Smart Destination and Itinerary Planning Platform

BUJANGARI NIKHIL REDDY[1], Dr.PURNA CHANDAR RAO[2]
[1]Student, Department of Computer Science and Engineering, Ellenki College of Engineering and Technology, Patelguda, Patancharu, Hyderabad, Telangana.
[2]Assistant Professor, Department of MCA, Ellenki College of Engineering and Technology, Patelguda, Patancharu, Hyderabad, Telangana.

To Cite this Article
Bujangari Nikhil Reddy, Dr. Purna Chandar Rao, "Smart Destination and Itinerary Planning Platform", Journal of Science Engineering Technology and Management Science, Vol. 03, Issue 07, July 2026, pp: 910-916, DOI: http://doi.org/10.64771/jsetms.2026.v03.i07.pp910-916
Submitted: 19-06-2026 *Accepted: 24-07-2026* *Published: 30-07-2026*

***Abstract*— Travel planning has become increasingly complex due to the large amount of information available about destinations, transportation, accommodation, and tourist attractions. Selecting suitable travel options that match individual preferences often requires significant time and effort. To address this challenge, this paper presents a Smart Destination and Itinerary Planning Platform, an intelligent web-based application that generates personalized travel itineraries using artificial intelligence techniques. The proposed system allows users to provide travel details such as source location, destination, budget, and personal preferences related to weather, food, and transportation. Based on these inputs, the platform generates customized travel plans using deep learning models and improves recommendation accuracy through a Retrieval-Augmented Generation (RAG) approach. The selected itinerary is further enhanced by automatically retrieving relevant destination images using web scraping techniques, providing users with a more informative and engaging travel experience. The application also includes secure user registration, authentication, and efficient data management to ensure a smooth user experience. Experimental evaluation demonstrates that the platform produces practical and personalized travel recommendations while significantly reducing the effort required for trip planning. Overall, the proposed system offers an intelligent, efficient, and user-friendly solution for modern travel planning by combining AI-based itinerary generation, retrieval techniques, and visual information within a single platform.**

***Keywords*— Smart Travel Planning, Travel Itinerary Generation, Artificial Intelligence, Deep Learning, Retrieval-Augmented Generation (RAG), Personalized Recommendation, Web Scraping, Destination Planning.**

I. INTRODUCTION

The rapid growth of digital technologies has changed the way people plan their travel. Online travel websites, booking platforms, and mobile applications provide easy access to information about destinations, transportation, hotels, restaurants, and tourist attractions. However, planning a complete trip still requires significant time because travelers must compare many options before making decisions. Different preferences related to budget, travel duration, weather, transportation, and places of interest make itinerary planning more complicated. Intelligent travel planning systems have been introduced to simplify this process by generating recommendations based on user requirements. Intelligent destination recommendation systems have demonstrated the benefits of providing personalized travel suggestions for users [1]. Automated itinerary planning has also been proposed to reduce manual effort and improve travel scheduling [2]. Smart travel recommendation systems further enhance travel planning by considering user preferences while generating suitable itineraries [3].

Artificial Intelligence (AI) plays an important role in developing intelligent tourism recommendation systems. AI techniques can analyze large amounts of travel-related data and identify patterns that help generate personalized travel recommendations. Deep learning models further improve this capability by learning user preferences and producing more accurate travel suggestions. Unlike traditional rule-based methods, AI-based systems can adapt to different travel requirements and recommend suitable destinations and itineraries. This approach improves travel planning efficiency while reducing the effort required from users. Smart tourist guide systems have demonstrated the usefulness of intelligent travel assistance for tourists [4]. Optimal itinerary generation methods have improved travel scheduling by selecting appropriate travel routes [5]. Mobile tourist guide systems have also shown the value of providing location-based travel information through smartphones [6].

Preparing an effective travel itinerary requires considering several factors, including destination, budget, accommodation, transportation, weather conditions, restaurants, and tourist attractions. Since every traveler has different priorities, manually creating a suitable itinerary is often difficult. The proposed Smart Destination and Itinerary Planning Platform applies deep learning techniques to generate personalized travel plans based on user inputs. It also incorporates Retrieval-Augmented Generation (RAG) to retrieve relevant travel information before generating recommendations, improving the accuracy of suggested itineraries. Location-based tourist information systems have demonstrated the effectiveness of providing destination-specific guidance through mobile devices [7]. Augmented reality applications have enhanced tourist experiences by offering interactive travel information [8]. Android-based tourist guide systems have further improved personalized travel assistance for users [9].

The proposed platform also integrates web scraping techniques to collect destination images after generating suitable travel itineraries. These images help users better understand recommended locations and make informed travel decisions. The application is developed using Python with a MySQL database to manage travel information and user preferences efficiently. A secure login system allows users to store their preferences and access the platform through a simple interface. Platforms connecting service providers and consumers have improved travel-related service accessibility [10]. Personalized itinerary generation models have highlighted the importance of user-centered travel planning [11]. Deep learning-based travel route planning has further enhanced itinerary optimization by considering multiple travel factors [12].

The proposed Smart Destination and Itinerary Planning Platform combines Artificial Intelligence, deep learning, Retrieval-Augmented Generation, and web scraping to provide personalized travel recommendations. Unlike traditional travel planners, the system generates customized itineraries by analyzing user preferences and retrieving relevant travel information before producing recommendations. Destination images improve the overall planning experience by providing better visualization of recommended places. The platform reduces manual effort and supports efficient travel decision-making through intelligent recommendation techniques. Deep learning and Internet of Things technologies have improved tourist attraction recommendations in smart tourism environments [13]. Travel time prediction models have enhanced route planning accuracy [14]. Hybrid AI and big data recommendation approaches have further strengthened personalized tourism recommendation systems [19].

II. RELATED WORK

Thiengburanathum et al. [2018] [1] developed an intelligent destination recommendation system designed to support travelers in selecting suitable tourist destinations based on their interests and preferences. The study focused on reducing the time and effort required to search through a large number of travel options by providing personalized recommendations. The proposed system analyzed different travel-related factors, including user preferences and destination characteristics, to improve recommendation quality. The author emphasized that intelligent recommendation techniques can provide more relevant travel suggestions than traditional search methods. The research also discussed the importance of personalization in improving user satisfaction and enhancing the overall travel planning experience. By recommending destinations that closely match individual interests, the system helped travelers make better decisions. The study demonstrated that intelligent recommendation systems can simplify the travel planning process while increasing convenience. This work provides a strong foundation for developing AI-based destination recommendation platforms.

Nguyen and Shoubber [2019] [5] introduced an optimal itinerary generation system called Trippit to help travelers organize their trips more efficiently. The proposed system generated travel schedules by considering multiple factors such as available time, tourist attractions, and travel routes. The authors aimed to minimize unnecessary travel while maximizing the number of places that users could visit during their journey. Their research highlighted that an optimized itinerary improves both travel convenience and overall user satisfaction. The study also demonstrated the importance of balancing travel distance with the time available for sightseeing. By automatically generating travel schedules, the system reduced manual planning effort and simplified decision-making for travelers. The proposed approach produced practical travel plans that could easily be adapted to different travel situations. This research contributes valuable insights into intelligent itinerary planning and travel optimization.

Huang et al. [2020] [12] proposed a deep learning framework for multi-task travel route planning that improves the efficiency of itinerary generation. The study applied deep learning techniques to analyze travel patterns and optimize travel routes by considering multiple planning objectives simultaneously. The proposed framework was capable of handling complex travel scenarios involving different destinations, travel durations, and user

preferences. The authors demonstrated that deep learning models could produce more accurate and flexible travel recommendations than conventional planning methods. Their research also emphasized the ability of intelligent models to learn from large travel datasets and improve recommendation quality over time. The framework reduced travel complexity by automatically identifying efficient travel routes that satisfied multiple constraints. The study showed that deep learning can significantly improve intelligent travel planning systems. This work supports the development of advanced AI-based itinerary recommendation platforms.

Choi et al. [2021] [17] developed a recommendation system for smart tourism cities that considers personal constraints while generating travel suggestions. The study recognized that travelers often have different preferences related to budget, travel time, transportation, and personal interests. The proposed system incorporated these constraints into the recommendation process to generate travel plans that better matched individual needs. The authors explained that personalized recommendations increase user satisfaction by providing more relevant travel options. Their approach also improved decision-making by filtering destinations and activities according to user requirements instead of presenting generic recommendations. The research demonstrated that considering personal constraints leads to more practical and user-friendly travel planning. The system successfully supported personalized tourism experiences within smart city environments. This work highlights the growing importance of intelligent recommendation systems in modern tourism applications.

Al Fararni [2021] [19] presented a conceptual framework for a hybrid tourism recommender system that combines artificial intelligence with big data technologies. The study focused on improving travel recommendations by integrating multiple recommendation techniques instead of relying on a single method. The proposed framework utilized large volumes of tourism data to better understand traveler behavior and preferences. The author discussed how artificial intelligence can analyze complex travel information and generate more accurate recommendations for users. The hybrid approach was designed to overcome the limitations of traditional recommendation systems by improving personalization and recommendation quality. The study also highlighted the importance of big data in supporting real-time travel decision-making and enhancing tourism services. The proposed framework offers greater flexibility for handling diverse travel requirements. This research provides valuable guidance for developing intelligent travel recommendation systems that deliver personalized and efficient travel experiences.

III. DATASET DETAILS

The dataset used in this project consists of travel-related information collected from multiple online sources to support intelligent destination recommendation and itinerary generation. It includes details such as destination names, tourist attractions, hotels, restaurants, transportation options, weather conditions, estimated travel costs, and travel durations. The dataset also contains descriptive information about different locations, allowing the system to recommend suitable travel plans based on user preferences. In addition, user-provided inputs such as source location, destination, budget, preferred weather, food choices, and transportation preferences are considered during itinerary generation. The collected data is organized in a structured format, making it suitable for processing using deep learning and Retrieval-Augmented Generation (RAG) techniques. Before being used by the recommendation model, the dataset is examined to ensure that the travel information is complete, consistent, and relevant. This dataset forms the foundation of the proposed Smart Destination and Itinerary Planning Platform by supporting accurate and personalized travel recommendations.

To prepare the dataset for itinerary generation, several preprocessing steps are performed to improve data quality and recommendation accuracy. Missing or duplicate records are removed to maintain consistency, while irrelevant information is filtered out before processing. Textual travel descriptions are cleaned by eliminating unnecessary symbols, extra spaces, and unwanted characters, making the information suitable for deep learning models. User inputs are matched with the processed travel dataset using Retrieval-Augmented Generation (RAG), which retrieves the most relevant travel records before generating personalized itineraries. The cleaned dataset is then indexed to enable faster retrieval and efficient recommendation generation. After selecting the most appropriate itinerary, web scraping techniques are used to collect destination images, enriching the travel plan with visual information. Proper dataset preparation ensures that the system generates reliable, accurate, and personalized travel itineraries while improving the overall travel planning experience.

IV. PROPOSED METHODOLOGY

The proposed Smart Destination and Itinerary Planning Platform follows a systematic approach to generate personalized travel itineraries using Artificial Intelligence, deep learning, Retrieval-Augmented Generation (RAG), and web scraping techniques. Initially, users register and log in to the application through a secure

authentication module. After successful login, users enter travel details such as source location, destination, budget, and preferences related to weather, food, and transportation. These inputs are validated and processed before being passed to the itinerary generation module. The system then analyzes the user requirements and compares them with the travel dataset using deep learning models to generate multiple suitable travel plans. To improve recommendation accuracy, the RAG model retrieves the most relevant travel information based on user inputs and selects the best itinerary from the generated results. This approach ensures that the recommended travel plan closely matches individual preferences while reducing the time and effort required for manual trip planning.

Once the most appropriate itinerary is selected, the system enriches the travel plan by applying web scraping techniques to collect destination images from online sources. The generated output includes detailed travel information such as estimated budget, accommodation suggestions, transportation details, tourist attractions, travel schedules, and destination images to provide users with a complete travel planning experience. The application is developed using Python with a MySQL database to manage user information and travel-related records efficiently. The generated itinerary is displayed through a simple web interface, allowing users to explore different travel plans for various destinations. This intelligent methodology combines personalized recommendation, contextual information retrieval, and visual content generation to improve travel planning accuracy, enhance user experience, and support efficient decision-making for travelers.

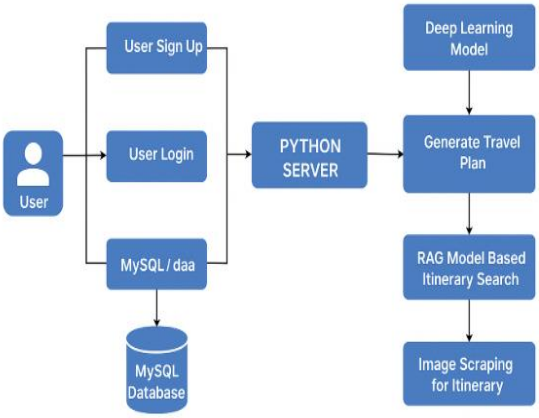

Figure 1: Proposed Travel Itinerary Planning System

Figure 1 shows the workflow of the proposed travel planning system. Users first register and log in to the application, where their information is stored in the MySQL database. After entering travel details such as source, destination, budget, and preferences, the deep learning model generates travel itineraries. The RAG model selects the most suitable itinerary, and web scraping retrieves destination images. Finally, the personalized travel plan is displayed to the user.

V. RESULT AND DISCUSSION

The proposed Smart Destination and Itinerary Planning Platform was successfully implemented and tested to generate personalized travel itineraries based on user preferences. The system allows users to register, log in securely, and provide travel details such as source location, destination, budget, and personal preferences related to weather, food, and transportation. Based on these inputs, the deep learning model generates multiple travel plans, while the Retrieval-Augmented Generation (RAG) model identifies the most relevant itinerary by retrieving suitable travel information. The final output includes a well-structured travel schedule with accommodation suggestions, transportation details, estimated expenses, travel tips, and recommended tourist attractions. To further improve the user experience, the system automatically retrieves destination images using web scraping techniques. The application was successfully tested with different destinations, including the United States, China, and Switzerland, and produced accurate and personalized travel plans. The results demonstrate that the proposed platform effectively simplifies travel planning while providing informative and visually enriched recommendations.

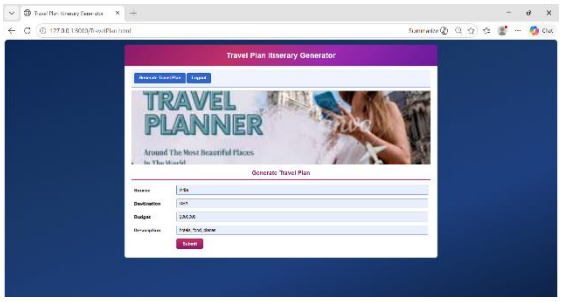

Figure 2: Travel Plan Input Interface

Figure 4 shows the travel plan input page of the proposed system. In this interface, the user enters the source location, destination, travel budget, and additional preferences such as hotels, food, and places to visit. After providing the required information, the user clicks the **Submit** button to send the inputs to the system. These details are processed by the deep learning model, and the RAG model selects the most appropriate itinerary before generating a personalized travel plan.

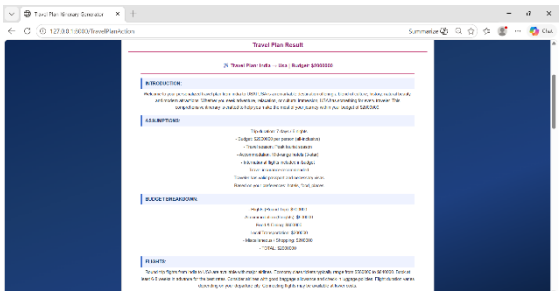

Figure 3: Generated Travel Plan

Figure 3 shows the personalized travel itinerary generated by the proposed system for a trip from India to the USA. The generated plan includes important travel information such as the trip overview, travel duration, budget breakdown, flight details, accommodation, transportation, daily itinerary, and travel recommendations. The system also retrieves destination images using web scraping to provide users with a better understanding of the recommended locations. Similar personalized travel plans can be generated for any destination based on the user's preferences and travel requirements.

DISCUSSION

The results indicate that the proposed travel planning platform provides an efficient solution for generating customized travel itineraries using intelligent technologies. The integration of deep learning enables the system to analyze user preferences and create travel plans that closely match individual requirements. The Retrieval-Augmented Generation (RAG) model further improves recommendation quality by retrieving relevant travel information before selecting the final itinerary. This approach produces more reliable and context-aware recommendations than traditional travel planning methods. The addition of web scraping allows the system to include destination images, making the generated travel plans more informative and engaging for users. Testing the application with multiple destinations confirmed its ability to adapt to different travel scenarios while maintaining consistent performance. The platform reduces the time and effort required for manual trip planning by combining itinerary generation, recommendation, and visualization within a single application. Overall, the proposed system offers a practical, scalable, and user-friendly solution for personalized travel planning and supports better travel decision-making.

VI. CONCLUSION

The proposed Travel Plan Itinerary Generator successfully demonstrates how Artificial Intelligence can simplify and improve the travel planning process. The system combines deep learning, Retrieval-Augmented Generation (RAG), and web scraping techniques to generate personalized travel itineraries based on user preferences. Users can securely register, log in, and provide travel information such as source, destination, budget, and additional preferences, allowing the application to create customized travel plans that suit their individual requirements. The

generated itinerary includes useful details such as travel duration, estimated budget, accommodation, transportation, daily schedules, and travel tips, providing users with a well-organized travel plan. The integration of the RAG model enhances recommendation quality by retrieving the most relevant travel information before selecting the final itinerary. Furthermore, web scraping enriches the generated output by collecting destination images, making the recommendations more informative and visually appealing. The application was successfully tested with different travel destinations, including the United States, China, and Switzerland, demonstrating its flexibility and ability to support various travel scenarios. Overall, the proposed system provides an intelligent, reliable, and user-friendly solution for modern travel planning. It reduces the time and effort required for manual trip organization while delivering accurate, personalized, and engaging travel recommendations that improve the overall travel experience.

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