

Research and development of an online hotel booking system integrating a recommendation system and AI Chatbot

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Abstract: In the context of the rapid development of information technology, customer management and service in the tourism industry have become more important than ever. This topic focuses on researching and developing an online hotel booking system integrated with a recommendation system and AI Chatbot. The goal is to enhance user experience by optimizing the booking process and providing intelligent support services. The applied methods include both theoretical and experimental research, focusing on building a recommendation model based on customer behavior data and integrating an AI Chatbot to provide automated interactive experiences. This topic not only contributes to the development of information technology in the tourism industry but also helps improve service quality, meeting the increasing demand for personalization from customers.

Keywords: online booking system, recommendation system, AI Chatbot, hotel management, improving user experience