**FUTURE SCOPE:**

The future scope for personalized travel planning and tracking apps is quite promising. Some potential developments in this area include:

* More advanced AI and machine learning algorithms: This could allow for even more personalized travel recommendations and itineraries, based on user behavior and preferences.
* Integration with emerging technologies: Personalized travel planning and tracking apps may integrate with emerging technologies like augmented reality (AR) and virtual reality (VR) to provide users with a more immersive travel experience.
* Sustainability and eco-tourism: As sustainability becomes increasingly important to travelers, personalized travel planning and tracking apps may incorporate features that promote eco-tourism and sustainable travel.
* Personalized health and safety recommendations: With growing concerns around health and safety, personalized travel planning and tracking apps may provide users with personalized recommendations for health and safety measures during travel, such as COVID-19 precautions.

Overall, as technology continues to advance and travelers demand more personalized and convenient travel experiences, the future of personalized travel planning and tracking apps looks bright.