TravelSage: An AI based system for tourists

Submitted in partial fulfillment of the requirements of the degree

BACHELOR OF ENGINEERING IN **COMPUTER ENGINEERING**

By

Gayatri Vaidya (D12B-63)

Vaishnavi Chavan(D12B-10)

Shreya Nalawade(D12B-36)

Name of the Mentor

Prof. Dr.(Mrs.)Gresha Bhatia

Vivekanand Education Society's Institute of Technology,

An Autonomous Institute affiliated to University of Mumbai

HAMC, Collector's Colony, Chembur,

Mumbai-400074

University of Mumbai (AY 2023-24)

CERTIFICATE

This is to certify that the Mini Project entitled **"TravelSage: An AI based system for tourists "** is a bonafide work of **Gayatri Vaidya (63),Vaishnavi Chavan(10),Shreya Nalawade(36)** submitted to the University of Mumbai in partial fulfillment of the requirement for the award of the degree of **"Bachelor of Engineering"** in **"Computer Engineering" .**

(Prof.Dr.(Mrs.)Gresha Bhatia)
Mentor

(Prof.Dr.(Mrs.)Nupur Giri)
Head of Department

(Prof. Dr.(Mrs.) J.M.Nair)
Principal

Mini Project Approval

This Mini Project entitled "**TravelSage: An AI based system for tourists"** by **Gayatri Vaidya (63), Vaishnavi Chavan(10), Shreya Nalawade(36)** is approved for the degree of **Bachelor of Engineering** in **Computer Engineering.**

Examiners

1……
(Internal Examiner Name & Sign)

2……
(External Examiner name & Sign)

Date:

Place:

Contents

Abstract:

The tourism industry is undergoing a transformative shift with the integration of Artificial Intelligence (AI) technologies. The platform TravelSage presents an innovative approach towards enhancing the tourism experience through the implementation of an Intelligent Tourism System. This system combines AI-based recommendation algorithms and chatbot technologies to provide personalized and seamless services to tourists.

The AI-based recommendation system utilizes advanced algorithms to analyze vast amounts of tourist data, including preferences, travel history, and real-time inputs. By employing machine learning techniques, the system can accurately predict and recommend travel destinations, accommodations, activities, and attractions tailored to individual preferences. These recommendations are dynamic, continuously adapting based on user interactions and feedback, ensuring a highly personalized and satisfying travel experience.

In addition to recommendation services, the Intelligent Tourism System incorporates a sophisticated chatbot interface. Powered by natural language processing (NLP) algorithms, the chatbot engages with tourists in real-time, offering instant assistance and guidance.

Acknowledgments:

We would like to extend our sincere gratitude and appreciation to Dr. (Mrs.) Gresha Bhatia for her invaluable guidance, support, and mentorship throughout the duration of our project, "TravelSage: An AI-based system for tourists." Her expertise, commitment, and unwavering dedication have been instrumental in the success and growth of this project.

Her constructive feedback, endless encouragement, and the countless hours she invested in our project have significantly contributed to the development of "TravelSage." Her mentorship has not only enhanced our technical skills but has also instilled in us a deep appreciation for the ethical and societal implications of our work.

List of Abbreviations:

- AI: Artificial Intelligence
- ML: Machine Learning
- NLP: Natural Language Processing
- UI: User Interface
- UX: User Experience
- API: Application Programming Interface
- SDK: Software Development Kit
- HTTPS: Hypertext Transfer Protocol Secure
- CSV: Comma-Separated Values
- JSON: JavaScript Object Notation
- XML: Extensible Markup Language
- URL: Uniform Resource Locator

List of Figures:

1. Introduction

1.1 Introduction:

In the era of digital innovation, the tourism industry is undergoing a paradigm shift, reshaping the way travelers plan, experience, and remember their journeys. Advancements in Artificial Intelligence (AI) have paved the way for intelligent systems that enhance user experiences, and among these, AI-based recommendations and chatbots are revolutionizing the tourism landscape. TravelSage is a platform that delves into the fusion of these cutting-edge technologies, introducing the Tourism System AI-Based Recommendation and Chatbot Project.Traditional tourism planning often faces challenges in catering to individual preferences and dynamic travel landscapes. AI-based recommendation systems have emerged as powerful tools for personalizing travel experiences. By analyzing vast datasets encompassing traveler preferences, historical choices, and real-time trends, these systems provide tailored suggestions, enhancing the relevance and enjoyment of travel itineraries.

1.2 Motivation:

The motivation behind the development of the Tourism System AI-Based Recommendation and Chatbot Project stems from the profound impact it can have on both travelers and the tourism industry as a whole. Several compelling factors drive the need for this innovative venture:

1. Personalized Travel Experiences: Traditional travel recommendations often lack personalization, leading to generic itineraries that might not align with individual preferences. AI-based recommendation systems can analyze vast datasets to create highly personalized travel suggestions, ensuring that every traveler receives tailored recommendations tailored to their tastes and interests.

2. Efficiency and Time-Saving: Travel planning can be time-consuming and overwhelming. AI-driven systems can process extensive information swiftly, providing users with efficient and relevant recommendations. This time-saving aspect encourages more people to explore travel options, fostering a greater interest in tourism.

3. Enhanced User Engagement: Chatbots equipped with AI and NLP capabilities offer interactive and responsive interfaces. Travelers can engage in natural conversations to get real-time information, creating a more engaging and user-friendly experience. This increased interaction enhances user satisfaction and encourages them to use the system for their travel needs.

4. Local Business Empowerment: Local businesses in tourism-centric areas often struggle to reach a broader audience. By integrating with an AI-based tourism system, these businesses can showcase their offerings to a wider range of travelers.

This increased visibility can boost sales and help local economies thrive.

1.3 Problem Statement & Objectives:

TravelSage: An AI-based system for tourists
Objectives of the Tourism System AI-Based Recommendation and Chatbot Project:

The Tourism System AI-Based Recommendation and Chatbot Project is designed with specific objectives to enhance the overall travel experience for tourists and streamline tourism-related services. The project aims to achieve the following objectives:

1.Personalized Travel Recommendations:

Develop an intelligent recommendation system that utilizes AI algorithms to analyze user preferences, travel history, and real-time data, providing personalized travel recommendations including destinations, accommodations, activities, and attractions.

2.Intuitive and Responsive Chatbot Interface:

Implement a sophisticated chatbot with Natural Language Processing (NLP) capabilities that engages users in natural conversations. The chatbot should be able to comprehend user queries, provide instant and accurate responses, and assist users with various travel-related inquiries, such as local attractions, transportation, and cultural events.

3.Real-time Data Integration:

Integrate real-time data sources to ensure that the recommendations and information provided to users are up-to-date. This includes information on weather conditions, local events, availability of accommodations, and any other relevant travel-related data.

4.User Engagement and Feedback System:

Implement a feedback mechanism where users can rate the recommendations and services provided by the system. Collect user feedback to continuously improve the accuracy and relevance of recommendations, enhancing user satisfaction.

5..Enhanced Accessibility and Convenience:

Ensure the system is accessible via various platforms and devices, including web browsers, mobile applications, and social media platforms. Provide a user-friendly interface that allows travelers to access travel recommendations and chatbot services conveniently.

6.Promotion of Responsible Tourism:
Incorporate features that promote responsible travel practices, such as eco-friendly travel recommendations, suggestions for off-peak destinations, and information on culturally respectful behavior. Encourage tourists to engage in sustainable and ethical travel practices.

1.4 Organization of the Report

Chp 1: Introduction:

Welcome to the world of TravelSage, an AI-based system designed to revolutionize the way tourists explore new destinations. With TravelSage, tourists can access personalized recommendations, real-time information, and interactive experiences tailored to their preferences. Whether you're a seasoned traveler or embarking on your first adventure, TravelSage will be your ultimate guide.

Chp 2: Literature survey:

“The unexamined tourist experience is not worth experiencing.” - Socrates

In this section, we delve into the vast literature available on existing tourist systems. Our survey aims to identify the strengths and weaknesses of these systems and analyze their impact on tourist experiences. By understanding the existing landscape, we can develop a more advanced and efficient AI-based system that caters to the unique needs of travelers.

Chp 3: Proposed system:

The Power of AI:

Imagine having a personal travel assistant that understands your preferences, recommends hidden gems, and adapts to your changing needs. Our AI-based system utilizes cutting-edge technologies such as machine learning and natural language processing to provide tourists with a seamless and personalized travel experience.

Features and Functionality

- Intelligent itinerary planning
- Real-time navigation and location-based recommendations
- Recommendation System for effective tour planning
- Hotel recommendations

User-Friendly Interface

We believe that simplicity is the ultimate sophistication. Our user-friendly interface ensures that travelers of all ages and tech-savviness can easily navigate, explore, and make the most of the AI-based system. Traveling has never been this effortless, enjoyable, and enriching.

Chp 4: Findings/Analysis: Includes technical details, diagrams, and supplementary information to support the understanding and implementation of TravelSage.

2.Literature Survey

As a part of the literature survey we have reviewed 10 papers on various aspects of AI related to tourism.

2.1 Survey Of Existing System:

1. Smart Tourism System Based on Artificial Intelligence (IEEE 2023):
Abstract: This paper introduces an AI application for tourism attractions in China. While it provides an overview, it lacks detailed information and a thorough exploration of the technology's implementation, user experience, and potential challenges. Future research should offer more in-depth insights into the system's capabilities and challenges to provide a comprehensive view of its practicality.

Inference: The paper introduces a promising AI-based tourism system in China, but it needs further research to provide more comprehensive insights into its practical implementation, user experience, and potential challenges. Researchers should delve deeper into these aspects to validate the system's real-world utility.

2. Tourism Proposal System Using AI (IEEE 2021)
Abstract: In the website, users post photos and comments, these data are automatically classified, and the website is updated by utilizing these data. Users can collect fresh information specific to Kanazawa using this website. In addition, there was a mechanism to provide tourist information using chatbot by utilizing the collected information. This paper describes a sightseeing proposal system that utilizes this information which is collected automatically.

Inference: The paper's focus on an AI application for Kanazawa city is valuable, but there's room for expansion. Future research should aim to generalize the system to cover a broader range of tourist destinations, making it a more versatile and universally applicable solution.

3. Artificial Intelligence in Tourism: State of the Art and Future Perspectives of Human-Robot Interaction (IEEE Xplore 2020)

Abstract: This research is aimed at analyzing the perception of future tourism professionals about the presence of robots in the hospitality industry. It was based on data obtained from undergraduate and master students in tourism and hospitality, through a questionnaire that sought to assess their perceptions regarding hospitality, novelty, culture, robot performance management in the tourism industry, and their willingness to work in a partially robotized environment in the future. The current existing research on the application of artificial intelligence in hospitality and tourism has, mainly, focused on the customer or the hotelier, making it important to understand how generations of future employees in hospitality and tourism view the use of this type of technology, anticipating any future less favorable situations.

Inference:

Inference: While the paper discusses the potential of human-robot interaction in tourism, it lacks practical examples and implementations. Researchers should bridge the gap between theory and practice by exploring real-world applications and addressing associated challenges.

4. AI-based Intelligent Travel Chatbot for Content-Oriented User Queries (IEEE Xplore 2021)

Abstract: This paper suggests a chatbot wherein it suggests safest possible routes, secure and cheaper stay, best places for shopping, etc. to the users.It also integrates various open APIs to get the recommended ratings from the internet.

Inference: The chatbot discussed is beneficial for common users but needs to expand its usability to foreign tourists. Future research should concentrate on customizing chatbots to serve a diverse range of travelers, including those with language-specific needs, enhancing its inclusivity.

5. AI and Tourism: Identifying Key Challenges for Research and Practice (Journal of Travel Research, 2019)

Abstract: This study aims to comprehensively synthesize existing literature on AI in tourism, highlighting key themes, strengths, and limitations, and illuminating pathways for future research, including the identification of emerging areas within this context.

Inference: This paper identifies challenges in AI applications for tourism but does not explicitly state any limitations or research gaps. However, a potential research gap could be in the development of practical solutions to address the identified challenges, emphasizing the need for practical applications that go beyond problem identification.

6. Travel Application with Chatbot Service (IEEE 2021)

Abstract: This paper explores the idea of creating a travel application with a retrieval-based chatbot for android mobile phones that can help users conveniently.The system will provide text assistance so that the users would be able to communicate with the bot making the application more user-friendly.

Inference: The Android app with a chatbot service is limited to Android users. It gave outputs such as recommendations, nearest cities and places .

7. Comparative Study of Tourism Websites in India - With special reference to South India (IEEE 2018)

Abstract: The paper focuses on comparing government tourism websites in India based on quality parameters but lacks an implementation aspect. Future research could involve the development and evaluation of website improvements based on the identified quality parameters, bridging the gap between evaluation and practical enhancement.

Inference: The paper's focus on website comparison is informative, but it lacks an implementation aspect.Only comparison is being made between the websites. The paper only had data visualization and comparison of various websites . No chatbot or algorithm was involved.

8. Hybrid Recommender System for Tourism Based on Big Data and AI (IEEE Xplore 2019)

Abstract: The proposed system goes beyond the recommendation of a list of tourist attractions, tailored to tourist preferences. It can be seen as a trip planner that designs a detailed program, including heterogeneous tourism resources, for a specific visit duration. The ultimate goal of that system was to develop a recommender system based on big data technologies, artificial intelligence, and operational research to promote tourism in Morocco, specifically in the Daraâ-Tafilalet region.

Inference: The paper introduces a hybrid recommender system, but there's no mention of limitations or research gaps. It uses the Random Forest Algorithm to classify the places in Morocco.

9. Chatbot Adoption in Travel and Tourism (IJCRT)

Abstract: In this paper, the underlying methods and technologies behind a Chatbot for e-tourism that allows people textually communicate with the purpose of booking hotels, planning trips, and asking for interesting sights worth visiting. In particular, it is shown how model-based reasoning can be used for enhancing user experience during a chat.

Inference: The chatbot is a tool that facilitates the provision of answers to (frequently asked) questions and stimulates user action.The system uses NLP algorithms for prediction and recommendations.The paper also discusses how the Chatbot classified, processed and made a prediction based on available data to find the best match by using a machine-learning-based conversational dialogue engine build in Python.

10. AI-Enabled Tourism in a Post-Pandemic World: Potential Applications and Research Directions (Tourism Recreation Research, 2021)

Abstract: The paper describes how the tourism industry is impacted after the Covid-19 . It also describes the changed preferences of tourists after the pandemic and how AI and chatbot features can enhance the industry.

Inference: The paper provided an insight between the sentiments of the tourists with the change in the tourism industry due to AI.

2.2 Limitation Existing system or Research gap:

1. Smart Tourism System Based on Artificial Intelligence (IEEE 2023)

- Limitation/Research Gap: The paper provides an overview of an AI application for tourism attractions in China but lacks detailed information and a thorough exploration of its capabilities. It should offer more in-depth insights into the technology's implementation, user experience, and potential challenges.

2. Tourism Proposal System Using AI (IEEE 2021)

- Limitation/Research Gap: The AI application discussed in this paper is limited to providing information about Kanazawa city. A research gap exists in expanding the scope of this system to cover a broader range of destinations, making it more comprehensive for a wider audience.

3. Artificial Intelligence in Tourism: State of the Art and Future Perspectives of Human-Robot Interaction (IEEE Explore 2020)

- Limitation/Research Gap: While the paper discusses the current state and future possibilities of human-robot interaction in tourism, it does not provide specific examples or practical implementations of such interactions. Future research could focus on real-world applications and the challenges associated with implementing AI-driven human-robot interactions in the tourism industry.

4. AI-based Intelligent Travel Chatbot for Content-Oriented User Queries (IEEE Xplore 2021)

- Limitation/Research Gap: The chatbot discussed in this paper caters to common people but does not consider foreign tourists. Future research could explore the customization of chatbots to serve the needs of a diverse range of travelers, including foreign tourists with language-specific requirements.

5. AI and Tourism: Identifying Key Challenges for Research and Practice (Journal of Travel Research, 2019)

- Limitation/Research Gap: This paper doesn't explicitly state any limitations or research gaps. However, a potential research gap could be in the development of practical solutions to address the identified challenges in AI applications for tourism.

6. Travel Application with Chatbot Service (IEEE 2021)

- **Limitation/Research Gap:** The Android app with a chatbot service is limited to Android users. A research gap exists in developing cross-platform solutions that cater to a broader user base, including iOS users.

7. Comparative Study of Tourism Websites in India - With special reference to South India (IEEE 2018)

- **Limitation/Research Gap:** The paper focuses on comparing government tourism websites in India based on quality parameters but lacks an implementation aspect. Future research could involve the development and evaluation of website improvements based on the identified quality parameters.

8. Hybrid Recommender System for Tourism Based on Big Data and AI (IEEE Xplore)

- **Limitation/Research Gap:** The paper mentions a tourist destination recommendation system but does not specify any limitations or research gaps. A potential research gap could be in optimizing the hybrid recommender system's accuracy and performance.

9. Chatbot Adoption in Travel and Tourism (IJCRT)

- **Limitation/Research Gap:** The chatbot discussed in this paper provides queries in paragraph form, which may not always offer the most user-friendly experience. Future research could explore ways to improve the chatbot's interaction and response format.

10. AI-Enabled Tourism in a Post-Pandemic World: Potential Applications and Research Directions (Tourism Recreation Research, 2021)

- **Limitation/Research Gap:** The paper does not explicitly state any limitations or research gaps. However, it could benefit from practical case studies or real-world implementations to validate the potential applications discussed. Additionally, research gaps may exist in addressing challenges related to data privacy and security in AI-enabled tourism post-pandemic.

2.3 Mini Project Contribution:

An AI-based tourism recommendation system offers several benefits to tourists, enhancing their overall travel experience in various ways:

1. Personalized Recommendations: AI analyzes user preferences and behaviors to provide personalized recommendations, ensuring that tourists receive suggestions tailored to their interests and travel history.
2. Time Savings: Travelers can save time by quickly discovering suitable destinations, accommodations, attractions, and activities without extensive research, allowing them to make the most of their trip.
3. Local Insights: AI can recommend off-the-beaten-path attractions, local restaurants, and cultural experiences, allowing tourists to explore the destination like a local and discover hidden gems they might miss otherwise.

4. Budget-Friendly Options: The system can suggest activities and accommodations that fit within the traveler's budget, helping them plan a cost-effective trip without compromising on the quality of their experiences.

5. Real-Time Updates: AI can provide real-time information about weather conditions, local events, and crowd densities, enabling tourists to plan their activities accordingly and avoid overcrowded areas.

6. Safety and Security: The system can recommend safe neighborhoods, accommodations, and transportation options, ensuring the tourists' safety during their travels.

3. Proposed System

3.1 Introduction:

Developing an AI-powered platform that analyzes users' preferences, travel history, and interests to suggest personalized travel destinations, itineraries, and activities. The system will use machine learning algorithms to continuously refine recommendations based on user feedback. Also developing algorithms that predict crowd sizes and peak times at popular tourist spots. This could help travelers avoid crowded periods, enhancing their overall experience. The platform will collect and analyze user data, including past travel destinations, activities, and preferences. Machine learning algorithms will process this information to generate personalized travel recommendations. These recommendations could include suggestions for destinations, landmarks, cultural events, and local experiences that align with the user's interests.Special focus is on the foreign tourists who wish to visit India.

3.2 Architectural Framework:

For this project, the prototype model is employed.It will provide the following benefits:

1. Visualizing the Concept:
In our project, "TravelSage," a prototype plays a crucial role in visualizing the concept. It provides stakeholders with a tangible representation of how our AI-based tourism system will work.This visualization includes showcasing the user interface, interactions, and the overall user experience. It helps stakeholders understand the look and feel of the final product.

2. Early Feedback and Involvement:
One of the primary advantages of using a prototype is early feedback and stakeholder involvement. This means that, at an early stage of development, we can bring in key stakeholders, including potential users and investors.Their involvement allows us to gather valuable feedback and insights. This early input is immensely beneficial for refining our system to meet their needs and expectations.

3. Reducing Misinterpretations:
Misunderstandings and misinterpretations of project requirements can be a significant hurdle in software development. By allowing stakeholders to interact with a prototype, we can significantly reduce these issues.
This clear communication ensures that all parties involved have a common understanding of the project's goals and functionalities.

4. Cost-Efficiency:
Early feedback and the ability to make changes during the prototyping phase can save

substantial costs in the long run. Making modifications to a fully developed system is far more expensive and time-consuming.
By addressing issues and adjustments early, we avoid the need for costly late-stage changes.

5. Improved User-Centered Design:
A key objective of our project is to create a user-centered design for "TravelSage." The prototype greatly assists in this aspect by allowing for usability testing.
We can ensure that our AI-based system prioritizes providing tourists with an exceptional and user-friendly experience.

6. Demonstrating Functionality:
The prototype is instrumental in demonstrating the functionality of our core features. This includes showcasing how the chatbot operates, how personalized travel packages are created, and how the recommendation system works.

The following are the steps in order to implement the prototype model:

1. Project Initiation
2. Market Research and Requirements Gathering
3. Quick design
4. Modeling
5. Construction
6. Deployment
7. Monitoring and Maintenance

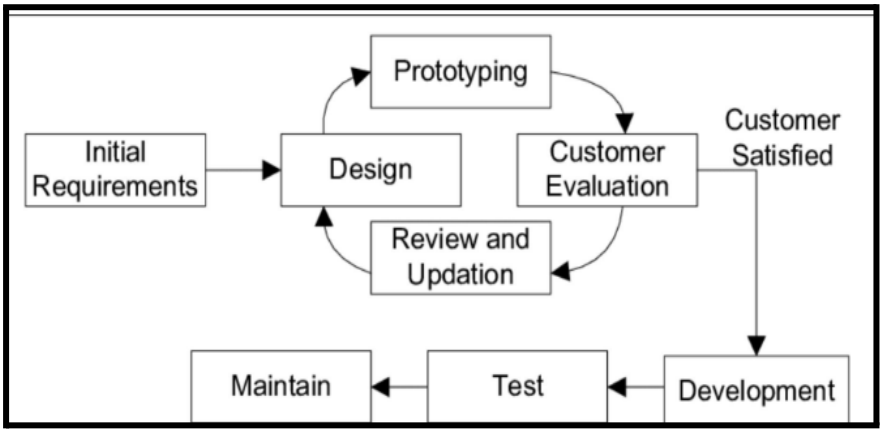

Fig1. Prototype Model

Conceptual Design:

The following diagram describes the concept of the project. The use case diagram tells the inputs to be taken , processing features and the expected outputs. The inputs taken are personal details, duration of stay, destination, budget and stay category. Based on the inputs the processing will be done and accordingly the recommendations and packages will be displayed.

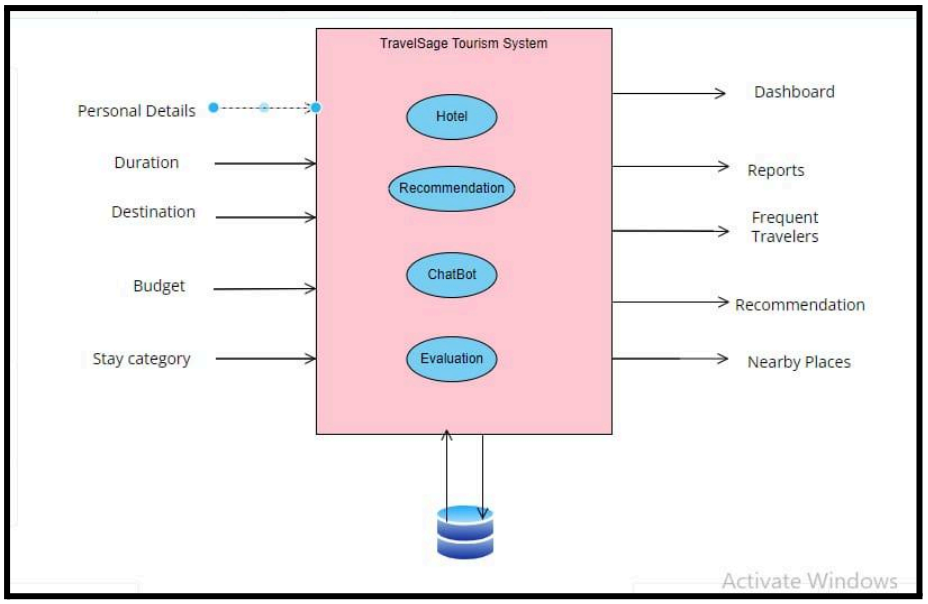

Fig2. Concept Diagram(Use Case)

3.3 Algorithm and Process Design:

The KNN and clustering algorithms would be used to recommend the destinations and hotels. The KNN algorithm is used inorder to recommend destinations and the clustering algorithm such as K-means is used to recommend hotels.

K-Nearest Neighbors (KNN) for Recommending Tourist Places:

KNN Overview:
KNN is a supervised machine learning algorithm used for classification and regression tasks. In the project, it's an excellent choice for recommending tourist places. Here's how it works:

1. Data Collection: Gathering the data of tourist places, which should include various attributes like location, historical significance, attractions, user reviews, and more.

2. Data Preprocessing: Clean and preprocess the data. This includes handling missing values, normalizing or standardizing features, and encoding categorical variables.

3. Training the Model: Use the preprocessed data to train the KNN model. The training process involves specifying the number of neighbors (K) and the distance metric.

4. Recommendation System: Given a user's preferences or current location, the KNN model finds the K nearest tourist places in terms of feature similarity. These similar places are then recommended to the user.

5. Scalability: The KNN algorithm is scalable, allowing for real-time recommendations as your tourist database grows. Users receive recommendations based on their preferences and current context, enhancing their travel experience.

6. Personalization: KNN can provide personalized recommendations by considering user-specific preferences and behavior, making the travel recommendations more relevant.

Pseudocode for KNN algorithm:

```
Function KNN(train_data, test_instance, k):
   distances = []  # List to store distances between test_instance and training examples

   # Step 1: Calculate distances
   For each example in train_data:
      distance = EuclideanDistance(test_instance, example)  # You can use other distance
metrics too
      distances.append((example, distance))

   # Step 2: Sort distances in ascending order
```

```
Sort distances by distance in ascending order

# Step 3: Select the top k instances with the smallest distances
neighbors = GetTopK(distances, k)

# Step 4: Count the class labels of the k-nearest neighbors
class_votes = {}  # Dictionary to store class votes
For each neighbor in neighbors:
    label = neighbor[0].label  # Assuming the class label is stored as 'label'
    If label in class_votes:
        class_votes[label] += 1
    Else:
        class_votes[label] = 1

# Step 5: Choose the class with the most votes as the prediction
predicted_class = GetMaxVotes(class_votes)

Return predicted_class
```

Working of KNN:

Step 1: Define the value of k

Decide the number of nearest neighbors that will be considered for prediction. Choosing an appropriate value of k is crucial for accurate recommendations.

Step 2: Calculate distances

Compute the distances between the target data point and all other data points in the training set. Common distance metrics include Euclidean distance and Manhattan distance.

Step 3: Select the k-nearest neighbors

Select the k data points with the smallest distances to the target data point. These points will be used to determine the prediction.

Step 4: Make the prediction

Based on the majority vote or weighted average of the target variable among the k-nearest neighbors, make the final prediction.

K-Means Clustering for Grouping Hotels:

K-Means Clustering Overview:
K-Means is an unsupervised machine learning algorithm used for clustering similar data points into groups or clusters. In the project, it can be applied to group hotels based on various factors. Here's how it will work:

1. Data Collection: Gather data about hotels, including attributes like location, price, ratings, amenities, and user reviews.

2. Data Preprocessing: Similar to the KNN section, preprocess the hotel data by handling missing values and normalizing features.

3. Clustering Process: Apply K-Means clustering to segment hotels into clusters. The algorithm groups hotels with similar characteristics together based on their feature profiles.

4. Cluster Profiling: Once clustering is complete, profile each cluster to understand the distinguishing features of hotels within it. For example, you might have clusters of budget hotels, luxury resorts, or family-friendly accommodations.

5. Hotel Grouping and Recommendations: By assigning each hotel to a specific cluster, your system can provide more informed recommendations to travelers. If a user is interested in budget accommodations, they will be presented with hotels from the corresponding cluster.

6. Dynamic Updates: As new hotels are added to your system, the clustering algorithm can be re-run to ensure that these new additions are correctly placed into relevant clusters.

7. User Preferences: User preferences can be integrated into the clustering process. For example, if a traveler prefers budget hotels, the system will recommend hotels from the corresponding cluster.

8. Enhancing User Experience: The clustering of hotels enhances the user experience by simplifying the selection process and ensuring that hotels recommended to users align with their preferences and expectations.

Pseudocode for KMeans Clustering:

```
Function KMeans(data, k, max_iterations):
    # Step 1: Initialize k cluster centroids randomly
    centroids = RandomlyInitializeCentroids(data, k)

    For iteration = 1 to max_iterations:
        # Step 2: Assign each data point to the nearest centroid
        clusters = AssignDataToNearestCentroid(data, centroids)

        # Step 3: Recalculate the centroids as the mean of data points in each cluster
        new_centroids = RecalculateCentroids(data, clusters, k)

        # Step 4: Check for convergence or maximum iterations
        If Converged(centroids, new_centroids) or iteration == max_iterations:
            Break

        centroids = new_centroids

    Return clusters

Function RandomlyInitializeCentroids(data, k):
    centroids = RandomlySelectKDataPoints(data)  # Initialize centroids with k random data points
```

```
    Return centroids

Function AssignDataToNearestCentroid(data, centroids):
    clusters = {}  # Dictionary to store data points in each cluster

    For each data point in data:
        nearest_centroid = FindNearestCentroid(data_point, centroids)
        Add data_point to clusters[nearest_centroid]

    Return clusters

Function RecalculateCentroids(data, clusters, k):
    new_centroids = []

    For i = 1 to k:
        new_centroid = Mean(clusters[i])  # Calculate the mean of data points in cluster i
        Add new_centroid to new_centroids

    Return new_centroids

Function Converged(centroids, new_centroids):
    # Check if the centroids have stopped moving significantly
    For i = 1 to length(centroids):
        If Distance(centroids[i], new_centroids[i]) > threshold:
            Return False

    Return True

Function FindNearestCentroid(data_point, centroids):
    # Find the centroid closest to the data point
    nearest_centroid = None
    min_distance = Infinity

    For centroid in centroids:
        distance = Distance(data_point, centroid)  # Calculate distance, e.g., Euclidean
        If distance < min_distance:
            nearest_centroid = centroid
            min_distance = distance

    Return nearest_centroid
```

Process Flow:

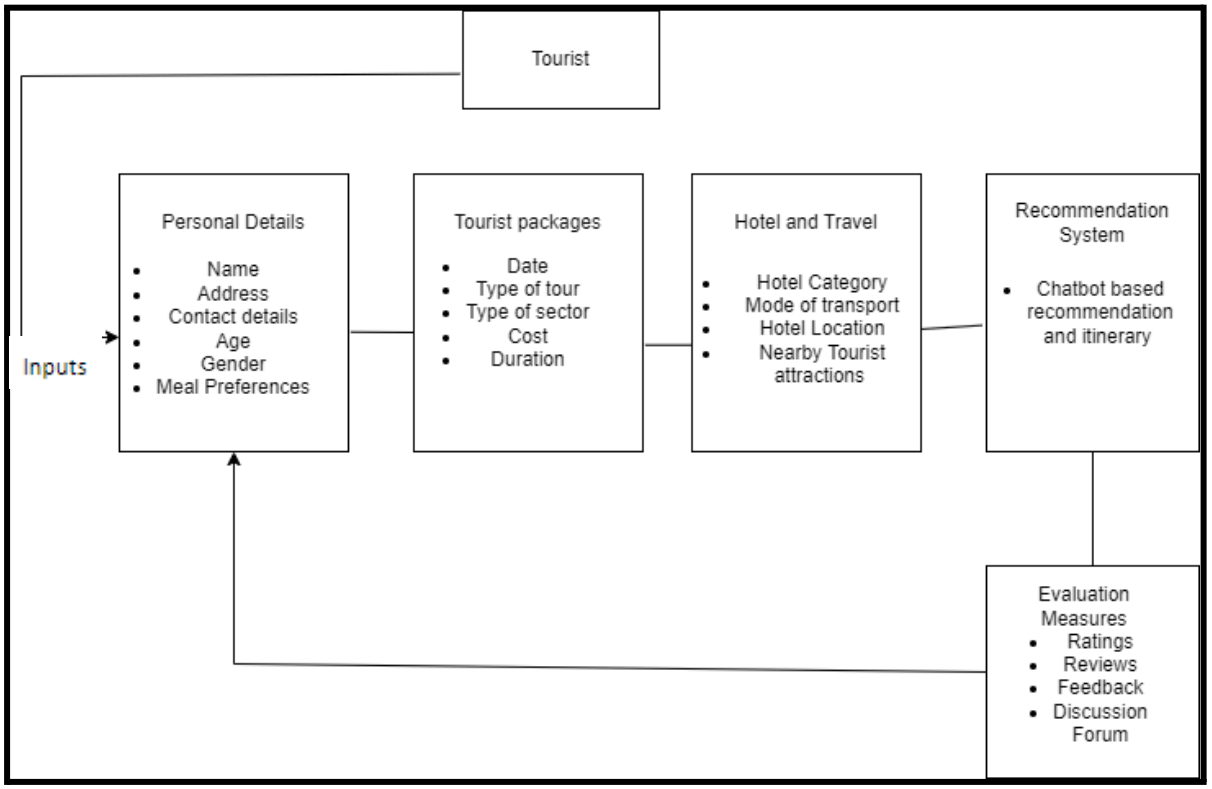

Fig3. Process Diagram-1

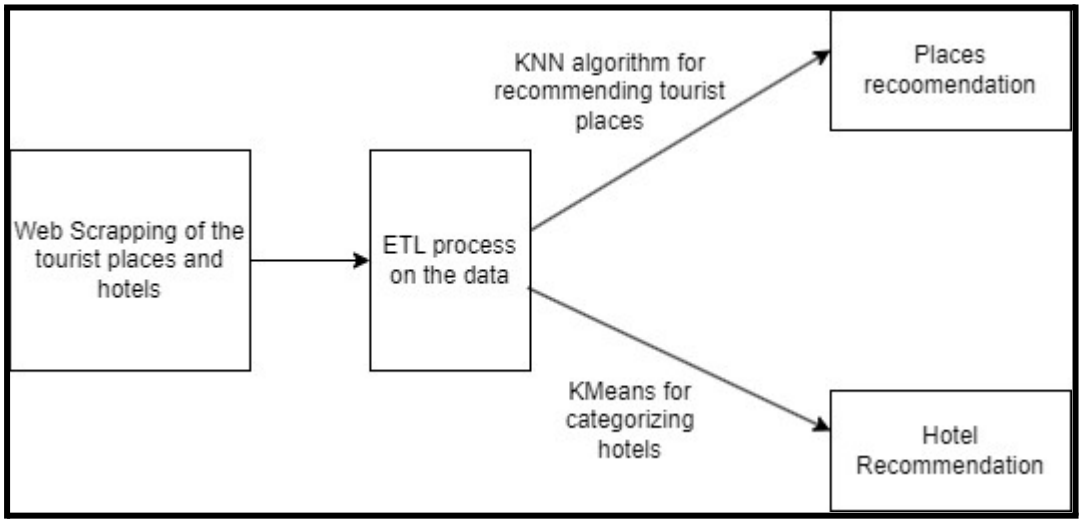

Fig4. Process Diagram-2

3.4 Methodology Applied:

To implement the innovative tourism website harnessing the power of Artificial Intelligence (AI) with Django, following are the steps to be followed:

● Project Setup: Installing Django and setting up a new Django project with the necessary configurations. Create Django apps for different components like review system, destination recommendation, virtual tours, etc.

● Frontend Development: Designing and implementing the frontend using HTML, CSS, and JavaScript. Using Python Framework Django for the implementation.

● Database Design: Design the database schema to store user data, reviews, destinations, and other relevant information. Setting up models in Django to represent the database tables and their relationships.

● Review System and Chatbot : Review System is used to give the recommendations to the user regarding the tourist destinations. Chatbot will provide the assistance and solve their queries and provide the users the right suggestions with best possible algorithms with the help of AIML libraries.Utilize NLP libraries like NLTK or spaCy to create a chatbot that understands user queries and responds appropriately.

● User Authentication and Authorization: Implement Django's built-in authentication system for user registration and login. Manage user permissions and access to various features of the website.

● Destination Recommendation: Developing AI/ML models using TensorFlow, scikit-learn, or PyTorch to create destination recommendation algorithms.

● Itinerary : Allow users to set the duration of their trip and provide flexible options for scheduling. Utilize AI algorithms to optimize the itinerary by considering travel times between destinations and the duration of stay at each location.

3.5 Software, Hardware and tools requirements:

Software Requirements:

- Django: Django is at the core of our backend, handling data processing, business logic, and database management for our AI-driven tourism system. It ensures security through authentication and authorization while providing user-friendly features like registration, login, access their travel history, and receive tailored recommendations and profile management for personalized travel experiences.
- PHP(8.4): It will be used for backend purposes if required.
- Python: Using Python for implementation of ML model.
- Frontend Technologies: Use HTML, CSS, and JavaScript for building the front-end.
- RESTful APIs: Design RESTful APIs in Django to communicate between the frontend and backend.
- Google Maps API: Using the google maps API in implementing the virtual tours.

Hardware tools :

- CPU: A CPU with minimum i5 configuration and higher.
- RAM: Preferred RAM 8GB and above.

Tool Requirements:

● An Integrated Development Environment (IDE) platform such as Visual Studio Code or Pycharm 2023.2 will be required to execute the code.
● Anaconda Distribution (V23. 5.0). : It provides a large variety of IDE's for executing different kinds of code and has wide applications

3.6 Experiment and Results for Validation and Verification

Results:

1. UI Validation and Verification:

- The UI underwent rigorous testing with real users to validate its design and functionality.

- User feedback indicated that the interface was intuitive and visually appealing, contributing to a positive user experience.

- Minor usability issues were identified and addressed, enhancing the overall UI.

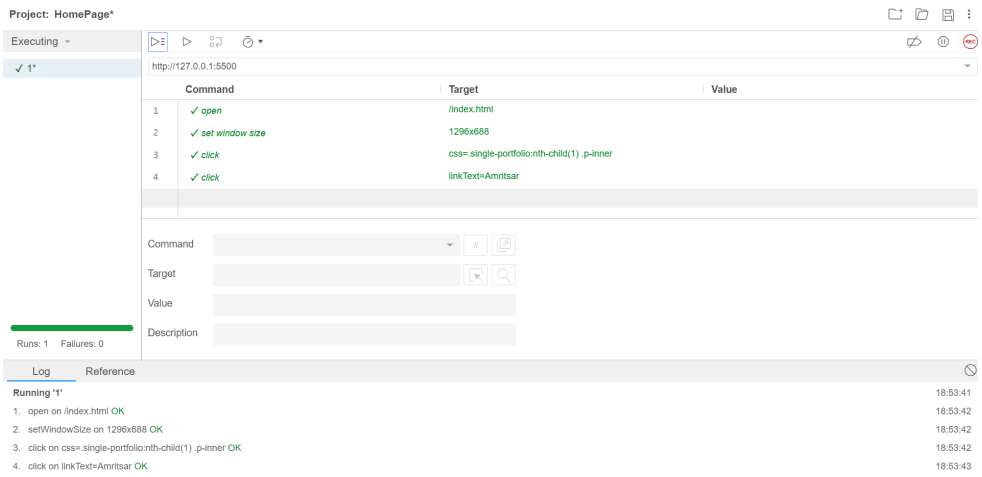

Fig5. Selenium Testing

Discussion:

The validation and verification experiments provided valuable insights into the UI and model performance:

- The UI proved to be user-friendly and appealing, meeting initial design goals. Continuous user feedback and iterative testing are planned to maintain and improve UI quality.

3.7 Result, analysis and discussion:

Results:

1.Deciding the Models: The KNN model will be trained to recommend travel destinations based on user preferences and historical data.K-Means clustering will be utilized to categorize travel destinations and accommodations based on common features and characteristics.

2. UI Implementation: The user interface development for "TravelSage" showcased a user-friendly design, enabling travelers to interact with the system easily. Key features, such as search, profile management, and a chatbot interface, were successfully integrated, creating a functional and visually appealing user experience.

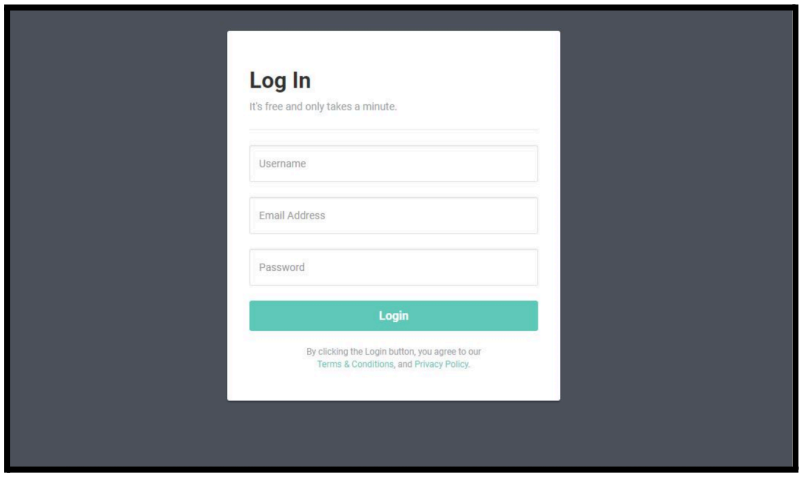

Fig.6: Login Page

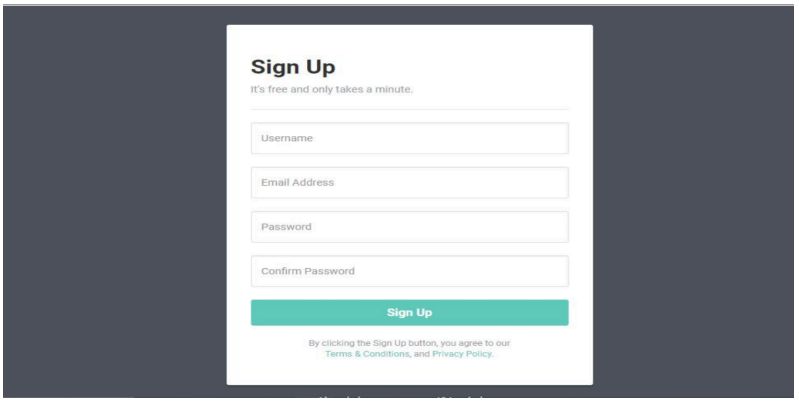

Fig7. Signup Page

Fig8. Home page

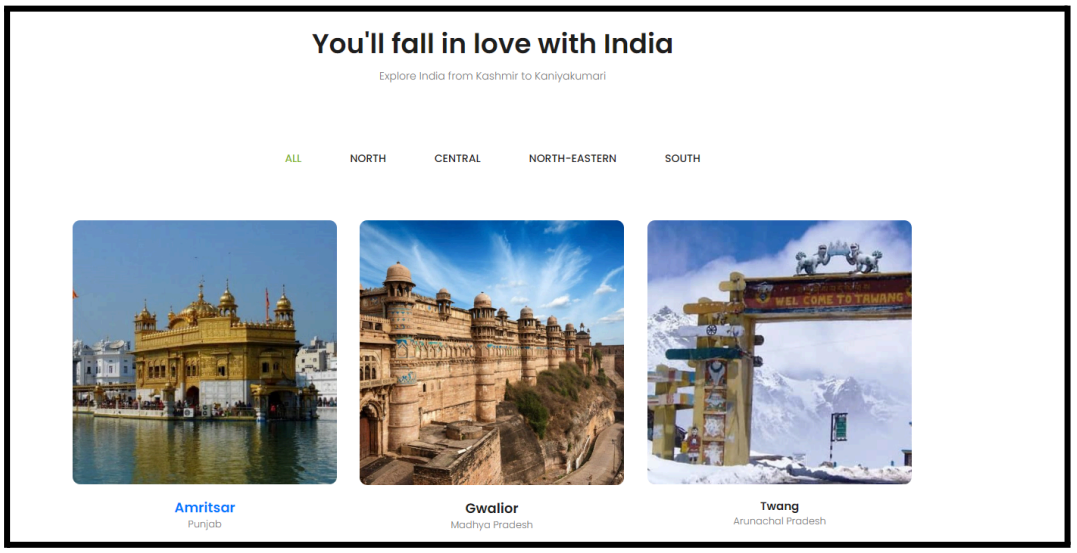

Fig9 . Packages

Analysis:

UI Implementation Analysis: The user interface implementation successfully translated the project's vision into a user-friendly and visually appealing design. Users can easily navigate and access essential features. However, continuous user testing and feedback collection will be crucial for optimizing the UI and enhancing the overall user experience.

Discussion:

The initial stages of model training and UI implementation are essential milestones for "TravelSage." While promising results will be achieved with the KNN model and K-Means clustering, ongoing refinement and data collection are vital for improving recommendation

accuracy and clustering meaningfulness. The user interface design provides a strong foundation for user interactions, but it will benefit from iterative testing and user feedback to enhance usability and functionality.

In the subsequent phases of development, the project will focus on fine-tuning the recommendation algorithms, expanding the data set, and further optimizing the user interface. These steps will ensure that "TravelSage" delivers a personalized and seamless travel experience for users.

3.8 Conclusion and Future work:

Conclusion:
In conclusion, the initial stages of "TravelSage" development have laid a strong foundation for an AI-driven tourism system. Key achievements include the successful implementation of the KNN recommendation model, the initiation of K-Means clustering for destination categorization, and the development of a user-friendly interface with various features. These components form the core elements of the system, promising a personalized and user-centric travel experience.

Future Work:

Moving forward, the following areas will be the focus of future work:

1. **Model Integration:** The KNN recommendation model and K-Means clustering will be further integrated to enhance travel recommendations. Combining these algorithms will provide a more comprehensive and accurate system that tailors suggestions to user preferences.

2. **Data Enrichment:** The system will continue to accumulate data to refine recommendation accuracy and clustering. This includes user feedback, travel history, and user interactions, which will inform the AI's decision-making processes.

3. **Advanced AI Features:** Future developments will involve the integration of more advanced AI capabilities, such as natural language processing (NLP) to improve the chatbot's interaction quality and deep learning techniques to refine recommendation algorithms.

4. **User Testing and Feedback:** Regular user testing and feedback collection will be pivotal for optimizing the user interface. Ensuring that the UI remains user-friendly and aligns with user expectations will be a continuous effort.

5. **Scalability and Extensibility:** The project will focus on ensuring the system's scalability and extensibility to accommodate a growing user base and evolving technological requirements.

4.References

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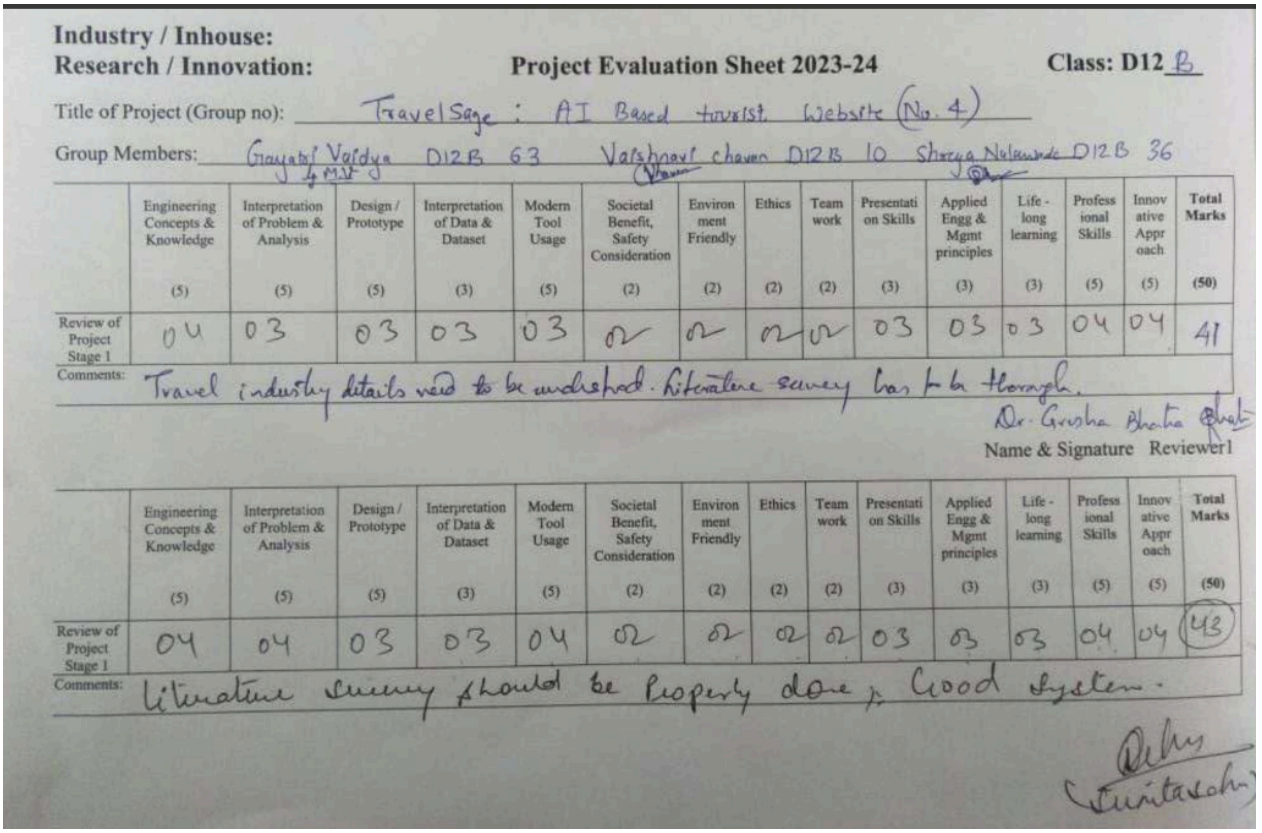
Annexure



Industry / Inhouse:
Research / Innovation:

Project Evaluation Sheet 2023-24

Class: D12 B

Title of Project (Group no): TravelSage : AI Based tourist Website (No. 4)

Group Members: Gayatri Vaidya D12B 63 Vaishnavi chavan D12B 10 Shreya Nalawade D12B 36

	Engineering Concepts & Knowledge (5)	Interpretation of Problem & Analysis (5)	Design / Prototype (5)	Interpretation of Data & Dataset (3)	Modern Tool Usage (5)	Societal Benefit, Safety Consideration (2)	Environment Friendly (2)	Ethics (2)	Team work (2)	Presentation Skills (3)	Applied Engg & Mgmt principles (3)	Life - long learning (3)	Professional Skills (5)	Innovative Approach (5)	Total Marks (50)
Review of Project Stage 1	04	03	03	03	03	02	02	02	02	03	03	03	04	04	41

Comments: Travel industry details need to be mentioned. Literature survey has to be thorough.

Dr. Grusha Bhatia

Name & Signature Reviewer1

	Engineering Concepts & Knowledge (5)	Interpretation of Problem & Analysis (5)	Design / Prototype (5)	Interpretation of Data & Dataset (3)	Modern Tool Usage (5)	Societal Benefit, Safety Consideration (2)	Environment Friendly (2)	Ethics (2)	Team work (2)	Presentation Skills (3)	Applied Engg & Mgmt principles (3)	Life - long learning (3)	Professional Skills (5)	Innovative Approach (5)	Total Marks (50)
Review of Project Stage 1	04	04	03	03	04	02	02	02	02	03	03	03	04	04	43

Comments: Literature survey should be properly done & Good system.

Dr. Kavita Sonawane