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The Contribution of Artificial Intelligence Technologies and the Digital Industry to the Tourism Sector -International Experiences-

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Abstract :
Artificial intelligence has revolutionized the travel and tourism industry. It is improving customer experience, increasing efficiency and productivity, and reducing costs. From automated customer service, chatbots, and facial recognition to self-driving vehicles and data analytics...etc., this study seeks to highlight how AI and digital transformation technologies are being used in the tourism sector globally. To achieve this study, we followed the presentation of international concepts and experiences, which concluded that artificial intelligence technologies are among the most important means adopted by decision-makers in the tourism field.

***Keywords**: Technologies, Intelligence, Artificial, Tourism, Digital Transformation.*

Résumé :
L'intelligence artificielle a révolutionné l'industrie du voyage et du tourisme. Elle améliore l'expérience client, augmente l'efficacité et la productivité, et réduit les coûts. Du service client automatisé aux chatbots, en passant par la reconnaissance faciale, les véhicules autonomes et l'analyse de données, etc., cette étude vise à mettre en évidence la manière dont l'IA et les technologies de transformation numérique sont utilisées dans le secteur du tourisme à l'échelle mondiale. Pour mener à bien cette étude, nous avons suivi la présentation de concepts et d'expériences internationaux, qui ont conclu que les technologies d'intelligence artificielle font partie des moyens les plus importants adoptés par les décideurs dans le domaine du tourisme.

Mots-clés : *Technologies, Intelligence, Artificielle, Tourisme, Transformation numérique.*

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introduction:

The use of artificial intelligence in the tourism sector opens new and promising horizons for developing and improving tourists' experiences and enhancing the competitiveness of tourist destinations. In the era of digital transformation, artificial intelligence has become an indispensable tool in the tourism industry, as it provides innovative solutions that contribute to increasing the efficiency of services and improving the quality of the tourism experience.

Artificial intelligence helps enrich visitors' experiences by providing personalized recommendations designed according to their preferences and interests. These recommendations rely on the analysis of huge amounts of data, which enables the extraction of valuable insights about tourists' behavior and trends. It also contributes to identifying tourism patterns and predicting future trends, which allows tourism institutions to engage in strategic planning and prepare to meet the changing needs of the market. In the field of developing tourism strategies, artificial intelligence plays a pivotal role through the efficient processing and analysis of data. This enables decision-makers to make well-considered decisions based on a scientific basis. It also contributes to providing innovative solutions to the challenges facing the sector, whether they relate to resource management, improving services, or confronting global competition.

Artificial intelligence also greatly enhances interaction with tourists by providing intelligent platforms capable of offering detailed and updated information in real time. These platforms help enhance safety and comfort during trips, as

they can provide immediate guidance, warn of any potential risks, and offer quick solutions to any problems that tourists may encounter.

The integration between advanced technology and tourism represents a unique opportunity to provide innovative services that meet the needs of the modern era. This integration is not limited only to improving the tourist's experience, but also extends to achieving sustainable and inclusive development in the tourism sector. Through the optimal use of resources, reducing environmental impact, and enhancing positive cultural interaction, it also contributes to creating a sustainable tourism model that benefits local communities and the national economy. Accordingly, **we raise the following problem:**

To what extent does artificial intelligence contribute to the tourism sector ?

Importance of the Study:

This study is of great importance because it addresses a contemporary and essential topic that represents a real pillar for the success and analysis of successful international experiences in the use of artificial intelligence and digital transformation. It also reflects the orientation of many countries toward electronic tourism.

Objectives of the Study:

The objectives of the study are as follows:

- To identify the role played by artificial intelligence in the tourism sector.
- To identify the digital tourism communication used by these experiences.

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- To clarify the most important developments that accompanied these countries in the use of artificial intelligence.
- To highlight the innovation of the most important artificial intelligence applications used in the tourism sector.

Study Methodology:

In order to answer the proposed research problem and achieve the objective while addressing it from its different dimensions and aspects and clarifying its purpose, we relied on the descriptive-analytical method. This was done by presenting the various main concepts related to artificial intelligence in the tourism sector and others, as well as by analyzing some websites of leading experiences in the use of artificial intelligence in the tourism sector.

1. Conceptual Framework of Artificial Intelligence

1.1- Definition of Artificial Intelligence:

Artificial Intelligence (AI) is one of the most recent fields of computer science that aims to simulate the complex mental processes performed by the human mind. This field seeks to make computers capable of making decisions and solving problems in a logical and organized manner similar to the way humans think. Artificial intelligence includes many mental processes, such as learning, which involves acquiring information and the rules on which this information is based, and reasoning, which means using these rules to reach logical or approximate conclusions. In addition, it includes self-correction, whereby the system can modify itself and continuously improve its performance.

Artificial intelligence requires several main elements to function efficiently. These include a data system used to represent information and knowledge, algorithms to determine how this information is used in an organized and effective manner, and a programming language to represent both the information and the algorithms within a practical framework[1]

> Therefore, artificial intelligence is not merely an attempt to imitate human intelligence; rather, it is a science that aims to understand the complex mental processes that occur in the mind during thinking, and then simulate them or apply some of their characteristics to machines. Although artificial intelligence is capable of performing certain functions similar to those carried out by humans, it does not seek to compare or equate itself with the human mind created by God Almighty. Instead, it aims to understand and apply the principles underlying human thinking in order to improve the performance of computer systems.

1.2- Characteristics of Artificial Intelligence:

The most prominent characteristics of artificial intelligence are as follows [2] :

- **Learning from data**: Artificial intelligence relies on analyzing large amounts of data to acquire knowledge and learn from it, then improve its performance based on this information.

[1] Hadhli, F., & Cheikh, H. (2022). Artificial intelligence applications in design and their relationship with creativity and innovation: The Japanese experience as a model. Journal of Legal and Economic Studies, 5(1), 487.

[2] Moulay, A., Taibi, I., & Ben Zarka, I. (2021). The application of artificial intelligence and emotional intelligence in decision-making. Journal of Knowledge Aggregates, 7(1), 191.

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- **Adaptation to changes:** Artificial intelligence has the ability to adapt to new conditions and environments and learn from them over time, which enables it to face unexpected challenges.
- **Logical thinking and decision-making**: Artificial intelligence relies on algorithms that enable it to make logical decisions based on the analysis of available data and information.
- **Innovation and problem-solving:** Artificial intelligence has the ability to provide new and creative solutions to complex problems, as it can generate new ideas and analyze results quickly and efficiently.
- **Flexibility in dealing with unstructured data:** Artificial intelligence can handle unstructured data such as images, videos, and long texts, allowing it to understand and analyze complex content effectively.
- **Continuous learning:** Artificial intelligence continuously develops itself by learning from previous errors and various experiences to improve its future performance.
- **Ability to work independently:** AI-supported systems can make decisions independently without the need for continuous human intervention.
- **Speed and efficiency:** Intelligent systems are characterized by the speed of data processing and decision-making more efficiently than humans in many tasks.
- **Interaction with humans:** Artificial intelligence systems have the ability to communicate and

interact with humans in natural ways, such as chatbots and voice assistants.

- **Task specialization:** Artificial intelligence can specialize in specific tasks and achieve superior performance in them, such as data analysis or real-time translation.

1.3- Types of Artificial Intelligence:

Artificial intelligence is developing very rapidly across several levels and types, opening new horizons in various fields. The most prominent of these levels are the following[3] (Boubha, 2022, p. 95):

✓ **Artificial Narrow Intelligence (ANI):**

This type focuses on performing specific tasks with high accuracy using advanced algorithms. It is currently the most common type and is used in applications such as facial recognition, weather prediction, big data analysis, and self-driving cars. Despite the efficiency of narrow artificial intelligence, it cannot go beyond the scope of the task for which it was programmed, meaning it cannot think or learn outside that context.

✓ **Artificial General Intelligence (AGI):**

This type is characterized by its ability to perform any intellectual task that a human can do. The goal of developing AGI is to create systems capable of learning from experience, adapting to different environments, and solving problems in ways similar to human thinking. AGI has the ability to generalize knowledge acquired across a wide range of tasks

[3] Boubha, S. (2022). Artificial Intelligence: Applications and implications. Journal of Finance and Business Economics, 6(4), 95.

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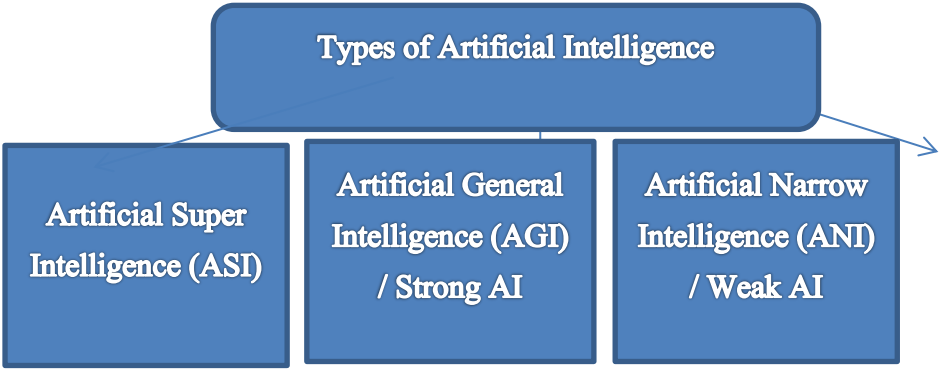
and situations, not only those for which it was previously programmed. Such systems would be able to interact flexibly with new situations and apply previous learning to unknown scenarios, making them more comprehensive than narrow artificial intelligence.

- ✓ **Artificial Super Intelligence (ASI):**

This type is considered part of the distant future and refers to a form of intelligence that surpasses human intelligence. Theories predict that ASI will become self-aware and capable of understanding and thinking at levels far beyond human abilities. If ASI is achieved, it may possess an enormous capacity for processing and analyzing data, which could enable it to solve extremely complex problems and reach solutions that humans would not be able to achieve. Although the idea of ASI still belongs to the realm of science fiction at present, many researchers believe it represents a future that could bring about radical changes for humanity.

Figure 1: Types of Artificial Intelligence



Source: Prepared by the researchers based on Chtouh (A.S., 2019, p. 134).

1.4- The Role of Using Artificial Intelligence in the Tourism Sector

1.4.1- Importance of Artificial Intelligence Applications in Tourism:

Artificial intelligence has become an important tool in improving tourists' experiences and developing the tourism sector in general. Thanks to modern technology, AI contributes to providing more personalized and effective services, which enhances the quality of the tourism experience. The following are the most prominent applications that enhance tourism using artificial intelligence:

- Improving tourists' experience: Artificial intelligence helps customize tourism services according to tourists' preferences and needs through accurate data analysis. Travelers can receive personalized recommendations for accommodation, activities, and restaurants based on their interests, making their experience more comfortable and satisfying.
- Improving trip planning: Artificial intelligence facilitates travel planning processes by providing innovative solutions for booking travel tickets, accommodation, and transportation. Thanks to its ability to analyze big data, AI can offer the best options at the best prices in a short time and with high efficiency.
- Rapid response to inquiries: Artificial intelligence systems provide effective solutions for responding quickly to travelers' inquiries around the clock. These systems can process questions related to reservations,

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tourist activities, weather conditions, and other matters quickly and with high accuracy.

- Innovative applications in the tourism industry: The tourism industry is witnessing innovative AI applications, such as digital assistants that provide tourists with instant information via mobile phones, and even robots that offer services in hotels and airports.
- Improving marketing and tourism attraction strategies: Artificial intelligence helps analyze market data and predict trends, enabling the development of effective marketing strategies targeting appropriate groups of travelers. It can also analyze customer behavior and use it to improve the offers and services provided.
- Efficient management of tourism resources: Artificial intelligence contributes to improving the management of human and financial resources in tourism institutions, which leads to increased work efficiency and reduced operational costs. It can also improve the organization of reservations and the management of tourist flows in a way that ensures a balanced distribution of tourists across different regions.
- Enhancing security and safety: Artificial intelligence is used to enhance safety in tourist sites and facilities by monitoring public spaces and detecting potential security threats, helping to take proactive measures to ensure tourists' safety.

1.5- Applications of Artificial Intelligence in Tourism:

Artificial intelligence applications in the tourism field and its industry include many important areas that help develop and facilitate services and improve tourists' experiences. The most important of these applications are the following[4] :

- Management of heritage and cultural sites: Artificial intelligence contributes to preserving heritage and cultural sites through digital imaging and providing information about them online, which enhances their sustainability and allows visitors easier access to them.
- Hotel design: Artificial intelligence can customize hotel design and equipment according to tourists' preferences and needs, which improves the accommodation experience and increases their level of satisfaction.
- Improving airport and airline services: Artificial intelligence helps improve security and safety procedures in airports, in addition to increasing the efficiency and quality of services provided by airlines, such as improving baggage management and facilitating check-in procedures.
- Virtual tours and virtual reality: Artificial intelligence provides the possibility of creating virtual tours for museums and tourist attractions, giving tourists the opportunity to explore sites without the need for physical presence. It also allows immersive experiences using virtual reality technologies.

[4] Khalfa Sahal, A., & Senoussi, O. (2024). Applications of artificial intelligence in the tourism and travel industry: A new transformation in trips and accommodation – Case study of Swiss hotels. Journal of Environmental Law, 3(1), p613.

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- Chatbots and inquiries: Chatbots and AI technologies are used to respond to tourists' inquiries and provide instant information around the clock, enabling a faster and easier experience in obtaining information.
- Improving tourist guidance: Artificial intelligence assists tour guides by providing accurate and customized information to tourists, in addition to offering instant translation services in different languages to facilitate communication.
- Increasing security and safety: Robots can be used to ensure security and safety in tourist areas, including providing assistance in emergency situations and guiding visitors more quickly and effectively.

1.6. Definition of the Digital Tourism Industry:

The concept of the digital tourism industry is considered one of the modern concepts in tourism science, which overlaps and is closely related to the concept of electronic commerce[5] (Al-Tawil, 2016, p. 260).

It is defined as a tourism pattern in which some transactions carried out between a tourism institution and another institution, or between a tourism institution and a consumer (tourist), are conducted through the use of information and communication technologies. In this system, tourism service offers available through the Internet meet the desires of tourists willing to accept these tourism services[6] .

[5] Al-Hamiri, M. A. A., & Al-Taweel, R. F. (2016). Strategic Marketing for Hotel and Tourism Services: A Modern Integrated Approach. Amman: Dar Al-Hamid for Publishing and Distribution.p260.

[6] Breeds, C. (2001). Marketing Direct sur Internet (2nd ed., p. 18). Paris: Vuibert.

We support the broader definition, which considers it a set of tourism services linked to e-commerce and the Internet, where digital tourism constitutes the largest part of the volume of electronic commerce. It represents the use of information technologies by all parties related to the tourism system to accomplish their activities and conduct their work. It also extends to the creation of tourism entities that rely on information technologies in their structure, equipment, performance, and operation, in addition to customers' use of these technologies [7].

1.7- Importance of E-Tourism:

The importance of e-tourism is highlighted through its contribution to providing solutions and overcoming traditional barriers according to four main points, which are as follows[8] :

- ✓ Facilitating the provision of information on which the tourism industry depends, while reducing the costs of tourism products.
- ✓ Providing access to all information and data for the tourism consumer.
- ✓ Facilitating the development of tourism products and the emergence of new tourism activities, as well as promoting them quickly and easily.
- ✓ Increasing the competitiveness of tourism institutions, which contributes to increasing their sales and revenues.

[7] Al-Kafi, M. Y. (2011). Electronic Money and Banking in the Age of Modern Technologies. Damascus: Raslan Printing, Publishing, and Distribution.p289

[8] Bouaouina, S. (2016). Requirements for activating tourism marketing to develop tourism in Algeria. New Economy Journal, Issue 11, pp. 50–71.

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Modern technology has become a competitive advantage for tourism services. According to the World Travel and Tourism Council (WTTC) in 2019, the tourism sector accounted for more than 44% of the volume of e-commerce, and 1.235 billion tourists relied on electronic tourism services, while 45% of electronic advertising revenues were related to tourism.

1.8. Applications of Digital Technology in the Tourism Industry:

As digital technology continues to develop, progress toward digital tourism applications becomes faster. Among the most important applications are the following[9] (Refaat, 2019, pp. 35–42):

Computer Reservation Systems (CRS): These systems evolved from the traditional reservation method that relied on the Official Airline Guide and airline fare books (DAG PAT), to the introduction of computerized reservation systems, and finally to the most advanced global reservation and distribution systems.

Global Distribution Systems (GDS): Also known as the global distribution system, it is one of the most advanced reservation systems developed and used by airlines and their agents worldwide to book airline seats as well as other services required by travelers and handled by tourism agents.

The Internet: Tourism establishments can use their websites and online pages to benefit from promotional and advertising opportunities for their products and services by

[9] Refaat, S. A. (2019). Contemporary Tourism Issues (Course 416 SIH). Riyadh, Saudi Arabia: Department of Tourism and Hospitality Management, King Saud University, p35-42.

using modern multimedia tools (audio and visual). This also helps them attract attention and learn about other companies, their activities, and services.

Electronic Customer Relationship Management (e-CRM): There has become strong interaction and close communication between tourism establishments and their current and potential customers. When customers ask questions or inquiries about services, responses are provided as quickly as possible.

Websites of tourism establishments and destinations: With the presence of numerous digital tourism websites, the World Tourism Organization began discussing the quality of tourism websites and the need to adopt comparison standards. As a result, several evaluation criteria emerged, the most important being the Tourism Website Quality Index (TWQI), which relies on several partial indicators such as: information content structure, content analysis ,degree of influence, ease of use,languages used,interactivity, connectivity and accessibility,the ability to build the tourism destination's brand.

Virtual Reality Tourism: Virtual reality is one of the technological applications that rely on computers and allows interaction between the user and the computer through specialized devices to create a controllable artificial environment. This environment appears to the user as if it were real.

Mobile Travel Services: Some European airlines such as Finnair, Alitalia, and Lufthansa were pioneers in providing the possibility of purchasing airline tickets via mobile phones. Travelers can also receive trip details and an electronic boarding pass in the form of a digital code or barcode sent to

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their mobile phones, which can be scanned at special inspection devices at the airport.

2- Experiences of Using Artificial Intelligence in the Tourism Industry

2.1- Artificial Intelligence and Its Applications in Swiss Hotels

The tourism and hospitality industry in Switzerland is facing significant challenges during the current season, as it is witnessing an increasing influx of tourists after a period of slowdown caused by the COVID-19 pandemic. With this recovery in the sector, a new problem has emerged: the shortage of qualified labor, especially in areas such as cooking, cleaning, and guest services.

In response to these challenges, innovative solutions based on technology and artificial intelligence have emerged. One of the most notable solutions is provided by the company Avatarion, which developed human-shaped robots, each about 120 centimeters tall, designed to transport dishes and assist in serving guests. These robots are not limited to performing simple tasks; they are equipped with artificial intelligence technologies that enable them to interact with guests in multiple languages, including French, English, German, and Chinese.

Jean-Christophe Gustanian, founder of Avatarion, explains that developing these robots required a complex machine-learning process. The robots were trained to understand a wide range of possible questions and inquiries from guests and provide appropriate responses. This intensive training enables the robots to understand and deliver accurate information about hotel services, such as the types of

massages available, which helps reduce the workload of human employees.

In addition to robots, the company offers other technological solutions for hotels, such as an application that allows guests to communicate with a virtual avatar through their smartphones or tablets. This application enables guests to easily request different services, from ordering food to booking spa massage sessions.

One important aspect of these technologies is their ability to collect and analyze data. Over time, hotels can use this data to better predict customer needs and behaviors. This can help improve resource management, such as organizing cleaning operations more efficiently and improving energy management by automatically lowering the temperature when guests leave their rooms.

Despite these innovations, the hotel sector in Switzerland still faces significant economic challenges. A hotel owner in Yverdon-les-Bains indicates that the salaries of reception employees in Switzerland are three times higher than those paid in France or Germany, which puts considerable pressure on profit margins in the sector. This reality highlights the urgent need for innovative solutions to improve efficiency and reduce costs.

Under these circumstances, adopting technology and artificial intelligence in the Swiss hospitality sector appears to be not merely an option but a necessity to maintain the sector's competitiveness. However, it is important to balance the benefits of technology with preserving the quality of personalized service that characterizes Swiss hospitality.

As these technologies continue to evolve, more innovations are expected to emerge that will improve guest experiences and enhance operational efficiency in Swiss hotels. At the

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same time, it will be necessary to monitor the impact of these changes on the labor market and ensure a balance between benefiting from technology and maintaining employment opportunities for human workers[10] .

2.2- Artificial Intelligence and Its Applications in Saudi Airlines

Saudi Airlines, the national carrier of the Kingdom of Saudi Arabia, relies on modern technologies such as artificial intelligence, cloud computing, and low-code application development tools to improve the travel experience and make it more efficient and seamless. This technological transformation comes as part of the company's strategy to support the Kingdom's goals of strengthening the tourism sector and achieving global leadership in aviation.

One of the areas on which the company has focused is improving flight departure operations. Previously, supervisors relied on traditional methods to monitor the performance of ground crews, which created challenges in managing and analyzing information efficiently. To address these challenges, the company decided to develop a new digital application and assigned this task to Sanaa Norwali, a young analytics specialist.

Sanaa was able to utilize her programming skills to create an innovative solution that helps supervisors increase operational efficiency. This reflects the company's approach

[10] Khalfa Sahal, A., & Senoussi, O. (2024). Applications of artificial intelligence in the tourism and travel industry: A new transformation in trips and accommodation – Case study of Swiss hotels. Journal of Environmental Law, 3(1), 615.

of empowering young talents and encouraging internal innovation to achieve its strategic objectives.

The story of Sanaa Norwali represents an excellent example of innovation and digital transformation within large organizations. By using Microsoft Power Platform, she managed to develop a revolutionary application for managing flight departure operations, despite having limited previous experience in application development. This achievement highlights the strength and importance of low-code and no-code development tools, which enable so-called "citizen developers" to actively contribute to the digital transformation of companies.

The application developed by Norwali operates on smart devices and is characterized by ease of use, which helps Saudi Airlines employees significantly improve operational efficiency. It enables them to save time by facilitating the identification of errors that cause flight delays and by allowing quick access to passenger feedback. These features are particularly important in a busy environment such as King Abdulaziz International Airport in Jeddah, where thousands of departing passengers are handled daily.

The success of this application has not only improved operations but has also enhanced supervisors' ability to identify areas for development and improvement in daily operations. This positive impact aligns perfectly with Saudi Airlines' comprehensive digital transformation strategy, which includes various initiatives such as developing a virtual travel assistant and using Azure cloud services.

The experience of Norwali in developing this application reflects the multiple benefits of empowering employees and encouraging innovation within institutions. By working closely with airport supervisors, she was able to better

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understand the daily challenges they face and develop a tool that meets their operational needs effectively.

The success of this project opened new horizons within the company, as supervisors in other departments—such as the arrivals and baggage departments—expressed their desire to obtain similar applications. This indicates the possibility of expanding these innovative initiatives to include various aspects of the company's operations.

Norwali's experience with Microsoft's Power Platform strengthened her passion for creativity and problem-solving, and inspired her to continue developing more technological solutions. This enthusiasm and commitment to continuous innovation represent a significant value for Saudia Airlines in its journey toward comprehensive digital transformation[11] .

2.3 Artificial Intelligence and Its Applications in Dubai: Autonomous Air Taxis

Self-driving cars represent one of the most important technological innovations reshaping the future of transportation in Dubai. This technology relies on advanced artificial intelligence systems, neural networks, and sophisticated sensors that enable vehicles to drive themselves without human intervention. Self-driving cars are expected to bring radical changes to mobility and transportation infrastructure by 2030, as studies indicate that these vehicles may account for about 25% of total transportation movement in many major cities in the United Arab Emirates.

One of the main advantages of self-driving cars is their ability to significantly improve safety levels. They rely on

[11] Middle East News Center. (2023, November 1). Retrieved October 11, 2025, from: https://news.microsoft.com/ar-xm/

precise technologies that reduce the risks of accidents caused by human error. These vehicles are equipped with advanced systems for detecting obstacles, interacting with traffic signals, and responding quickly to emergency situations. They also rely primarily on electricity as their energy source, making them more environmentally friendly than conventional vehicles powered by fossil fuels.

In addition to improving safety and environmental sustainability, autonomous vehicles contribute to enhancing traffic efficiency. Through communication between vehicles and transportation infrastructure, these cars can regulate traffic flow more efficiently, reducing congestion and saving time and fuel. They will also be able to optimally plan their routes based on real-time road data, making transportation smoother.

The design of autonomous vehicles also includes improvements in passenger experience, as they will be equipped with advanced comfort features. Future vehicles may include customizable seats, interactive screens, and advanced entertainment systems. This will allow passengers to make better use of their travel time by performing other tasks such as working or relaxing, thereby changing the concept of traditional journeys.[12]

[12] Zayed, A., & Zamouri, K. (2023). Artificial Intelligence (AI) and its applications in the tourism sector: The United Arab Emirates as a model. In Knowledge Management and Artificial Intelligence: Integration for Enhancing Creativity in Business Organizations (p. 15). University of Algiers 3.

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Conclusion

Artificial intelligence represents a future-oriented trend toward a new world, as it is revolutionizing various fields thanks to the rapid scientific and technological progress witnessed globally. AI has become a driving force for improving the quality of human life in unprecedented ways, as it contributes to providing innovative solutions that make life easier and more comfortable. Whether it involves enjoying a tourist trip, staying in a luxury hotel equipped with smart services, or traveling comfortably through technologically advanced transportation systems, artificial intelligence plays a central role in this transformation.

The advanced technologies underlying artificial intelligence contribute to enhancing efficiency and providing personalized experiences for users, which increases the enjoyment of travel and tourism activities. For example, it is now possible to use AI-based applications to determine the best tourist destinations according to user preferences and provide recommendations about activities that suit their needs. Artificial intelligence is also used to offer personalized services, starting from self-check-in at tourist facilities to smart room service operated by robots, while ensuring smooth and secure tourist mobility, which increases their level of comfort and well-being.

With this rapid development, it is essential to keep pace with technological progress and remain at the forefront of innovation. Entrepreneurs and innovators should focus on leveraging the capabilities of artificial intelligence to improve products and services and develop new solutions that meet future needs. The path toward progress waits for no one;

therefore, striving for excellence and gaining a leading position in this rapidly growing field is essential.

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