A FUNDAMENTAL INSIGHT OVER THE CONSEQUENCES OF ARTIFICIAL INTELLIGENCE ON THE TOURISM INDUSTRY

Diana DUMITRU
Academy of Economic Studies, Bucharest, Romania
diana1dumitru@yahoo.com

Abstract
The paper aims to analyse the importance of artificial intelligence systems and how they contribute to the development of the tourism industry.
In the tourism industry, as in all other industries, Artificial Intelligence (AI) is becoming an increasingly important part of the processes, offering an alternative or, even better, a variant of continuity and co-working in the tourism sector.
The goal of this article is to emphasize the contribution that AI brought to the tourism sector and how the integration of multiple technologies has enhanced customer experiences and services in the travel industry. The study also focuses on the anticipated changes and challenges in tourism in the future.
The current perspective examines the use and function of AI using examples from the relevant industries as well as related theory. The various technologies that are being utilized and will be employed in the future are highlighted in the current study.

Keywords: *Artificial Intelligence, tourism, innovation*

JEL Classification: *L83, O10, O32, Z32*

I. INTRODUCTION

Artificial Intelligence is one of the most interesting inventions in today's technology driven world, which has changed a variety of industries across the globe. The Dartmouth Summer Research Project on Artificial Intelligence, which took place in the summer of 1956, brought together some of the top minds in computers and cognitive science and is credited with creating the area of AI. Heuristic searches, character identification, facial recognition systems, the processing of natural language, and the idea of mobile robotics are just a few of the many achievements of AI over the years. The technology-driven field had achieved great conceptual strides by the 1980s, and its application had grown dramatically ever since (Issa et al., 2016).

In the 1990s, technology advanced considerably, most notably in the area of artificial intelligence. The key reason for the growth was that new and upgraded technologies permitted engineers to successfully apply huge quantities of data, develop robots and work on expanded computer systems abilities. Since then, the notion of Artificial Intelligence has evolved substantially and revolutionized the potential of technologies. Artificial Intelligence has attained its peak in the last century and has the capacity to have an enormous effect on people, companies, and industries to a major proportion (Samala et al., 2022).

Artificial Intelligence technology is applied in a variety of sectors outside of information technology in the current digital era (Nagaraj, 2019, 2020). For instance, one can encounter AI in a variety of settings, including self-driving cars, robotic nurses, navigation systems, chatbots, human vs computer games, and more (Russell and Norvig, 2016)

Telecommunications, insurance, healthcare, banking and financial services, the auto sector, manufacturing, energy, entertainment and media, tourism and hospitality, are some of the major industries where Artificial Intelligence has established itself. With every day that goes by, AI's influence is spreading quickly over a wider range of businesses in every continent. As it fosters creativity and reduces the need for human intervention in processes and activities, AI technology is growing in acceptance and use in the industrial setting. AI is being applied in numerous industries in a variety of organizational activities, including sales and marketing, customer support, and finance.

The tourist sector has experienced phenomenal expansion and economic growth in the twenty-first century on a worldwide scale. From 453 million visitors from abroad in Europe in 2005 to 744 million in 2015, there has been a huge rise in international visitor arrivals, as shown in the table below.

Table 1. International arrivals in millions from 2005 to 2019

Year	Europe	Americas	Asia Pacific	Middle East	Africa
2005	452,7	133,3	154,1	33,7	34,8
2006	475,5	136,8	166,7	37,3	39
2007	499,9	144,3	183,5	43,1	42,9
2008	503,3	148,3	186,1	51,7	44,3
2009	476,9	140,99	183,56	53,59	46,24
2010	490,79	151,75	208,01	61,48	50,53
2011	523,98	157,33	221,69	54,93	50,81
2012	544,54	163,76	237,93	60,5	52,53
2013	569,68	170,57	254,09	61,64	54,85
2014	580,78	183,55	269,57	65,7	55,15
2015	612,08	194,1	284,37	62,66	53,86
2016	622	201,33	306,17	60,44	58,17
2017	677,19	210,84	324,4	64,19	62,96
2018	716,76	215,99	346,26	67,61	67,44
2019	743,91	219,32	360,15	73,02	69,06

Source: https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/

Many people today are eager to spend money on travel and tourism. The demand for these products has increased, as has the industry's overall performance. Because of its expansion, the travel and tourism industry is now one of the greatest global industries with the ability to influence a country's economic well-being. Technology has improved the performance and standard of service delivery in the industrial setting (www.statista.com, 2019).

In the tourism sector, technology has steadily displaced manual labour and minimized the activities that still need to be done that way. Because it has a history of being a leader in embracing new technologies, the travel and tourism sector has been receptive to AI. The idea of artificial intelligence has been introduced in the corporate world because it can help marketers in a competitive industrial environment simplify procedures and streamline operations. In the beginning, it was used to streamline marketing procedures, but in the present, AI technology is having an impact on every element of tourism, including welcoming visitors, providing for their requirements, and listening to them. In the travel and tourism sector, AI is utilized for a variety of things, including enhancing personalisation, customizing consumer recommendations, and ensuring quick responses even when staff employees are not available. Artificial intelligence's importance in the industrial setting has grown to the point where it is now employed to assist and communicate with customers, hence enhancing the level of engagement (revfine.com, 2019).

The goal of this perspective is to show how artificial intelligence technology has affected the travel industry and sparked radical changes in the industrial environment. This point of view aims to provide thorough understanding about the numerous AI technologies being used, their ramifications, difficulties, and possibilities in the travel, tourism, and hospitality sector going forward. The topic can illuminate artificial intelligence's potential and the effects it will have on the industrial environment in today's technologically advanced world. This article contains a critical analysis of how AI has changed the travel and tourist industry. A comprehensive analysis has been done to understand how artificial intelligence is transforming the conventional tourism business into a smart industrial hub.

II. LITERATURE REVIEW

Typically, artificial intelligence is defined as a collection of technologies that can mimic human intelligence while dealing with queries (Lai, Hung, 2018). AI can be referred to as the development of computer systems that can perform tasks and activities which require human intelligence (Russell and Norvig, 2016).

Recent research on the use of AI in the travel, tourism, and hospitality industries have been undertaken by organizations like Tata Consultancy Services, Google Travel, Trip Advisor, etc. Recent research uncovered some significant facts that are helpful to the travel and tourism industries. According to a survey conducted by Tata Consultancy Services (TCS), 85% of companies offering travel and hospitality services use artificial intelligence in their operations (Samala et al., 2022; Anurag, 2018).

Together, these findings seem to point to a client preference for internet and self-service technology. These results can persuade marketers to use AI in the form of interactive and self-service technology to provide a better consumer experience. These polls' findings not only point to customers' propensity for technology but also hint at the concept of "Timeliness". Customers are extremely picky about how quickly they obtain services (Kim et al., 2014). The majority of customers wait until they are traveling to expect these services rather than being prepared to receive them beforehand. Additionally, research shows that most clients like self-service technologies over conventional offerings. Artificial intelligence is largely responsible for making these self-service technologies viable (Ivanov and Webster, 2017; Ivanov et al., 2017).

The travel and hospitality industries are impacted by a number of additional factors in addition to those listed above. General infrastructure facilities, natural resources, tourist infrastructure, and destination tourism infrastructure are significant determinants that affect the choice of tourism, travel, and hospitality services (Beerli and Martin, 2004). Natural resources include visual beauty such as mountains, deserts, lakes and they also contain a variety and uniqueness of flora and fauna, as well as weather conditions (humidity, regional temperature, etc.). Dining establishments, hotels and other lodging options, amusement parks, zoos, shopping centres, nightclubs and other attractions are all considered to be part of the tourist infrastructure. Infrastructure for destination tourism comprises local safety precautions and human resources (Beerli and Martin, 2004; Kaushik et al., 2010; Seyidov and Adomaitien, 2016).

General infrastructure facilities, destination tourism infrastructure facilities, tourist infrastructure facilities, natural resources, etc. are only a few of the important variables that artificial intelligence may offer an extensive number of details on. Artificial Intelligence (AI) systems can outperform humans by providing a wealth of knowledge on all the important elements instantly. Considering particular scenarios, artificial intelligence could operate better than human services. By giving clients timely information on the above-mentioned variables, artificial intelligence may easily meet customer needs. This information can be provided through chatbots, self-service technologies, audio and virtual tours, language translations, interactive messages, facial recognition technology, etc. (Samala et al., 2022).

III. TOURISM AND ARTIFICIAL INTELLIGENCE

The field of artificial intelligence has seen the development of various innovative technologies. These technologies are useful in providing tourists with a fresh experience. Virtual reality applications, facial recognition technology, robots, chatbots, language translators, audio and video tours, GPS AI – driven applications, ease of shopping, etc. are some of these technologies.

The below table presents the Artificial Intelligence applications used in the tourism sector.

Table 2. AI applications in the tourism sector

• Virtual reality
• Automatic facial recognition
• AI driven robots
• AI-driven travel chatbots
• Language translators
• GPS AI driven applications
• Audio and video tours

3.1. Virtual Reality

The VR headset is typically used in Virtual Reality (VR) technology to create a virtual environment. This virtual setting offers a virtual reality experience. When employing VR technology, the user primarily interacts with the surroundings in a three-dimensional digital environment (Guttentag, 2010). At the moment, the travel segment, uses this technology. These businesses use 3D films to show where hotels and popular tourist destinations are. There is a significant alienation between hotel guests and owners. The vibe of the hotel, the standard of the rooms, etc. are often unknown to visitors at a distance. On their official websites, hoteliers present a short overview of their property along with a few videos and pictures that might not accurately represent their services to visitors. This kind of strategy leaves clients confused the majority of the time. Customers who are far away are unable to evaluate the hotel's ambiance and setting, the quality of its rooms, its amenities, etc. Virtual reality apps are a simple solution to this issue (Guttentag, 2010).

Multiple virtual reality solutions are employed in the hospitality and tourism sectors. Digital hotel tours, virtual vacation adventures, and virtual booking interfaces are a few among them. Three-dimensional movies that depict the hotel's surroundings and amenities are included in virtual hotel tours. Customers can enjoy the hotel's amenities in real time as a result. Before reaching the tourist destinations, the customers want to experi'nce the journey and exploration there. This is achieved by looking for pertinent details online, such as customer reviews, etc. (Kim and Hardin, 2010). The accessibility of information to clients saw a major shift with the introduction of virtual reality technologies. The customers make choices based on this information.

Technologies for virtual reality are ideal entryways for traveling to and previously unexplored places. By collaborating with hotels and tourist destinations (such as zoos, parks, and museums), marketers give customers a virtual tour of these

establishments (Jung et al., 2016; Jung et al., 2017). Few hotels have recently partnered with marketers to provide clients a virtual experience, including Marriott hotels and Atlantis Dubai Hotels (Samala et al., 2022). Customers can virtually stroll across a plane in real time and choose their seat using the virtual booking interface. Additionally, customers choose and pay for other services like cab services. Customers may book independently without consulting any consultants thanks to the clear explanation of purchasing airplane tickets and other services in the form of 3D films. This aids airlines in transitioning to the next wave of vendors. Virtual booking interfaces are only used by a select few businesses, such Navitaire Airlines (Samala et al. 2022).

Between what clients anticipate from the service and what is actually provided by the vendors of services, there is a substantial discrepancy. Customers who are traveling from a distance are frequently uninformed of the tourist attractions and experiences available at that location. Before visiting the tourist destinations, the customers want to experience the journey and exploration there. This is accomplished by looking for pertinent information online, such as customer reviews, etc. (Kim and Hardin, 2010). Before choosing a destination, they take a number of travel and tourism-related aspects into account. Natural resources including scenic beauty, lakes, mountains, deserts, variety & uniqueness of flora & fauna, and meteorological conditions (regional temperature, rainfall, humidity, etc.) are among the contributing causes. Facilities such as roads, both public and private transport. Hotels and other lodging options, dining establishments, nightclubs, zoos, amusement parks, shopping centers, and other attractions are all considered to be part of the tourist infrastructure. Infrastructure for destination tourism comprises local human resources and safety precautions (Beerli and Martin 2004; Kaushik et al. 2010; Seyidov and Adomaitien 2016).

In contrast to reading customer reviews, customers may now acquire first-hand information on most of these criteria thanks to the development of virtual reality technologies. A simulated environment is created using virtual reality (VR) technology to give the impression of virtual reality. In the 3D, digital world, the client experiences the environment to a large extent. This technology addresses the main barrier that stands between the customer and the service provider (Guttentag, 2010). Customers can enjoy the scenic splendor of natural resources like lakes, mountains, deserts, variety & originality of flora & fauna, weather conditions, and more by watching virtual reality films. General infrastructure facilities include roads, public and private transportation, hotel and lodging options, dining establishments, nightclubs, theme parks, recreation areas, zoos, casinos, hiking trails, adventure activities, and shopping centers. Destination tourism infrastructure includes things like local human resources and safety precautions, among other things (Jung et al., 2016; Jung et al., 2017). Customers get access to detailed first-hand information that enables them to choose the tourist destination. Recently, several businesses have begun to advertise travel locations and hotel experiences using virtual reality technology.

In order to access natural resources, general infrastructure facilities, tourist infrastructure, and destination tourism infrastructure, virtual reality technologies aid travelers, which in turn influences their purchasing behavior and decision-making process.

3.2. Facial recognition

The use of AI technology for facial recognition is growing in prominence and use across numerous industries for a variety of objectives. The travel and tourism sector is also embracing facial recognition on a significant scale. Travelers, for instance, must endure a recurrent series of difficult procedures in the form of the scrutiny of their travel documents by various authorities, such as, airports and immigration. The complexity of this process takes up a lot of valuable time, which further aggravates the tourists frustration (Patel,V. 2018). Facial Recognition technology have been used to reduce these time-consuming activities. This technology allows for hassle-free check-ins by recognizing the tourists faces, comparing them to the faces on their documents. Tourists can easily pass through airport check-ins and all other station check-ins utilizing this technology without having to submit their documents for document verification by various authorities like immigration or other authorities. (Chang and Yang, 2008). Without the need for document verification by the immigration department, customs department, etc., facial recognition technologies enable effortless check-ins at airports and other stations. By utilizing blockchain technology, this facial recognition software not only offers simple check-ins but also guarantees the visitors data protection and safety (Chang and Yang, 2008; Patel, V. 2018).

3.3 Robots

Another sort of AI technology that is expanding its influence in the tourism sector is robotics. The Internet of Things (IoT) technology is being used by these tech-savvy assistants to perform basic tasks like shutting off the television, turning on the bedroom lights, to even managing systems to ensure the luggage is automatically checked in, and welcoming visitors to a hotel. The tourist industry has adopted robot receptionists as a trend, which has an

immediate impact on how customers and guests engage with one another. For the customers peace of mind when settling into a new hotel room, robots are even taking care of the room service details. Similar to this, robots have begun to appear in airports where they are employed as tour guides and helpers. Enhancing consumer experiences, streamlining labour processes, allowing human elements to concentrate on other tasks, and increasing corporate efficiency are just a few of the key benefits of robots in the tourism sector.

The adoption of AI in the travel sector is a fact of the modern day. Robots are in charge of doing front desk duties and welcoming visitors. Even though it might seem strange, this is one of the examples that highlight how far artificial intelligence technology has advanced in the travel and tourism sector—and how far it still has to go. As a result, AI has brought about an unavoidable quiet revolution in the hospitality and tourism sectors.

According to recent studies, "Smart hospitality" is predicted to rise by over 25% by 2024. Customers are surprised by robots when they offer unexpected services, which keeps them interested and creates a fresh and enjoyable experience in their minds. Robots in hotels help guests by showing them to their rooms, bringing their luggage up to the room, providing housekeeping services, and offering meals and snacks (Ivanov and Webster). Thus, by offering innovative services and providing support in the hospitality facilities, robots consistently improve customer engagement and experience (Sharma, 2016).

3.4. Chatbots

Typically, chatbots are automated computer programs that have been developed to respond to clients' straightforward inquiries (Oh et al., 2017). The two primary categories of chatbots are voice-based chatbots and text-based chatbots. Chatbots that are based on text messaging respond to customer questions via text messages and the ones based in form of voice, respond via voice massages to client inquiries (Kumar et al., 2018; Kumar et al., 2016). A chatbot's integrated programs are able to recognize the questions keywords that cause a particular inquiry to elicit a certain number of answers. A distinguishing characteristic of chatbots has been the ability to give out several responses to a single question right away. Additionally, chatbots are available 365 days a year, 24 hours a day. These crucial components enabled chatbots to take the position of employees. Some businesses use travel chatbots to provide a distinctive experience. The trip chatbot embedded in the automobile keeps narrating each location while the passengers can drive the vehicle without a guide. Each lodging establishment wants its visitors to have an unforgettable stay. Visitors frequently need some kind of information regarding the hotel amenities. The use of chatbots in this situation is crucial. Marketing professionals must include customization into their products and services. Particularly, voice-based chatbots offer their customers a significant customized experience. They provide a variety of services to the clients, including calling a cab, reading out messages, ordering food, arranging tasks and meeting, alerting clients about hotel amenities, setting alarms, etc. (Gajdok and Marci, 2019). Overall, it serves as the visitor's assistant. In order to make recommendations based on previous buying behaviour and actions, chatbots can even keep the previous data of the visitors.

3.5. GPS Technology and language translators

The use of GPS technology helped the travellers by keeping them updated on the directions. Applications using GPS Technology deliver important data by informing users about accidents and traffic congestion. Those applications such as Google Maps, Waze, etc. make finding the appropriate routes easier. With the use of artificial intelligence, Google Maps and other similar applications can now show a real-time depiction of the outside world. The innovative features launch the camera and immediately scan the area for visual landmarks like institutions, stores, etc. Travelers can activate the applications to determine their precise location. Location-based experiences would be offered by providing information about the businesses, organizations, hotels, malls, movie theatres, restaurants, snack bars, parks, etc. The tourists move in the right route, without becoming lost, by using the live view (Samala et al., 2022). In a nutshell, the most recent versions of GPS applications such as Google Maps, Waze, etc serve as a local guide.

Modern automobiles equipped with AI technology employ GPS to provide information on traffic incidents and bottlenecks and to calculate the quickest or alternate routes out of them. Moreover, the GPS applications deliver information about the tourist infrastructure, such as surrounding hotels and other lodging options, restaurants, bars, and nightclubs, among other things (Hallo et al., 2012).

The language translator tools are especially helpful for tourists who visit distant countries and come across strange languages. Traveling to a new country can be challenging, particularly when there are communication difficulties. Only if the tourists hire a local guide fluent in their native tongue will this issue be solved. However, by translating the foreign language into the users own spoken language, software programs can take the position of a local guide. A select few programs, including "Google Translate," could carry out these tasks. If a traveller selects the "Conversation mode" option, Google Translate will offer audio voice services. This method

enables the tourists to communicate with the locals by speaking in their own language, recording their voice message, translating it into the language of target (local language), and then dictating the translation in the local language (Azis et al., 2011). This application's capacity to operate in an offline mode is its strongest feature. The "Camera Integration" option is another really helpful function. When it comes to understanding the menus and signboards at the hotel, especially in a new country with an unfamiliar language, travellers are frequently out of luck. The menus & signboards in hotels in other countries can be translated using the "Camera Integration" option. The software uses the phone's camera to scan menus and signboards and then translates the information it finds into the user's chosen language (Tatwany and Ouertani, 2017; Ma et al., 2000 - Ma, D. Lin, Q. and Zhang, T. (2000). This can be useful for travelers who want to read the hotel menus and comprehend the signage. According to Tatwany and Ouertani, 2017), this program can also translate any phrases or messages that are included in the camera-captured photos.

IV. ARTIFICIAL INTELLIGENCE IN THE TOURISM SECTOR: CHALLENGES

Data safety and security is a significant obstacle in the adoption of AI. This huge issue with the use of AI in some of the most important industries, like finance and the military, is an ongoing problem. Some nations are still hesitant to employ facial recognition technology due to privacy and data-security concerns (Bowyer, 2004). However, using Blockchain technologies in facial recognition software provides data protection and security. The storage of past purchase and travel information by chatbots and hotels poses data privacy and security risks. It poses a threat to data security and privacy (Kannan and Bernoff, 2019).

The use of artificial intelligence by illiterates is still restricted, despite the field's rapid advancement (Reddy, 2006). With creative solutions, new technologies, and updated policies, these restrictions must be overcome as soon as possible. No matter in which endeavours AI replaces human labour, causing the dispute over whether AI will eventually replace human intelligence, there are still a lot of outstanding concerns in many different commercial fields that need to be addressed. Even while "Artificial Intelligence" is saving businesses money by replacing workers and giving customers a unique experience, it cannot yet match human intelligence because it is still in its infancy (Laurent et al., 2015).

A significant issue with these software-controlled systems is that a minor malware assault can impair service providers' operations and software programs, further causing pandemonium. Despite the fact that AI technology is cutting-edge and futuristic, small service providers cannot afford it because it requires a substantial investment (Murphy et al., 2017).

Although chatbots and robots can take the role of human employees, customers still prefer to work with people when they have difficult questions. Chatbots and similar technologies can only respond to straightforward inquiries. The answers are provided by these technologies using the questions' keywords. Customers continue to rely on the human workforce when there is an emergency or complex problem to be resolved (Samala et al., 2022).

In the travel and tourism sector, there are many opportunities and areas where AI can be used to provide better services. With the use of artificial intelligence technologies, the entire hotel room can become a popular tourist destination. Customers can choose to turn their entire hotel room into their preferred vacation spot once they've checked in. By choosing this, the entire space is converted into a virtual 3D environment that mirrors their preferred vacation site. The user can view their preferred location in three dimensions inside the room (Wei, 2019).

Although data privacy and security concerns have led to a rejection of facial recognition technology, these concerns may be resolved in future AI technologies by combining more reliable blockchain technologies that guarantee data privacy and security. Future hotel customers may receive assistance from robots in the form of housekeeping, guiding them to their rooms, carrying their bags, and more. A few hotels are now utilizing this technology (Yang et al., 2020).

The Global Positioning System (GPS) might be replaced by the Visual Positioning System (VPS) in the future. VPS is a cutting-edge technology that presents passengers with a live image of the real world and visual landmarks, such as stores, businesses, hotels, malls, movie theatres, restaurants, canteens, recreational areas, etc., in order to give location-based experiences. Future applications of AI to service and customer touchpoints may involve a great deal more unexplored and unexpected areas.

V. CONCLUSIONS

Currently, the expansion of artificial intelligence in the field of travel is encouraging due to the fact that it indicates the industry can utilize the most recent advances in technology to boost profitability and effectiveness and a higher rate of fulfilment is expected from the tourists. The tourism-related business ventures will also be able to exert greater authority over the methods of operation. Business activities and protocols will be more streamlined, and operations will be heavily automated.

Artificial intelligence is becoming more prevalent in the tourism industry every day. In the future, it is anticipated that the tourism business will reach unthinkable heights due to the expanding application of cutting-edge technologies. A recent study predicts that between 2010 and 2023, the worldwide travel technology market, which includes artificial intelligence, would expand by more than 9%. The thriving performance of the travel and tourism sector is one of the key drivers of the anticipated growth. However, the use of cutting-edge and revolutionary technologies like machine learning and artificial intelligence will result in substantial changes for the industrial s

The end-users travel and tourist experiences may suffer as a result of this. The technology-driven approach may result in previously unidentified, novel, challenging technological issues. The marketers working in the tourism sector would need to smoothly incorporate technology so that it would be simple to use and advantageous for all parties involved. Given that artificial intelligence technology is still in its infancy, such a procedure might take a while.

The landscape of the sector and the procedures followed by tourism enterprises can be shaped by technological considerations. Numerous new jobs will be created as a result of the expansion of AI's broad use in the field of tourism and travel. The aviation and tourist industries are expected to undergo a significant amount of schooling between 2018 and 2023 so that employees can adjust to the changing technical infrastructure. By 2023, it's anticipated that 58 million new jobs would have been added. An adjustment in the timetable like that might be useful in addressing the current unemployment issue.

The idea of AI is very young and extremely potent. Additional research will further explain the challenges that can confront commercial ventures in the tourism sector as a result of the implementation of AI technology and how it may be used in the context of industrial tourism (Dirican, 2015). Numerous experts in technology have expressed doubt toward AI, therefore, a comprehensive evaluation of this innovative form of technology is required because of the serious consequences it would have. Artificial intelligence and robotics could directly affect the human elements that are now in play in the sector.

While AI undoubtedly improves tourist experiential services, it cannot match the human touch, which is a key element of experiential travel. AI effectively adds a new dimension to the potential of tourism. Making travel plans is now easier thanks to the development of artificial travel intelligence. AI provides automated, customized, and informative travel services. AI enables traveller personalization by learning about their habits, interests, and dispositions. The days of consulting a travel agent, physically meeting him, and making a never-ending string of annoying phone calls to ask about travel arrangements are long gone.

Due to the use of AI and robotics in tourism marketing, there will be a positive and enhanced transformation that will improve the overall experience of travellers. In the travel, tourism, and hospitality industries, new emerging technologies like chatbots, virtual reality, language translators, etc. can be used successfully.

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