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Legal Basis of Educational Processes of Artificial Intelligence Algorithms in E-tourism

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Abstract: E-tourism has become a key component in the tourism industry and allows travelers to easily access information about destinations and services via the Internet, facilitating their travel planning process. Through e-tourism, travelers can research destinations, plan trips, book accommodations, purchase transportation tickets, and explore tourist attractions through online resources. Also, this area helps tourism businesses to effectively promote their services, communicate with clients and manage reservations. E-tourism represents the integration of information and communication technologies in the tourism sector. This concept encompasses the application of digital technologies such as the Internet, mobile applications, online reservation systems, web platforms and social media to improve aspects of travel and tourism. The legal foundation of educational procedures utilizing artificial intelligence algorithms in e-tourism holds significant importance because of the multitude of potential legal complexities and obstacles that could emerge. The Republic of Serbia, like many other countries, is working on improving its regulations in order to enable the development of e-tourism and at the same time ensure the protection of the interests and safety of travelers.

Keywords: *e-tourism, internet, legal regulations, artificial intelligence, user safety.*

Introduction

Tourism has a long history dating back to ancient Greece and Rome, where people traveled for a variety of reasons. During the Middle Ages, tourism was limited to pilgrimages and trade caravans. During the Renaissance, travel writers wrote travelogues that inspired travelers. The Industrial Revolution accelerated the development of tourism, enabling mass transportation. The 20th century saw the further development of tourism with the development of aviation and the automobile. Today, tourism is a global industry worth trillions of dollars and includes various forms of travel. The Internet and social media have changed the way travel is planned. Tourism continues to develop and plays a key role in the economies of many countries.

By analyzing the available literature, it can be concluded that tourism has a direct and indirect impact on the country's economy, primarily on the gross domestic product (GDP) and national income of that country.

The direct influence is reflected through the support of certain sectors of material production that serve the tourism industry, while the indirect influence implies the spillover of income from other countries into the domestic economy. Also, tourism can have a positive effect on the development of tourist activities, increasing employment and raising the standard of living of the population. The direct impacts of tourism include the impact on investment activities and the structure of investments, as well as on the accelerated development of less developed regions in the country (Trifunović, et al., 2023). Tourism is an area of the economy where technology plays a key role by helping businesses in their day-to-day operations, while improving the user experience or making the destination more desirable for potential visitors (Giotis and Papadionysiou, 2022).

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E-tourism refers to the use of modern technologies for various tourism activities, including online reservations for hotels, airline tickets and other services, as well as providing informational resources to travelers through web portals of tourist destinations. The main difference between e-tourism and traditional tourism lies in the ability of e-tourism to bring significant savings in traditional activities, such as telephone centers and information points. In other words, e-tourism enables information and reservation services to be provided to a large number of consumers at relatively low costs, resulting in more efficient processes and better access to information for travelers (Mavri and Angelis, 2009; Frechtling, 2001).

Information and communication technologies in tourism, also known as the concept of e-tourism, have started a new era in modern tourism and catering (Kirtil and Ashkun, 2021). E-tourism is defined as the use of information and communication technologies within tourism. This practice includes the widespread use of the Internet, mobile applications, social media and other digital technologies to improve the service and experience of travelers, facilitate travel planning and increase efficiency in the tourism industry.

Social networks have significantly transformed the way tourism products and services are promoted and consumed. They are one of the popular data sources used by both tourists and tourism companies to communicate, find or provide relevant information (Rahmadian, et al., 2021; Lv, et al., 2021). In the modern digital age, social networks play a key role in the field of e-tourism, which represents the integration of the Internet and electronic commerce in tourist activities.

Facebook, the pioneering social network, was the initial platform to surpass one billion registered user accounts. Presently, it boasts over 2.9 billion monthly active users. Meta Platforms, the parent company, possesses the four most prominent social media platforms, each boasting more than one billion monthly active users: Facebook (the core platform), WhatsApp, Facebook Messenger, and Instagram. In the second quarter of 2023, Facebook reported that it had over 3.8 billion monthly active users (Statista, 2023a). Figure 1 shows the most popular social networks.

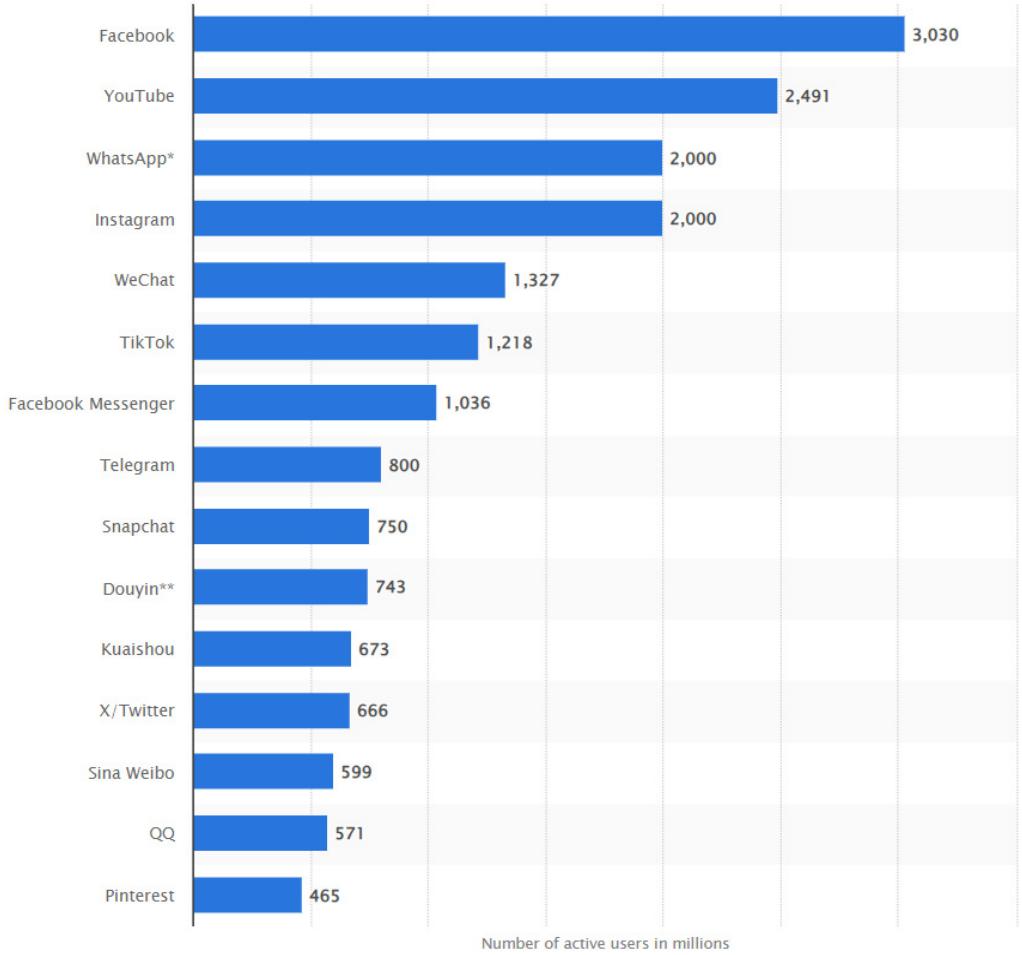

Figure 1. The most popular social networks around the world according to the number of monthly active users (expressed in millions), as of October 2023 (Statista, 2023a).

Considering everything that has been said above, the key role of legal regulation for artificial intelligence (AI) in e-tourism is reflected in providing a framework that protects the rights and interests of all participants in e-tourism, including tourists, organizations and employees. In addition, responsible behavior, ethical approach, and sustainable development in this dynamic industry are promoted through legal regulations.

E-tourism and legal regulations in the Republic of Serbia

The legal considerations surrounding educational practices incorporating AI algorithms within e-tourism are multifaceted and contingent upon the specific laws and regulations of each jurisdiction. Variations exist from one country to another, underscoring the importance for institutions and organizations integrating AI algorithms to vigilantly observe local legislation. This ongoing monitoring is crucial to guarantee legal adherence and safeguard the interests of all stakeholders involved.

E-tourism and legal regulations in the Republic of Serbia are related to the laws and regulations governing online tourism activities and the protection of consumer rights.

In this paper, we will emphasize several key points related to this topic, namely:

Protection of personal data: In alignment with the General Data Protection Regulation (GDPR) of the European Union (EU), the Republic of Serbia has implemented the Personal Data Protection Act. This act governs the collection, processing, and storage of personal data, particularly pertinent in the context of e-tourism where booking details and traveler profiles are frequently amassed. The GDPR, a cornerstone of data protection legislation, upholds the right to privacy as enshrined in the European Convention on Human Rights of 1950, affirming that "Everyone has the right to respect for his private and family life, his home and his correspondence." This recognition of the right to privacy underscores the importance of safeguarding personal data within e-tourism practices To modernize and uphold the right to privacy in the digital era, the EU implemented its first data protection directive in 1995. However, with the evolution of the internet, the General Data Protection Regulation (GDPR) was introduced in 2016, becoming enforceable as of May 25, 2018. This regulation establishes rigorous standards for privacy and data security, extending its reach to organizations worldwide that handle the data of EU citizens. Its implications extend to online tourism in the Republic of Serbia, encompassing the protection of travelers' personal data. Consequently, travel agencies and online platforms are required to adhere to data protection regulations and ensure the secure processing of personal information. The GDPR stands as the most stringent privacy and data security legislation globally. Despite being formulated and adopted by the EU, it imposes obligations on organizations worldwide, provided they interact with or collect data concerning individuals within the EU. The GDPR will impose severe penalties on those who violate its privacy and security standards, with fines reaching tens of millions of euros (The General Data Protection Regulation (GDPR)).

Electronic business: The Republic of Serbia has legislation that regulates electronic business and electronic transactions, namely the Law on Electronic Commerce (Law on Electronic Commerce) and the Law on Electronic Invoicing of the Republic of Serbia (Law on Electronic Invoicing), which enable secure online transactions and electronic exchange of documents between tourism companies and travelers. The Law on Electronic Commerce regulates the conditions and manner of providing information society services, obligations to inform service users, commercial messages, rules regarding the conclusion of contracts in electronic form, responsibility of information society service providers, supervision and violations.

Online Payments: The Payment Services Act (Payment Services Act) covers online payments, including the security of online payments. This is crucial for e-tourism as travelers often make online payments for booking accommodation, tickets and other services.

Marketing activities: The Consumer Protection Act, also known as the Consumer Protection Act, outlines fundamental rights of consumers that underpin contemporary society, fostering protection, safety, and an enhanced quality of life for all citizens. These rights guarantee consumers access to essential necessities, safe products, comprehensive information, freedom of choice, legal recourse, education, and a sustainable environment. By upholding these rights, the Consumer Protection Act aims to empower consumers and promote fair and ethical practices in the marketplace. In the context of e-tourism, this law regulates the marketing activities of tourism companies, which ensures that marketing campaigns are truthful and do not mislead potential tourists.

Based on the above, we can say that legal regulations in the Republic of Serbia are being developed in order to adequately deal with the challenges of e-tourism. This includes privacy protection, security of online transactions and protection of passenger rights. The Republic of Serbia follows international standards in order to improve e-tourism and ensure that the tourism industry is competitive on the global market.

The impact of artificial intelligence on e-tourism

In today's world full of advanced technologies, AI stands out as one of the most innovative discoveries that have dramatically changed various industries around the world. In tourism, AI is increasingly being used for a variety of purposes, including customizing travel experiences, personalizing travel recommendations, and providing faster responses, thereby improving service interactions. By exploiting the possibilities of AI, businesses can provide personalized services, optimize operations and contribute to sustainable practices (García-Madurga and Grilló-Méndez 2023; Doborjeh et al., 2022). AI integration has become common in the business environment, where it is used for assistance and communication with users, which significantly increases the quality of engagement. A key factor for the success of AI is the abundance of data, especially rich data. The more diverse information algorithms have at their disposal, the more effectively they learn and improve their predictive abilities. This data is integrated into a global data processing network infrastructure, focused on the Internet, which serves as a platform for communication, data access and provision of various services to citizens. Algorithms, often powered by AI, play a key role in mediating citizens' access to information and services, tracking their actions (Putera et al., 2022). It is estimated that there are over 30 billion devices today, including computers, smartphones, and industrial equipment, that generate massive amounts of electronic data, as illustrated in Figure 2. In the figure, we can see statistics showing the annual size of actual data in the global datasphere from 2010 to in 2025. Real data constitutes a significant part of the global datasphere. Between 2018 and 2025, the size of actual data in the global datasphere is expected to increase tenfold, from five zettabytes to 51 zettabytes.

AI is developing rapidly and has the potential to change our lives in many ways. It can improve health care through more accurate diagnoses and better disease preventionFurthermore, AI can bolster agricultural efficiency, aid in climate change mitigation and adaptation, and enhance production systems' efficiency via predictive maintenance. Additionally, its potential extends to enhancing the security of European citizens in ways that are yet to be fully realized. However, AI also carries with it a number of potential risks, including lack of transparency in decision-making processes, possible gender or other type of discrimination, invasion of our privacy and the possibility of misuse for criminal purposes (European Commission, 2020).

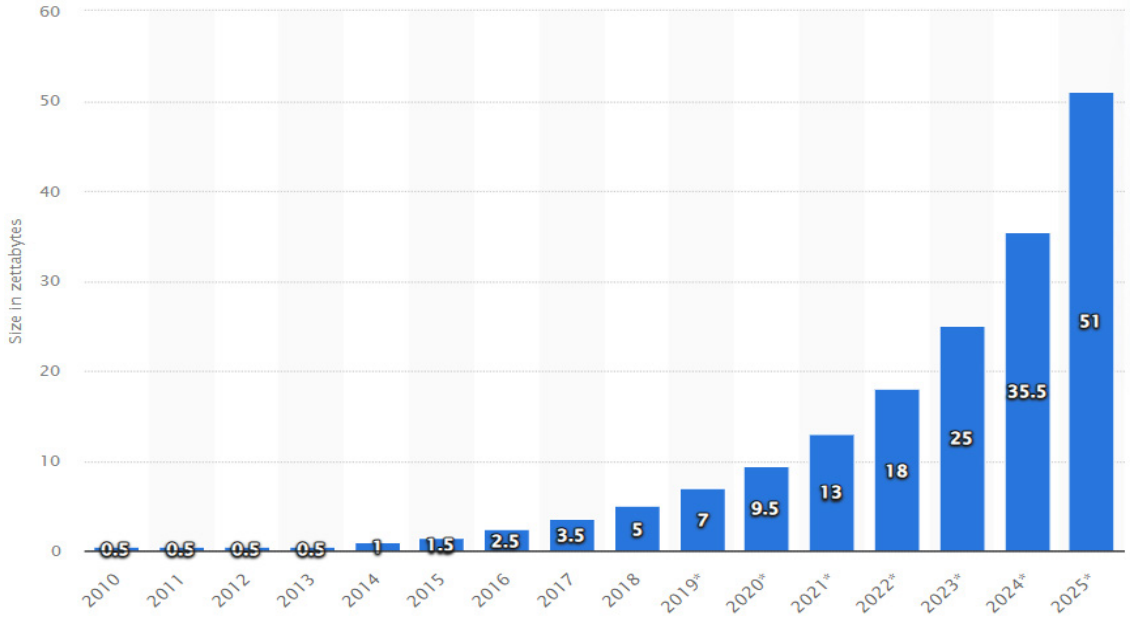

Figure 2. Annual size of real data in the global datasphere from 2010 to 2025 (expressed in zettabytes) (Statista 2023b).

In practical terms, AI finds extensive applications within the tourism and service industries. However, within academic circles, the predominant focus of existing research lies in information science, examining the AI technology itself and the associated ethical considerations. There exists a notable dearth of research that adopts an interdisciplinary and macro perspective. Primarily, scientists have delved into exploring the repercussions of AI technology on employment, as well as the individual anxiety, apprehension, and other adverse emotional responses stemming from the substitution of AI for human labor. Additionally, there are studies examining the impact of AI on various facets of tourism and services, including marketing, strategy, and retail. Nevertheless, many of these investigations tend to be speculative in nature, lacking sufficient empirical evidence. These above issues can be summarized in three key aspects:

1. Previous research has overlooked analyzing the essential characteristics of how AI technology impacts the tourism industry, failing to consider its distinctiveness.
2. Research on the mechanism of AI's influence on the tourism industry is scarce due to the evolving nature of AI, thereby complicating the comprehension of its internal mechanisms on this sector.
3. Limited research exists on the potential negative impacts of AI on the tourism industry, posing challenges in the development of pertinent policies, corporate governance, and public management strategies to address these specific challenges (Yanzheng, et al., 2021).

Skilton and Hovsepian (2018) assert that intelligent systems are increasingly becoming ingrained in every facet of our lives, suggesting that this fourth industrial revolution will precipitate cultural and social transformations of unparalleled magnitude. These technologies are challenging the values, consumer experiences and business propositions that have been the foundation of nearly every business and organization in existence. By redefining and embracing new value structures with the help of new intelligent technologies, new innovative models are created and brought to the market. Understanding the potential and impact of these changes will be a fundamental requirement for leadership in the coming years. Considering the inseparable relationship between the rise of AI technology and the swift advancement of computer technology, Skilton and Hovsepian define AI from the standpoint of computer science as "the scientific examination of computer principles underlying intelligence and intelligent behavior."

Kelly et al. (2023) examine the interplay between AI and human intelligence, categorizing AIs into three distinct types:

1. Narrow AI, capable of substituting humans in specific tasks or domains.
2. General AI, possessing advanced perception of the external environment and the capability of autonomous learning.
3. Super AI, characterized by intelligence that surpasses human capabilities to a significant degree.

AI algorithms are having an increasing impact in e-tourism, providing numerous benefits and improving the traveler experience. Some of the areas where algorithms are used in e-tourism are: (Bulchand-Gidumal, 2020)

Accommodation search and reservation: Algorithms can analyze large amounts of data on accommodation facilities (prices, locations, guest ratings, etc.) to provide personalized recommendations to travelers. Also, they can be used to find the best offers and adjust search results to travelers' preferences.

Recommending destinations and activities: Based on travelers' profiles, algorithms can recommend destinations, attractions, restaurants, and activities that match their interests. These algorithms are often used on travel booking platforms to help travelers discover new destinations and plan their itineraries.

Personalized advertising: By analyzing data about previous trips and interests, algorithms can display targeted advertising to travelers. In this way, relevant content is provided that is related to their needs and interests.

Trend forecasting: AI algorithms can analyze large amounts of travel data to identify trends and forecast future traveler needs and preferences. This information can be useful for travel agencies and organizations to adjust their offers and services.

Sentiment Analysis: Algorithms can analyze travelers' comments and feedback to determine their satisfaction, preferences, and attitudes about specific destinations, accommodations, or activities. This sentiment analysis helps tourism organizations better understand the needs of their travelers and improve the experience they provide.

Chatbots and virtual assistants: AI algorithms can be used to develop chatbots and virtual assistants

that can answer travelers' questions, provide information about reservations, recommend activities, and more. This type of 24/7 assistance improves the user experience and reduces the need for human intervention in communicating with passengers.

Weather monitoring and forecasting: Algorithms can analyze weather data to predict weather conditions in different destinations.

AI algorithms offer numerous advantages in the realm of e-tourism. From a consumer standpoint, AI facilitates the discovery of more accurate and pertinent information, enhances mobility options, refines decision-making processes, and ultimately enriches the overall tourism experience (Gretzel, 2011; Tussyadiah and Miller, 2019).

One example is definitely the travel website "Qyer" which has developed a travel planning tool called "Itinerary Assistant". Namely, in the pre-trip preparation phase, tourists face certain challenges in making decisions. First, information about tourist destinations includes a large amount of data of various types. The decision-making process itself requires significant engagement and a high degree of analytical ability. Second, the travel planning process is dynamic, so finding optimal solutions for time, distance and price can be challenging. In order to overcome these challenges, the travel planning tool "Itinerary Assistant" can be used, where tourists enter their requirements and use this tool to intelligently optimize the trip with a simple push of a button, in order to get the most rational plan. This approach allows tourists to feel more excited and have higher expectations towards their destinations" (Yanzheng, et al., 2021). From all this, it is not difficult to see that "smart tourism" is a new field that is developing through the growing use of information communications and AI.

Globalization and intense competition force organizations to be flexible and adaptable to constant changes in the market (Chen et al., 2022). According to some research, it is estimated that around 70% of companies will implement at least one type of technology with AI by 2030, while a little less than half will have the entire spectrum of such technologies, and that the global GDP will increase by around 1.2% per year. In addition to numerous advantages, primarily in increasing the economic potential, the development of AI also brings with it certain challenges. Mainly, the focal points encompass safeguarding personal data, mitigating biases and inherited discriminatory factors, the emergence of novel occupations potentially altering existing job demands, the educational system's challenge in equipping students for future job roles, and ensuring transparency alongside addressing various ethical concerns (Strategy 2020-2025).

Ethical guidelines for the development, application and use of reliable and responsible AI aim to enable progress in the field of AI, but not at the expense of people, their rights and well-being, animals and the environment. AI has become a key component of the fourth industrial revolution and has wide applications in various fields, including healthcare, finance, education, energy and many others.

The development of AI is directed towards the creation of solutions that meet high standards throughout the entire life cycle, which means that they are reliable and responsible. This implies technical security, compliance with laws and respect for ethical principles and values.

The key goal of these guidelines is to prevent the endangerment of human rights and freedoms, as well as not to neglect the role of man in all processes that concern him. Also, the guidelines promote the creation of an ecosystem where AI contributes to improving people's productivity, more efficient use of resources and improving the quality of life. In essence, these guidelines set a framework for the development of AI to ensure that it serves people and society as a whole, while preserving fundamental values and rights (Conclusion on the adoption of ethical guidelines for the development, application and use of reliable and responsible artificial intelligence).

The ethical guidelines for the development, application and use of reliable and responsible AI are aligned with the AI development strategy in the Republic of Serbia for the period 2020-2025. One of the main goals of this strategy is to promote the ethical and safe application of AI, and they represent a step towards achieving that goal. The key purpose of the guidelines is to ensure the responsible development and use of AI, while respecting the highest ethical and security standards.

UNESCO has also played a role in promoting the ethics of AI and adopted Recommendations on the ethics of AI systems in November 2021. These principles are included in these guidelines, indicating a global trend and consensus on the need for an ethical approach to the development and use of AI.

The Republic of Serbia has committed itself to the gradual harmonization of its laws with the acquis of the EU. In this context, the European Commission presented the Proposal for a Regulation on AI to create a common legal framework for the development and use of AI in the EU. This will facilitate

investment and innovation in the field of AI and provide a standardized approach. Also, the Commissioner for Human Rights at the Council of Europe has issued Recommendations on AI and human rights that build on existing guidelines and regulations in this area. These guidelines apply to a wide range of actors in the AI ecosystem, including those who develop and deploy these systems, organizations, institutions, and the general public. The goal is to provide a horizontal approach to the application of ethical and security rules in this area.

Establishing ethical guidelines for the development, application, and utilization of trustworthy and conscientious AI constructs a legal framework aligning AI development and usage with ethical and security norms. This initiative aims to ensure that the Republic of Serbia adheres to international trends and standards in this domain, fostering responsible AI practices in accordance with global expectations.

Conclusions

In the conclusion of this paper, the key aspects highlighted in connection with e-tourism, legal regulation in the Republic of Serbia and the impact of artificial intelligence on this area are emphasized.

E-tourism has become a key component of the global travel industry, allowing travelers to more easily plan and book trips online. In the Republic of Serbia, legal regulations are continuously developing in order to follow the comprehensive changes in digital tourism and to ensure the protection of both the interests of travelers and providers of tourism services. These regulations cover a wide range of issues, including the protection of personal data, electronic commerce, online payments and marketing activities.

Artificial intelligence is increasingly influencing e-tourism, providing personalized experiences for travelers, faster responses to inquiries and optimization of travel. Artificial intelligence algorithms play an increasingly important role in the development and improvement of e-tourism. They enable the automation of processes, the analysis of huge amounts of data and the provision of personalized services to tourists. However, while artificial intelligence brings many benefits, its implementation also brings challenges, including ethical and security aspects that must be carefully considered.

Advances in the field of artificial intelligence carry potential risks, such as the protection of personal data, possible discrimination and the impact on the labor market. Therefore, it is important to establish clear ethical and security frameworks to ensure the responsible use of artificial intelligence.

E-tourism and artificial intelligence are key factors in the transformation of the tourism industry. The legal basis of educational processes of artificial intelligence algorithms in e-tourism is complex and requires careful compliance with legal regulations.

Legal regulation is actively developing to keep up with these changes and ensure the protection of the interests of all actors in the industry. The Republic of Serbia recognizes the need for harmonization with international standards and ethical principles in the application of artificial intelligence in order to preserve the integrity and competitiveness of e-tourism in the modern world.

Conflict of interests

The authors declare no conflict of interest.

Author Contributions

Conceptualization: Ž.S. and S.M., Formal Analysis: B.M., Investigation: Ž.S. and S.M., Methodology: Ž.S., S.M. and B.M., Writing – original draft: Ž.S. and S.M., Writing – review & editing B.M.. All authors have read and agreed to the published version of the manuscript.

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