

Building a website for managing and booking sports fields online with an integrated customer support chatbot.

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Abstract: In the context of the growing sports service industry, this topic focuses on building a website for managing and booking sports courts online, while integrating a chatbot to enhance customer experience. The project aims to solve the problem of organizing and scheduling court usage efficiently among stakeholders (managers, operators, and customers). The research methodology includes implementing sports management theory combined with experimental application of chatbot technology. The expected result is a fully integrated system that meets the needs for automation and personalization of services, while improving operational efficiency and increasing customer satisfaction.

Keywords: Sports management website, customer support chatbot, online services, sports administration, technology integration