

Building a travel tour booking website integrated with an Artificial Intelligence (AI) chatbot.

Dương Văn Trường

Abstract: In the context of the rapid development of information technology, building a tour booking website integrated with a chatbot applying Artificial Intelligence (AI) is necessary to enhance customer experience and optimize the tour booking process. This project aims to build an intelligent communication support system for tourism businesses, helping to automate information exchange between customers and service staff. The research method is based on a combination of AI theory and experimental deployment of a chatbot application. Through this project, the expected result is an effective chatbot system that can be integrated into a tour booking website, contributing to service improvement and enhancing competitiveness in the tourism industry.

Keywords: Travel website, AI Chatbot, Applied research, Customer experience, Communication support system