Virtual Friend

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Abstract: According to annual report of tourism ministry (2017-2018), Tourism is a major engine of economic growth and an important source of employment and foreign exchange earnings. In 2017 foreign exchange earnings were 1, 80,379 crore With a growth of 17%. With this we can infer that tourism sector is really essential for the GDP growth of Indian economy.
As per the statistics provided by Ministry of tourism of India, there are 1652.49 million domestic tourists' visits to all states of India having growth rate of 2.3%.It is a core source of income for local people as well as respective government. It is also a great platform for the private companies to earn high profits in Indian tourist market. This is the reason, so many private companies have formed the online applications to facilitate the tourists and earning huge profits out of that. But now the question arises whether the tourists are satisfied with services provided or not? Do tourists face any issues or challenges during their travel in spite of availability of so many virtual facilities?
After analyzing the responses from questionnaire and personal interview, it is being realized that tourist's requirements are not being completely fulfilled. To satisfy their need this research paper has focused on the formation of the virtual friend which would provide more transparency in case of the reviews of the services and would assist them in case of no connectivity.

Keywords: Artificial intelligence, Tourism industry, virtual friend, fake reviews, offline process, predefined prices for auto rickshaws

I. INTRODUCTION

Tourism, had been popular worldwide since 12th century. In early times travelling was mainly undertaken for the purpose of for trade and pilgrimage, but in considered as the act or process of spending time away from home in pursuit of recreation, relaxation and pleasure. While making use of the commercial provision of services. The evaluation of tourism had been divided into three phases.

First phase (12-17th century)	The Europeans had different notions of travelling. According to their belief, if someone had not visit any new places in his life then he was highly neglected by society. So every individual was supposed to visit at least Italy. This reveals that nature of tour was highly **spiritually oriented**
Second phase (Mid-18th century)	The second phase of tourism marks as the industrial revolution. The introduction and revolution of railways after 1830 AD revolutionized the entire scenario of travelling. The first ever rail link between Liverpool and Manchester in the same year can be regarded as landmark in the history of merchandised transport.
Third phase (20th century)	After the 2nd world war. When united nations came into existence into 1945 A.D, the hostility between the countries almost became nonexistence. The barriers broke down and serene environments started to prevail. This made the ground for the tourism industry more fertile and future fueled the prospects of tourism and its related industries. It is during this period the world economy experienced a landmarks growth in the tourism industry.

Tourist industry in 21st century. In 21st century tourism has become leisure activity and the youngsters really love to involve in the adrenaline pumping activities. Young generation really love to explore different new places which had made the tourism a global activity and leads to change in the trends of tourism

Current trends. According to data collected from literature followings observations has been made:-

- Last minute bookings are increasing
- Travelers are visiting new destinations and requesting new experiences.
- Ecological and educational tours are in demand.
  So, these are some of the expectations or we can say demand of current tourists in the market.
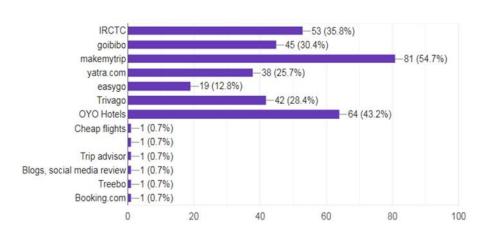
Research Methodology

Personal interview. To estimate the problems or challenges faced by tourist, personal interview was conducted with the colleagues, not to miss out any kind of information data was noted down. This personal interview was like sample audience, just to judge the issues and to form the questionnaire accordingly. **Questionnaire.** As per the responds from the sample audience in personal interview the questions wereformed accordingly. There were 165 respondents from north India and also from Pune city. The results were as follows:
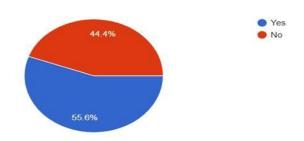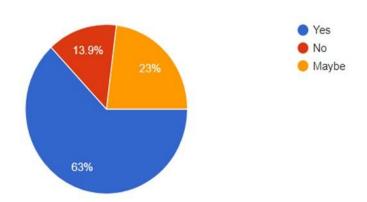
which websites or apps you used the most

8 responses

IRCTC — 53 (35.8%)
goibibo — 45 (30.4%)
makemytrip — 81 (54.7%)
yatra.com — 38 (25.7%)
easygo — 19 (12.8%)
Trivago — 42 (28.4%)
OYO Hotels — 64 (43.2%)
Cheap flights — 1 (0.7%)
— 1 (0.7%)
Trip advisor — 1 (0.7%)
Blogs, social media review — 1 (0.7%)
Treebo — 1 (0.7%)
Booking.com — 1 (0.7%)

Are you satisfied with the services offered by the travelling websites

responses

- Yes
- No

44.4%
55.6%

Do you use websites or apps for organising or planning your tour or trip

165 responses

- Yes
- No
- Maybe

13.9%
23%
63%

II.   RESULTS

After analyzing the results of the questionnaire and personal interview we can judge the preferences of the tourists regarding their choice of online websites, their choice of places and also the purpose of travelling.

Preferences. It can be analyzed from the data collected that tourists mostly prefer to use the application "MAKE MY TRIP" it is followed by "OYO HOTELS". Mostly tourists prefer to go for the family vacations in hill stations.

III.   CHALLENGES

- They are not able to get proper internet connectivity to access their online applications for tourists.
- After booking of their hotels sometimes, it become difficult for the tourists to track the location of their respective hotels.
- Sometimes, tourists do not get the satisfactory services or the exact structure of their rooms which was being displayed or written in the reviews of that respective website.
- Tourists also face problem that whenever, they go for the local auto rickshaw they charge high prices from the tourists.
- Sometimes, if anyone hire a tourist guide then the agency give the first preference to foreign tourists and to the domestic tourist they provide inefficient guides.

IV.   DISCUSSION

To solve the above discussed challenges of the tourists, this research paper purposed the idea "VIRTUAL FRIEND".

Features of artificial friend

Offline process. This technology was displayed at international conference computer vision by Mohammad jived shafiee. The result displayed that the software comprises of a virtual assistant which is activated whenever the chip is embedded in the smart phone or any other device. The virtual assistant and other intelligent features embedded in this software helps reduces data usage and operate without internet.

Fake reviews will be detected. Through powerful AI one can develop such system which employs the language processing method to detect the unusual patterns of text, writing style and formatting. There is internal scoring system to rate the reviews and any suspicious similarity can raise red flags and make the team pursue its authenticity. The fake reviews algorithm need time and training before they start working flawlessly. It is the certain level of sophistication in autonomously generated reviews that helps in differentiating them.

List of local auto rickshaw set up by government. We can feed the data related to the prices of all the major tourist places which is being decided by the government of India. By doing this the tourists will not get cheated by local people or if the native people would be loyal and they are charging according to the pre decided prices by the respective government. Then tourists will not misunderstand them.

V.   CONCLUSION

We have learnt that tourist industry is really important industry for the Indian economy. Government is also taking a lot of initiatives to improve the respective industry. Private tycoons are also taking interest by providing best possible facilities, as there is scope of earning huge profits in this sector. But after collecting primary data, realized there are some deficiency in services provided so this research paper is proposing the idea of mobile app "VIRTUAL FRIEND" it can run without internet.

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