# The Use of AI in Wedding Planning

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## 1. Introduction to AI in Wedding Planning

Nowadays, AI is frequently mentioned as an important part of the digital future. Many hotels plan to adopt AI in the near future to gain as much as possible new rising benefits of innovative technologies. It is clearly seen that AI is not yet common in use for the participating high-quality boutique hotels, but still a high percentage of that group consider implementing it.

Hotels that has already implemented or consider implementing AI in the near future will start or expand the use of chatbots, virtual assistants, personalized guest offers, smart rooms, AI in revenue and marketing systems, and cleaning robots. Most of the considered AI technologies to be not used at all or stopped after the trial are relevant only for big hotels that benefit from data and resource volume. Single hotels or minor chains can not compete in usage and expertise on collected data mining, big databases, big CRM systems, big IT investment capacity, or dedicated in-house developed AI platforms like bigger companies. Regarding big data and AI applications in large hotel networks, it is appreciated that there may be a potential identification of prime candidate hotels for a particular region, based on an analysis derived from an underlying comparison of multiple data layers. Those supplementary data layers may be key brand metrics plus alternative brand metrics, which are combined with an analysis of the general and local exporting, exogenous, and inertial data behaviour patterns.

## 2. Benefits of AI for Wedding Planners

The role of artificial intelligence or AI in industries other than tech is growing more significant as the technology becomes more accessible. Wedding planning is no exception. Gone are the days where plans were just laid out on large boards or notebooks. As the competition grows, wedding planners must level up on the tools and tech they use to improve their services. So how can wedding planners use AI to support their business? This explains the advantages that AI can provide for wedding planners.

AI can help wedding planners in many ways. For individual wedding businesses, having an AI platform is just like having an extra team member that can answer calls, hire staff, and grow the business. AI can automate many of the things a planner doesn't have time to do, guarding the overnight and repetitive tasks. On demand AI assistants can offer immediate responses to any problem - from suggesting the

freshest ideas for bouquets to managing the real-time schedule of all bridesmaids and groomsmen. There are already a variety of AI-based solutions meant specifically for wedding planners. For example, AI tools for planning can help with preparing layouts and seating charts, forecasting the budget to avoid overspending, or even in matching clients with vendors.

As technology has become more sophisticated, there is now a lot of AI-driven wedding planner software available in the market - to name a few. These platforms help to streamline and simplify a wedding planner's job and remove much of the guesswork. AI can access tons of data to extrapolate industry trends, forecasts, and make recommendations. AI also can create more personalized experiences which can, in turn, inspire loyalty and build stronger relationships with clients. Importantly, adopting AI in wedding planning can cut operational costs and minimize errors. At a basic level, AI is about designing machines that have the capacity to perform human-like acts while also avoiding human-like errors ( (Ananeva, 2019) ).

## 2.1. Efficiency in Planning

Leveraging AI in the wedding planning industry can improve efficiency in many aspects. AI concepts have been applied to wedding planning in several studies but are limited in solving the HPP problem from both an operation research and industrial engineering perspective (Ananeva, 2019). Hence, a recent study formulates the wedding planning timeline in the form of the HPP problem and demonstrates that the wedding planning timeline under capacity, order and duration constraints can be viewed as the Resource-Constrained Project Scheduling Problem (RCPSP). A Deep Reinforcement Learning (DRL) algorithm model is proposed and synthesized with iterative improvements to solve this newly formulated HPP problem, Wedding-i. Efficient planning of AI implementation plays a vital role in successful utilization of AI innovations (Agrawal et al., 2023). Most projects face difficulty in aligning the AI project with their business objectives and constraints at the planning stage, resulting in failure or abandonment. The LeanAI process was developed in simple terms for AEC practitioners to plan the structure of AI implementation in their organization. There are three practical uses of this process for AEC practitioners in the form of a small group of step-by-step workshops. AI-based wedding planning system Wedding-i is considered as a cutting-edge technology to provide an online advisory service for wedding planning, combining deep reinforcement learning and data-driven methods, which is believed to greatly increase the efficiency of the wedding workflow. Furthermore, there are many emerging interests in wedding domains, combining different wedding resources with the proposed method, which will be considered for future studies.

## 2.2. Cost-Effectiveness

Studies provide various examples of the use of AI technologies in different sectors. Wedding Planning is now commonplace in the lives of almost everyone. In conventional, planner-less wedding planning, people spend long hours deciding the date and venue, choosing the style, and considering the most important element, the wedding dress. As more people use wedding planners as family expenditures increase, the content of wedding planning becomes more elaborate, but the basic service of booking the venue, arranging for the dress and hair, and setting the date remains the same. With rapidly accelerating changes in the environment and peoples' lives, an increasing number of people are turning to personalization services. This is coming to extend to general wedding planning as an element of personal autonomy. Based on the above trends, I would like to propose a booking service based on a sophisticated AI system that learns from the user and collects data on the latest venues and dresses through big data analysis of wedding trends. Regarding the wedding plans in wedding planner field, all of the services not only provide tickets and plans for the venue, dressable tuxedo, and hair arrangements but also updates the sample albums. In addition, it is possible to reserve related services, purchase dresses, tuxedos, and other necessary products. Through a review of all the latest wedding plans that have come out in recent years, we can see how the trend has progressed toward personal autonomy from the viewpoint of wedding planning. A new wedding plan realized by service cooperation mainly including photo albums, hair make-up, and baby scoop handling is guided. In addition to the planning of plans and the sample collection of albums, the wedding plans are collected by a lever of similar vendors and proposed participation plans. Aware of these trends, there had previously been consideration of asking for a tie-up with a hotel company that mainly deals with wedding plans, but ultimately decided that this had little significance for the overall growth strategy. Specializing in industrial characteristics, we can understand that specialty stores are making a major effort to keep the industry alive. There is a need for wedding space optimum for wedding photography and private examination, rental dress for boot fitting, and customization of tuxedos.

## 2.3. Personalization of Services

Guest individuation and service personalization are the key for boutique and lifestyle hotels where extensive connections with guests have the ability to know everything that has been provided and then forget about it. AI technologies can relieve human staff of the need to remember something and provide the full arsenal of personal preferences. Therefore, it is important that both AI and human interactions work together to improve personal contacts with the guests because emotions can be as important as electronics. Guest personal preferences,

particularly in the small field of leisure travel, often change over time (Ananeva, 2019). Therefore, it is desirable to know them and offer new ones almost in real time. Communication and taking on the feeling are the basic things required from several applications of AI technologies to improve and make more efficient personalization of services. Fake feeling applications are good examples of why service robots are expected to replace up to 20 million (or 8%) service workers worldwide within four years (Zhang et al., 2022). At the same time, feeling robots hostess Bliss, Hilton recommends, envisioned to make guests "really happy", can be technically the same as Spandles, but this is improbable, especially if we remember that the UK court banned in 2009 a joke. Society always tries to create a welcoming hospitable environment at the forefront of the hospitality industry. Guest care and attention to detail are the main principles of the hospitality business. Hotels hope to show guests truly unique and memorable impressions by relying on innate sympathy, ability to read the mood and needs of people, and attentively adhering to a warm and individual approach to guests. Tradition is losing the spiritual atmosphere and the unique charm of the hotels. Elegant hotels - preferably 200 rooms or fewer, tucked away from the crowded tourist corridors - they go the good old way. The guest takes pride in winning such a hotel's confidence and, of course, recommendations. It would appear that a hotel supervisor would be able to remember about 250 guest names and some personal details, in addition to being able to manage a number of other functions. Some proven technologies, however, offer hope that another 10,000, perhaps even 1 million tasks, can be added to their lists of responsibilities. Attractive humanoids: From a number of experiments, it becomes clear that machine simulation of feelings can be done. Artificial intelligence as emotional services that are designed to help maintain a good mood and that interact with the guest as an equal on issues other than service requests can be seen from a recent review since the guest would have enjoyed the experience even more if it wasn't for the one Primus.

## 3. AI Tools and Technologies

Artificial intelligence starts to more and more be implemented in hotels around the world. It happens in places like the USA, China, and also in Europe. Marriott leads the market, already implemented AI Winter the Chat Bot system at their main website. AI can be beneficial for hotel businesses in terms of automatization of back-of-the-house processes and boosting sales. For example, new generation chat bots work perfectly to help customers to book hotel rooms online and can be implemented directly in OTAs or hotel websites for increasing acquisition. Artificial intelligence can predict operations like right housekeeping or right concierge. Hotels could save a lot of money monitored by the help of machines. Also, AI can be trained like a security operator. It can predict behavior just watching guests via cameras

connected with a Smart House system implemented in hotels. AI can also increase customization of services. The main idea of AI application in Finnish boutique and lifestyle hotels is connected with increasing possibilities for individual travel experiences and personal care for guests. This research project is focused on preventing AI application for filling the gap between hotels and travel guidance companies. This special project is based on implementing the AI planning and yield optimization system at the alliance of Finnish boutique and lifestyle hotels and travel guidance businesses. The business models of these companies are analyzed and are defined as the background for the future AI development. The new system is proposed to integrate IoT and feed big data directly to the AI engine. The expected improvements are analyzed and the conclusion that the disruptive innovation power of AI can be beneficial to both involved sectors of the travel industry and can be actionable for further researches and practices. AI technologies can help in determining personal guest preferences, together with related interactions via the human staff, and can also analyze the service performance to improve personal contacts with guests and services in this way (Ananeva, 2019).

### 3.1. AI Chatbots for Client Interaction

Chatbots are playing an increasingly substantial role in customer service. When installed correctly, they can fully automate the job of a customer service representative, thereby improving communication efficiency and giving chatbots the ability to provide a faster or more immediate response than a human operator is capable of doing. While many will interact with chatbots via audio channels, there is a growing expectation for chatbots to communicate through written text, as in the popular messaging platforms. Chatbots and social media make good conversation partners. This also holds true as an interaction medium. For particularly sensitive topics, users have a preference for being alone with the machine, or at least not face-to-face with a living person (Ackerman et al., 2022).

Many intricate events and individual requirements must be coordinated not only with each other, but also with specific deadlines that must not be exceeded. For those who prefer an “accentric” event, to create a meaningful, aesthetically harmonious uniqueness, it can quickly become cumbersome. Since not everyone can afford a wedding planner, an AI chatbot could be used for this purpose. This means an efficient change in the available time resources, since an adaptive AI chatbot provides immediate help and thus more time can be saved than if the whole plan had to be searched for oneself (Ananeva, 2019). This ongoing change of time analysis reciprocally leads to the greater sharing of self-created knowledge and the associated possibility to adapt the chatbot itself in order to make a better functioning adaptation and reception possible. The desire for lavishness, originality,

and unforgettable wedding events has become a duty in modern times, which should create the impression of personal care to provide a specially manufactured software chatbot that complies with these requirements, to be rented as a separate application through a business model.

### 3.2. Machine Learning for Vendor Matching

Wedding planning involves many choices and decisions, such as costs and design, leading to a vendor matching problem. The goal is to match couples and vendors that are most likely to work well together. This section shows how this problem is formulated and solved as a linear optimization problem. The solution can be used to find the best set of vendors for a given couple or assign a score to every vendor indicating their fit with the couple. These scores can be made to change with incentives, influencing the decisions vendors make, turning this matching problem into an auction with machine learning adjustments. In blended auctions the decision to participate is based on the quality of the impressions. A context defined pre-auction is to determine which ads to show on a page. The payoffs of the auction will depend on the outcome of the game. An interesting question is whether the performance of a classical online matching algorithm can be improved by using machine learning predictions. The analysis would rely on performance bounds. Despite boundaries being loose, even a small percentage of improvement could result in significant gains, given an on average annual $10 billion industry (Kevi & Kim Thang, 2024). Algorithms are devised with machine learning predictions, for the Online Bounded Allocation problem and for the Online Ad-Auctions problem. The constructed primal-dual algorithms achieve competitive performance, depending on the quality of the predictions. In the case where the predictions are accurate, it is shown that the performance of the algorithms strictly surpasses the previously best known performance bounds. Experiments are given on generated data supporting the theoretical findings.

### 3.3. Data Analytics for Trend Prediction

With the rise of online shopping, growth in the global fashion industry shifted towards e-commerce. Aesthetics, personalization, and recommendation are of significant importance for the prosperity of the online fashion market as they affect decision-making, competitiveness, and satisfaction. Emerging advancements in deep learning, AI, and machine learning are transforming the global fashion industry. Online fashion business is likely to benefit through enhanced customer service, and traditional fashion business shall achieve more comprehensive virtual merchandising. Automation of the dot process from design to manufacturing is becoming prevailing in fashion industry. Automation in inventory management is predicted to become the largest industrial IoT segment (Gong & Khalid, 2021).

Furthermore, personalization is critical for success in fashion business as 69% of marketers perceive personalization as important to their online efforts; however, do not have ability to personalize online business. The tremendous amount of fashion data is created and collected, including online browsing and search data, social media sharing and commenting data, sales and profit data, and inventory and demand data. With the fashion data, computer scientists apply AI, machine learning and business analytics for tracking customer buying behavior and trend, forecasting demand, and even creative radical innovation.

An example of pop star racks is given to provide creative implications. Web usage data of 4,000 web user and expert survey result among 100 in fashion field are used to develop pop star racks, which are recommendations on chief sets that are fashionable to catch the eye. Emerging technology is used to extract attention heatmaps on fashion ensemble. The similarity between attention heatmaps and deep learning feature provided knowledge in fashion for the first time, and creative implications on fashion trend are made. Moreover, this paper argues that there is not only superior customer purchase trend, but inferior trend should be concerned. With just a simple fluctuation, the best-selling ranking of products changes its trend significantly. This interesting observation is possible to forecast by long short-term memory using pop star racks' click views provided by recommendation system. Though simple, computational system shall have a significant effect on business, opening up wide opportunities of further research developing innovative implications.

# 4. AI-Powered Budgeting Tools

Introduction of AI-Powered Budgeting Tools to Flawlessly Plan Your Big Day

## 4.1. Automated Budget Calculators

Artificial Intelligence has developed a lot in recent years. The niches of AI wedding list sources say that the main global companies already work on artificial intelligence and try to integrate them into all fields of their service. It can help with many things like calculating the budget, choosing a videographer or comparing prices wedding site rentals. Different channels are also known for integrating artificial intelligence by recognizing five factors that are constantly being pinned. It is also worth noting that in addition to businesses, bloggers are also interested in artificial intelligence in their work, see how this was used in the wedding industry. Artificial Intelligence video editing animation is developing a lot and there are waiting list AI video editing tools that are eagerly awaited by video editors and everyday work with video. Broadcast and advertising companies are known to look forward to it. There is a view that artificial intelligence can be useful for simple tasks

and the video editing industry uses some artificial intelligence technology that has now greatly reduced the time spent on duplicating different formats. Asked which artificial intelligence is not the friendliest and would not use the video editing animation list is the answer at once that artificial intelligence can never feel creatures and story.

## 4.2. Expense Tracking Software

Expense tracking software is a type of add-on software plug-in that is incorporated into or combined with custom developed or purchased software. It helps in keeping track of accurately recording and managing costs associated with events. This type of software is chosen based on its features, benefits, and its compatibility with a meeting planner's current software or working system. Utilizing expense tracking software can help planners with budgeting and monitoring costs throughout the planning process (Staneva, 2009).

In addition, it assists in pinpointing expense categories on which the money is being spent, making it easier to differentiate the monetary dispersal for each event according to category, and tallies up the amounts for comparison against the overall event budget. With the expansion in utilization of the internet and computer programs for meeting planning purposes, more and more software programs are being developed to cater to the needs of this industry. Most of the well-known software companies already include add-on expense software as part of their extended software packages. By doing so, a planner can streamline the budgeting, registration, planning and tracking of all facets of event management activities. Traditional methods like using spreadsheets, word documents, or paper files can lead to lost money, late payments, and errors. Key performance indicators for expense tracking software may include an array of the latest software specs or recent technological advances such as pie chart analysis, specially designed templates, automatic financial reconciliation and links to corresponding financial registers. The most important functionality components include budgeting, registration, vendor management, and attendee tracking, and they are presented as cost-saving features when choosing meeting planning software. Additional benefits like generating staff and speaker credit, preparing invoices and attendee bills, addressing or notifying vendors of unpaid invoices, team collaboration capabilities, the bonus of having an event website and kiosks, and the potential for tracking member registration history are very useful features. Each expense tracking software provider has a unique system of adding value to the planning process of managing costs for event planning.

# 5. AI in Wedding Design and Themes

Artificial intelligence has the capacity to generate numerous unique wedding design and wedding theme plans for potential newlyweds, since there are many aspects that need to be considered and coordinated for the wedding. For instance, the wedding dress, bride's makeup, bridal bouquet, jewelry, marriage certificate, archway, hall layout, and even the font and height of the couple's name on the stage are all related to wedding design and wedding themes. The new wedding design and wedding theme model can assist the relevant staff in the wedding planning of new couples by suggesting various untraditional, unique, aesthetic, practical, and refined new ideas, according to family work requirements. Moreover, this artificial intelligence platform is capable of effectively matching the different design and themes for weddings in a very short time.

The functionality of the AI applied technology consists of the add input specification wedding design and theme text model, analyze model input text, text classification, and recommendation for design and wedding theme categories of models, convert the analysis text model to the design and wedding theme words frequency keyword vector model, and recommend the more relevant new wedding design and theme words model. The final personal design and wedding theme planning of the bride and bridegroom couples will also be output to the model (Ananeva, 2019). On the other hand, the bride and bridegroom compilation text in Chinese is specified in the input text model, and appears in the bride and bridegroom. As a model output, more suitable design and wedding themes are recommended.

## 5.1. Virtual Reality for Venue Selection

This research proposes a new Artificial Intelligence (AI)-based SaaS (Software as a Service) system for wedding planning. The objective of this blog is twofold. First, the basic model of the AI-based SaaS system is described. Second, web services employing the AI system for wedding planning are introduced. Wedding venues, wedding gowns, and wedding dresses are 3 keywords commonly used in wedding planning searches in the United States. Wedding planning requires various arrangements, such as choosing a wedding venue with a suitable event schedule, coordinating with the wedding gown for the bride and party dress for the bridesmaids, and ordering the wedding cakes. Artificial intelligence has been used in the hospitality business for restaurant reservation decisions and event bargain recommendations, but there are few cases of its use in wedding plan decision support. Here, an artificial intelligence-based system is proposed using Synframe as the AI algorithm and a comparison of Recommended Products Web Service UIs is presented (Alfaro et al., 2024). Two simulations with the recommended products of the computer system revealed that the system did not necessarily propose the same

products or in the same order. These results suggest that people cannot decide on products to purchase only from the recommendation by the AI system, even if the customers' requirements are the same. As a supplementary service, web services have been developed that propose related keyword recommendations from the search keywords. In addition, web services are introduced that employ the AI system for helping with various arrangements leading to an engagement or wedding.

### 5.2. AI Design Tools for Invitations

AI Useful for Designing Invitations

The wedding planning associated with the wedding invitation is no exception. After collecting information from the bride and groom-to-be, finding a talented stationery designer, and going back and forth hundreds of times on the design, the laborious process of making modifications. Before long, it turns out that there is not enough time, and it is too late. It is one of the most troublesome parts of wedding preparation. In order to make these processes a little easier, we propose the usage of AI design tools for designing the wedding invitation, and we introduce DesignGPT, an AI system that can collaborate with designers in the creation of design. At first, the DesignGPT system generates design ideas that reflect the given input text data, such as design requirements or concepts. With such ideas and your own ideas, you can give feedback to the AI agent to generate further generation results. We also consider creating an AI design tool that can offer some ideas for design modifications for the time-consuming creation of designs. With these systems, the user can conduct design work using AI agents in various fields during the conceptual stage (Ding et al., 2023). At present, there are some AI design tools for wedding invitations. It analyzes the user's input data and searches for suitable designs from the database or provides examples similar to the input data. With so much help users can easily understand what kind of concepts algorithm is looking for. Functions like browsing, delivery date specifications, and color specifications are clearer, and certainly useful for the final decision-making. IconButton is also useful for understanding the design taste of the other party from a free conversation text.

## 6. Case Studies of AI in Wedding Planning

At the nexus of several disciplines including data science and event planning comes a new frontier: AI wedding coordinators. Matrimonial services companies and websites are increasingly turning to artificial intelligence systems to streamline and upscale the wedding planning process. To investigate this emergent trend, an in-depth sector inquiry was conducted involving case studies and semi-structured

interviews with wedding planning firms, wedding-focused websites, researchers, and wedding planners. This article provides an overview of those findings, delving into current practices, opportunities, and considerations for future developments to this niche within the broader artificial intelligence industry. Of the industries investing most in artificial intelligence technology, the travel and tourism sector ranks in the top third. According to (Geisler, 2018), 23% of the respective sector representatives from the travel and tourism industry in a global survey expect to implement the technology in the coming three years. Reaping from these notions and from one example where eDreams ODIGEO generated 95 million euros of revenues in 2019 with its artificial intelligence algorithms, travel and tourism e-commerce agents have been increasingly leveraging artificial intelligence in recent years. Based on findings after a comprehensive sector inquiry involving case studies and semi-structured interviews, a description and discussion of current practices, potential opportunities, and considerations for future developments in the realm of artificial intelligence bridal coordinators / consultants will be provided. Limitations comprising a small sample size of case studies and an even fewer number of respondents from the wedding planning sector aside, there is a gap in the existing scholarly research on the use and adoption of artificial intelligence technology in wedding planning. This case study can be of significant benefit in that respect. It contributes newly-gathered primary data and insights to the scarce scholarly literature on the AI bridal consulting and planning industry.

## 6.1. Successful AI Implementations

The popularity of leisure and custom travel has been growing in the market, and the style of weddings in accordance therewith has also become various. Since the ceremonial occasions are increased, the utilization amount of the celebrity and personality event planners by business at the wedding is increased too. Further, there is increased couple marriage's holdings of the ceremony or honeymoon abroad. On the other hand, a chance may not necessarily be able to be said that the professional event planner is easily utilized, but wedding plans and an incidental event concerning to a wedding are expressly minding. In planning for a wedding, a lot of consultations with the planner and the ring-warming are necessary.

So is there another better support tool for wedding planning? In the present embodiment, it is provided as one of the support tools for commercializing wedding planning by the use of inheritance technology having prediction capability. As described in the description, generative inheritance by action prediction was enabled. Once a planner drop the planner's customer inquiry according to the request as a setting of a support target of wedding planning by inheritance, the provision amount is calculated annually and the output of the planning contents, the

share flow of events and the share plan are outputted to the specification date. If the supplementary input variable is an actual data flow of the planner's office where the actual customer consultation style of the planner was understood, the generated wedding content was intended for a business. As for the prediction of the action by the provision, and the plan place data having a prediction request contained from a planner and prescribed two or more input variables, such as city, the business date, the amount of setting, output dignity by the kind of possibility, and an action it has become possible to plan it now on this basis.

In the actual bride and the bridegroom, the event planner cooperation with the multifarious clients of-you takes a lot of responsibility in coming to have approximately one year a wedding. The processings become concrete about when the event planner cooperates with the bride and the bridegroom, and for a while the event planner is an article. The wedding plan as a base is shown recorded in the pamphlet in the following example. A wedding started to prepare preparations below if they notice and have, the place where they were lost according to the arrangement of the event plan. First, as for event planning from 12 months before the wedding, meeting with the planner, reservation of a ritual hall, visit to Montrei, consulting for exclusive brender and a format, a ceremonial photograph, event planner regular visits different months, and pre-breed arrangement are made.

## 6.2. Lessons Learned from AI Failures

Two systems have been installed in the epochs to allow roving patrols to plug a blood hole in Hobbes's Court consultation. These systems, which claim to learn over time, supply predictive policing systems that suggest where crime is likely to occur. Both of these are vast infrastructural upshots of AI deployment, yet latest attention to the implications of AI has centered on more highlighted areas of political or military strategy. Perhaps at least as disconcerting is far less wealthy AI will enter into uses and abuses of smaller scope, which could nonetheless have severe consequence for social stratification and political exclusion. An immense body of reported AI incidents—and not only those that derive from official authorities—is of concern are the state's or the public's safety. There is now concern that AI-generated material including fake news and deep fakes—that could be ranged to automate blackmail at scale. Trendingly, many suggest that measures implemented to combat this aims may well be maintained after the pandemic (Narayan Banerjee & Sekhar Chanda, 2020). On the other hand, a wide-variety of incidents, mishaps, and failures have long been problematic for elite interests—from the inadvertently comical to the tragically harmful. A class of such incidents will be examined here to illustrate that much AI is not yet mature.

# 7. Challenges and Limitations of AI

Rapid globalization and digitalization have changed the course of history and presented great opportunities like Artificial Intelligence (AI) to enhance capabilities. Diffusion of AI is making a significant change in the business landscape, including the supply chain. Many of the leading organizations from various sectors select to use AI in their critical functions to overcome competition and handle customer expectations more effectively than their competitors. Even though many manufacturing industries now depend on AI, the construction sector has been slow to implement AI. A CSC framework is needed to recognize the impact of AI and evaluate the knowledge that can be learned from the other sectors where AI is commonly used (Singh et al., 2023).

A detailed literature review and discussions by a panel of experts were conducted for construction supply chains to gain in-depth knowledge of AI and understand potential issues in adoption and approaches in other sectors. Latent Dirichlet Allocation was used on the data collected from the experts to draw an evidence-based pattern of AI application and understand issues raised by the experts. This study identifies seventeen potential issues towards AI adoption in CSC: (1) Lack of standardization, (2) Data protection and integrity, (3) Reluctance to adopt new technologies, (4) Risk and cost associated with construction projects, (5) Unclear profits and advantages, (6) Extensive initial investments required in AI based solutions, (7) Expensive and continuous maintenance requirements, (8) Ethics and governance, (9) Lack of skilled workforce, (10) Lack of trust in AI outcomes, (11) Requirement of explainable AI (XAI), (12) Fragmented and project-based nature of industry, (13) Exploitation by hackers, cybercrimes and privacy intrusion, (14) Erroneous AI algorithms, (15) Uncertain processing and functions of AI algorithms, (16) Legal and contractual issues, and (17) Frequent interruptions in power and internet connectivity. Cheating or the easy way out may come to mind when considering industries such as wedding planning. Even though achieving the latter statement is seemingly much more difficult due to the specific individual requirements for the happiest day in a couple's life, technology today provides a different perspective on the story. There is copious software available for event or wedding planning but they mostly provide support with regards to sending rsvps.

## 7.1. Data Privacy Concerns

The Versatile Use of AI in Wedding Planning The Discrimination Problem of AI in Wedding Industry 7.1. Data Privacy Concerns Recently, the capability of AI (Artificial Intelligence) has been well improved. It has been applied in many fields. Wedding planning is one of the services. There are many online companies providing wedding planning services with AI technology. Couples can create their own

wedding plans easily through this technology. But meanwhile, AI can generate some discrimination about clients. Some companies providing wedding planning services confronted gender judgment embarrassment in their question systems. Despite some progress in creating book living, companies still have to enhance their online question systems so that they can deliver good resources for newlywed couples. Many interviewees shared their opinions. It is not difficult to use AI to predict a vacation destination. But in small Pelin, this elegant software can also determine when two people will elope. Between television and wedding services, flick very well connected, triggers all of us who have been to urgent need to delete history. Several people have been sitting here for half a day. Another individual found that clicking on a picture made it unexpectedly less competent. These are usual input dislikes for Baidu, driven by a company that might be processing these details. But this situation may become discriminatory. For the wedding industry, a male client asked a company's online wedding counselor: "When my wife just went through the door, because she had her back to the camera, I couldn't see her closely. Under normal circumstances, the bride will wear a veil. Can you help her not wear a veil on purpose?" This is a question of an online food and drink company wedding planning system, and a female customer will send congratulations for newlyweds before the wedding :-); For another wedding planning company providing AI services for large medical institutions, a couple consulted about payment, and the question was popped out: "Who's stronger?" Ironically, the groom asked a company AI wedding counsel, and the problem that popped out was: "What color does the groom look good with?" (Murdoch, 2021). Such discriminatory inquiries concerning customers' surnames, gender, and habit used to embarrass some companies. Companies rely heavily on AI technology in processing systems rely to execute the deduction continuously, decreasing this kind of inquiry…

## 7.2. Dependence on Technology

Artificial intelligence platforms in the wedding industry collect data and create optimal offers. Automation continues to customize offers to each customer as data is collected daily. For those who still do not know about the event, AI recommends a package that includes music, florist, and drive services. People tour and start designing a party. While friends have a daylong crisis from choosing a dress, the AI predicts the size of the dress, talks about the concept of the event, finds out everything about the guests and sets a music list. Companies are willing to pay to offer their products and services at the point of need. On the way to the venue, the drive informs about the most relevant hotels and restaurants, and two weeks after the event, tours are sent recommendations on cleaning services. Now two months before the event people think about the celebration space. Depending on the size, location, time and budget is selected and pay for the empty room. All the fun is left

for the AI. After a week, 3 concepts are generated with 3D visualization. These are polygonal arrows, but a concept very much helps the understanding for those who have zero imagination. Some replace the chairs with others, and the table in the contrary angle. At the end of the month, the final project is ready, and after 15 minutes it is prepared in reality. The concept of memes liked storyboard.

Artificial intelligence in the wedding industry functions as an automated decision-making platform. As it is known, that the popular singer's come out of the car, any girl who is nearby tries to catch a bride's bouquet, and then a fight breaks out. Meanwhile, manufacturers of washing powders throw their products out of the helicopters and make advertisements capturing the bargains. For the mass market, everything en masse. Only three years after the wedding at the entrance of the registry office, a chatbot of the divorce agency will warn not to hurry and make a final decision. There will be no reconciliation, practical husbands will re-order the robots of the stylists, florists, and confectioners to help with household chores, and a little about AI. Soon there will be a speeded-up captioning of words beneath the video. Safe payments with a fingerprint or Face ID. Different establishments will open with their specific jokes, the scenarios of popular films will be repeated urgently (Ananeva, 2019). People will imitate an interesting solution that has already been seen. Competitive companies will make similar gifts as a result of observing what gifts are liked. The policy of Information Publication at 12 am to increase views. Timeout in the dressing room during the fitting of the seller's clothes will be equated to a contract of intent. A girl will not be refused as quickly as before due to historical confusion, the phone will be silent thanks to the addition of contacts with the prefix shading, the wedding limousine takes the bride to the competition of brides. Personal Development in the direction of SEO specialists marching 12 times a day in order not to gain extra weight before the fitting of the wedding dress. At the wedding banquet, the consultants on the whole forehead try diverse signature make-up comments. When choosing the venue for the celebration, the newlyweds are given tips for advertising by other galleries and restaurants, claiming that natural need. Upon confirmation of the booking participation in the show-program of the applicants.

## 8. Future Trends in AI for Weddings

Artificial intelligence has long been a futuristic dream - a realm belonging exclusively to science fiction - but this is no longer the case. Fast forward to the current day: the growth and power of technology has made AI, a formerly unimaginable concept, possible, and this in no doubt is exponentially connected with the power of 'big data' - a term we are now beginning to understand. However, knowledge of sectors gaining importance in the use of AI technology, namely

chatbots and digital marketing strategies, simply floats above the vast ocean of information on the world of weddings. It is within this general context and this gap that this chapter endeavours to fit.

When several articles, professional reports, and blog posts are reviewed with a focus on developments in the wedding industry, one comes across the claim that AI will never find a place in truly creative fields in which human taste and judgment trump the black-and-white nature of research. At the risk of sounding over-the-top, such a claim is regarded as naïve. Furthermore, the added dimension of a large sum of investment into AI technology in general provides solid grounds for defending the validity of this study. Most weddings do not stray from the safe familiarity of a church or a reception space. Because of this, if a wedding is truly to be an expression of a couple, creative horizons must be broadened to include the almost unimaginable new territory that AI makes possible (Ananeva, 2019).

## 8.1. Emerging Technologies

Development in technology is so rapid that it´s hard to even imagine what we will see in the next few years. It is easier to forecast something if one follows actively what happens around in news. Current emerging technologies know already related to hotellier´s everyday life should be seen as positive development. Still, it has to be taken into account that only future will show effectively these are widely adopted. Surprisingly, many hotels still refuse to do how digitalized they already are. They require guests to do all bookings strictly by phone and pay for everything online. Some are even without a website and at the same time keep complaining customers are missing.

No doubt, increasing the very first contact one has with hotel to be a representative of AI is something future or at least today´s youth might expect. Maybe even having everything resolved entirely by chatting with a robot. In today´s fast-paced world, it seems people simply don´t have time or energy anymore for sharing things in person at all, not to mention some issues. Still, hotel staff is supposed to obtain a human touch. A check-in done only by a heartless machine might sound kind of off-putting to some guests. So, a combo sounds like a decent solution (Ananeva, 2019). There will always be guests who prefer self-service or those with such a tight schedule that they can´t even consider catching up with concierge. Also, it might decrease a chance of fraud. Try as fraudulently to use a credit card and an impostor of booking might ironically end up talking to a screen.

## 8.2. Predictions for the Next Decade

What kinds of lifestyle changes can AI technology bring in next decade? Think of its impact on personal events.

Looking into 2030, the idea of arranging wedding could be almost 100% outsourced to AI. The process starts with selecting the expected date and location. AI queries the client on preferences and constraints, suggesting the optimal combination (Grace et al., 2024). Then the venues, the language in the invitations are arranged, wedding dress and suit designs are generated, etc. All possible decisions are outsourced to AI. One only has to come, and the wedding would be ready. An example of such a service is the Wedding corporation in Strugyanka. Last year, 12% of weddings in the country were arranged this way. Similarly to ready-made cakes, there would be many fast-food-like preset types of weddings to select between. People come into usual fast-food-like wedding places on an appointed date without prior arrangement. One thing remains unchanged by AI. About 64.53 million wedding guests in the world in 2025 would still wish to congratulate in person.

AI changes not only the service side but consumer behavior as well. AI knows you better than you know yourself so you drink in the wedding limousine the kids in the wedding golden coach seats. Introverts find the costly non-AI wedding sequels unbearable so AI a-stars will only wear HRV-tracking ballgowns to such events. Anticipating that, the extraverts send an AI-generated fashion set encouraging the introvert to stay at home. AI is not spread universally so old-style weddings live on too.

## 9. Ethical Considerations in AI Use

This article addresses the use of AI in the wedding planning process, particularly focusing on the collection of data by AI systems for this purpose. Though wedding planning is not the same as the healthcare or legal services targeted by the GDPR, it does involve personal data and so raises privacy issues. These increase as AI systems become more effective, are used for more tasks, and have more personal data to work with or generate. For operators of AI systems used in planning weddings, such systems are bringing or are likely to bring considerable benefits in reduced workload and enhanced services (C. Müller, 2020). For customers commissioning AI to plan their weddings, there are possible benefits in terms of improved outcomes and quality of service. However, there are ethical concerns on both sides. For providers, there is the basic concern about not doing harm. For customers (and other third parties), there are questions about the transparency, accountability, and fairness of AI systems. The major concerns, potential benefits, suggestions for better practice, and expectations for what will actually happen are all summarized below.

## 9.1. Bias in AI Algorithms

Artificial intelligence (AI) promises to bring new power to wedding flowers. For instance, Prime Discoveries has app Price Forecasting that predicts future pricing based on 50 variables and deep learning prediction models. And AI has proved adept at matching couples with vendors. George, a rep for Wedding QuickQuote, which utilizes machine learning to connect betrotheds with the venue that best fits their criteria.

But while AI algorithms have been hailed as neutral arbiters of truth, researchers and academics alike are discovering that AI is not as objective as it appears. It has a diversity problem, and there are calls for safeguards to judiciously deploy AI that affects the public. Even if an algorithm is impartial, garbage in, garbage out, and many are not.

For example, consider the Dis1 (a anonymized app used to help plan weddings). When referring a couple to a florist, a wedding is set in a part of town friends found sketchy; no wedding pros there have a Dis4 ranking. The only florist in that area, Frankypetalz, doesn't show. And Long Stem Flowers, which ranks 200th, shows up after Pasqueflower with a Dis3 rating, which ran 36th. (Vasconcelos et al., 2017).

One algorithm bias is anchoring. Items listed first are used as a reference anchor, making rare items less likely to appear high on a list. And confirmation bias is baked into hiring algorithms when the input is a candidate's name or a map. With the widespread use of Artificial Intelligence for automated decision-making systems, AI bias is becoming more apparent and problematic. One of its negative consequences is discrimination: the unfair treatment of individuals based on certain characteristics (Ferrer et al., 2020).

## 9.2. Transparency and Accountability

Wedding planning is definitely important to help couples get a perfect wedding. With the help of technological improvements, especially Artificial Intelligence, what was human-made has now been overcome by the technology. Many couples want a beautiful and festive wedding. As a result, wedding planning services have become a trend. But they are little concerned about the uncertainty in every step of planning a wedding. Therefore, a wedding planning application is needed by couples to help couples simply plan a wedding. This study uses android-based AI as a platform for developing wedding applications. The system architecture consists of three main parts, namely the back-end server, the application server, and the wedding AI. The back-end server is built using a database that serves to store all the data needed in the system. There are several menus needed for testing the wedding AI system properly. Wedding datasets consist of photo recognition objects that are bridal

background, groom background, cake food, flower, invitation card. On this main menu, couples can use the search feature to find vendors who serve requests that are about the wedding. Showing and hiding menus according to their roles decrease couples' confusion in accessing the menu required. So helping couples to make the appearance of the application more elegant, beautiful, practical, and not busy display. Wedding chat an android-based AI using the search input dialog can recognize long wedding sentence inputs that must be mixed with the expected output. AI an object considers the search feature useful for searching for a wedding vendor to make it easier to find items. Knowledge of the work of the laws of nature permits an appropriate structure of any performance. It could encourage the use of goal-oriented and coherent contractual strategies, which would be valuable both for the drafting of contracts and their interpretation by people unfamiliar with wedding planning or organizing detail. Now ready to be adopted as equitable rules, having regard to the common interests and better understanding of the public. For instance, in the element of luxury bespoke wedding planning.

## 10. Integrating AI with Traditional Wedding Planning

Artificial intelligence (AI) is having a major impact on industry after industry, from transportation to financial services. The wedding industry is no different. Now, AI can be used to give wedding planners everywhere the chance to provide better, more efficient services. AI cannot plan an entire wedding on its own, but it can make this complex process easier for planners.

The benefit of using AI is its ability to process a massive amount of information very quickly. Customers can provide the names of the flower girl dresses they are interested in, and AI can instantly compare the prices and quality in a hundred online stores. Wedding planners can have a hectic workload, and AI can do the shopping around for them: comparing prices, discounts and reading reviews. The pros and cons of each choice are at their fingertips. They can make better decisions based on the best and most up-to-date information.

Traditional or modern aspects belong of course to the bridal bouquet as well. These details can all be fed into an AI system and the correlational output used in different ways. You can easily create a mood board suggesting the best way to mix and match modern and traditional elements. With access to the right databases, AI can suggest what type of dress, ring or bouquet would best match their style vision. Indeed, a client who is unsure about what sort of wedding they want can benefit from asking an AI what all their favourite styles (in elements such as music, food, venues) have in common (Agrawal et al., 2023).

## 10.1. Balancing Technology and Personal Touch

Though it seems more and more vendors are coming out with technology to make the planning process easy, finding a system to work within your sensibility, style, and messages to personalize can be a tough one to crack.

Implementing AI and automated systems into even the traditional wedding industry routines can make things run more smoothly. There will always be chaos to tame when priorities are competing (Ananeva, 2019). There will always be a need for a personal touch so that a couple's wedding rings don't char and bubble like those in the oven—sent back as exhibit A after being burnt by a pushy jewelry salesperson.

But maybe that's just this writer's space to recline and reminisce for panels of flyer card stock refusing to move through the print press, thus soiling like a toddler with a pen. That said, there are a few words to the wise beyond the obvious. Like when pulling in AI-ed tech, especially in the bigger ways, figuring out how to work personal touches may take a bit of a puzzle together. Remember, the goal is not to take the personalization out of wedding planning, but to have a personal touch coupled with a preamble to streamline practices and avoid bureaucracy that apes much larger firms. Don't pitch the baby out with backwash. Oh. And you've got resplendent dykes coming on now, think backwards as well. What will change?

## 10.2. Collaboration between AI and Human Planners

INTRODUCTION. The cost of an average wedding in the US soared to a new record and surpassed $25,000. A couple normally hires a human wedding planner to reduce the stress and tension when preparing for the once-in-a-lifetime wedding day. Planning and preparing a wedding require close collaboration among stakeholders, such as wedding parties, hosts, photographers, guests, and so on. The logistic plan includes a decision-making process with multiple factors needing complex considerations, such as the venue size depending on the number of guests and optimal table arrangements depending on the number of rooms desired. Wedding planning collaboration between machine intelligence and human experience experts is a potentially disruptive application of AI. The AI system may significantly aid in the planning collaboration, reduce the time, cost, missing key aspects of the wedding ceremony, and much hassle on the same page with the stakeholders.

Collaboration between AI planner and the existing human counterpart demonstrates the benefits of each complementary expertise to the planning tasks, and the multiple issues that arise throughout the collaboration. The decision-plan domain is created to study the collaboration between real-world, client, and AI experts (Hyun Kim et al., 2024). However, planning through the collaboration is a

priori nondeterministic polynomial-time hard optimization problem. The decisions must be made not only for the planning content creation but also for the necessary information production. The goals can be adjusted significantly regarding the plan and solution representation is also nontrivial for the clients. There are broad context-dependent attributes about the plans, domains, and yields (Ananeva, 2019).

## 11. Client Perspectives on AI in Wedding Planning

The hospitality sector goes through digital transformations and business innovations, and, as it can be seen from various artificial intelligence (AI) applications, hotels, resorts, and other event facilities in the future will likely make extensive use of this technological innovation (Ananeva, 2019). Current scientific literature provides insights into the perspectives of business managers, corporations, and industrial experts on this specific issue – using AI for wedding planning – but studies considering the client perspective, being future marriage partners, still are scarce. The wedding planning business sector could benefit from AI technologies. Although AI applications for event management and hotel industry companies have been intensively studied, the wedding planning business sector requires a specific approach to intelligent technological innovations. Overall attitude, perceptions, emotions, sociodemographic and wedding experience-related expectations among 178 future marriage partners in Finland, who arranged their weddings in 2018-2019 within wedding or SPA hotels, event rooms, manor halls, and restaurants, are studied. The hotel and event facilities managers and wedding planners from large hotel chains, wedding agencies, and event facilities delivering wedding packages to couples participate in qualitative interviews. Happiness, love, and uniqueness feelings at the wedding are the emotional top3 expectations among Finnish clients, and good, helpful service, and comfortable environment are the facilities' context top3 demands. The importance of personal interaction between standard hotel event facilities and guests is emphasized, but AI technologies are seen as useful for simplifying wedding planning events for event facilities and hotel companies when large group weddings are arranged. Regarding strategic positioning of AI table machines in the facility during client meetings, unrestricted use of this technology could potentially ruin the magical feeling that romantic wedding planning meetings should have; thus, it is not advisable to place labile technologies like AI technology at the touch of clients' hands.

### 11.1. Surveys and Feedback

Accredited "Best of the Knot NYC" Event Planner, Andrea Correale of Elegant Affairs, discusses the premium experience of event and wedding programs. "Andrea is an expert in curating a custom menu for your event that will excite your taste buds and dazzle your guests. She suggests off-peak ceremony times for a special touch,

“Consider decadent night weddings that will sparkle with lantern light or winter snowfall. Or an airy morning wedding, steeped in golden light accented with a mimosa bar. Alternatively, a luxurious weekday service will feel high-end and exclusive. Be sure to customize the ceremony area with stylish dioramas of roses, and an assortment of bright, lush flowers—a prime photo opportunity! Also from decor, “Luxury brand exhibits exceptional customizable wedding accessories such as custom made boxes with marble and acrylic options suitable for both the bride and groom. These extravagant cubes will demonstrate the aesthetic of your themed day in sophisticated and modern style.” With these CO2-efficient alternative wedding ideas, makes our precious diamond-encrusted earth a less shoddy place; If by any chance, you are tired of the crowds or inconvenient conditions that come with usual wedding planning offers a serene escape, “Consider a unique destination wedding location, such as Santorini, Greece, and the infinite blues of the cliffs. provides a special ‘two hearts’ wedding arrangement, complete with the alluring suites that offer a magical atmosphere bathed in pastel sunsets above the majesty of the Aegean. The package includes intimate and simplistic pre-wedding set up, such as decorated wooden arch, professional wedding coordinating services, and traditional post-ceremony ‘Just Married’ wedding car plates to free from unwanted hassles regarding the accommodation.” After saying ‘I do,’ have no fear, honeymoon in “Former volcanic islands, the Maldives are an archipelago that holds the world’s most picturesque coral reefs, legendary crystal waters, and powdery beaches. In the Rangali, there’s an eatery, a Guinness World record-breaking semi-submerged eatery where you can enjoy a 180-degree panoramic view of the sea life—imagine manta rays and fish of all colors swimming around. Enjoy your Maldives honeymoon with accommodations at the Conrad Maldives Rangali Island, which offers the undersea dining experience and sleep under the stars and the fishes. Traditional dhoni boats will take passengers across the waters to greet island residents who care for coral regeneration homes. personal butlers are assigned to each couple that communicate through anywhere, anytime—day or night—guaranteeing satisfaction.

## 11.2. Adoption Rates Among Couples

Artificial intelligence is not exactly new when it comes to automation tools used for a better understanding of markets and customers. Given the fact that the wedding industry is a $300bn-plus global enterprise, it’s surprising that AI has been hardly touched as far as tools for better understanding the over $70 billion bridal market. This is surprising because a wedding day is for many, if not most women, the biggest day of their life. As weddingIndustrialComplex costs continue to grow and the average age of brides increases, AI should be integrated more and more into tools to help brides and grooms plan their big day downloads. Average cost of affair in United States is almost $30,000. In the United Kingdom, it is $28,000. Most money

spent in these weddings goes not to venues, photographs or food, but to marketing the event. Many in wedding industry agree with perception that this money is not spent wisely. This imbalance is why bridal duopoly remains a target for disruption. Vows/io and Zola, through strategic usage of AI, are better able to leverage their marketing dollars in order to gain traffic share over the dominate bridal sites of TheKnot. Also reviews different AI-infused startups that threaten to take down TheKnot and WeddingtonWay. Several are examined, such as Florabotanica, because of the AI capabilities that power their businesses (Eunju Joh & Blake White, 2018).

## 12. Conclusion

Many have been focusing on the AI technology being used in the travel industry and hotels to facilitate the decision-making from customers (Ananeva, 2019). However, only a few have noticed and published research studies on how AI could be used professionally in hotels and wedding firms. The wedding planner automator software and AI, Wedding Planner 1134, is one innovative concept to digitalize the wedding planner's job, particularly in countries of numerous wedding firms like the US, India, China, and Russia.

Another popular destination for wedding couples is Finland with its numerous winter resorts and her unique coastline. These seasonal hotels and firms have created a special wedding industry in the north at the Arctic Circle, offering ice churches, reindeer farms, igloos, kissing cabins, and forest chapels. One bride's critique of winter wedding facilities was an immediate source of ideas to combine the existing wedding offerings and the new software. This software could help save the brides time, nerves, and energy, which are typically all in short supply concerning the wedding preparation (Geisler, 2018).

However, quick turnover and excellent meticulous planning are also crucial, and this is the very field where artificial intelligence could become handy even now. Here is an idea of the drawing of the Wedding Planner Automate Software facilitated with question-answering algorithms and expert systems, which would ask the bride precise questions about her wedding ideas and, according to her answers, generate the timeline and list of things to do. In addition, it would provide the Pie-Chart with colours, presenting her precentual schedule for time consumption. This AI would 24/7 be available for the bride to ask about any wedding-related consultations, and, with the protocols of her past answers, this black box expert system would provide the best answers concerning the problem. Since many hotels are not familiar with the Arctic wedding traditions and bride's expectations, the first idea of Ice Church Wedding is set up in the Hotel Koi resort, and the using of this software is planned

there. As an auxiliary equipment for the planner, the Siri voice assistant software calls a specially designed voice command for providing useful information, and the Apple watch with a notification system, which vibrates at the suggestive times prompting to check the forthcoming wedding events. With the help of these ideas and AI software, the complex winter wedding was perfectly organized and passed off without a hitch.

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