

Peer Review

Review of: "Reimagining Tourist Engagement: Integrating ChatGPT into the Tourism Industry's Service Ecosystem"

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Great work on the emerging topic of the influence of Gen-AI (LLM) on the tourism sector; identifying different aspects of LLM is timely research. This research will provide a path for future researchers to navigate across this new field.

Key insights

- ChatGPT enhances decision-making and personalization in tourism by allowing real-time information free of cost. I personally use different LLMs to get information during my visits.
- ChatGPT has made it easy to gain information at every stage of a tour, making the tour experience more valuable and satisfactory.
- Potential challenges and drawbacks mentioned in the article regarding the use of ChatGPT, such as the over-reliance risk and privacy risk, are essential. Through rigorous research, these issues can be mitigated.

Declarations

Potential competing interests: No potential competing interests to declare.