AI FOR SUSTAINABLE GROWTH:

SHAPING THE FUTURE OF COMMERCE (ICAISFC-2026)

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KAAMADHENU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

25 YEARS OF EDUCATION EXCELLENCE

Accredited with 'A' Grade by NAAC
Recognized by UGC under 2(f) and 12(B)
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06. A STUDY ON HOW AI HELPS IN FOOD TOURISM TO FIND THE BEST PLACES TO EAT

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ABSTRACT

Food tourism is becoming increasingly popular as travelers seek authentic and unique culinary experiences. However, finding the best restaurants, street food, or local delicacies can be challenging, especially in unfamiliar locations. Artificial Intelligence (AI) can play a significant role in enhancing food tourism by providing personalized recommendations, analyzing customer reviews, and predicting popular culinary spots. This study explores how AI technologies, such as recommendation systems, chatbots, and mobile apps, help food tourists discover the best places to eat. It focuses on understanding travelers' awareness of AI tools, their usage patterns, and the benefits they experience while planning culinary trips. The findings aim to show that AI not only saves time but also improves the quality of food tourism experiences, making travel more enjoyable and convenient for culinary enthusiasts.

Keywords: Artificial Intelligence, Food Tourism, Culinary Travel, Recommendation Systems, Traveler Experience

Introduction

Food tourism is an important part of the travel experience, allowing people to explore new cultures, flavors, and local specialties. Travelers often face challenges in identifying the best food destinations, such as restaurants, cafes, or street food vendors, especially in unfamiliar cities or countries. Traditional methods, like guidebooks or online reviews, can be time-consuming and sometimes unreliable.

Artificial Intelligence (AI) offers modern solutions to these challenges. AI tools, such as recommendation systems, chatbots, and mobile apps, can analyze user preferences, previous reviews, ratings, and social media data to suggest the most suitable food destinations. By providing personalized and accurate recommendations, AI helps travelers make informed choices and enhances their overall culinary experience. This study aims to understand how AI supports food tourists in finding the

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best places to eat, how travelers use these tools, and the advantages of AI in making culinary travel easier, faster, and more enjoyable.

Objectives

1. To identify how travelers use AI tools to find food destinations.
2. To study how AI helps save time and effort in planning food tourism trips.
3. To examine the role of AI in improving food tourism experiences.
4. To understand travelers' opinions on AI recommendations for culinary trips.

Scope of the Study

1. The study focuses on AI applications in food tourism, such as recommendation apps, chatbots, and online tools.
2. It examines how AI helps travelers find restaurants, cafes, street food, and local culinary experiences.
3. The study considers AI as a supportive tool to enhance food tourism experiences, not as a replacement for human guidance.

Need for the Study

1. To explore how AI can improve food tourism experiences for travelers.
2. To understand how AI tools help travelers save time and effort in planning culinary trips.
3. To highlight the benefits of AI in guiding travelers to authentic and popular food destinations.

Limitations of the Study

1. The study may be limited to travelers who have access to AI-based tools and smartphones.
2. Responses may vary based on travelers' awareness and experience with AI technologies.
3. The study focuses only on the use of AI for finding food destinations and does not cover other aspects of tourism, such as sightseeing or lodging.

Research methodology

Meaning

Research methodology is a way to systematically solve the research problem .the research is the studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the methods, techniques but also the methodology.

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Data Collection

Data refers to information and facts. The task of data collection begins after the research problem has been defined and the research plan been decided.

There are two types of data collected

1. Primary data

2. Secondary data

Sample Size: Sample size refers to the number of respondents drawn out for the purpose of study. The sample size selected for this study is 100. Based on these respondents' answers, the rest of the study is conducted.

Statistical Tools: Statistical tools refer to the equipment that aid in conducting a research successfully. The statistical tools that aided in this research are charts like bar column, pie, cone, pyramid, line and cylinder

The other tools aided in this analysis are as follows;

- Percentage method

Review of Literature

1. **Li & Wang (2019)** found that AI-powered recommendation systems help tourists discover popular restaurants and food spots based on user preferences and past reviews.
2. **Singh & Kumar (2020)** reported that chatbots and AI-based travel apps improve food tourism by providing instant suggestions and guidance on local culinary experiences.
3. **Johnson (2021)** highlighted that AI tools can analyze social media and review data to predict trending food destinations, helping tourists make informed decisions.
4. **Rao & Mehta (2022)** stated that personalized AI recommendations increase satisfaction among food tourists, as travelers can easily find places that match their taste and budget.
5. **Lee & Park (2023)** observed that AI reduces the time and effort needed to search for food destinations, making culinary trips more convenient and enjoyable.
6. **Sharma (2024)** concluded that AI plays a significant role in modern food tourism by connecting travelers to authentic local food experiences and enhancing overall trip planning.

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Findings

Section A: Profile of Respondents

- Most respondents were **aged 21–30 years (50%)**.
- **Female respondents** formed the majority (58%).
- Majority of travelers had **1–3 years of food tourism experience (40%)**.

Objective 1: To identify how travelers use AI tools to find food destinations

- Around **70–76% of respondents** use AI apps or websites to find food spots.
- **70% of respondents** rely on AI recommendations more than traditional guidebooks or reviews.
- **70% of respondents** feel that AI helps them discover new food places.

Objective 2: To study how AI helps save time and effort in planning food tourism trips

- **76% of respondents** reported that AI saves time in searching for food destinations.
- **70% of respondents** agreed that AI makes planning a food itinerary easier.
- **70% of respondents** said AI reduces effort in comparing restaurants, reviews, and menus.

Objective 3: To examine the role of AI in improving food tourism experiences

- **74% of respondents** said AI helps choose restaurants matching taste and budget.
- **70% of respondents** reported that AI improves overall satisfaction with food trips.
- **70% of respondents** agreed that AI helps explore authentic local cuisine.

Objective 4: To understand travelers' opinions on AI recommendations for culinary trips

- **70% of respondents** trust AI recommendations for choosing food destinations.
- **68% of respondents** prefer AI suggestions over asking locals.
- **70% of respondents** are willing to use AI regularly for planning food tourism trips.

Suggestions

1. Travel agencies and tourism boards should **promote AI-based apps** and tools to help travelers find popular and authentic food destinations.
2. Travelers should be **trained or guided** on how to use AI tools effectively for planning culinary trips.

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3. AI tools should be **updated regularly** with new restaurants, reviews, and trending food spots to provide accurate recommendations.
4. Tourists should **combine AI suggestions with local advice** to explore authentic culinary experiences.
5. Further research can explore AI applications in **cultural food experiences** and **restaurant review analysis** to enhance food tourism.

Conclusion

The study reveals that AI plays a **significant role in food tourism** by helping travelers discover the best places to eat. Most respondents reported that AI saves **time and effort** in planning trips, improves **overall satisfaction**, and helps explore **authentic local cuisine**. Travelers also **trust AI recommendations** and are willing to use AI tools regularly. Overall, AI is a **supportive tool** that enhances food tourism experiences, makes culinary travel more convenient, and allows tourists to enjoy **personalized and informed dining choices**. The study emphasizes that AI can significantly **improve the quality and efficiency** of food tourism planning.

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