

**Department of Computer Science and Technology**

**106408 – Artificial Intelligence and Expert Systems**

**Project Proposal on**

# AI in Tourism

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### PROPOSAL

The capacity for artificial intelligence to perform tasks that have traditionally required human cognitive function has made it especially useful for those in the travel industry, because deploying AI can save businesses time and money, while potentially eliminating human error and allowing tasks to be performed quickly, at any time of the day.

Finally, it is important to understand that the applications of AI within the [travel and tourism](https://www.revfine.com/travel-and-tourism/) industry are not limited to customer service alone. In actual fact, one of its most popular and effective uses is for gathering and interpreting data in order to draw conclusions about customers, business practices and pricing strategies.

The key advantage of artificial intelligence in this particular field is its ability to sort through huge amounts of data quickly and accurately, where the equivalent for humans would take significantly more time and potentially contain more errors. The Dorchester Collection hotel, for instance, has used AI to sort through customer feedback from surveys, reviews and online polls, in order to build a clearer picture of current opinion, in real-time.