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TOURISM

Preferences

DATA MINDS

- MUNAVARA ID12214686
- URIEL PACHECO ID 1225009
- ALIKHANOVA ZEINEP ID12244669
- KONNO MALIK ADAMS ID 12250035

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Global Tourism Economic Impact

How COVID-19 reshaped Travel

- Global tourism dropped by **72%**
- **62%** of travelers prioritize flexibility & safety over cost
- **Domestic** > international travel
- **Contactless** tech demand

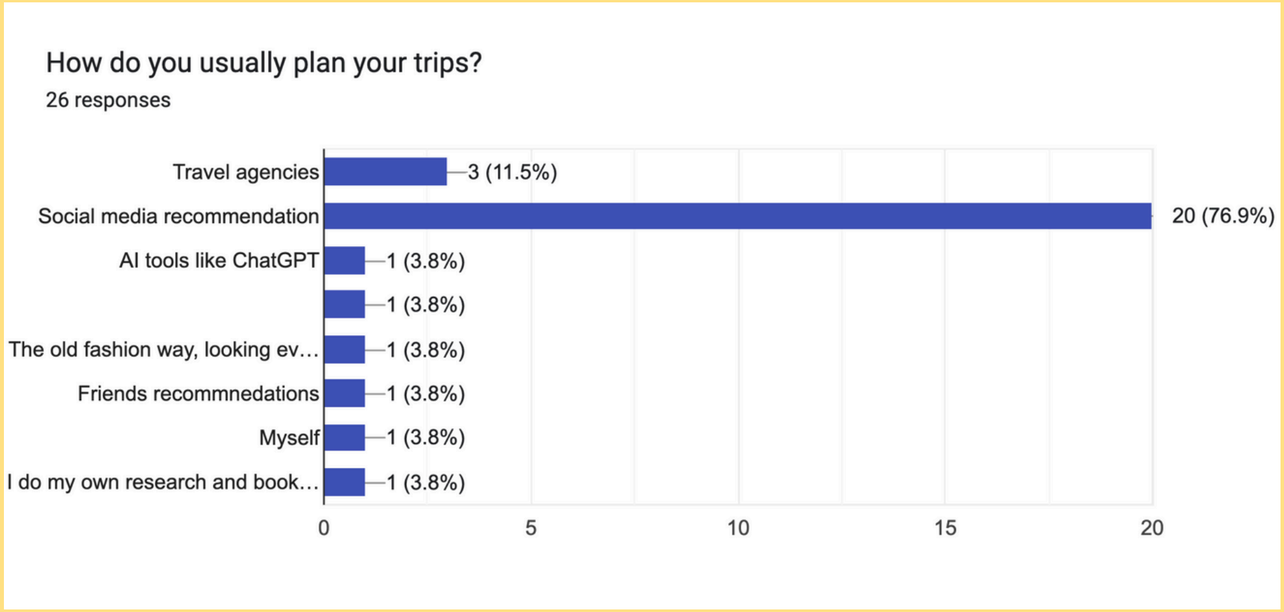
AI's Role in Pandemic Recovery

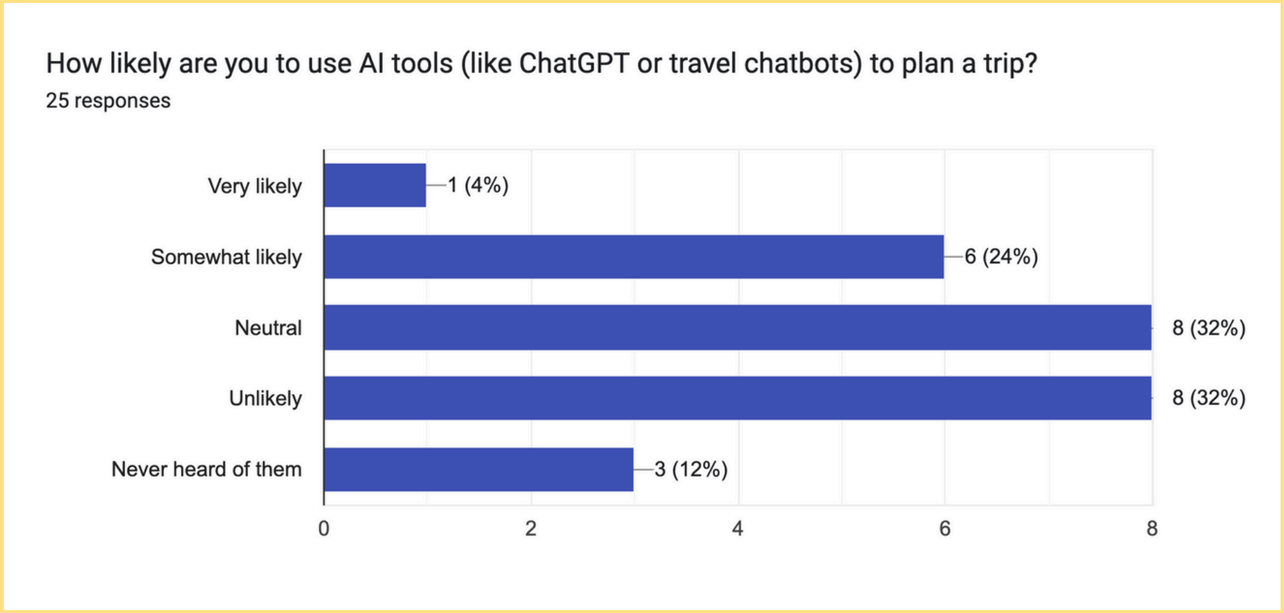
Airlines now use AI for dynamic pricing — 89%

Chatbot usage for refunds/rebooking

Real-time crowd tracking

Vaccine passport verification apps





Current AI Use in Travel Planning

- Only 4% actively use AI tools (1/25 respondents)
- 24% are "somewhat likely" to try AI
- 32% are neutral

Barriers to AI Adoption

Awareness Gap

12% "never heard of" AI travel tools

Trust Issues

28% cited "finding trustworthy information" as a top challenge

Social Media > AI for planning

Low interest

Will AI only recommend expensive options?

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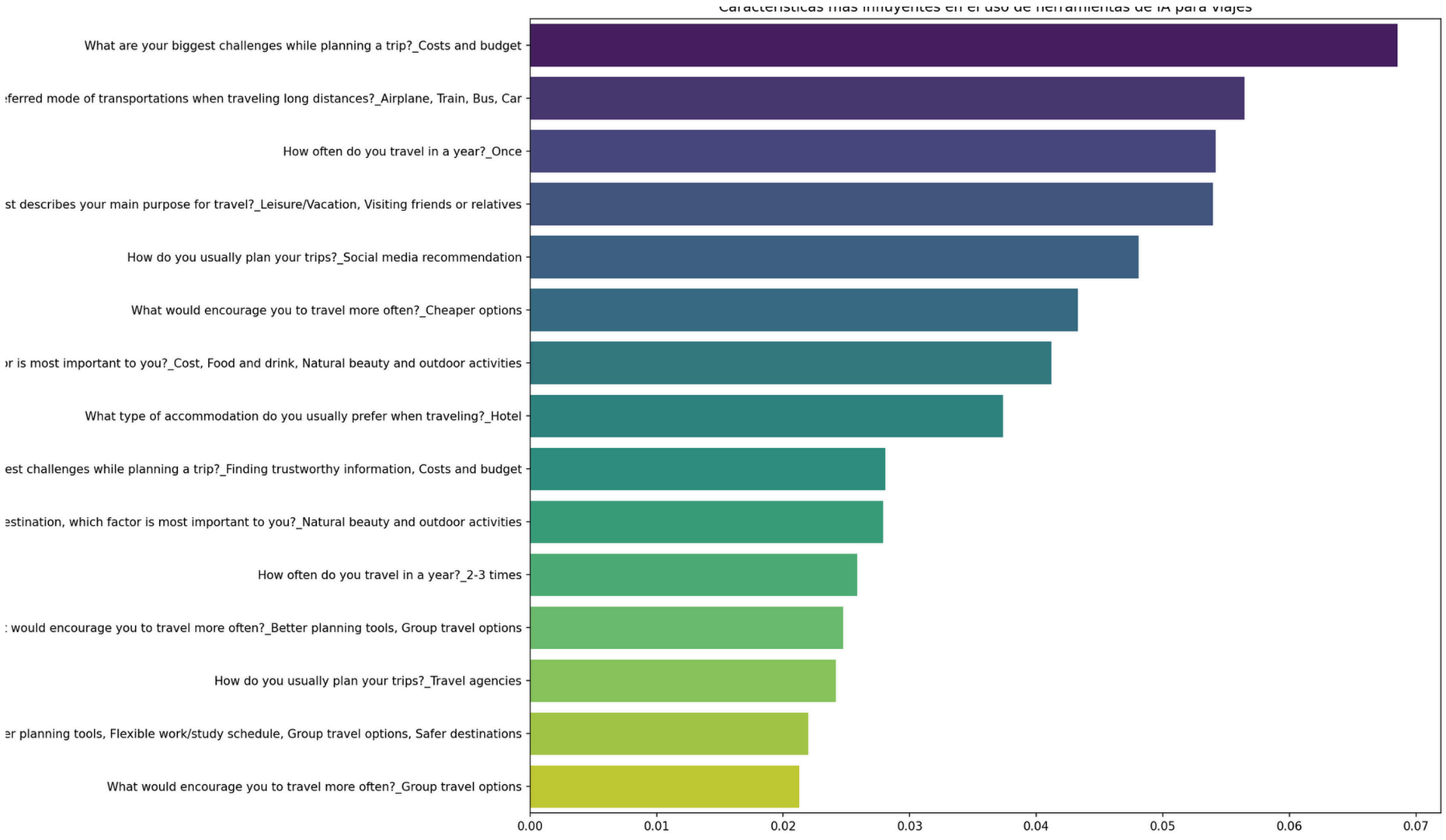
WKey Factors Influencing the Use of AI Tools for Travel Planning



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Clustering

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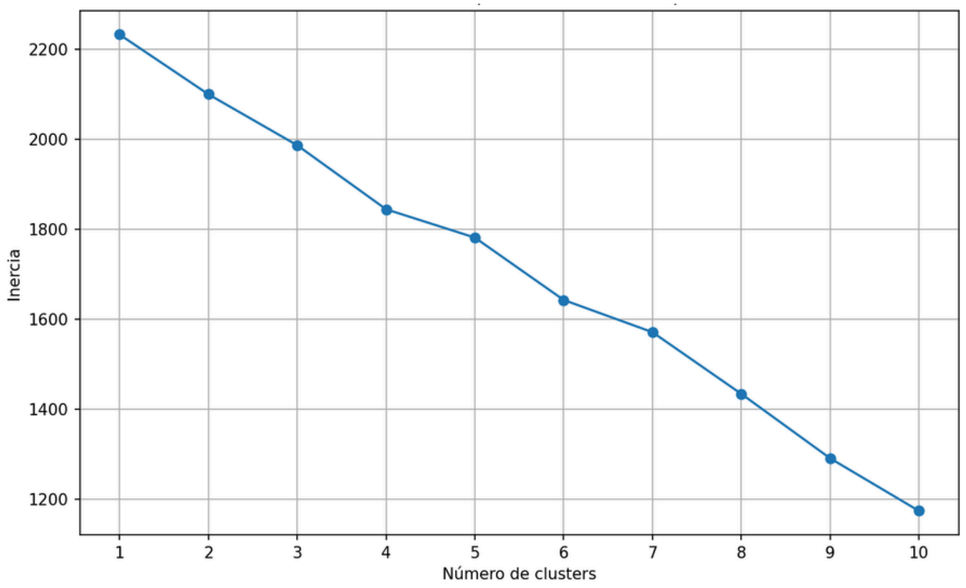
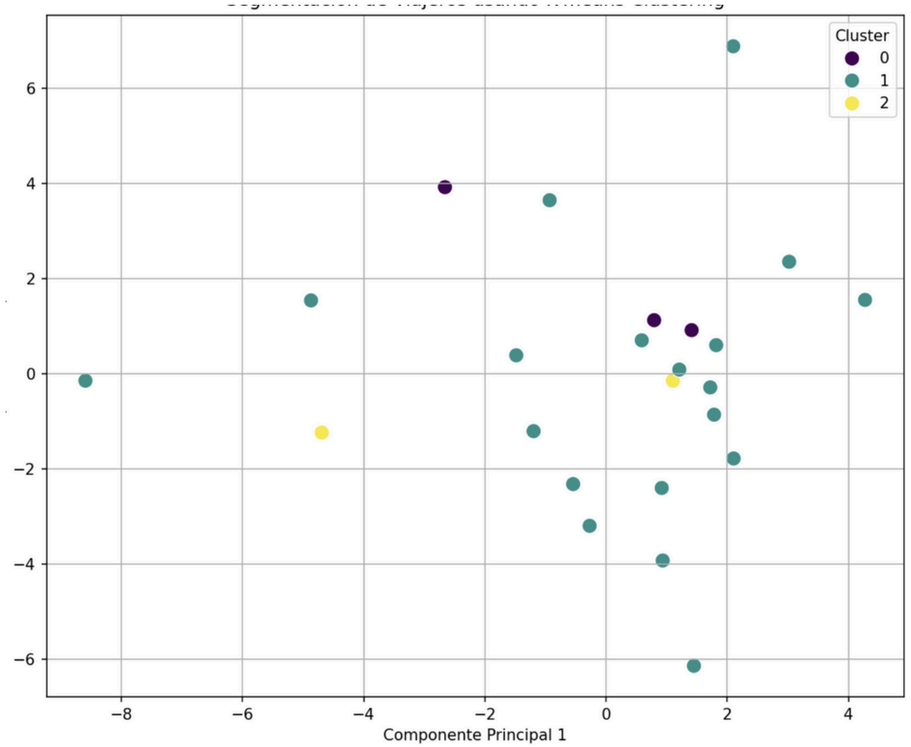
- **Cluster 0**: Occasional travelers who mainly travel for vacation/leisure, prefer hotels, and are neutral about using AI tools. Their main factor in choosing a destination is cost.

- **Cluster 1**: Frequent travelers who use various accommodation options, plan trips using social media recommendations, and are more likely to use AI tools. They prefer natural beauty as the main factor.

- **Cluster 2**: Travelers who mainly visit friends/family, stay with them, and are less likely to use AI tools. Their main concern is language barriers.





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Uses for this clusters

- **Cluster 0 (Occasional Travelers - Cost Focused):**
  - Budget Chatbots: AI recommends low-cost travel packages based on real-time price trends.
  - Deal Alerts: Predictive models send notifications when flight/accommodation prices drop.

- **Cluster 1 (Frequent Travelers - Nature/AI Lovers):**
  - Advanced Virtual Assistants: GPT-4o integration to plan itineraries based on preferences (e.g., "Hiking trails with fewer tourists").
  - Augmented Reality (AR): AI apps overlay ecological information on landscapes (e.g., flora/fauna identification with computer vision).

- **Cluster 2 (Family Visitors - Language Barriers):**
  - Real-Time Translators: Integrate tools like Google Lens + conversational AI for menu/sign translation.
  - Multicultural Assistants: Chatbots explain local customs to avoid cultural misunderstandings.

Performance of Regression Models in Explaining AI Use

Model	R^2	Adj. R^2	F-statistic (p-value)	Significance(p<0.05)
Lin	0.427	0.339	0.0269	Age(Neg), Planification (Pos)
Log-lin	0.354	0.255	0.0585	Age(Neg), Planification (Pos)
Lin-log	0.265	0.151	0.136	log(Planification) (Pos)
Log-log	0.244	0.127	0.163	log(Age) (neg)

Meet the Travelers

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Sophie, Budget Explorer

"Good deals and comfy sleep matter most"

- Price-sensitive decisions
- Basic accommodation needs
- Cost-focused AI tools

Leo, Nature Seeker

"Show me hidden trails and exploration tips"

- Off-path adventures
- Discovery-focused AI
- Environmental awareness

Amina, Family Visitor

"Help with language and local customs"

- Cultural navigation
- Translation assistance
- Family-oriented travel

How AI Helps Each Persona

1

Price Optimization

BudgetBot predicts 15% price drops next week

2

Discovery Engine

AI maps hidden trails and local secrets

3

Cultural Bridge

Google Lens translates menus instantly

4

Smart Recommendations

Personalized suggestions match traveler preferences

Behind the Scenes: AI in Action

1

Data Collection

Gather traveler behavior patterns and preferences

2

Clustering Analysis

Group similar travelers into distinct personas

3

Regression Modeling

Predict AI usage based on traveler type

4

Personalized Insights

Generate tailored recommendations for each cluster

One Size Doesn't Fit All

AI Should Adapt

Technology must match individual traveler needs and preferences

Personalization Matters

Budget-conscious, adventure-seeking, and culturally-aware travelers need different solutions

Future Vision

AI assistants that speak your language and understand your travel style

Empowered Travelers

AI enhances human experiences rather than replacing personal connections

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Thank you !