Group member list:

NG HO KIT (TP035012)  
LOH YEANI (TP035436)

SITI NUR IZLYN (TP035786)

Travel Consulting System

INTRODUCTION

In Artificial Intelligent project, we are required to develop an Expert System which uses knowledge specific to a problem area to provide “Expert Quality” performance in that application area. It serves as and information repository and consultant. This project documentation is carried out to support the Expert System created and as a review for the system.

This project is about Expert System of travel agency. The system is developed is important as the functionality of the program. The system chosen is perfect for travel agency as there are many features and objectives will be discussed in following pages. The system will interact with user or tourists to meet their needs. In addition, an interview conducted with manpower and experts to gain more information in order to create the most suitable system.

Human experts are not available 24/7 to serve customers. The staffs of travel agency would sometimes get tired or stressed with overload works which could lead to emotional problem and made bad decision. The system operates as automated help system and it is efficient in serving customers. Most of staffs might lack of expertise in handling the operation in travel agency company especially new staff. The system could be a training aid for them. Some staffs would make a mistake and being inconsistence in many ways, in operating and serving customer. This could subject to decrease of customers. Hence, this system is needed.

OBJECTIVE

* To make tourists to get more convenience to resolve their problems
* To get suggestions which is related to the conform to budget of tourist
* To prepare several options of the route map and select the most suitable route map before travelling
* To make tourist to get some ideas to make a decision and plan their journey of the trip

REQUIREMENT GATHERING

Crouch, G. I. “Expert Computer Systems in Tourism: Emerging Possibilities”, Journal of Travel Research, UK: Sage Publications, 29(3), (1991), 3-10.

**User-friendly**

For the purpose of this study, the reason why expert system is needed for travel agency will be the focus when mentioning user friendly. The expert system would assist the user according to their needs. User will be provided with options so they are free to choose the option of interest such as town of origin and town of destination for travel. It also helps to answer routine question even the user asks many times. Hence, it reduces the effort of manpower and experts. In addition, user friendly meet the user needs because the interaction occurs between user and the system make the process much easier.

**Productive**

In addition to satisfying environment, the expert system of travel agency is productive and useful since it could facilitate the user as it is designed to. It knows, thinks and acts like human expert even the ability is limited. It provides information which user needs to know. This can be proven after user insert the town of origin and destination as in user-friendly section, the system automatically displays vital information such as the distance between two towns or shortest route that existed between those towns. Hence, the system is productive for all user and they do not have to seek consult from travel agency anymore.

**Faster**

This research also concluded that expert system gives the faster service. The user can communicate with the expert system whenever and wherever with the presence of device and Internet connection. That could also help in saving several seconds. Even though expert system has limited ability, it is much faster than human. This is why it is more useful in the e-business era. In addition, the expert system of travel agency is known as faster technology which is useful for tourists.

The activity of travel agency is popular because it helps to assist the tourist to make a decision before travelling. Most of travelling agency will integrate Artificial Intelligence (AI) in 2030. Based on the latest report which written by Frost & Sullivan and in charge of Amadeus. First and foremost, traveler is willing to look for a travel agent in order to collect data before planning for a trip such as real-time location, health status, weather report, social updates and conversation. So the artificial intelligence may understand the traveler’s desires and provide several option and suggestions.

Moreover, the report mentioned that the best method to approach new travel experiences is understanding consumers’ needs and whether how the technological development conforms their needs, rather than the way of technology used to suit existing product as well as business procedure.

PROBLEM STATEMENT

Travelling has become a popular activity among travelers to explore and have fun at foreign places. Frost, Sullivan and Amadeus stated in their latest report that travelers are willing to look for a travel agent in order to collect date before planning for a trip. But there are few problem:

1. Human expert are not available all the time.
2. Human expert may get tired or stressed which can cause emotional problem.
3. Some human expert might lack of expertise.

This project mainly focuses on how expert system in travel agency provide expert quality services and performance. According to researcher, Crouch, G. I. (1991), artificial intelligence in travel agency are user-friendly, productive and faster which able to provide an “Expert Quality” performance in travel agency field. Frost, Sullivan and Amadeus also state that it is important to understand the data such as real-time location, health status, weather report, social updates and conversation to allow the artificial intelligence to provide quality options and suggestions.

FLOWCHART



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