

Impact of Artificial Intelligence on Tourism Development

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Introduction

UNWTO definition of tourism, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism in India - A Historical Perspective

Tourism thrives on the history of a country. It cannot be isolated from history especially in a country like India whose cultural heritage has a wealth of attractions. Besides its cultural heritage, India is noted for its natural surroundings, the architectural master pieces, paintings, music, dance, customs, mountains, valleys, beaches and rivers. Though India had attained very great reputation as a tourist Centre during the days of the early Maharajas of various dynasties, planned efforts were to systematize the process of growth of the tourism industry were made only by the English men towards the close of their reign. They made organized efforts towards the promotion of tourism in 1945. To start with they set up a high power Committee under the Chairmanship of Sir John Sargent, the then Educational Advisor to the Government of India, to study the problems of tourist traffic in the country.

Now a day's people all around the world travelling different places of the world for various purposes like spending their leisure time, to refresh mind and body, business purpose etc...without the discrimination of upper, middle and lower group. If we going through the reports of the WTTC we could realize that the number of travellers shows an increasing trend. While a tourists crossing the border the host country can reap lots of advantages. It creates job opportunities, contributes to GDP, helps to adopt new culture, prevent the rare natural resources, protect environment etc...its crystal clear the impact of tourism in the development of a nation. The impacts can classify as direct impact and indirect impact. Mainly the impact of tourism can be categorized into three, Environmental, Economic and socially related. Environmentally, tourism helps us to guard our natural environment, historical places, air, water, wild life, traditional culinary delights, customs and cultures.

Economically, tourism plays a vital role in the grass root development of a nation by contributing largest share in GDP (Gross Domestic Product), employment generation, enhancing the standard of living.

Socially, tourism helps to create a good relationship between host country and home country. People can learn new cultures and customs.

As per the recent report published by WTTC tourism is the largest developing sector in the world and its projected analysis also shows that this trend will continue in the future also. According to WTTC report tourism is the largest sector which contributing largest share in the GDP of the world. In 2018 it was 3.2% and also mentions it would reach at 3.6% in 2019.

Estimates & Forecasts						
World	2018 USDbn	2018 % of Total	2019 Growth	USDbn	2029 % of Total	Growth
Direct contribution to GDP	2,750.7	3.2	3.6	4,065.0	3.5	3.6
Total contribution to GDP	8,810.0	10.4	3.6	13,085.7	11.5	3.7
Direct contribution to employment	122,891.0	3.8	2.2	154,060.0	4.3	2.1
Total contribution to employment	318,811.0	10.0	2.9	420,659.0	11.7	2.5
Visitor exports	1,643.2	6.5	4.0	2,483.9	7.2	3.8
Domestic spending	4,060.1	4.8	3.5	6,031.9	5.3	3.7
Leisure spending	4,475.3	2.5	3.8	6,780.7	2.8	3.9
Business spending	1,228.0	0.7	3.0	1,735.1	0.7	3.2
Capital investment	940.9	4.4	4.4	1,489.5	5.0	4.2
2018 constant prices & exchange rates; 2019 real growth adjusted for inflation %; 2019-2029 annualized real growth adjusted for inflation % 000 jobs						

The above table underlines the impact of the tourism in the world very clearly. It contributes 3.6% of GDP and these trends will continue in future also. While taking into consideration of employment generation, alone tourism industry created 2.9% of total employment created by all sectors. Visitors export also shows an increasing trend and it will touch 2483.9 bn in 2029.

Objectives

1. To assess the growth prospectus of tourism industry.
2. To assess the impact Artificial intelligence on tourism industry

Methodology

The study is based on the secondary data. The data will be collected from the reports of WTTC, CSO, Ministry of Statistics and program implementation, magazines, books, journals and various websites etc....Trend analysis, mean, simple percentage methods used to analyses the data. The results obtained are presented using statistical tools and methods, graphs and charts.

AI is a branch of computer science that focuses on the development of intelligent machines which act and react like humans. AI can be defined as transferring human cognitive capacity to a machine. AI has existed many years back but it was in an infant stage and not capable of performing complex cognitive task itself and without having intervention of human brain. Now number of latest advancement has taken place in the AI. AI becomes more advanced and now it handles any complex task without a support of human assistance. AI can learn themselves, it can think and act according to situation even they can recognize and interpret the voice and speeches.

In today's day and age, it's hard to find a sector which is free from the impact of AI. Between the earth and sky we can see the golden touch of AI. It helps to boost the growth and development of all the industries. It created a radical growth in all sectors by the golden touch of AI.

AI is on continues growth, it becomes one of the attractive choice of business world to meet and compete with their rivals and its helps to fulfill the needs of the customer at maximum extends. While coming to the largest growing industry in the world, largest contributor of GDP, biggest sector which creates largest number of employment opportunities tourism sector is also under the impact and influence of AI

Following are the Important Applications of AI

NLP Natural Language Processing

NLP is branch of Artificial intelligence, it enable the user and machine communication by using natural language. A user can communicate with the machine by our own language and don't need to learn machine language machine will read, understand and will reply to you or act according to your communication. Even If your communication is poor this too will decipher by the machine.

These applications can be implemented in tourism sector also like Chabot, virtual agents etc...now we all are spending our major time for using gadgets and people are depending gadgets for everything hence we need not to approach a travel agent for any help. We can ask our queries and doubts to chatbots it will reply to you very fast and accurately at anytime from anywhere we can seek the help of a chatbot. Time is greatest constraints of a human hence they will go before where they can get fastest response chatbot helps to deliver information very quickly. Peoples in different location would be different in taste; they will not choose a tailor made option everyone would prefer the packages according to their taste and preference by using virtual agent everyone can customize their trip according to their wishes and tastes. Easy customization is possible through virtual agents.

Example: Sam, intelligent travel chatbot.

Personalization

Personalization means the process of designing and creation of something based on individual requirements. The travel options would be different to different individuals. We can't offer same travel plan to each and every one. Their preferred location, budget, means of transportation, food and accommodation etc...tourism service provide will not able to personalize millions customer's needs manually. Here we the application of AI takes the role of personalization and personalize the customers need according to their preferred location, budget, means of transportation, food and accommodation etc...

Prediction System

There are different kinds of tourism in the world like cruise tourism, wellness tourism, eco-tourism, adventure tourism, medical tourism etc...each kind of tourism have different time and seasons. The travellers will not have much awareness of the various seasons and which would be the better time to visit each place. If they travel without knowing the exact time and season they will lose their money and time. And it would be impossible to seek a help of a travel agent to know the right time and season. But here AI can help us to find which is the right time to visit each place at a minimum cost and effort it will also help us to enjoy more.

Fraud Detection

Advancement of technology has lots of advantages at the same time some technological players also misusing it. The cases of cheating and fraudulent activities are increasing day by day. We should be very vigilant and careful while using the technology. Fake news, fake offers, fake payment portal etc... AI helps us to distinguish genuine and reliable information and details hence we can protect ourselves from the trap of frauds.

Government Spending

Government of each country has to undertake the development of tourism places but it would be burden to government to spend largest amount for the development of each hook and corner without getting any economic benefits to the nation. Government can use AI to predict and forecast travellers choice in the future by analyzing the past data and trend. It will helps to concentrate the areas which has the growth prospectus in the future through this Government can save and protect its resources.

Conclusion

So far we discussed the advantages of AI. We can't move ahead by keeping away the applications AI. In each and every sector is under the impact and influence of AI. One of the largest growing sector

tourism industries is also under the influence and impact of AI. Tourism industries always trying to find more place to fit the applications of AI for boosting the growth and reap the advantages.

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