million domestic tourists who visited religious places, alongside 6.64 million international visitors (Mar 21, 2023, The Hindustan Times). The number of religious travellers in India is experiencing consistent development. Pilgrimage tourism, or religious tourism, is a substantial contributor to India's GDP. In 2019, tourism accounted for around 7%, or \$15,723.3 billion, of India's GDP, as reported by the WTTC. Approximately 8.4% of total employment in India was attributable to the industry, which engaged 40.1 million individuals (Mahanti, 2022). Consequently, pilgrimage tourism is a significant concern. Among all human hobbies, one of the most captivating pursuits that provides relief is travel. Humans derive fun or pleasure from visiting unfamiliar or familiar locations. Individuals embark on a journey for purposes such as official, business, academic, medical, personal, or recreational reasons. Religious tourism has been regarded as primitive among them. The core of pilgrimage tourism lies in visiting sites imbued with religious significance. These are primarily pilgrimage destinations; Pilgrimages generally entail extensive treks lasting several days, weeks, or even months for religious purposes.

Religious tourism encourages tourists to visit sites linked to religious practices, holiness, and belief. Religious tourism is considered a specialised form of travel due to its social ramifications, positive effects on local communities, and commitment to sustainable development (Jackowski, 2000). Visits to hallowed sites of religious significance might be classified as pilgrimage tourism. The National Council for Applied Economic Research (NCAER) asserts that religious tourism has evolved into a flourishing business, estimating that the majority of the 230 million tourist trips in India are pilgrimages (IBEF, 2022). India, one of the most ancient civilisations, has engaged with nearly all of the world's principal religions. In the secular republic of India, individuals practise the religion of their choice. Numerous sacred sites are frequented by individuals throughout India. Religious edifices in the nation, including temples, gurdwaras, churches, mosques, and others, are associated with the various practised religions. Religious tourism is regarded as a specialised form of travel because to its socio-cultural ramifications, positive impacts on local communities, and dedication to sustainable development.

Religious tourism, or pilgrimage tourism, can be examined from two overarching perspectives: the individual perspective and the economic perspective. The individual perspective focuses on achieving inner peace, self-dedication, mental fulfilment, faith, belief, relief, spiritual unity, and a foundation for future remembrance. Visiting these sacred sites engenders an awareness; a conviction that their prayers are acknowledged by God. The economic approach relies on the revenue produced from all livelihood activities associated with sacred sites. The transportation utilised, the hotels and restaurants patronised, the souvenirs and commodities purchased, and the

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/artificial-intelligence-and-customer-relationship-management/379994

Related Content

Significance of Brand Perception in Stimulating Consumer Engagement

Baljinder Kaur and Jaswinder Singh (2023). *Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing* (pp. 211-219).

www.irma-international.org/chapter/significance-of-brand-perception-in-stimulating-consumer-engagement/314517

The Impact of Customer Experience and Relationship Quality on Corporate Reputation in the Hotel Sector

Elsayed Sobhy Ahmed Mohamed (2021). *International Journal of Customer Relationship Marketing and Management* (pp. 53-79).

www.irma-international.org/article/the-impact-of-customer-experience-and-relationship-quality-on-corporate-reputation-in-the-hotel-sector/275231

Adopting IFRS as a Moderating Variable on the Relationship Between Accounting Information and Market Responses: An Empirical Evidence from The Saudi Capital Market

Alaa Deefand Mohamed Sami Radi (2022). *International Journal of Customer Relationship Marketing and Management* (pp. 1-15).

www.irma-international.org/article/adopting-ifrs-as-a-moderating-variable-on-the-relationship-between-accounting-information-and-market-responses/308467

An Analytical Study of the Facebook Content Management Strategies of Dominos India

Priyanka Bhardwaj, Rohit Singh Adhikari and Vandana Ahuja (2014). *International Journal of Customer Relationship Marketing and Management* (pp. 64-78).

www.irma-international.org/article/an-analytical-study-of-the-facebook-content-management-strategies-of-dominos-india/111205

The Influence of Music on Online Advertising: The Case of YouTube

Pedro Azevedo, Jorge Remondes and Sandrina Teixeira (2022). *Implementing Automation Initiatives in Companies to Create Better-Connected Experiences* (pp. 179-214).

www.irma-international.org/chapter/the-influence-of-music-on-online-advertising/312454