

Building a website for managing and booking tours integrated with an AI Chatbot to support online customer consultation.

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Abstract: In the context of the rapidly developing tourism economy, building a website management and tour booking system integrated with an AI Chatbot aims to enhance customer experience. This topic will address the problem of optimizing the consultation and tour booking process through the application of artificial intelligence in the chatbot. The research method combines theory with experimentation, helping to improve the interaction capability and accuracy of the AI Chatbot. This work is expected to make a significant contribution to the field of digital tourism and provide effective solutions for businesses in the industry.

Keywords: Tour management website, AI Chatbot, online customer consultation, tourism economics, artificial intelligence