

# GENERATIVE AI MAKING A DIFFERENCE IN THE TRAVEL INDUSTRY



Generative AI (artificial intelligence) has captured the travel industry's attention, with experts discussing its opportunities and highlighting some that excite the industry.

## Answers Questions with Human-like Conversations

Generative AI-powered chatbots have become increasingly popular due to their ability to mimic human-like conversations. This means that when clients interact with AI, they can expect to communicate as they would with another person.

**The natural language aspect of generative AI is beneficial during the inspiration phase, assisted booking, and partially for servicing.** People can ask us questions or seek advice, and AI will provide the information they need.

The transformative ability of generative AI to interact with customers in a human-like manner has simplified the customer service process. Clients don't have to type one or two-word queries like on search engines or other sites. Instead, they can just speak into the interface and ask for what they need. This capability makes customer service more accessible and user-friendly.

## Generative AI Can Boost Employee Productivity

Generative AI can significantly ease the workflow for developers and increase productivity. The aspect of developer productivity is phenomenal. The ability to assist developers in becoming more efficient is incredible.

GenAI can assist with complex tasks in the travel industry, such as comparing destinations or hotels, which can be time-consuming if done manually. Experts can depend on GenAI to help them complete these tasks quickly. GenAI democratizes this service for everyone, whether a website, product, or service has two or thousands of employees.

## Removing Barriers to Travel with Generative AI

According to experts, Generative AI can potentially remove language barriers and make travel more universal. When people travel to a destination where the language differs from theirs, they may have to interact with companies that do not speak their language. In such cases, **Generative AI can help people communicate quickly to complete tasks more efficiently**, even if they are not operating in the traveler's native language. With the help of Generative AI, speech recognition can be converted into the native language, enabling efficient task implementation and response. Additionally, text-to-speech can be used to get the response back to the clients.

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