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Ctrip AI Layout: Innovation Leads the Triple Power of Intelligent Upgrading in the Tourism Industry



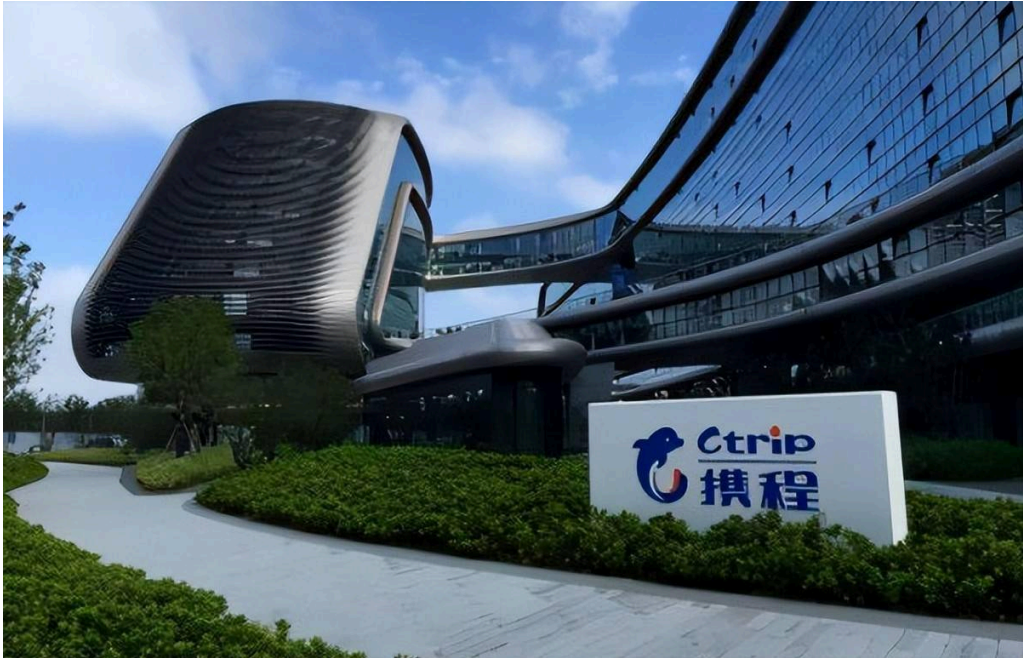
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On October 24, 2023, the Ctrip Global Partner Summit was held in Singapore. Liang Jianzhang, co-founder and chairman of the board of directors of Ctrip Group, gave a speech titled "Tourism is the unique and best industry". Liang Jianzhang was speaking in announced the strategic direction of Ctrip' s triple innovation of generative AI, content rankings, and ESG low-carbon hotel standards. What changes and opportunities will these innovations bring to the tourism industry?



Generative AI: Building an Intelligent Travel Assistant

Generative AI is one of Ctrip' s core technologies that uses cloud AI to promote intelligent service upgrades. It can realize the function of an intelligent travel assistant, provide users with more convenient, more personalized, and more assured travel choices, and provide merchants with A more efficient, precise and cost-saving marketing plan.

"Generative AI" refers to an artificial intelligence technology that can automatically generate text, images, audio and other content that conforms to semantics and logic based on input information. In July this year, Ctrip released the first large vertical model in the tourism industry - "Ctrip Wendao", which was independently developed and optimized based on 20 billion unstructured travel data. It can more accurately understand users' needs and intentions before, during and after travel, and respond quickly

According to the needs of users, Ctrip.com can recommend travel destinations, hotels, attractions, itinerary planning and real-time discount options from aspects such as region and theme characteristics. When the user's needs are clear, it will provide intelligent query results. Users can query air tickets and hotel products under complex conditions in natural language through text or voice.

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"Ctrip Wendao" can not only improve user experience, but also help merchants reduce costs and increase efficiency. Through Baidu Cloud's big data analysis capabilities, users' interests, habits and preferences are analyzed. After machine learning, AI technology is used to intelligently combine various travel products to provide personalized travel for each user. plan. In addition, in order to ensure that users can receive services at any time, Ctrip's customer service department currently provides 7×24-hour service guarantee. Some media reported that during the 2018 Spring Festival travel rush, many Ctrip customer service staff had to answer more than 100 calls a day. An average of 60,000 to 80,000 words are spoken every day, which is equivalent to reading a novella. Ctrip can use Baidu Cloud's automatic speech recognition, text-to-speech conversion, natural language processing and other AI technologies to build and improve its own intelligent customer service platform to better respond to user inquiries and related questions 24/7.

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Content list: Create a reliable answer library for the tourism industry

The rewritten content is as follows: Content in the travel industry plays a vital role and can have an impact on user decision-making and satisfaction. However, in the massive amount of information, how to find reliable, authoritative, and valuable content has become one of the challenges faced by users and businesses. In order to solve this problem, Ctrip released a content list at the summit, aiming to create a "reliable answer library" for the tourism industry

The content list covers more than 3,000 destinations around the world, including 45 commonly used topics. The recommended dimensions include destinations, itineraries, hotels, air tickets, attractions, etc. The selection rate for each list is one in a hundred. The basis for generating these lists is an average of 5 million data operations and manual verification for each list, combined with Ctrip's existing real-time data and feedback from hundreds of millions of customers to ensure the quality and accuracy of the content

The content list can not only provide users with more valuable travel information, but also provide merchants with more influential marketing channels. Users can quickly find the destinations and products they are interested in through the content list and make reservations directly. Merchants can showcase their advantages and features through content lists and attract more target customers.

Content list is one of Ctrip's core products that uses cloud AI to promote intelligent content upgrades. It can realize the function of a reliable answer library for the tourism industry, provide users with more valuable and confident travel references, and provide merchants with more valuable and more confident travel references. Provide a more effective and high-quality marketing platform.

ESG Low Carbon Hotel Standard: Creating a Sustainable Development Model for the Tourism Industry

ESG refers to the three aspects of environment, society and governance. It is an important indicator for measuring corporate social responsibility and sustainable development capabilities. As consumers pay more and more attention to environmental protection and social welfare, ESG has become a factor that cannot be ignored in the tourism industry. In response to this trend, Ctrip launched quantifiable, testable, and improveable low-carbon hotel standards at the summit, aiming to create a sustainable development model for the tourism industry

Low-carbon hotel standards are based on the research and evaluation of international authoritative organizations and expert teams, combined with Shanghai hotel data and user feedback on the Ctrip platform, to develop a set of hotel energy conservation and emission reduction, resource recycling, green management, etc. Quantitative indicators and scoring system. Low-carbon hotel standards can not only help hotels improve their environmental friendliness and social responsibility, but also help users choose accommodation products that are more in line with their own values and preferences.

Rewritten content: The low-carbon hotel standard is one of the important measures taken by Ctrip in ESG, and it is also one of Ctrip's core projects using cloud artificial intelligence to promote environmental intelligence upgrades. In addition to low-carbon hotel standards, Ctrip is also actively promoting environmental-friendly, family-friendly, community-friendly and other aspects, such as launching green travel plans, supporting charity travel projects, and conducting charity donation activities, etc.

Through the analysis of the above three aspects, we can see that Ctrip’ s layout of artificial intelligence is comprehensive and in-depth, covering the three important areas of service, content and environment, showing the prospects for the intelligentization of the tourism industry. Ctrip not only uses its data and technological advantages to provide users and merchants with more efficient, better and more personalized products and services, but also actively responds to social and environmental needs and contributes to the sustainable development of the tourism industry. Ctrip’ s artificial intelligence layout reflects its keen insight into the future development trends of the tourism industry and its firm belief in value creation in the tourism industry

Rewritten content: Source: Pinecone Intelligence

The above is the detailed content of Ctrip AI Layout: Innovation Leads the Triple Power of Intelligent Upgrading in the Tourism Industry. For more information, please follow other related articles on the PHP Chinese website!

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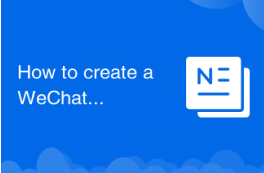
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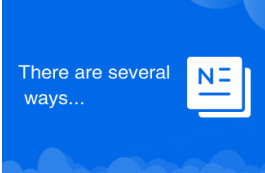
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