

A Review on Intelligent Travel Planning Platforms Using Modern Technologies

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Abstract: *Travel planning has become an essential part of modern life, especially with the rapid growth of tourism and digital services. Traditional methods of planning trips are time-consuming and require extensive manual research. This review paper focuses on analysing various travel planning platforms and their features, including recommendation systems, cost optimization, and user personalization. The study compares different approaches used in existing systems.*

Keywords: Generative Artificial Intelligence, Travel Planning Systems, Personalized Itinerary Generation, Intelligent Recommendation Systems

I. INTRODUCTION

Travel planning has become easier with the use of modern digital technologies, but it still requires time and effort to organize all details manually. Generative Artificial Intelligence offers a smart solution by automatically creating personalized travel plans based on user preferences. It can suggest destinations, optimize schedules, and improve overall travel experience. This review paper focuses on analysing the role of generative AI in travel planning platforms and its potential benefits.

II. LITERATURE REVIEW

Recent studies show that artificial intelligence has improved travel planning by providing better recommendations and reducing manual effort. Earlier systems mainly depended on fixed data and offered limited personalization. With the use of machine learning, modern platforms can analyse user preferences and suggest suitable travel options. Generative AI further enhances this by creating complete travel itineraries based on user input. Some systems also use chatbots to assist users in real time. However, challenges such as data accuracy, real-time updates, and privacy issues still need improvement.

III. CONCEPT OF GENERATIVE AI IN TRAVEL

Generative AI refers to a class of artificial intelligence models that can create new content such as text, images, or recommendations based on input data. In travel planning platforms, generative AI is used to generate itineraries, travel suggestions, and budget plans. For example, a user can input their travel preferences such as destination, budget, and duration, and the system can automatically generate a complete travel plan. These systems use natural language processing and machine learning techniques to understand user requirements and provide meaningful outputs.

IV. APPLICATIONS

Generative AI is widely used in travel planning platforms for various purposes:

- **Personalized Itinerary Generation:** Creates customized travel schedules based on user interests
- **Smart Recommendations:** Suggests destinations, hotels, and activities
- **Cost Optimization:** Helps users plan trips within a budget



- **Chatbots and Virtual Assistants:** Provides real-time support and guidance
- **Content Generation:** Generates travel guides, descriptions, and reviews automatically

V. CONCLUSION

Generative AI has significantly improved the efficiency and usability of travel planning platforms. It enables automated itinerary generation, personalized recommendations, and intelligent decision-making. However, there are still areas that require improvement, particularly in real-time data integration and accuracy. Future developments in AI technologies are expected to further enhance the capabilities of these systems.

VI. ACKNOWLEDGMENT

I would like to express my sincere gratitude to my guide and faculty members for their valuable support and guidance throughout the preparation of this review paper. Their insights and suggestions helped me to improve my understanding of the topic. I am also thankful to my institution for providing the necessary resources. Finally, I appreciate the support of my friends and family for their encouragement during this work.

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