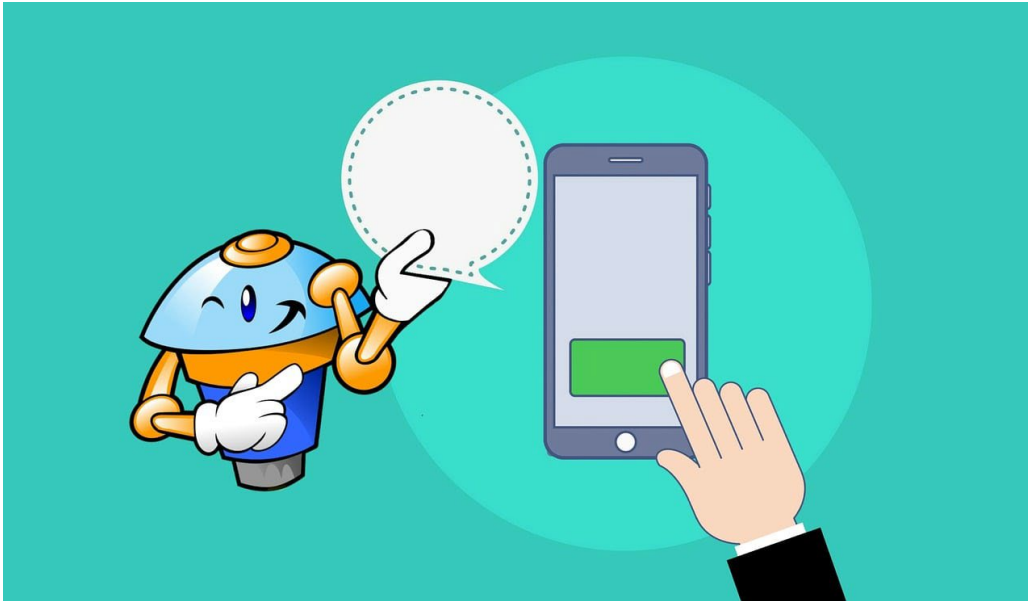


AI Trip Planner: A Case of Booking.com



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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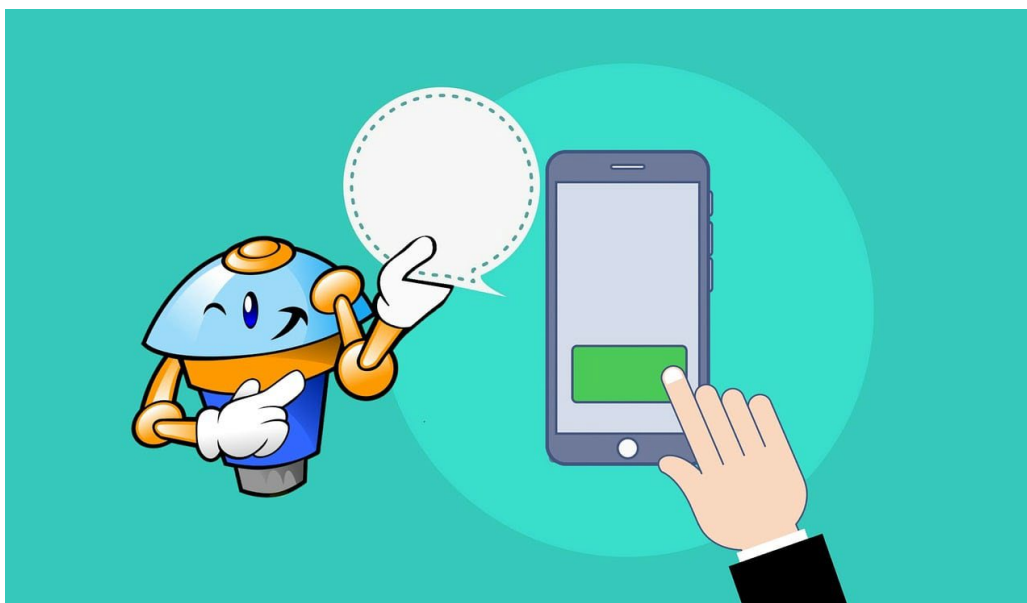
Keywords

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

Acknowledgement

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AI 旅行规划器：以 Booking.com 为例



Source: Pixabay (2019)

背景

人工智能已被酒店业广泛用于通过聊天框和机器人解答疑问并提供全天候协助。如今，人工智能甚至能通过不同的算法向用户提供个性化推荐。

通过与 OpenAI 的 ChatGPT 合作，Booking.com 得以将这两项功能结合，推出了 AI 旅行规划器功能。该功能为客户提供一种对话式体验，他们可以向 AI 聊天机器人咨询旅行建议 (Booking.com, 2023)。借助 AI 旅行规划器，旅行者可以用宽泛或具体的词汇描述他们的需求，并提出后续问题以实时优化搜索，新选项几秒钟内即可呈现 (Booking.com, 2023)。

该功能与 Booking.com 应用程序完全集成，旅行者可以在与 AI 旅行规划器的对话和 Booking.com 应用程序界面之间来回切换，以探索不同的住宿选项并无缝完成预订 (Booking.com, 2023)。此外，Booking.com 还推出了“房源问答”功能，旅行者可以询问关于特定房源的具体问题。在生成式人工智能的帮助下，AI 旅行规划器能够立即从房源信息、旅行者评论和照片中检索相关信息，针对旅行者关于该房源的问题生成简洁的答案 (Booking.com, 2023)。

挑战

虽然 AI 旅行规划器提供的旅行建议有时可能很方便，但该功能需要用户主动发起。本质上，AI 旅行规划器的有效性在很大程度上依赖于人的输入和引导。由于一些用户可能对自己的旅行偏好缺乏清晰的想法，AI 生成的结果和推荐的准确性与相关性

将受到严重影响。另一方面，鉴于当前的生成式人工智能缺乏过滤垃圾信息和虚假信息的能力，基于在线评论生成的 AI 回复削弱了其可信度。

讨论问题

1. 可以实施哪些策略来引导用户向 AI 旅行规划器提供更有效的输入信息？
2. Booking.com 可以采取哪些措施来增强 AI 生成回复的可信度，特别是当这些回复基于在线评论时？
3. 在集成流程方面可以进行哪些潜在改进，以使其对用户而言更加无缝顺畅？
4. 人工智能技术的哪些未来发展可以进一步增强 AI 旅行规划器的能力？

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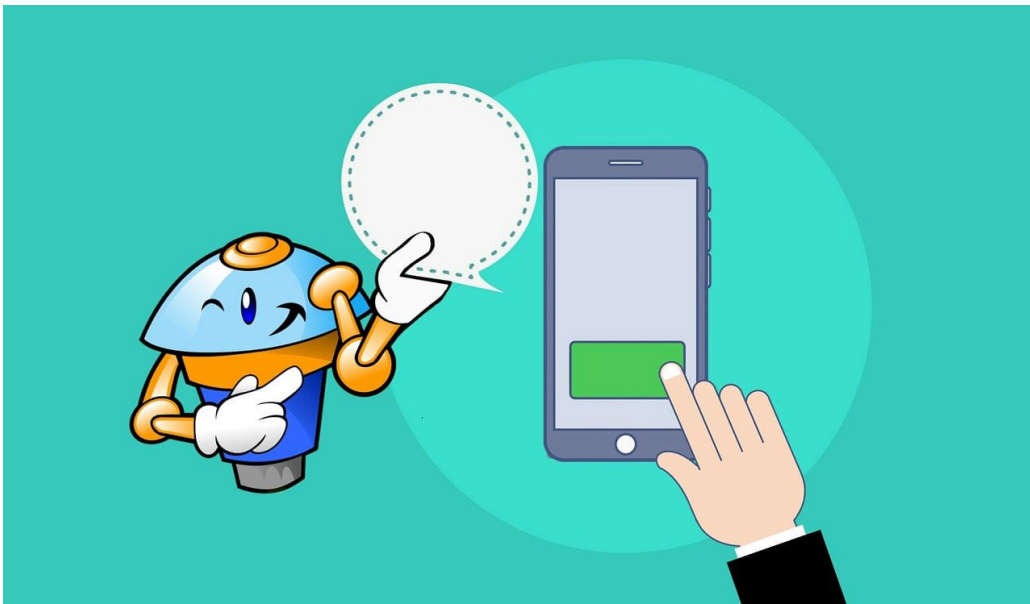
关键词

- 人工智能
- 旅行规划
- 生成式人工智能
- 信息准确性
- 用户体验
- 旅行助手

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院硕士研究生 Jimmy Rowan RADWAN 的作品。

AI 旅行規劃器：以 Booking.com 為例



Source: Pixabay (2019)

背景

人工智能已被酒店業廣泛用於通過聊天框和機器人解答疑問並提供全天候協助。如今，人工智能甚至能通過不同的算法向用戶提供個性化推薦。

通過與 OpenAI 的 ChatGPT 合作，Booking.com 得以將這兩項功能結合，推出了 AI 旅行規劃器功能。該功能為客戶提供一種對話式體驗，他們可以向 AI 聊天機器人諮詢旅行建議 (Booking.com, 2023)。借助 AI 旅行規劃器，旅行者可以用寬泛或具體的詞彙描述他們的需求，並提出後續問題以實時優化搜尋，新選項幾秒鐘內即可呈現 (Booking.com, 2023)。

該功能與 Booking.com 應用程式完全集成，旅行者可以在與 AI 旅行規劃器的對話和 Booking.com 應用程式界面之間來回切換，以探索不同的住宿選項並無縫完成預訂 (Booking.com, 2023)。此外，Booking.com 還推出了「房源問答」功能，旅行者可以詢問關於特定房源的具體問題。在生成式人工智能的幫助下，AI 旅行規劃器能夠立即從房源信息、旅行者評論和照片中檢索相關信息，針對旅行者關於該房源的問題生成簡潔的答案 (Booking.com, 2023)。

挑戰

雖然 AI 旅行規劃器提供的旅行建議有時可能很方便，但該功能需要用戶主動發起。本質上，AI 旅行規劃器的有效性在很大程度上依賴於人的輸入和引導。由於一些用戶可能對自己的旅行偏好缺乏清晰的想法，AI 生成的結果和推薦的準確性與相關性

將受到嚴重影響。另一方面，鑑於當前的生成式人工智能缺乏過濾垃圾信息和虛假信息的能力，基於在線評論生成的 AI 回覆削弱了其可信度。

討論問題

1. 可以實施哪些策略來引導用戶向 AI 旅行規劃器提供更有效的輸入信息？
2. Booking.com 可以採取哪些措施來增強 AI 生成回覆的可信度，特別是當這些回覆基於在線評論時？
3. 在集成流程方面可以進行哪些潛在改進，以使其對用戶而言更加無縫順暢？
4. 人工智能技術的哪些未來發展可以進一步增強 AI 旅行規劃器的能力？

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關鍵詞

- 人工智能
- 旅行規劃
- 生成式人工智能
- 信息準確性
- 用戶體驗
- 旅行助手

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院碩士研究生 Jimmy Rowan RADWAN 的作品。

