

Building a tourism promotion website for Hoa Hoi Van Quan, applying an AI Chatbot to support consultation on star anise seasons and travel itineraries.

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Abstract: In the context of sustainable development of the tourism industry, this topic focuses on building a website dedicated to promoting tourism in Hoa Hôi Văn Quan. The website will apply AI technology to create a Chatbot that supports consulting on the star anise season and designing travel itineraries for customers. The objective of the research is to solve the problem of enhancing the tourism experience through the experimental combination of theory and the application of modern technology. Thereby, the topic aims to contribute to promoting local tourism development and enhancing competitiveness in the digital tourism market.

Keywords: Hoa Hoi Van Quan Tourism, AI Chatbot, Promotional Website, Applied Research, Sustainable Development