

The Impact of Artificial Intelligence (AI) in Tourism and Travel Industry; Leveraging the Global Market Share and as Smart Consumer Assistant (AI-Powered Chatbot)

Dr. Ni Gusti Ayu Dewi Paramita Arisandi

Post Doctoral in Project Management in Tourism. School of Business and Economics. Atlantic International University. Honolulu Hawaii, The United States of America

S.S, M. Par.

Post Doctoral in Project Management in Tourism. School of Business and Economics. Atlantic International University. Honolulu Hawaii, The United States of America

Abstract:

The integration of Artificial Intelligence (AI) into the tourism and travel industry is revolutionizing business models and customer experiences globally. This study explores AI's impact on enhancing market share and acting as an efficient smart consumer assistant, with a focus on AI-powered chatbots. Using qualitative descriptive methods, and data derived from 100 respondents, including industry professionals and travelers, reveal AI's transformative role in streamlining operations, optimizing resources, and improving efficiency. AI-powered chatbots enable 24/7 personalized service, real-time responses, and enhanced user engagement, while AI-driven data analysis delivers travel recommendations, predicts consumer behavior, and identifies market trends. These innovations meet the demands of high-tech consumers, foster loyalty, and maintain competitiveness in a dynamic global market. Challenges include the need for robust data privacy measures and substantial investment in AI infrastructure. Nonetheless, the study highlights AI's transformative potential to reshape operations and customer interactions. Strategic adoption of AI technologies, particularly chatbots, is recommended to boost market share, enhance satisfaction, and drive growth in the tourism and travel industry.

Keywords:

Artificial Intelligence, (AI) in Tourism and Travel Industry, AI in Global Market Share, AI-Powered Chatbot as Consumer Smart Assistant.