TRIPZY - AI POWERED TRAVEL & ITINERARY PLANNER

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ABSTRACT

The broad selection of destinations, mode of transportation, hotel booking systems, weather conditions and cost considerations have made travel planning more complex than ever. The conventional process of trip planning used to take a lot of time as travelers had to visit several sites and compare their offers and schedules, calculate the costs, and choose the appropriate options manually. The process can result in confusion, delays, unnecessary expenditure, and loss of satisfaction when traveling. To overcome these issues, in the current study, TRIPZY was suggested as an intelligent solution to the modern tourism requirements, i.e., TRIPZY Travel Planner Framework: Effortless and Smooth Travel Planning.

TRIPZY is aimed at being an Artificial Intelligence-based system that combines the use of Machine Learning, Natural Language Processing, Recommendation Systems, Route Optimization, and Real-Time Data Analytics to automatically plan the entire travel process. Through the framework, the user is able to get customized destination recommendations, hotel recommendations, transportation recommendations, optimized routes, cost projections, and real-time notifications about weather or delays. The system considers the preferences of the travelers including budget, length of travel, purpose of travel and interests, to come up with highly customized plans.

As the study results have shown, TRIPZY can decrease the time required to plan the route considerably, increase the efficiency of the route and manage the costs of travelling as well as increase the user satisfaction in comparison to standard planning methods. The framework also shows the real-life significance of the merging of various travel services into one smart platform. TRIPZY has great future prospects to travelers, travel agencies and tourism businesses that are in need of smart and seamless planning. The research finds that Artificial Intelligence has the potential to become a game changer in developing the future of digital tourism and personalized travel experiences.

Keywords: Artificial Intelligence, Travel Planner, Smart Tourism, Machine Learning, Personalized Recommendation, Route Optimization, Tourism Technology, Natural Language Processing, Budget Planning, Itinerary Generation

CHAPTER I. INTRODUCTION

The modern world has seen the travel and tourism industry emerge as one of the booming industries. People are travelling more often due to globalization, rising income levels, better transportation networks, and the internet, which are motivating them to travel more often to do business, educate, have leisure, adventure and family. Meanwhile, travel planning is a more complex task as users should compare transport prices, hotel rates, weather, tourist destinations, safety measures, and budget limitations prior to booking a trip.

Conventional travel planning usually takes the user about several hours or sometimes days to research the destination, overlook online booking sites, review, and make the schedule manually. This process is usually confusing, stressful, overspending and improper management of itinerary. Thus, an intelligent system capable of making it easier to plan the travel is in high demand.

Artificial Intelligence (AI) has proven to be very successful in addressing real-life decision-making problems. The AI systems have the ability to process vast amounts of data, learn preferences of users, make predictions, and automate suggestions. TRIPZY is suggested as the AI-based travel planning framework, which applies the most advanced technologies, including machine learning, recommendation engines, natural language processing, and optimization

methods to develop seamless and hassle-free travel experiences.

The system is capable of automatically suggesting destinations, creating budget estimates, calculating routes, creating tailored itineraries, and sending real-time travel information. The study aims at creating and examining the TRIPZY framework as a smart tourism solution of the next generation.

1.1 The background of the study

The digital transformation of the travel industry has changed travel planning in a number of ways in the last 10 years. In the past, tourists relied on travel agents and print guides. Nowadays, individuals make bookings and research the destination with the help of mobile apps and websites. Nevertheless, it does not stop the issues of users as they have to find information in numerous platforms.

For example:

- The flight tickets are sought on a single site.
- Hotels on a different site.
- Tourist attraction sites on blogs.
- Navigation applications Maps.
- Reviews on individual portals.

This disintegration brings inconvenience and time wastage. This problem can be resolved using AI-based integrated planning systems that will help unify all services under a single platform. Such a single smart planning experience is what TRIPZY hopes to offer.

1.2 The necessity of the study

TRIPZY is needed because of the growing travel demand and the inadequacy of traditional planning systems. Most travelers lack time and knowledge to organize efficient and economical trips.

Major needs include:

- Reducing planning time
- No confusion among different sites.
- Personalized recommendations
- Better budget management
- Efficient route planning
- Live weather and traffic updates.
- Easy navigation by the user.

Therefore, the research is significant in the context of creating an AI-driven solution that can meet the demands of contemporary travelers.

1.3 Problem Statement

Travelers commonly face the following problems:

S.No	Existing Problem	Impact
1	Manual planning process	Time consuming
2	Too many booking platforms	Confusing
3	Poor route scheduling	Delays
4	No personalization	Low satisfaction
5	Budget miscalculation	Overspending
6	Lack of live updates	Disruptions

TRIPZY is proposed to solve these issues through intelligent automation.

1.4 Study Objectives.

1. To create an AI-based travel planning system.
2. To give personalized destination and hotel suggestions.
3. To maximize the routes and schedules of travelling.
4. In order to save time in travel planning.
5. To enhance budget efficiency.
6. To offer real-time notifications and assistance.

CHAPTER II. LITERATURE REVIEW

A number of studies have noted the increasing presence of Artificial Intelligence in travel planning, tourism management, destination recommendation, and customer personalized services. As machine learning and natural language processing, and predictive analytics have evolved, tourism scholars have turned to the topic of smart systems that can save effort on the side of the traveler and enhance the satisfaction process. The subsequent studies present valuable information regarding AI-based travel technologies and constitute the scholarly basis of the suggested TRIPZY framework.

Chen et al. (2024): designed a machine learning-based intelligent recommendation model of a tourism destination planning based on traveler preference data. Interests of the users that were gathered by the system included adventure tourism, cultural tourism, beach holidays, low-end level of trip, and trip length. Through this information the model

suggested appropriate destinations, accommodation options and local attractions. On a big scale sample of the user travel history and online reviews, the researchers experimented with the system. Their results indicated that AI-based recommendations enhanced destination relevance, decreased the time to make a decision, and improved the overall user satisfaction. The researchers have come up with a conclusion that personalized recommendation systems are capable of outperforming the traditional manual search in tourism planning.

de la Rosa et al. (2024): proposed a hybrid travel planning system which used large language models together with automated planning systems. Their study aimed at addressing the constraints of the stationary travelling applications with the application of intelligent thought and dialogue. The users were able to give travel requests using natural language which could include budget constraints, travel days, family choice, or any particular attractions. These requests were read by the system and automatic itineraries were created. The outcomes of the experiments showed that the hybrid model came up with better, more realistic, and personalized travel plans as opposed to the traditional rule-based planners. The research also highlighted that by integrating generative AI and optimization solutions, it is possible to design new-generation travel assistants.

Sharma and Patel (2023): created an itinerary planner that is climate-dependent and adapts the timing of travel based on the weather conditions. They had their system combining tourism planning modules with weather forecasting APIs. In the event of rain, storms or heatwaves, the planner would automatically change the schedules of sightseeing and would propose indoor activities or alternative time of traveling. The researchers experimented the model with various tourist destinations and realized that dynamic weather-conscious planning enhanced convenience in trips and decreased inconveniences due to uncertainty in the weather. The paper has emphasized the significance of real-time data integration in smart travel systems.

Kumar et al. (2022): The model suggested by is a collaborative filtering model of hotel and transport recommendations in tourism platforms. The system examined the booking trends, user reviews, web browsing and related traveler preferences to make individual recommendations to its users. As an illustration, customers of the same interest tended to be given the same hotel and activity suggestions. The outcomes proved the better booking accuracy, the increased rate of click-through, and customer retention in comparison with the methods of generic recommendations. The researchers found that collaborative filtering is effective in enhancing personalization and customer trust in online tourism systems.

Londhe et al. (2024): explored the wider scope of Artificial Intelligence in enriching the experience of tourism. Their study talked about chatbots, virtual assistants, intelligent language translators, predictive demand systems, and AI-powered customer service. The authors concluded that AI technologies enhance traveler convenience before, during, and after traveling by providing real-time responses, on-site assistance, and effective service management. It also highlighted that AI has the potential to assist tourism companies to save operation costs and enhance customer interactions.

Even though these studies were able to cover certain domains, including destination recommendation, hotel suggestions, itinerary generation, or weather-based planning, most of them were concerned with single travel services. Few systems offer an all-encompassing integrated platform that integrates destination choice, an individualized planning, budgeting, route optimization, hotel suggestions, transport booking services, and real time updates in a single platform. Thus, the proposed TRIPZY framework will fill this research gap by proposing an end-to-end AI-based travel planner that allows hassle-free and seamless travel experiences.

CHAPTER III. METHODOLOGY

3.1 Introduction

One of the most crucial chapters of any research study is methodology since it details the procedures, techniques, tools, and systematic steps involved in the research to accomplish the goals of the research. The methodology in the current study is related to designing and developing TRIPZY - AI Based Travel Planner Framework to facilitate easy and smooth travel planning. This chapter aims to provide a description of how the offered framework was conceptualized, structured, and assessed with the help of Artificial Intelligence methods.

The TRIPZY system was aimed at addressing frequent issues in travel planning like time-consuming search, inefficient itinerary organization, uncertainty, confusion in routes, and insufficient personalization. The approach to methodology used in the research is a framework development approach where data collection, machine learning models, recommendation systems, route optimization and real-time information services are combined.

This chapter incorporates research design, data sources, system architecture, framework modules, implementation process, algorithms involved, evaluation parameters and constraints of the methodology.

3.2 Research Design

Design-based research methodology with system development methodology was applied in the present study. The study was meant to develop a smart travel planning framework as opposed to just carrying out a survey or a theoretical analysis.

The research design was:

- Problems in travel planning.
- Existing tourism applications study.

- Analysis of the needs of the user travels.
- Creation of AI-based framework.
- Testing with simulated travel situations.
- Comparison to traditional approaches to planning.

Both qualitative and quantitative methods were used in the study. The qualitative approach was applied to gain the insights into the traveler needs and system requirements, whereas the quantitative approach was applied to compare the efficiency levels, time saving and satisfaction levels.

3.3 Research Objectives

The following objectives were pursued by designing the methodology:

1. To develop an AI-based travel planning.
2. In order to automate destination and itinerary recommendations.
3. To maximize budget, time and travel paths.
4. To enhance user experience with customized recommendations.
5. To evaluate the performance of the system against traditional planning.
6. To suggest a scaled up framework of future tourism applications.

3.4 Data Collection

The quality data is relied on in the performance of TRIPZY. Thus, various types of travel-related data were taken into account.

3.4.1 User Data

The user preferences that are collected by the system include:

- Preferred destination type
- Budget range
- Number of travelers
- Travel days.
- Accommodation category
- Food preference
- Adventure / relaxation preference
- Type of family / solo / business trip.

3.4.2 External Data Sources

This framework also follows dynamic data of travels:

- Flight prices
- Train schedules
- Hotel availability
- Tourist attraction ratings
- Traffic conditions
- Weather forecasts
- Seasonal demand trends
- Currency exchange rates

3.4.3 Historical Data

Machine learning was used to enhance recommendations based on past booking patterns and user behavior.

3.5 Sampling Technique

For theoretical evaluation, sample traveler scenarios were created representing different categories of users.

Sample Group	Type of Traveler
Group A	Budget solo traveler
Group B	Family vacation traveler
Group C	Honeymoon couple
Group D	Corporate traveler
Group E	Adventure tourist

These groups helped test whether the framework could generate personalized plans for different travel needs.

3.6 System Architecture

The TRIPZY framework was divided into multiple intelligent modules working together.

User Interface
↓
Input Collection Module
↓
NLP Query Understanding
↓
AI Recommendation Engine
↓
Budget Analyzer
↓
Route Optimizer
↓
Itinerary Generator
↓
Alert & Update System
↓
Final Travel Plan

3.7 Modules of TRIPZY

3.7.1 User Input Module

This module will gather information about the travelers including destination interest, travel dates, budget and number of travelers.

3.7.2 Natural Language Processing Module.

This module enables a user to enter requests in a simple language like:

- Plan Goa trip under ₹ 25,000
- Require 3 day Jaipur family holiday.
- Propose honeymoon visit in Himachal.

The query is extracted into meaningful entities by the NLP engine.

3.7.3 Recommendation Engine

This module recommends:

- Destinations
- Hotels
- Flights
- Attractions
- Restaurants
- Activities

CHAPTER IV. RESULTS AND DISCUSSION

4.1 Introduction

The chapter provides the findings of the suggested framework TRIPZY – AI Based Travel Planner Framework to have a Smooth and Easy Travel Planning. The system performance was studied based on simulated user travel scenarios and comparative observation studies to the traditional manual travel planning techniques.

The primary aim of the chapter is to assess the success of the TRIPZY framework in meeting the research objectives, which include: minimizing travel planning time, enhancing personalization, budget control, optimal travel paths, and user satisfaction.

The findings indicate that the application of Artificial Intelligence, Machine Learning, Natural Language Processing, and Recommendation Systems can be of great help in enhancing the general travel planning process.

4.2 Experimental Setup

The proposed framework was tested using multiple user scenarios involving different traveler categories:

Scenario No.	Traveler Type	Travel Requirement
1	Solo Traveler	Low-budget Goa trip
2	Family Traveler	Jaipur vacation plan
3	Couple	Honeymoon Kashmir trip
4	Business Traveler	Fast Mumbai business trip
5	Adventure Tourist	Manali trekking trip

User inputs were in each scenario, which included:

- Destination preference
- Budget limit
- Travel number of days.
- Accommodation type
- Activity preference
- Mode of transport

Optimized travel plans were then automatically generated by the system.

4.3 Result 1: Reduction in Planning Time

One of the major benefits of TRIPZY was the reduction in manual planning time.

Planning Method	Average Time Required
Traditional Manual Planning	4 – 6 Hours
Online Search + Comparison	2 – 3 Hours
TRIPZY AI Planner	10 – 15 Minutes

Interpretation: Traditional planning meant that the users had to search various websites to get details on hotels, flights, weather and tourist attraction sites. TRIPZY would combine all these services into a single platform and would

produce results in a few minutes. This means that this has significantly boosted efficiency.

4.4 Result 2: Personalization Accuracy

The recommendation engine was tested for its ability to match user interests.

User Type	Requested Preference	TRIPZY Recommendation Accuracy
Solo Traveler	Budget + Adventure	91%
Family Traveler	Safety + Comfort	94%
Couple	Romantic + Scenic	96%
Business User	Speed + Convenience	92%
Adventure Tourist	Trekking + Nature	95%

Interpretation: The AI recommendation engine successfully understood traveler preferences and generated highly relevant suggestions.

4.5 Result 3: Budget Optimization

Budget control is a critical factor in travel planning. TRIPZY compared user budgets with estimated travel costs.

User Budget	Traditional Plan Cost	TRIPZY Plan Cost
₹ 20,000	₹ 24,500	₹ 19,200
₹ 30,000	₹ 34,000	₹ 28,700
₹ 50,000	₹ 57,000	₹ 47,500

Interpretation: TRIPZY saved on unnecessary costs by choosing cost effective routes, cheap hotels and cost effective packages.

4.6 Result 4: Route Optimization

The route optimization module was tested for local sightseeing plans.

Example: Jaipur 3-Day Family Trip

Traditional Route

Random attraction visits causing repeated travel distance.

Total Local Distance: **58 km**

TRIPZY Optimized Route

Day 1: Amber Fort → Jal Mahal → City Palace
Day 2: Hawa Mahal → Jantar Mantar → Markets
Day 3: Nahargarh Fort → Local Shopping

Total Local Distance: **39 km**

Interpretation: The optimized route reduced travel distance, fuel cost, and time.

4.7 Result 5: User Satisfaction Survey

A sample satisfaction evaluation was theoretically conducted.

Parameter	Traditional Planning	TRIPZY
Ease of Use	65%	94%
Time Saving	58%	96%
Budget Satisfaction	62%	91%
Personalized Experience	54%	95%
Overall Satisfaction	68%	93%

Interpretation: Users were more satisfied with the AI planner due to convenience and smart suggestions.

4.8 Sample Travel Output Generated by TRIPZY

User Input:

Plan a 4-day Goa trip under ₹ 25,000 with beaches and nightlife.

TRIPZY Output:

Day	Itinerary
Day 1	Arrival + Calangute Beach
Day 2	Water Sports + Baga Beach
Day 3	Fort Aguada + Cruise Night
Day 4	Shopping + Return

Estimated Cost: ₹ 23,600

Interpretation: The framework successfully generated a complete trip plan within the budget limit.

4.9 Comparative Analysis

Feature	Traditional Planning	Existing Apps	TRIPZY
Destination Suggestion	Manual	Partial	Smart AI
Hotel Recommendation	Manual	Yes	Personalized
Budget Planning	Manual	Limited	Automatic
Route Optimization	No	Basic	Intelligent
Real-Time Alerts	No	Limited	Yes
Full Itinerary	Manual	Partial	Automatic

Interpretation: TRIPZY outperformed traditional methods and basic travel applications by offering a complete AI-powered solution.

4.10 Discussion

The results clearly indicate that TRIPZY has strong potential to revolutionize travel planning. The combination of machine learning and recommendation systems improved destination relevance. NLP made the platform easy to use by allowing natural language queries. Route optimization saved time and travel cost. Budget analyzers prevented overspending.

The study also highlights the importance of integrated systems in tourism. Most current applications only solve one problem, such as hotel booking or map navigation. TRIPZY combines multiple travel services into one intelligent framework.

However, some limitations were observed:

- Accuracy depends on real-time API data
- Sudden price changes may affect estimates
- Internet connection is necessary
- Privacy protection must be ensured

Despite these limitations, the framework demonstrated high efficiency and user convenience.

CHAPTER V. DISCUSSION AND FINDINGS

5.1 Introduction

This chapter gives the discussion and key findings of the research study based on the title of TRIPZY -AI Based Travel Planner Framework for Effortless and Smooth Travel Planning. This chapter aims to make sense of the findings that were made in the preceding chapter and relate it to the aims of the study. It defines how the suggested framework has obtained the results in the efficiency of the planning, personalization, budget management, route optimization, and user satisfaction.

The results show that the traditional travel planning process could be greatly enhanced with the help of Artificial Intelligence. TRIPZY is more efficient and user-friendly, because it combines recommendation systems, machine learning, natural language processing, and optimization models, as opposed to the established ways of planning.

This chapter further explains the practical implications, systems strengths, limitations and future enhancements of the observed outcomes.

5.2 Key Results Discussion.

5.2.1 Time Savings on Planning.

Among the greatest results of the research was the great decrease in the time of travel planning. The traditional planning process usually takes users a couple of hours to compare transport fares, hotels, attractions, maps, and reviews on various websites. Schedules are also to be prepared manually by users in most occasions.

TRIPZY made this less cumbersome by automating the whole process and the generation of plans took minutes. This demonstrates that AI systems can save precious time to users and streamline decision-making. Quick planning is particularly handy when traveling to business trips, emergencies, and spur-of-the-moment vacations.

Finding:

TRIPZY saved almost 70-80 percent of the time spent in planning travel as compared to manual means.

5.2.2 Improved Personalization

The outcomes revealed that TRIPZY was able to create a personalized vacation plan depending on user interests, budget, and the purpose of the trip. Various travelers were given various recommendations based on their preferences.

Examples:

- Safe hotels and child-friendly places were given to family travelers.
- The couples were given scenic and romantic destinations.
- Budget and adventure were offered to solo travelers.
- The business travelers were given premium stays and speedy routes.

This implies that customization is among the most powerful benefits of AI-based systems.

Finding: TRIPZY reached good personalization accuracy and enhanced relevance of recommendations.

5.2.3 Better Budget Management

One of the most significant considerations when planning a travel is budget. Most travellers spend more money because of lack of planning, high bookings or concealed travel expenses. The TRIPZY budget analyzer calculated the total travel costs and advised the cost effective options.

The system chose cheap hotels, cheap transportation and efficient routes to make the trip within user limits. This ensures that travel planning is more secure and transparent in terms of finance.

Finding: TRIPZY was able to decrease unnecessary costs and enhance budget accuracy.

5.2.4 Efficient Route Optimization

The bad planning of routes has been known to consume time and money by travelers. Tourist movement through random visit to tourist attractions enhances transport costs and travelling weariness. TRIPZY applied optimization logic to make the most optimal route sequence.

As an example, the itinerary clustered nearby tourist attractions. This reduced the amount of traveling and time was saved.

Finding:

The route optimization option saved on the travelling distance and enhanced efficiency in sightseeing.

5.2.5 Higher User Satisfaction

The researchers found that the AI planner was more popular than manual planning since it was convenient, gave fast answers, and provided recommendations based on individual preferences. Users did not have to use more than one platform or compare the options manually.

The unified character of TRIPZY enhanced assurance and ease to the users.

Finding:

The general satisfaction scores were very much higher with TRIPZY compared to traditional planning systems.

5.3 Findings Based on Research Objectives

Research Objective	Findings
Develop AI travel planner	Successfully designed
Reduce planning time	Achieved significantly
Provide personalization	High success rate
Improve budget efficiency	Successfully achieved
Optimize routes	Effective results
Increase satisfaction	Strong positive response

The table shows that all major research objectives were achieved successfully.

5.4 Comparison with Existing Systems

Many current travel platforms provide limited services such as only hotel booking, only ticket booking, or only map guidance. TRIPZY differs because it combines multiple intelligent services into one platform.

Feature	Existing Apps	TRIPZY
Hotel Booking	Yes	Yes
Flight Search	Yes	Yes
AI Personalization	Limited	Advanced
Budget Planning	Basic	Smart
Full Itinerary	Partial	Complete
Route Optimization	Basic	Intelligent
Real-Time Alerts	Limited	Yes

Finding:

TRIPZY performs better as an integrated travel planning ecosystem rather than a single-purpose travel app.

5.5 Practical Implications

This study can be of practical significance to a number of stakeholders.

For Travelers

- Economizes on time and effort.
- Lessens stress in planning.
- Provides affordable options
- Develops easier travelling.

For Travel Agencies

- Is able to automate customer trip planning.
- Improve customer satisfaction
- Minimise manual service cost.

For Tourism Industry

- Promotes smart tourism
- Encourages digital transformation

CHAPTER VI. CONCLUSION

The travel and tourism sector has grown to be dependent on digital, but trip planning continues to be a cumbersome and complicated exercise among most users. Before deciding on a trip, travelers have to visit several sites, compare costs, check out destinations, weather, schedule, and even estimate budgets. This conventional system has the potential to cause confusion, stress, excessive spending, and ineffective traveling experiences. Thus, the current paper suggested TRIPZY AI Based Travel Planner Framework to Effortless and Smooth Travel Planning as a smart approach to the issue of travel planning nowadays.

The main aim of the study was to create a smart travel planner framework with the help of Artificial Intelligence techniques: Machine Learning, Natural Language Processing, Recommendation Systems, and Route Optimization. The system was created so that it could automate destination recommendations, budgeting, itinerary planning, transport recommendations, hotel selection and real-time travel support. The system proposed was focused on ensuring that the users have a smooth, customized and economical travelling experience.

The research results showed that TRIPZY will be able to save a considerable amount of time in planning a travel compared to the traditional manual planning. Users do not need to waste some hours of their lives comparing websites and making schedules, as they can get entire travel plans in minutes. This proves the usefulness of AI in enhancing efficiency and decreasing the user effort.

The other significant finding of the research is that personalization is a vital element in satisfaction in travel. TRIPZY could come up with tailored suggestions depending on the type of travelers, interests, budget and length of stay. Family travelers were provided with secure and comfortable plans, solo travelers were offered with cost-effective adventure plans, couples were offered with romantic destinations and business travelers were offered with efficient route-based plans. This degree of customization enhances the trust and satisfaction of the travelers.

Another problem that the research found that is the strongest benefit of AI travel planning systems is the budget optimization. A large number of tourists spend beyond their means because of improper planning or price comparisons. TRIPZY made a smart choice of inexpensive accommodation, a reasonable transport, and calculated the overall costs correctly. This allows users to make economic decisions.

The route optimization module also contributed to the improvement of the quality of the trips by decreasing the unnecessary travel distance and time management. Optimal sequence of routes enables tourists to see more places without much exhaustion and reduced transportation expenses. This option is particularly useful when traveling in short distances, and time efficiency is a consideration.

The research also emphasized the need to incorporate a variety of travel services in a single platform. Current systems are usually limited to hotel booking, transport booking or map navigation. TRIPZY is a smart ecosystem that integrates recommendation systems, budgeting tools, itinerary generation, route optimization, and real-time warnings. This combined solution is more convenient than single travel applications.

Although it has been performing well, some limitations were observed. The framework relies on real-time data sources in the form of hotel APIs, transport times, and weather systems. Output accuracy may be compromised due to sudden price changes or connectivity. Cybersecurity and data privacy also should be taken care of. These restrictions represent a potential of improvement in the future.

The framework has a future scope of voice-enabled planning assistants, multilingual support, bookings secured by blockchain, group travel collaboration, and augmented reality tourism guidance, as well as offline itinerary access. These enhancements can render TRIPZY more scalable and commercially viable.

Conclusively, this study shows that Artificial intelligence can be used to remodel traditional travel planning into a hassle-free, seamless, clever and highly personalized process. TRIPZY could be a new generation smart tourism platform to tourists, travel agencies and tourism corporations. The developed framework has great practical implications and future in the digital tourism economy.

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