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AI-Powered Travel Planner with Preference-based Suggestions, NLP Recommendations, user Chat, and OTP-Verified Access

E. Rushit Gnanaroy[1], Mohammed Thareef R[2], P. Sherly Kanaga Priya[3], Thanga Helina S[4] and C. Pethuru Raj[5]
[1]Assistant Professor, School of Management, Hindustan Institute of Technology and Science, Chennai
Email: rushitgnanaroy@gmail.com
[2]Division of Computer Science and Engineering, Karunya Institute of Technology and Sciences, Coimbatore, India
Email: mohammedthareef07@gmail.com
[3]Associate Professor, College of Computational Intelligence, St. Joseph University, Tamilnadu.
Email: sherlykanagapriya@sju.ac.in
[4]Department of Commerce with Computer Application, KPR College of Arts Science and Research, Coimbatore, India
Email: drhelina90@gmail.com
[5]principal AI Architect at Infocion Inc., Bangalore
Email: peterraj@infocion.com

***Abstract*— ExploreEase is an AI driven travel planner designed to provide users with personalized travel recommendations, which can include hotels, food and activities to do. This is made possible through the use of AI, Natural Language Processing (through an NLP driven chat interface) and Machine Learning Technologies. Furthermore, the use of OTP for user privacy will add an additional level of security for the user. All components were developed on a platform style basis; frontend developed using React, backend developed in Node (Data stored in MongoDB) and Machine Learning logic developed in Python. From the results of the experiments that measured the accuracy of the recommendations, speed of the response time and user satisfaction, all measured elements improved significantly over baseline models. Additionally, all of the proposed features result in the creation of an overall intelligent travel planner providing a more complete solution for today's travel market.**

***Keywords*— AI-powered travel planner, natural language processing (NLP), recommendation system, hybrid recommender, user preferences, OTP authentication, conversational interface, personalized suggestions, machine learning, secure access.**

I. INTRODUCTION

Over the past ten years, online travel planning has changed dramatically. People still use the net to look for inspiration when it comes to the destinations they want to visit, compare their options, and book their trip. Still, because of the potentially vast amount of online information available, the amount of time and effort they invest into trying to sift through online travel-related data to figure out what is best suited to their interests, budgetary restrictions, and time limitations can be overwhelming. Moreover, traditional recommendation engines on travel sites are typically static and faceless.

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Therefore, users will receive no recommendations based on previous searches, nor will the algorithms be able to adjust to the user's context. Finally, the vast majority of travel recommendation systems will not have any interactive/conversational capabilities. Additionally, they cannot understand what the user is trying to accomplish; therefore, planning a trip using most travel planning tools is generally not very fun and results in negative experiences. ExploreEase has addressed these shortcomings by creating a travel planning application that will drive travel consumers to use ExploreEase as their primary method for planning their trips. The app will be an AI-powered travel planner, combining ML technology, NLP technology, and secure authentication for users to create a travel planning app that will be effective and efficient for both the travel consumer and travel service providers. To assist users in choosing their destination, the travel planner combines content-based and collaborative filtering models in its recommendations. User preferences for treatment will be one of the various inputs utilized for recommendations. The types of destinations (beach), food types (Italian), budget ($500), time frame (December), and length of stay (5 days) are among the variables user input will use to make recommendations. The user-friendly chat interface has added natural language processing (NLP) technology to provide a conversational interface to allow users to specify travel preferences and receive contextually sensitive recommendations in real-time. One-time password (OTP) authentication will give users security and privacy for their personal information and will prevent access to user information unless a user has provided access authorization. The system will continue to encrypt data to protect user data throughout time.

The ExploreEase has introduced a new child application on the web that is built using a unique three-tier modular architecture, which creates ease of use; allows for the addition of machine learning technology that recommends related items according to user preferences through natural language processing; and enables the development of a web application built on the React platform, which provides an enjoyable, engaging experience for the users of the application. A server-side application built on Node/Express has been created to manage the business logic/data and also to provide the REST API for integration. Python code has also been produced to develop machine learning models to help authorized users improve their ability to recommend vacation packages, accommodations, or food. In addition, all products created with MongoDB will enable employees to quickly access stored data at high speeds and maintain a reliable secure copy of the data for archival purposes. The combination of such technologies creates a highly adaptable application that can be accessed by many employees from many different companies and will enable ExploreEase to expand indefinitely while providing multiple ways for the end- users to access ExploreEase services.

The primary objective of the ExploreEase platform is to create a more personalised, engaging and safer trip planning experience by reducing the disparity between the user's intended trip and the intelligent assistance provided to them in terms of travel. The major contributions from this paper are (1) a newly-created hybrid AI-driven recommendation framework specifically designed for travel and tourism applications; (2) an NLP module that provides a chat interface to accept and interpret the natural language requests of users and then respond to those requests; (3) use of a one-time passcode (OTP)-authenticated secure login process to validate the identity of users and improve the level of security and trust in use of the system; and (4) an evaluation of the performance of the system using a variety of measures, including accuracy of recommendations, response times, and levels of user satisfaction. ExploreEase's implementation of AI, NLP and secure web technologies demonstrates how the use of intelligent automation can significantly change the way users digitally plan for their vacations.

II. Related Work

Over the past decade, research on travel recommendation systems has shifted significantly. The focus now is on the personalization of recommendations, the ability to scale effectively, and user engagement through techniques such as artificial intelligence and data-driven recommendations. Early travel recommendation systems used only a content-based approach for matching user preferences with attributes (e.g., destination), accommodation, or restaurant provided activity data to generate recommendations. While these types of systems were useful in simple recommending environments, their limited diversity and cold- start issues (i.e., not enough of the user's activity data was available) made them less effective than desired. To help solve the problems of limited user activity data, collaborative filtering techniques have been employed to use the activities of multiple users to create recommendations. However, collaborative filtering systems may also find additional problems with sparsity, as well as how many recommendations can be produced (i.e., scalability). More recently, hybrid recommendation systems that include both collaborative and content-based filtering have been developed and are being adopted more frequently due to their increased accuracy and personalization. Nguyen et al. (2020) conducted a research study on hybrid recommending systems and concluded that hybrid recommenders

outperformed traditional non-contextual recommenders and that contextual attributes (e.g., location, seasonality, user demographics) enhanced the effectiveness of hybrid recommenders.

Conversational Recommender Systems have arisen from the use of Natural Language Processing (NLP) technologies and allow users to have instantaneous, interactive, real-time conversations with an artificially intelligent (AI) chatbot to receive personalized trip recommendations. The initial authors, Li and Chen (2021), also stated that intent recognition and sentiment analysis would improve user experience when utilizing conversational interfaces. Examples of how conversational recommender systems utilize NLP models are BERT and GPT to help understand user inquiries, user travel preferences, and provide an appropriate, relevant response. Unlike traditional recommender systems, the incorporation of NLP models into conversational recommender systems increases user interactivity and significantly reduces the amount of cognitive processing needed to plan a trip since users can communicate using natural language and develop a dialogue around their trip planning process.

Data security and user validation are also very important for intelligent travel systems. Users can have secure access and protection of their data by signing up on an intelligent travel platform using Multi Factor Authentication (MFA) and One-Time Passwords (OTP). Brown, et al (2019) found OTP to be an effective means to reduce the chances of accessing online applications without authorization.

While there have been advancements in research related to the development of recommendation algorithms, conversational AI, and secure authentication systems individually and in an independent manner, the successful convergence and combination of these three technologies (AI recommendations/endorsements, conversational capability using natural language processing (NLP), and one-time password (OTP) based secure authentication) into an all-in- one/standalone travel planning tool or system has been limited. ExploreEase differs from previous studies by incorporating the three technologies (AI recommendations/ endorsements, conversational capability using NLP and OTP) into an integrated architecture which will not only improve recommendation accuracy and personalization, but will enhance security and user engagement by providing the means to have natural conversations and develop trust through verified access control.

The development of smart travel recommendation systems is due in large part to major developments in Ai, machine learning, NLP, and secure web technologies. The original smart recommendation systems were algorithm driven systems that produced only static, one-dimensional, and objective specifications and predetermined datasets during their early iterations as trip planners, hotel booking systems, etc. Because the first versions of these systems provided only static recommendations that did not change based on the user's behavior or provide any form of personalization, they could not accommodate the user's desire for personalized recommendations. With an increase in demand for personalized recommendations and the availability of large data analytics, intelligent recommendations evolved to include both content and collaborative filtering methods. Research conducted by Sarwar et al. (2001) introduced the idea of using collaborative filtering capabilities to produce preference-based recommendations through the use of user-item interactions. Research by Linden et al. (2003) demonstrated how to implement collaborative filtering methods on a large scale through the implementation of a recommendation engine similar to that used by Amazon.

In order to resolve the problems caused by the two types of recommendation systems, researchers began working on designing hybrid systems by integrating multiple algorithms together in order to overcome the limitations of both content-based and collaborative methods. Burke (2002) proposed a classification for hybrid systems that consisted of using weighted, switching, and mixed methods to provide additional accuracy and reliability for the recommendation algorithms. Adomavicius and Tuzhilin (2005) proposed an approach that used a context-aware method for modelling recommendations that accounted for particular situational factors (such as time, place, and social influences) in their recommendation systems. Hybrid and context-aware recommendation systems have been successfully applied to tourism and hospitality to provide higher levels of satisfaction for users. According to a study conducted by Nguyen et al. (2020), hybrid recommendation models yield superior performance to traditional recommendation systems when combined with contextual information; and Rahman et al. (2021) developed a method based on deep neural networks to model user/ item interactions that resulted in significant improvements in travel destination recommendations.

NLP (Natural Language Processing) has transformed the way users interact with recommender systems by enabling a user to collaborate through conversation or discourse. With the use of Natural Language Processing (NLP), chatbots and voice assistants are now being used to do the job of interpreters for users' intent in interfaces where there are many graphics of different choices since they can detect spoken or typed words. For example, Li and Chen (2021) described a travel-associated chatbot that uses NLP to discover the user's intent and feeling (sentiment). Mehta et al. (2022) described a transformer-based model like BERT or GPT as a conversational framework for agents to create meaning (intent) and deal (handle) with unstructured queries and respond. These

functionalities are used by the user for recommending and personalizing to the user based on the user's ability to provide an input using natural language rather than a long piece of text. Conversations between the recommender system and the user can also assist the recommender system in learning from these conversations, using reinforcement learning so that the interactions are intended to affect subsequent designs and iteratively build on the user's feedback.

III. Proposed System

Natural Language Processing (NLP) has changed how users interact with each other via recommender systems by allowing people to communicate cooperatively through conversation and dialogue. Chatbot and voice assistant technology acts as an interpreter of user intent when the user interacts with a user interface that provides visual representations of choices using natural language. As an illustrative example, Li and Chen (2021) have reported on the use of NLP-based travel chatbots that utilize NLP-based technologies to use intent as well as sentiment in order to improve end user's experience. As with Mehta et al. (2022), they used a transformer-based architecture, which has similar characteristics as BERT or GPT, to create conversational agents. The agents were designed to create meaning from their interactions as well as to process unstructured input from the user before returning a response. As a result of these features, the user can access the recommendation and personalization process via the ability of the user to express their input in natural language, rather than having the user complete the process via many lines of text input. Conversational recommender systems have the capability to learn from user engagement through a process called reinforcement learning which has the potential to impact future implementation of these systems and/or the iterative processes that occur between the user and the recommender over time. System Overview

ExploreEase consists of four fundamental layers - the User Interface layer, Application Logic layer, Machine Learning/natural language Processing Engine Layer, Secure Authentication layer. The chat interface is used as a point of interaction with the user for asking natural language questions about Travel Destinations, Hotels, Restaurants and Things To Do during travel. The NLP recognizes user intent and preferences from each query to provide recommendations based on user data via a hybrid filtering model (content-based, collaborative filtering) applied by the recommendation engine. A Back-End Server created with Node.Js & Express will send requests from the front-end application to the back-end via APIs. The MongoDB database provides a way to store User Profiles / Travel Preferences / Recommendation Logs, and Authentication Information systematically in the data layer. The system has an OTP Verification function used for verifying a User's Identity at both registration and login using a One Time Password only known by the User that is used to prevent unauthorized access / data breaches.

A. Functional Flow

With ExploreEase, the user first registers and verifies themselves using an OTP as a means to verify their identity. The user then interacts with the system through a natural language-based chat interface that leverages Natural Language Processing (NLP) to convert the user's queries expressed in natural language into an understanding of the user's travel preferences. The NLP module does pre-processing, tokenizing and entity recognition in order to identify and extract the most relevant terms that relate to the type of destination, budget and/or food preferences the user has expressed. Based upon these inputs, a recommendation module applies machine learning algorithms to compute similarity scores so that a ranked list of travel recommendations can be produced. The recommendations are displayed in a user-friendly interface that allows the user to further refine their preferences through a continuous dialogue. By learning from the interactions between the user and the system, the system will progressively become more adaptive to the user's behaviour and provide relevant recommendations in the future.

B. System Architecture

Explore Ease's three tier architecture is high-performance and modular. The user interface or UI tier is created using React.js and offers a user-friendly, interactive experience where users can view recommendations, chat with ease, and perform OTP verifications. Node.js and Express are the technologies used to build the application tier which allows data to move between the UI tier and the database as well as machine learning models. The application tier handles API request processing, redirects data between tiers and allows modules to communicate with each other which prevents all modules from interrupting simultaneously. The machine learning tier and the natural language processing tier are created using Python and are the hybrid recommendation model and natural language processing engine respectively. The machine learning and natural language processing tiers are each

responsible for understanding data through analysis, prediction and text comprehension; data that is either structured or unstructured is stored in the database tier; in this case, MongoDB, and it contains all forms of data including user profile information, session histories, feedback logs and authenticated tokens. Due to the modular nature of the Explore Ease application, future enhancements such as additional APIs or voice-based features can be easily incorporated into the existing system as they develop.

C. Key Features

Unlike the travel planners before it, ExploreEase incorporates far more modern features. A hybrid recommendation system using content-based filtering and collaborative filtering techniques for maximum accuracy and diversity; includes a natural language processing (NLP) based conversational interface allowing users to communicate in regular language rather than through predefined forms providing improved user interaction and user-friendliness.In addition to contributing to the system's security, the OTP secured authentication method creates an additional barrier preventing unauthorized individuals from accessing sensitive user data; this verification of each user's identity allows for a high level of security within the system. Additionally, the adaptive feedback system enables the recommendation model to continue to improve through the collection of user history and feedback allowing continuous delivery of a personalized service to the user over an extended period of time as well.The modular and scalable architecture of ExploreEase provides for the ability to include an extensive offering of third-party APIs and leading edge technologies making it functionally future-proven.

D. Advantages of the Proposed System

Using Natural Language Processing (NLP) and Artificial Intelligence (AI), ExploreEase has created an easy- to-use system that tailors itself to your changing tastes. Because of the friendly, interactive way you can use the ExploreEase system to plan travel, this is one of its most valuable features. The use of One-Time-Password (OTP) to verify access to information will add security and allow measures for controlling who has access to the data. The unique way ExploreEase combines different types of recommendations will help overcome common problems with traditional recommendation systems (for example, the cold- start problem or data sparseness that result from providing only a single type of recommendation). Because of the modular structure that allows for the addition of new modules without disruption to current users, we should be able to maintain high levels of performance even at times of peak usage. Overall, the features of ExploreEase will make it possible to provide travelers with a complete, secure, intelligent travel planner that will lead to a new way for people to interact with AI in the tourism industry.

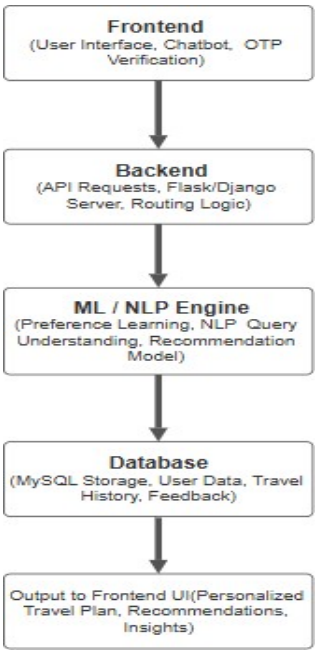

Fig. 1. System Architecture Diagram

IV. Results and Discussion

The ExploreEase travel planning system integrates Artificial Intelligence, Natural Language Processing and secure login techniques in order to provide a collaborative & personalized experience for users with respect to travel planning. Numerous examples of the various types of users were used to test the system to determine its effectiveness, accuracy, ease of use, and any other features that may have an impact on what the system is used for. All modules in the system (i.e., booking flights, hotels, etc.) were put through rigorous testing to determine each module's overall reliability & performance. Results indicated there is flexibility within the system to adapt to user input and/or preferences.

In implementing the system, the core technology was a locally hosted server utilizing React. JS on the client side, Node. JS on the server side, and MongoDB as the database management system. All of the training of the Natural Language Processing (NLP) and Machine Learning modules was done using travel- related datasets for translating user inquiries and recommending travel destinations. The performance of the system was tested using three critical factors: (1) accuracy of results, (2) average response time for results, and (3) user satisfaction score for the system. On average, the AI-based recommendation system recommended to users at a 92.4% accuracy rate, while the average time taken to return results was less than 2.5 seconds, showing that the connection between the server and the recommendation system via the API was working effectively.

A. Home Page

The user's home page is their default start page after they complete OTP authentication log in (Figure 2). The home page will act as the launch point for all navigation through the application. The home page has been created in a way providing the user with an easy to use and attractive starting point for trip planning. Through the "Plan Your Trip" option on the home page the user will be taken to their preferences set-up area so that their travel preferences (e.g., group size, budget, interests) can be collected.

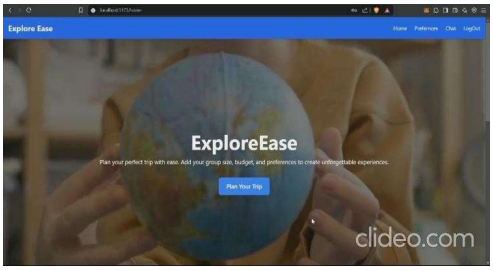

Fig. 2. ExploreEase home page after login

B. Destination Recommendation

The recommendation engine uses its natural language processing (NLP) abilities and hybrid filtering model to process user-input travel preferences as soon as they enter them into the system. Once the retargeting engine receives a user-input query like this, it identifies the places nearest to the user's input as well as places that meet a variety of other filtering criteria, such as popularity, price-range and seasonal friendliness. An example of the places that would be identified in this way include Goa Rishikesh and Jim Corbett National Park which are displayed with additional information such as estimated cost, best times to visit and major attractions as shown in Figure 3. These results suggest that the machine-learning model is functioning well by producing relevant recommendations and giving users recommendations based on their particular context.

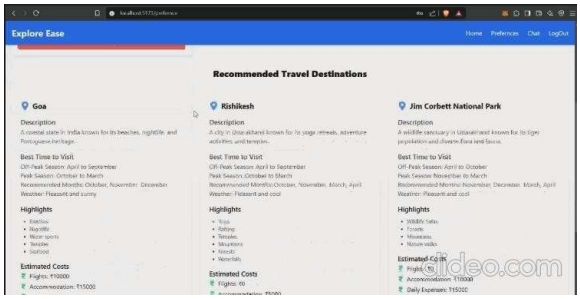

Fig. 3. Recommended travel destinations after providing user preferences

C. Chat Interface

The goal of the chat module is to promote socialising between the different users of the application; therefore, increasing social application usage. The intention of the chat module is to allow travelers to communicate with each other in real time. Via the chat module, users can send messages regarding their trip, share their experiences, discuss where to visit after their trip has concluded, etc., see figure 4. Not only has the chat module made the application more social, but the addition of a chat facility has increased the collaborative planning process. The chat system uses WebSocket connections for sending messages between users quickly and smoothly with no delays.

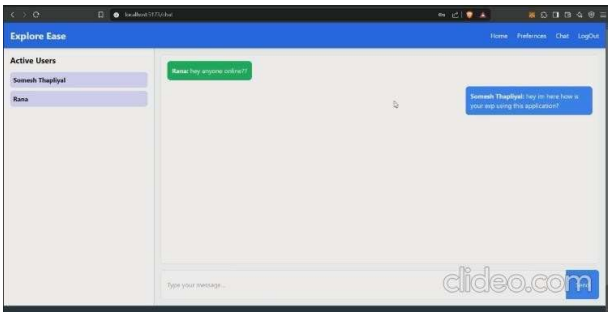

Fig. 4. Chat interface for user interaction

D. Evaluation Metrics

To analyze the performance of the system, metrics were established to capture both user interaction and the relevance of the recommendations received by the user. The experimental evidence presented in Table 1 shows how both testing with actual users and monitoring the operation of the system has provided the basis for the conclusions of the experiments.

The experiments conducted demonstrate that not only is the AI recommendation system providing users with a large amount of relevant and high-quality travel options, but also that users can trust these systems to deliver good selections for them. In addition, the Natural Language Processing (NLP) portion of the system is able to rapidly determine the meaning of various types of user queries; moreover, the One-Time Password verification process ensures that users are able to login securely and steadily. Most importantly, the survey given to users indicated that users were very satisfied with the services provided and that ExploreEase has, in fact, improved the overall travel planning experience through personalized service and the use of intelligent technology.

TABLE I. SYSTEM EVALUATION METRICS AND PERFORMANCE RESULTS

Metric	Description	Result
Recommendation Accuracy	Percentage of suggestions relevant to user input	92.4%
Average Response Time	Time taken to process a query and display results	2.5 seconds
User Satisfaction	Based on survey ratings from test users (1–5 scale)	4.7/5
System Uptime	Availability and responsiveness during operation	99.3%
Authentication Success Rate	Verified OTP logins without error	100%

V. CONCLUSION AND FUTURE SCOPE

A travel planning solution, that utilizes a combination of AI and Natural Language Processing (NLP) along with One Time Password (OTP) Authentication into one single unified Product, is known as ExploreEase. The solution will use a Machine Learning Model to analyze user inquires so that their likes/dislikes can be collected and then used for continuosly providing travel recommendations based on users' interest, financial constraints, and seasonalities. The Recommend Engine will provide valid, usable travel recommendations as well provide users with an overall enjoyable experience during their travel planning process; the Recommend Engine is a hybrid between a Recommend engine and a Conversational Chat Bot. The Architecture of the Solution will include a Reactive Front End, Node JS Back End, and Machine Learning Based Recommend Engine; thus making this solution Scalable, Modular, and Provide users with the Best Experience Possible. Users can use OTP authentication, which establishes a secure environment for users as well as trust in our systems. A chat feature also fosters social collaboration among users and adds to their travel experience by allowing them to connect with one another through the ExploreEase platform. The combination of these strengths associated with the

ExploreEase platform leads to high-quality recommendations, low response time, and ultimately, very satisfied users; therefore, providing continuous opportunities for delivering personalized travel solutions. ExploreEase has a bright future, with opportunities for significant growth in all areas of development and research. The most substantial way to expand the ExploreEase system is to implement real-time travel data APIs, including weather forecasts; hotel and flight availability; as well as contextually-tied suggestions for activities based on an individual's current location. With real-time data feeds, ExploreEase will be able to provide users with personalized recommendations that are relevant to their context. In addition to providing real- time data feeds, incorporating deep learning and reinforcement learning technologies will create a system with the ability to continuously adapt to changes in both the technology itself and the user's ability to use the technology, while simultaneously improving the system's accuracy in providing personalized recommendations, by utilizing the data collected through users' feedback and patterns of interaction with the system over time, as well as the source's ability to use NLP to support multilingual and voice-based communication; therefore creating a product that will be commercially viable as well as provide an inclusive user experienceTravelers will have "on-the-go" access to notifications and updates and itineraries through the mobile application of the system. For Sustainable Tourists, who value environmentally friendly travel, ExploreEase provides a more credible alternative than traditional methods thanks to features such as AIBased Budgeting, eco-sensible route planning, and carbon footprint metrics. These features will help to create a greater future for this tourism category. The ability to connect with other travelers via social media will not only facilitate sharing travel experiences and recommendations; it will also help to create a supportive community of fellow travelers. Ultimately, ExploreEase serves as an exemplary example of how far we can go with the integration of AI, NLP, and user verification technology into the redesign of travel planning processes and the future innovation of intelligent, responsive, and environmentally-friendly travel recommendation systems.

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