IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 5, Issue 11, April 2025
Impact Factor: 7.67

Smart Tourism: Enhancing Visitors Experience through Technology

Prachi Rahane, Rohini Shinde, Shruti Gunjal, Khushi Vairal, Dr. B. L. Gunjal
Amrutvahini College of Engineering, Sangamner, India

Abstract: *This research paper presents a multi-module smart tourism system that integrates cutting-edge technologies such as Natural Language Processing (NLP), YOLO-based real-time pollution detection, and AI-driven chatbots. The system is designed to enhance tourist experience by offering personalized travel recommendations, monitoring environmental cleanliness in real-time, and providing automated assistance through a chatbot. The proposed architecture ensures a seamless and eco-friendly travel experience, leveraging AI models for effective data analysis and automated notifications for sustainability management. The paper demonstrates how technology can be harnessed for responsible tourism, promoting both user satisfaction and environmental consciousness.*

Keywords: Deep learning, Smart Tourism, Natural Language Processing, YOLO, Chatbot, Sustainable Tourism, Real-time Monitoring

I. INTRODUCTION

In recent years, the tourism industry has experienced a transformative shift with the integration of advanced technologies, largely driven by the rising demand from travelers for more personalized and engaging experiences. Tourists now seek meaningful interactions with their destinations, necessitating the development of innovative solutions that accommodate a wide range of preferences and needs. This project aims to meet these evolving expectations by leveraging smart tourism technologies to deliver a seamless and enriched travel experience. Beyond personalization, the initiative also emphasizes sustainability, aiming to foster eco-friendly travel practices that preserve cultural and environmental assets..

At the core of this initiative is a multi-module system designed to guide tourists from the moment they arrive in a city. The first module employs a recommendation engine that tailors attraction and activity suggestions according to individual preferences and behavior. To address environmental concerns, a second module integrates the YOLO (You Only Look Once) algorithm for real-time garbage detection through video analysis. This system automatically notifies relevant authorities when litter is identified, ensuring rapid response and promoting responsible tourism. Complementing these features is a static chatbot that provides tourists with instant assistance and information throughout their journey. By combining personalized recommendations, real-time environmental monitoring, and interactive support, the project aims to redefine modern tourism, blending user satisfaction with sustainability.

II. LITERATURE SURVEY

[1]Sentiment Analysis using CNN-BiLSTM

Meng et al. (2024) proposed a hybrid deep learning model combining Convolutional Neural Networks (CNN) and Bidirectional Long Short-Term Memory (BiLSTM) for sentiment analysis within the tourism sector. Utilizing Internet of Things (IoT) data, the model categorizes review data into positive or negative sentiments, assisted by review ratings for better annotation. The CNN-BiLSTM architecture outperforms traditional BiLSTM and TextCNN models with a precision of 87.9%, recall of 88.34%, and accuracy of 85.1%. These results demonstrate the model's capability to process extensive review datasets effectively, offering valuable insights for personalized service recommendations and tourism management optimization [1].

DOI: 10.48175/IJARSCT-25850

[2]Trash Detection using YOLOv5

Das et al. (2023) introduced a deep learning-based approach for trash detection in urban areas of Bangladesh using the YOLOv5 model. They compiled a new dataset enriched with OpenLitterMap data to evaluate multiple YOLOv5 variants. The fine-tuned model achieved a mean average precision (mAP) of 34.3 and an F1-score of 43.7, which improved to 45.4 with data augmentation. Notably, in single-class detection tasks, the model reached an mAP of 84.4 and an F1-score of 78.2, outperforming existing benchmarks such as TACO and PlastOpol [2]

[3]AI-Based Chatbot for Tourist Guidance

In a 2023 study, Ali et al. developed an AIML-based chatbot aimed at improving tourist guidance and engagement in Sulaimani City. The chatbot, trained on a dataset of 352 question-answer pairs, was deployed on a test website to simulate real-time tourist interactions. Evaluation results showed higher user satisfaction and accuracy compared to traditional web-based guides. However, the study acknowledges the limitation of a small dataset, which may affect scalability and generalization in broader applications [3].

[4] Real-Time Context-Aware Recommendation with R2Tour Yoon and Choi (2023) introduced *R2Tour*, a real-time context-aware recommendation system for tourism. The model incorporates situational variables such as weather conditions and demographic factors (e.g., age, gender) to suggest top five nearby tourist destinations. Six machine learning models were tested using data from Jeju Island, with the best-performing achieving 77.3% accuracy, a micro-F1 score of 0.773, and a macro-F1 score of 0.415. The adaptability of the system to dynamic inputs positions it as a robust solution for smart tourism and personalized marketing applications [4].

[5] Enhanced Waste Classification with Improved YOLOv3 He et al. (2023) presented a modified YOLOv3 architecture to monitor waste collection and transportation. By integrating depth-wise separable convolutions and triplet attention mechanisms, the improved model enhanced both detection speed and localization accuracy. The system was tested on a specialized dataset from municipal environmental agencies and achieved a superior mAP of 98.5, outperforming YOLOv5l and EfficientDet-B0 while maintaining a real-time detection speed of 14.6 ms per frame. This makes the model highly suitable for deployment in urban waste management systems [5].

[6]Tourist Forecasting with STL-BiLSTM

Adil et al. (2023) introduced a hybrid model combining Seasonal and Trend decomposition using Loess (STL) with BiLSTM for forecasting tourist arrivals. To improve accuracy beyond historical data constraints, the model incorporated Search Intensity Indices (SII) as external predictors. The STL-BiLSTM model efficiently captured temporal dependencies and outperformed traditional methods by offering a comprehensive view of trend, seasonal, and residual components in tourism data [6].

III. OBJECTIVE

1. Real-Time Pollution Monitoring: To employ the YOLO (You Only Look Once) algo rithm for detecting and analyzing garbage levels at popular tourist sites, ensuring timely identification of cleanliness issues.
2. Personalized Recommendations: To implement a recommendation system utilizing Nat ural Language Processing (NLP) that analyzes user preferences and behaviors, providing tailored itineraries and activity suggestions for travelers along with API of wikipedia.
3. Proactive Alerts: To establish an automated notification system that sends email alerts to relevant organizations when pollution levels exceed designated thresholds, facilitating prompt action to address environmental concerns.
4. Enhanced Visitor Support: To integrate a chatbot that provides real-time assistance to tourists, answering inquiries and offering relevant information throughout their travel experience, thereby improving overall visitor satisfaction.
5. Promote Responsible Tourism: Encourage sustainable tourism by actively involving stakeholders through technology-driven monitoring and response mechanisms..

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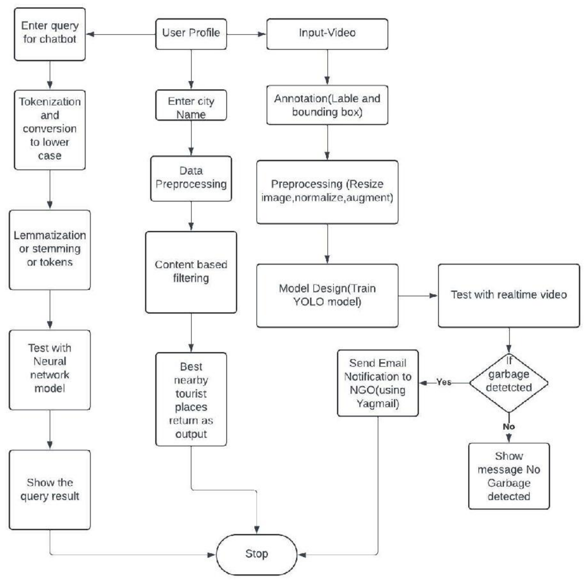
IV. ARCHITECTURE



V. METHODOLOGY

The implementation of the Smart Tourism system followed a modular and data-driven approach integrating advanced technologies such as NLP, YOLO object detection, and chatbot automation within a unified web-based platform. The key stages are as follows:

1. Data Acquisition and Preprocessing

Tourist Preferences: Data was collected through user inputs including location, demographic details, and travel interests.

Garbage Dataset: Video and image data were sourced from urban areas to represent real-world garbage scenarios. Each media sample was annotated and categorized into types (plastic, organic, paper, etc.).

Text Data for Chatbot: Frequently asked questions and tourism-specific knowledge were compiled into a structured corpus for chatbot training.

Preprocessing included:

NLP techniques like tokenization, lemmatization, and keyword extraction for tourist preferences.

Image resizing, normalization, and augmentation for the YOLO model.

Creation of a keyword-response map for the static chatbot.

2. Feature Engineering and Encoding

User preferences were vectorized into semantic embeddings to enable similarity-based recommendation matching.

Image and video data were encoded into bounding box coordinates and class labels.

Contextual features (e.g., location, weather, time) were integrated into the recommendation system for real-time personalization.

3. Model Development

1.Recommendation Engine:

Developed using transformer-based embeddings and keyword-matching algorithms.

Generated location-aware recommendations through cosine similarity measures between user input and destination metadata.

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2.Garbage Detection (YOLOv5):
YOLOv5 was trained on annotated garbage datasets.
The model was fine-tuned with augmented data for better accuracy in real-world conditions.
3.Chatbot (Rule-based with Neural NLP Support):
Utilized intent classification using bag-of-words and TF-IDF.
Responses were mapped using if-else logic and basic ML models for fallback intent recognition.

4. System Integration and Deployment
All components were hosted on a Django-based web platform.
The application accepts user inputs and video uploads, processes them through corresponding modules, and returns outputs like itinerary suggestions, garbage detection alerts, and chatbot responses.
YAgmail was configured to send real-time notifications to NGOs and civic bodies upon detecting garbage.

5. Evaluation
Each module was tested individually and as part of the integrated system. Evaluation metrics included:
YOLOv5: Precision, recall, F1-score, and mAP for garbage detection.
NLP Recommendation System: Relevance ranking accuracy and response latency.
Chatbot: Response accuracy, session continuity, and user satisfaction.

VI. PROBLEM DEFINITIONS

The tourism sector is facing significant challenges in reconciling the desire for visitor satisfaction with the pressing need for sustainability and environmental stewardship. As the number of travelers continues to increase, destinations grapple with issues like overcrowding, resource depletion, and pollution, which can compromise the quality of the travel experience and negatively impact local ecosystems. Moreover, travelers often seek tailored and immer sive experiences but may find it difficult to navigate the overwhelming amount of information available. This project aims to tackle these issues by creating a smart tourism system that incor porates advanced technologies, including machine learning for personalized recommendations, real-time pollution monitoring, and a chatbot to provide immediate assistance to visitors. By utilizing data-driven insights, the system aspires to enhance the overall travel experience while fostering sustainable practices, ultimately transforming the way tourists engage with and ex plore destinations.

VII. RESULTS

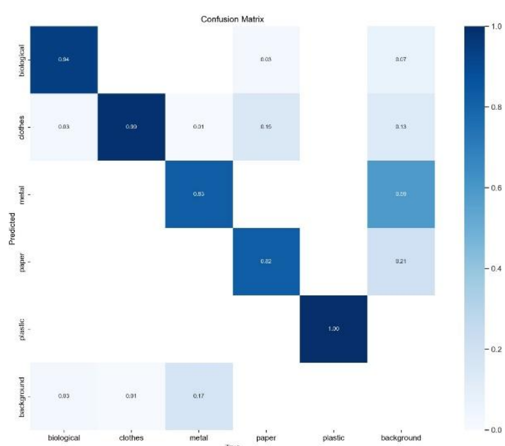

Fig. Confusion matrix

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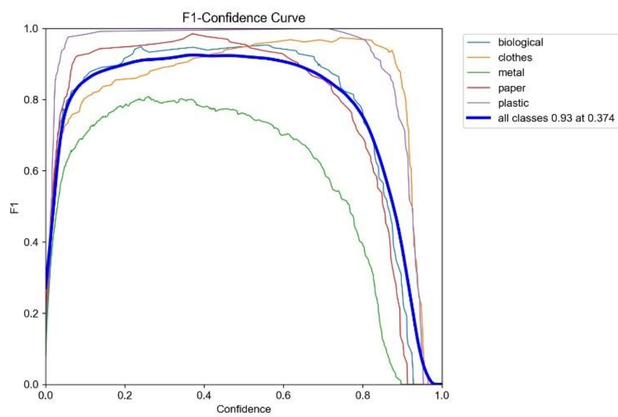
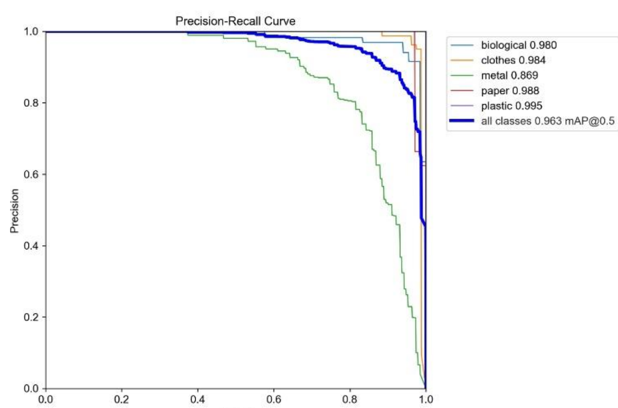
Confusion Matrix Table

Predicted \ True	Biological	Clothes	Metal	Paper	Plastic	Background
Biological	0.94	0.00	0.00	0.00	0.00	0.07
Clothes	0.03	0.99	0.01	0.15	0.00	0.13
Metal	0.00	0.00	0.83	0.00	0.00	0.59
Paper	0.00	0.00	0.00	0.82	0.00	0.21
Plastic	0.00	0.00	0.00	0.00	1.00	0.00
Background	0.03	0.01	0.17	0.00	0.00	0.00

F1 Curve



Precision Recall Curve



VIII. CONCLUSION

The smart tourism framework successfully integrates cutting-edge AI technologies to revolutionize the tourist experience. By deploying a recommendation engine, real-time garbage detection, automated alerts, and a responsive chatbot, the project creates a balanced ecosystem for enjoyment and responsibility. The system not only personalizes tourist journeys but also safeguards urban aesthetics and health by involving civic bodies in real-time. This initiative represents a step forward in sustainable tourism and scalable city management solutions. The train model performs admirably across several key waste categories, future improvements could focus on enhancing background differentiation and refining the detection of overlapping or visually similar materials. Overall, the model's strong classification performance supports its viability for deployment in real-time waste monitoring systems to promote environmental sustainability in tourist areas.

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