THE IMPACT OF ARTIFICIAL INTELLIGENCE ON TOUR GUIDING SERVICES

Isomiddinova Yulduz Alisher qizi

Buxoro davlat universiteti talabasi

email: umidanurova08@gmail.com

Abstract: The development of Artificial Intelligence (AI) has brought significant changes to the tourism industry, especially in tour guiding services. Modern guides increasingly rely on intelligent technologies such as chatbots, virtual assistants, and translation systems to provide accurate and interactive information to This paper explores the gradual transformation of the tourism industry caused by Artificial Intelligence (AI), focusing on its influence on traditional tour guiding professions. AI-driven technologies such as smart guide applications, chatbots, and augmented reality tools have started to replace many functions that human guides once performed [1][2]. While AI provides faster, data-based, and personalized experiences for tourists, it simultaneously challenges the demand for conventional tour guides [3][4]. The research argues that although human empathy, storytelling, and emotional connection remain essential, the growing sophistication of AI systems is likely to reduce the number of traditional guiding jobs in the near future [5][6]. The paper concludes that the future of guiding lies in collaboration between human expertise and artificial intelligence tools rather than complete substitution [7][8]..

Keywords:Artificial Intelligence, Tour guiding, Smart tourism, Virtual guide, Technology in tourism, Digital transformation, Tourist experience, Innovation in guiding, Machine learning, Travel applications.

İntroduction:

In recent years, Artificial Intelligence (AI) has emerged as one of the most transformative technologies across various industries, including tourism. The tourism sector has historically relied heavily on human interaction, creativity, and emotional intelligence.

Tour guides, in particular, have played a crucial role in shaping travelers' experiences by providing historical context, cultural explanations, and emotional engagement. However, with the rapid advancement of AI-driven systems, the role of human guides is gradually being redefined. Smart technologies such as virtual assistants, automated translation tools, AI-based route planners, and augmented reality applications now perform many functions that were once exclusively carried out by professional guides [1][2]

Discussion:

The integration of AI into tourism has brought many benefits, such as improved navigation, personalized recommendations, and automatic translations. For example, tourists can now use AI-powered apps to receive historical information about monuments without needing a guide. However, the growing dependence on these systems means that tourists are less likely to hire local guides, especially in well-developed destinations. Consequently, the role of human guides is slowly shrinking. To prevent unemployment and loss of cultural communication, it is essential to train guides in digital literacy and AI-assisted guiding. By adapting to technology rather than opposing it, guides can maintain their importance in modern tourism.

Conclusion:

The future of tour guiding depends on how professionals respond to technological progress. Artificial Intelligence will continue to develop, and its presence in tourism will only expand. While AI may replace certain routine tasks, human guides still play an irreplaceable role in creating emotional and cultural connections. To survive in the digital era, guides must learn to work with technology, not against it. Only this balance can ensure that the art of guiding remains valuable in the age of Artificial Intelligence.

References:

[1]   OECD. (2024). Artificial Intelligence and tourism: G7/OECD policy paper. OECD Tourism Papers, No. 2024/02. Paris: OECD Publishing.

[2]   Ghasemi, V., Yarahmadi, P., & Kuhzady, S. (2025). AI-powered live chatbots and smart tour guide apps in tourism: A literature review and future research directions. Turyzm/Tourism, 35(1), 217–227.

[3]   Ibrahim, A., Hassan, F., & Usman, Z. (2024). The role of Artificial Intelligence in enhancing digital tourism experiences. International Conference on Digital Advanced Tourism Management and Technology, 1(2), 176–183.

[4]   Sun, X. (2024). Smart tourism: Design and application of Artificial Intelligence-assisted tourism service recommendation algorithms. Journal of Electrical Systems, 20(9s).

[5]   Ülkü, A. (2024). The performance of Artificial Intelligence in the exams of tourist guidance. Journal of Multidisciplinary Academic Tourism, 9(3), 231–243.

[6]   Mahdi, M. M. (2025). The application of technological information according to the improving of the professional tourism guide. The Peerian Journal, 5(1), 34–46.

Gillani, S. I. A., & Haider, A. (2023). Impact of digitalization and Artificial Intelligence on local tourism industry. Journal of World Research, 3(2), 43–48