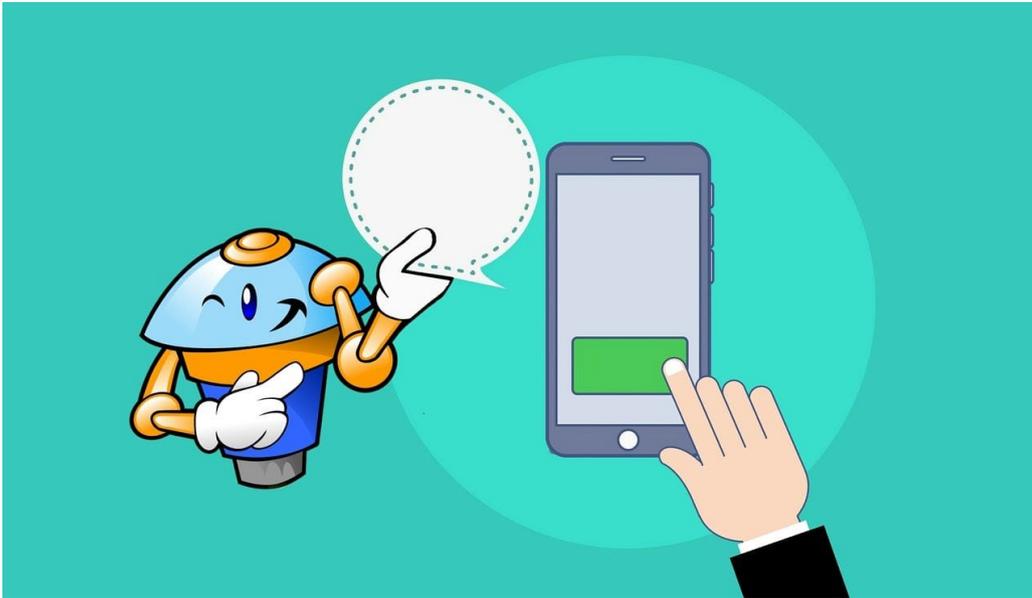


## AI Trip Planner: A Case of Booking.com



Source: Pixabay (2019)

### Background

Artificial intelligence (AI) has been broadly used by the hospitality industry to resolve queries and provide 24-hour assistance through chat box and robots. Nowadays, AI can even make personalized recommendations to users through different algorithms.

In collaboration with Open AI's ChatGPT, Booking.com was able to combine the two features together and introduce an AI Trip Planner function that offers clients a conversational experience where they can ask the AI chat bot for travel recommendations (Booking.com, 2023). With the AI Trip Planner, travellers can describe what they are looking for in broad or specific terms and ask follow-up questions to refine their search in real time, with new options surface in just a matter of seconds (Booking.com, 2023).

Completely integrated with the Booking.com app, travellers can go back and forth between their chat with the AI Trip Planner and the Booking.com app interface to explore different accommodation options and make bookings seamlessly (Booking.com, 2023). Additionally, Booking.com introduced Property Q&A, where travellers can ask specific questions about a property. With the help of GenAI, the AI Trip Planner instantly retrieves relevant information from property listing, traveler reviews, and photos to come up with a concise answer to the traveller's question about the property (Booking.com, 2024).

## **Challenges**

While the travel recommendations provided by the AI Trip Planner may come in handy sometimes, the function necessitates an initiation from the user side. In essence, the effectiveness of the AI Trip Planner relies heavily on human input and direction. As some users may lack a clear idea of their travel preferences, the accuracy and relevance of AI-generated results and recommendations will be severely affected. On the other hand, given that current GenAI lacks the ability to filter spam and false information, the AI-generated response found on online reviews undermines its trustworthiness.

## **Discussion Questions**

1. What strategies could be implemented to guide users in providing more effective input to the AI Trip Planner?
2. What measures can be taken by Booking.com to enhance the trustworthiness of AI-generated responses, especially when they are based on online reviews?
3. What potential improvements could be made to the integration process to make it more seamless for users?
4. What future advancements in AI technology could further enhance the capabilities of the AI Trip Planner?

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## **Keywords**

- Artificial intelligence
- Trip planning
- Generative AI
- Information accuracy
- User experience
- Travel assistant

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