



Research Article

A Survey on the Potential of Artificial Intelligence Tools in Tourism Information Services

Osamah Mohammed Alyasiri ^{1,2,*}, Kalaivani Selvaraj ², Hussain A. Younis ^{3,2}, Thaeer Mueen Sahib ^{4,5}, Muthana Faaeq Almasoodi ^{6,7}, Ismail Dergaa ^{8,9,10}, Israa M. Hayder ¹¹

¹ Karbala Technical Institute, Al-Furat Al-Awsat Technical University, Karbala, 56001, Iraq

² School of Computer Sciences, Universiti Sains Malaysia, Penang, 11800, Malaysia

³ College of Education for Women, University of Basrah, Basrah, 61004, Iraq

⁴ School of Electrical and Electronic Engineering, Universiti Sains Malaysia, Penang, 14300, Malaysia

⁵ Kufa Technical Institute, Al-Furat Al-Awsat Technical University, Kufa, 54011, Iraq

⁶ Department of Tourism Studies, College of Tourism Science, University of Kerbala, Iraq

⁷ School of Housing Building and Planning, Universiti Sains Malaysia, Penang 11800, Malaysia

⁸ Primary Health Care Corporation (PHCC), Doha, Qatar

⁹ Research Unit physical Activity, Sport, Basrah, and Health, UR18JS01, National Observatory of Sport, Tunis 1003, Tunisia

¹⁰ High Institute of Sport and Physical Education, University of Sfax, Sfax, Tunisia

¹¹ Qurna Technique Institute, Southern Technical University, Basrah, 61016, Iraq

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ABSTRACT

Recently, ChatGPT, an advanced AI language model, has transformed the tourism industry by redefining how travelers access information and experience destinations. This survey explores the multifaceted potential of ChatGPT in various sectors of the tourism domain. The study begins by addressing the ethical considerations related to AI and natural language processing, emphasizing the necessity of privacy and data security in ChatGPT interactions. It analyzes the recent research findings, demonstrating ChatGPT's efficacy in translating languages for tourists and improving services. The technology's impact on tourism education and research is explored, highlighting its disruptive effects, benefits, and challenges, particularly in academic contexts. The paper delves into ChatGPT's influence on the hospitality and tourism sector, focusing on its role in customer interactions, backend operations, and research methodologies. Additionally, it examines ChatGPT's implications for content creation, visitor motivations, cultural perceptions, and regional tourism management. These insights shed light on ChatGPT's potential to enhance customer experiences, influence visitor behaviors, and bridge cultural gaps in diverse tourism contexts. Concluding with preliminary guidelines for ChatGPT adoption, this paper equips industry professionals with essential knowledge to leverage the technology effectively. By embracing ChatGPT, the tourism industry can provide travelers with more informed, personalized, and immersive experiences, thus enhancing overall satisfaction and engagement during their journeys.

1. INTRODUCTION

In the dynamic landscape of the modern tourism industry, the integration of cutting-edge technology has become indispensable to enhance visitor experiences and streamline information dissemination. One of the most transformative technological innovations in this realm is Artificial Intelligence (AI) tools (e.g., ChatGPT). With their ability to process vast amounts of data, analyze patterns, and provide intelligent insights [1,2], AI tools have emerged as a game-changer in the domain of tourism information services. Moreover, artificial intelligence tools play a crucial role in the travel and tourism industry due to the complex decision-making involved in planning and experiencing a trip.

Tourists face a multitude of choices, from selecting destinations, transportation, accommodation, to activities, and these decisions significantly impact their overall satisfaction. The sheer variety of options available necessitates assistance, making AI tools particularly valuable in helping both tourists and tourism organizations find optimal matches between preferences and offerings [3]. With an almost infinite supply of potential customers, organizations grapple with the intricate task of matching demand with personalized travel packages, a challenge well-suited for AI capabilities. Additionally, AI proves beneficial in aiding tourists to navigate the unfamiliar aspects of their destination, such as language, cultural norms, and cuisine, enhancing the overall travel experience [4-7]. Also, automation in tourism spans various stages of the travel experience, offering both benefits and risks for tourists, destinations, and service providers. The applications are diverse, with some designed to provide continuous support throughout the entire travel journey. Intelligent automation begins at the pre-trip stage, aiding tourists by inspiring travel ideas and assisting in activities like information search, booking, and pre-arrival experiences [8,9].

This proactive use of automation enhances the overall efficiency and convenience of the travel planning process, streamlining tasks for both consumers and authorities'/service providers. Customers can engage in either "co-creative" collaboration or "co-destructive" behavior [10].

Tourism businesses are leveraging AI tools to cut operating costs and maintenance expenses, mirroring trends in other sectors [11]. The hospitality industry is already embracing AI-driven marketing. With evolving and sophisticated technology, experts in tourism will explore new avenues to integrate big data and AI, aiming to enhance customer satisfaction and further transform the industry.

This survey delves into the vast potential of AI tools, particularly ChatGPT, in revolutionizing various sectors, including tourism, medicine and healthcare, English language editing, and image analysis. Traditionally, tourists relied on guidebooks, brochures, and local guides for information about destinations, accommodations, attractions, and local customs. However, the advent of AI technologies like ChatGPT has opened new horizons. In the tourism industry, it enables the provision of personalized and real-time information services to travelers. Similarly, in medicine and healthcare, ChatGPT is instrumental in enhancing patient communication, aiding in diagnostic processes, and contributing to medical research [12]. In the realm of language services, it offers substantial improvements in English language editing, facilitating more accurate and context-aware translations and corrections [13-15]. Additionally, its application in image analysis is transforming the way we process and interpret visual data, making it invaluable in fields ranging from medical imaging, image analysis and object detection, to digital marketing [16-19].

Therefore, ChatGPT, powered by state-of-the-art artificial intelligence, presents an unparalleled opportunity for revolutionizing tourism information services. Unlike static information sources, ChatGPT engages users in real-time conversations, understanding their preferences and offering tailored recommendations [20]. Its natural language processing capabilities empower it to comprehend diverse queries, ranging from accommodation options and local attractions to cultural nuances and travel tips. Its ability to provide instant, contextually relevant responses enhances the efficiency of tourists' decision-making processes. Additionally, ChatGPT's multilingual support ensures seamless communication for travelers exploring destinations where language barriers might otherwise pose challenges.

Moreover, AI technologies, including ChatGPT, play a pivotal role in enhancing operational efficiency for tourism businesses. From predictive analytics for demand forecasting to intelligent pricing strategies, these tools optimize resource allocation and revenue generation. AI-driven language translation services facilitate effective communication between tourists and locals, fostering cultural exchange and mutual understanding.

This survey aims to explore the diverse applications of AI tools, specifically focusing on ChatGPT, in tourism information services. By understanding the current landscape and future prospects of ChatGPT in tourism, this study provides valuable insights for industry stakeholders, policymakers, and researchers alike. As we navigate the digital age, comprehending and harnessing the potential of ChatGPT in tourism not only augments business success but also ensures that travelers embark on journeys well-informed, inspired, and empowered.

2. LITERATURE REVIEW

In recent months, ChatGPT has garnered significant attention for its potential impact on the tourism industry. This AI-driven technology has not only raised awareness but also provided a foundation for understanding and integrating its capabilities within various tourism sectors. As we keep pace with the rapid advancements in AI and natural language processing (NLP), it is becoming increasingly clear that ChatGPT can play a pivotal role in reshaping the tourism landscape.

In the following subsections, we categorize types of tourism based on recent studies' findings, highlighting the areas where ChatGPT has already started making valuable contributions. One notable application is in enhancing customer service through AI-powered chatbots. These chatbots, leveraging ChatGPT's advanced language capabilities, are being used by hotels, travel agencies, and tourist information centers to provide instant, accurate information to travelers, ranging from booking assistance to local recommendations.

Furthermore, these subsections will delve into how ChatGPT is currently being applied across different types of tourism, showcasing its versatile applications and underlining its potential to revolutionize the industry.

2.1 Tourism Industry

Sanjana Kolar and Rohit Kumar [21] examine the effectiveness of ChatGPT, an AI language model, in translating English into Hindi, Telugu, and Kannada for tourists in India. Their study finds that Hindi translations perform the best in terms of accuracy and fluency, highlighting ChatGPT's capability in bridging language barriers and enhancing communication for tourists. I. Carvalho and S. Ivanov [22] delve into the perceptions of tourism industry stakeholders regarding ChatGPT's influence on the sector. Their qualitative research reveals diverse opinions on the integration of AI in tourism, discussing both the opportunities and challenges it presents. The study conducted by [23] involves thorough data collection and analysis, concluding that ChatGPT holds significant potential in improving services and enriching the traveler experience. The technology can aid service providers in offering quick and efficient responses to tourists' inquiries, thereby solidifying their competitive edge. O. Çolak [24] explores the impact of GPT technology on tourist behavior and its application in recreational tourism management. This research discusses how GPT technology can enhance customer interaction, aid in decision-making, and provide personalized travel experiences in recreational-based tourism. Additionally, Ş. Ş. Demir and M. Demir [25] gather insights from interviews with professionals across various fields within the tourism industry. Their findings emphasize the versatility of GPT models like ChatGPT in transforming tourism operations, from marketing strategies to customer service enhancements. These insights collectively underscore the transformative role of ChatGPT and similar AI technologies in reshaping the tourism industry, making it more adaptive, responsive, and customer-centric.

2.2 Tourism Education and Research

S. Ivanov and M. Soliman [26] delve into the profound influence of AI models like ChatGPT on tourism education and research, highlighting their disruptive nature and potential benefits. Their paper discusses the concerns surrounding academic integrity and the evolving role of these technologies in academic publishing. It underscores how AI chatbots are fundamentally altering the educational and research landscape in tourism, offering innovative approaches but also presenting new challenges in maintaining the quality and originality of academic work. F. Ali and C. [27] explore the importance of technology and online learning tools in enhancing tourism education. Their research encourages educational institutions to invest more in information and communication technologies (ICTs) and integrate these tools into curricula, thereby better preparing students for an industry increasingly shaped by technological advancements. Furthermore, L. Skavronskaya and colleagues [28] investigate the potential of AI, particularly ChatGPT, in tourism education, focusing on the ethical implications and cognitive aspects of its utilization. Their study offers valuable recommendations for educators on maintaining academic integrity while effectively leveraging AI tools in teaching and research. This collective body of work contributes to a growing discourse on the integration of AI in educational settings and its specific impact on the tourism sector.

These studies highlight the need for a balanced approach that embraces the advantages of AI technologies, such as ChatGPT, while addressing ethical concerns and ensuring the quality and relevance of tourism education and research in the digital age.

2.3 Hospitality and Tourism Industry

Y. K. Dwivedi and colleagues [29] explore the significant growth observed in the hospitality and tourism sector post-pandemic, particularly in terms of customer numbers. Their study delves into the increasing utilization of technology in both customer-facing and backend operations of the industry. A special emphasis is placed on the adoption of self-service

technologies, highlighting how these innovations are transforming the customer experience and operational efficiency in the hospitality sector. D. Gursoy and team [30] discuss the far-reaching implications of adopting ChatGPT in the industry. They predict that the integration of such AI tools will lead to substantial shifts in customer information search behavior, decision-making processes, and the way businesses offer personalized services and experiences. Their overview addresses the benefits, challenges, and potential threats posed by generative pre-trained transformers (GPTs) in hospitality and tourism, providing a comprehensive understanding of the impact of these technologies. Meanwhile, H. Shin and collaborators [31] contribute significantly to bibliometric research in tourism. Their work demonstrates the burgeoning potential of AI-based chatbots like ChatGPT in enhancing research methodologies within the field.

This contribution underscores the evolving nature of research techniques in tourism studies, pointing towards a future where AI tools not only enhance customer and operational aspects of the industry but also play a crucial role in academic and market research, thereby shaping the future trajectory of the hospitality and tourism sector.

2.4 Tourism and management

In the evolving landscape of tourism and management, N. P. Y Zhang [32] delves into the capability of ChatGPT to create marketing content, assessing its distinguishability and effectiveness compared to content crafted by human tourism marketers. This study opens up discussions on the potential of AI to revolutionize marketing strategies in the tourism industry. F. Fusté and colleagues [33] explore the burgeoning opportunities presented by Generative Pre-trained Transformers (GPTs) like ChatGPT in influencing visitor motivations and perceptions, particularly in gastronomy-related tourism. Their work suggests that AI can play a significant role in enhancing the culinary tourism experience, thus impacting tourist choices and preferences. S. Chen and team [34] examine the influence of ChatGPT on tourism across regions with diverse cultural backgrounds. This study underscores the importance of considering cultural nuances when assessing the acceptance and effectiveness of AI technologies in different tourism markets. Furthermore, L. Mich and R. Garigliano [35] provide preliminary guidelines for implementing ChatGPT in tourism.

This foundational work aims to assist stakeholders in the tourism industry in understanding and navigating the complexities of AI technology, highlighting its potential benefits and challenges.

Table 1 in the document serves as a valuable summary, collating key research contributions from recent studies in this domain. It also sheds light on perceived limitations identified by the authors, pointing towards areas that require further research and development.

This comprehensive overview not only illustrates the current state of AI application in tourism and management but also sets the stage for future advancements and explorations in this field.

3. DISCUSSION AND CHALLENGES

This section of the paper critically evaluates the multifaceted impact of ChatGPT in the tourism industry, focusing on both its transformative potential and the inherent challenges it presents. ChatGPT's advanced capabilities in language translation have emerged as a cornerstone for enhancing international travel experiences. By facilitating real-time, accurate translations, ChatGPT can effectively bridge communication gaps between tourists and locals, thereby improving the overall travel experience. However, despite its proficiency, concerns regarding the accuracy and contextual relevance of translations in complex linguistic scenarios persist.

The integration of ChatGPT in travel services, providing 24/7 assistance and personalized recommendations, marks a significant shift towards operational efficiency and elevated customer satisfaction. However, this shift towards AI-driven services raises critical questions about the future role of human employees in the tourism sector, pointing towards a potential redefinition of job roles and skills requirements.

In the context of tourism education and research, ChatGPT presents both opportunities for innovation and challenges related to academic integrity. The need for an educational overhaul to incorporate AI tools effectively is evident, as is the necessity for strategies to prepare students for a tourism industry increasingly reliant on AI technologies.

The adoption of self-service technologies, accelerated in the post-pandemic era, highlights ChatGPT's role in facilitating contactless and efficient service options. While these technologies align with current health and safety concerns, they also bring forth issues related to the impersonal nature of service and the loss of traditional hospitality's human touch.

Ethical considerations form a crucial aspect of our discussion. Concerns over data privacy, the potential displacement of jobs, and the impersonal nature of AI interactions in the hospitality and tourism sector are areas that require urgent attention and proactive strategies. Furthermore, the paper discusses how ChatGPT's capabilities in content generation compare with human marketers. While AI shows prowess in generating engaging content, the discussion underscores the need for a balance between AI efficiency and the irreplaceable creative and empathetic aspects of human input.

Moreover, the study identifies several key challenges associated with the adoption of AI in tourism. These challenges

TABLE I. Research Contributions and Unaddressed Limitations in Utilizing AI (ChatGPT) Tools in Tourism.

Authors & Years	Main Contributions	Limitations
S. Kolar and R. Kumar (2023) [21]	The experiment utilizes OpenAI Language Model (LLM) model, the “gpt-3.5turbo” variant, for translating English text to the target language.	The research needs for refinement in Telugu translations and the exploration of advanced models to enhance Kannada translations.
I. Carvalho and S. Ivanov (2023) [22]	The models provide 24/7 assistance, answer FAQs, offer personalized recommendations and aid in reservations, leading to cost-efficiency and higher customer satisfaction.	The research lacks a thorough examination of the potential negative consequences for human resources and does not address the associated challenges and ethical concerns.
M. A. K. Harahap et. al., (2023) [23]	A comprehensive analysis is done on ChatGPT technology and its potential applications in enhancing tourist information services in the context of the tourism industry.	Lack of personal interaction and ethical concerns, without providing concrete evidence or case studies to illustrate.
O. Çolak (2023) [24]	The paper highlights the advantages of GPT technology, such as improved customer interaction, decision-making, and personalized travel experiences.	Lack of information leads to potential user distrust. the accuracy and quality of content, unintentionally insensitive content, language errors, data confidentiality, and data security.
Ş. Ş. DEMİR and M. DEMİR (2023) [25]	The paper addresses the current and evolving landscape of the tourism industry in the context of AI technology.	It presents challenges related to language, culture, data security, employee creativity, and the inability to provide the human touch that is crucial in the tourism industry
S. Ivanov and M. Soliman (2023) [26]	It offers practical suggestions for integrating AI, such as ChatGPT into academic settings.	The paper lacks an in-depth analysis of the challenges and potential downsides widespread AI adoption.
F. Ali and C (2023) [27]	The paper provides a balanced view and emphasis on ethical use.	Lack of concrete evidence, oversimplification of complex issues, and a need for more specific guidance on ethical and legal considerations.
L. Skavr- onskaya (2023) [28]	This paper serves as a thought-provoking and practical resource for educators, researchers, and educational institutions looking to harness the benefits of AI in tourism education.	The paper does not extensively address the scalability of AI chatbot use in educational institutions of various sizes, from small schools to large universities.
Y. K. Dwivedi et. al., (2023) [29]	It recognizes and emphasizes the potential benefits of integrating generative AI tools, such as ChatGPT, in the hospitality and tourism industry.	The paper lacks depth in addressing potential challenges and ethical considerations.
D. Gursoy et. al., (2023) [30]	The paper addresses a highly relevant and contemporary topic, the impact of ChatGPT and generative pre-trained transformers on the hospitality and tourism industry, which is experiencing technological disruption	The paper does not extensively delve into the ethical considerations related to the use of AI in the industry.
H. Shin and J. Kang (2023) [31]	Semi-structured interviews with ChatGPT to gain insights into the evolution, current status, and future directions of tourism research.	The reliance on ChatGPT, which may generate unreliable information due to its large dataset, potentially introducing inaccuracies.
N. P. Y Zhang (2023) [32]	The paper provides empirical evidence of the efficacy of applying generative AI, specifically ChatGPT, in enhancing tourism marketing outcomes.	The research primarily focuses on tourists as the unit of analysis.

F. Fusté-Forné and A. Orea-Giner (2023) [33]	The paper offers a forward-looking perspective and explores the evolving relationship between AI technology and gastronomy-based tourism.	The accuracy of the data used to train and fine-tune the language model can impact the quality of the generated content. Inaccurate or biased data can lead to misleading information.
S. Chen et. al., (2023) [34]	The paper recognizes the importance of cultural differences in shaping the impact of AI and LLMs in the tourism industry, providing valuable insights for both tourism and technology stakeholders.	There is no detail about the technical challenges and limitations of AI and LLMs, which are essential to understanding the practical implications and potential inaccuracies.
L. Mich and R. Garigliano (2023) [35]	The paper highlights important issues related to AI and conversational systems, such as explicability, responsibility, trustworthiness, and legality.	It does not provide in-depth analysis or case studies to support its claims.

include language translation inaccuracies, the impact of AI on employment in the tourism sector, and the potential loss of personal interaction in services. Concerns about data security and confidentiality are especially significant, given the sensitive nature of personal information in the tourism industry.

In conclusion, the paper advocates for further research to address the challenges identified in the utilization of AI tools like ChatGPT in the tourism industry. It emphasizes that future studies should focus on developing strategies to balance the efficiency of AI with the indispensability of personalized, human-centric services in tourism. Additionally, establishing robust data protection measures and ethical guidelines to govern AI usage in the industry is imperative. As illustrated in Table 1, this involves a comprehensive overview of the main research contributions as well as the identification of unaddressed limitations in the application of AI tools like ChatGPT in the tourism sector.

4. CONCLUSION AND FUTURE WORK

This survey paper thoroughly explores the multifaceted impact of integrating ChatGPT and similar generative AI models in the tourism industry. The study conducts a comprehensive analysis of the contributions and limitations of ChatGPT implementation, leading to several key insights. These insights encompass the potential of ChatGPT to provide 24/7 assistance, personalized recommendations, and enhance customer interactions. Its capability to handle practical tasks, including answering FAQs, assisting in reservations, and offering practical suggestions, not only improves operational efficiency but also significantly elevates customer satisfaction levels. Furthermore, the research highlights the model's applications in diverse sectors such as gastronomy tourism and culturally rich regions, underscoring its adaptability and relevance in catering to a wide array of tourism experiences. However, the study also illuminates crucial limitations and challenges. Ethical concerns, linguistic accuracy, and the imperative need for human-AI collaboration emerge as paramount issues. Addressing these concerns becomes imperative for the responsible implementation of AI in the tourism industry. Additionally, the research emphasizes the significance of continuous improvement through feedback mechanisms and underscores the necessity for interdisciplinary collaboration. This collaboration, involving AI experts, ethicists, industry professionals, and policymakers, is pivotal for navigating the evolving landscape of AI technologies in tourism. In essence, the integration of ChatGPT in tourism holds tremendous promise, yet it demands a delicate equilibrium between innovation and ethical responsibility. By actively addressing the challenges outlined in this study and capitalizing on its strengths, the tourism industry can unlock the full potential of AI-driven technologies. This approach ensures not only enhanced customer experiences and operational efficiency but also fosters responsible practices, paving the way for a sustainable future for tourism on a global scale.

Furthermore, Considering the existing contributions, limitations, and potential areas of improvement identified in the research, there are several avenues for future work in utilizing ChatGPT in tourism. Here are some key areas that could be explored:

- **Refining Language Translation:** Future research could focus on refining language translation capabilities, particularly for languages like Telugu and Kannada. Exploring advanced models and techniques could lead to more accurate translations, enhancing the effectiveness of ChatGPT in linguistically diverse tourism regions.
- **Addressing Ethical Concerns:** Ethical considerations related to AI use in tourism, including issues like explicability, responsibility, trustworthiness, and legality, need in-depth exploration. Future work can delve into these ethical

concerns to establish guidelines and best practices for responsible AI implementation in the industry.

- **Human-AI Collaboration:** Investigate strategies for effective collaboration between humans and ChatGPT to provide a balance between automated services and the human touch crucial in the tourism sector. This could involve integrating ChatGPT with human customer service representatives to enhance customer experiences.
- **Enhancing Cultural Sensitivity:** Given the importance of cultural differences in tourism, future research could focus on enhancing ChatGPT's cultural sensitivity. This might involve training the model on diverse cultural contexts to ensure accurate and respectful interactions with tourists from various backgrounds.
- **User Experience and Trust:** Research on user experience and trust building with AI-driven services like ChatGPT is essential. Studying user perceptions, evaluating the accuracy and quality of generated content, and addressing potential issues like unintentional insensitivity or language errors can help enhance user trust and satisfaction.
- **Incorporating Feedback Loops:** Implement feedback loops to continuously improve ChatGPT based on user interactions and feedback. This iterative process can help in addressing inaccuracies, refining responses, and ensuring that the system evolves to meet the specific needs of the tourism industry.
- **Comprehensive Industry Adoption Studies:** Conduct comprehensive studies to understand the scalability of ChatGPT in various tourism-related sectors, ranging from small businesses to large enterprises. Assess the challenges faced during implementation and develop scalable solutions for widespread adoption.
- **Longitudinal Studies:** Conduct longitudinal studies to track the long-term impact of ChatGPT implementation in the tourism industry. This could involve analyzing customer satisfaction trends, economic impacts, and changes in industry practices over time.
- **Collaborative Research:** Encourage collaborative research efforts between AI experts, ethicists, tourism professionals, and policymakers. Interdisciplinary collaboration can provide comprehensive insights into the ethical, technological, and practical aspects of ChatGPT's integration into the tourism sector.

Conflicts of Interest

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