

# ARTIFICIAL INTELLIGENCE BENEFITS THE TOURISM INDUSTRY



In recent months, most social networks and the leading media have shared the same topic of conversation: The impact of Artificial Intelligence (AI) on multiple sectors.

According to the Big Data & AI Executive Survey, published in 2019, artificial intelligence, in the future AI, will become an excellent ally for those companies that seek to be more agile, effective, and adaptive to the needs of their customers by improving the efficiency of their processes and services.

A clear example of that is the tourism industry. In recent years, the tourism sector has undergone a substantial transformation, especially after the pandemic, a moment in which, more than ever, it has been necessary to obtain data on the behavior of the regular visitor, the potential visitor, and, above all, to carry out analysis obtaining real-time data to understand how your preferences and needs have changed.

The use of AI and data has become increasingly important for companies in the tourism industry for two main reasons: it allows them to provide a personalized and memorable customer experience. Also, it gives them a competitive edge over other companies in the same field.

Organizations must prioritize a comprehensive understanding of their client's experiences to survive in the current tourism industry environment. The digitized data provided by AI allow, in real-time, a constant and exhaustive analysis of their interests. This optimizes any initiative to improve the service and allows the definition of the best communication strategies segmented according to each user's behavior.

The tourism sector has undoubtedly adopted AI as part of its business to reach more people, improve relationships with users, optimize processes, and be more efficient, innovative, and operational. AI data allows tourism businesses to focus on improving the customer's visit as much as possible and guaranteeing an experience of maximum value, with more personalized and differentiated attention than ever, thanks to all the intelligent information travelers can collect.

## **The use of AI to lead user search**

In recent years, we have seen how both tourists and travel professionals face digital reality. What user does not look at the reviews of a hotel or restaurant on the internet? Who compares ticket prices? How often do we look for the best routes and activities? Visitors have become authentic self-taught when planning, searching for, and booking itineraries and accommodations for any trip. They co-create their vacation dream. For this reason, tourism companies, technology, and AI are vital in gaining global visibility and leading the search when users organize any getaway.

However, not all companies in the industry progress equally. Although many travel, transport, and hospitality companies have expressed interest in integrating technology and reaping its benefits, they still rely on traditional methods of operation. They only use technology sporadically. As a result, they are still determining how to transition to a data-driven approach that prioritizes the customer

and empowers their team to take action. Undoubtedly, AI, which could become a great ally, is still a point of pain and resistance.

The problem for these companies is not the technology itself but the lack of good execution, which limits the success of any strategy they may have. For this reason, companies in the tourism sector cannot wait for what the future may bring.

### **Steps to perform the changes**

It is not enough to incorporate the best technology to use AI and data effectively, especially in the tourism sector, and to benefit from all the advances that technology offers. Before, the following steps are required:

From the power of range to the power of data: The aim is to develop an AI-centered organizational culture where AI-generated recommendations guide everyone's thinking, actions, and decision-making to optimize their activities.

From the organization chart to the network: integrating changes and ways of working that incorporate Artificial Intelligence into the day-to-day networks of self-organized, multidisciplinary teams capable of collaborating and using the analytical power of AI to create together, measure, learn, and iterate.

From specialized talent to augmented talent: promoting continuous transformation, learning agility, collective intelligence, and the ability to take on transdisciplinary challenges, collaborating with both people and AI algorithms.

AI not only helps to have better feedback between company and client in a single click but also helps to know the users' profile down to the smallest detail. Who are they? What do they do? What do they want? In addition to their context, even their emotions and feelings are also important. Customer experience in capital letters.

Today technology accelerates the tourism sector. It offers tourism industry professionals detailed and specific information about the profiles that use travel and hospitality services.

Date: 2023-05-10

Article link: <https://www.tourism-review.com/ai-positively-impacts-the-tourism-industry-news13127>