

Building a Vietnamese tourism website integrated with AI for suggesting destinations and services.

Pham Thi Thuy

Abstract: In the context of increasingly developed tourism, building a Vietnamese tourism website integrated with artificial intelligence (AI) to suggest destinations and services aims to improve the travel experience. The main objective of this topic is to design and deploy an AI system capable of providing appropriate tourism information based on factors such as location, time, and personal preferences of travelers. By applying a combination of theoretical research and empirical methods, this topic aims to contribute an innovative solution to promote the sustainable development of Vietnam's tourism industry, while enhancing the quality of tourism services.

Keywords: Travel website, Artificial Intelligence (AI), Location suggestions, Vietnam travel, Information system