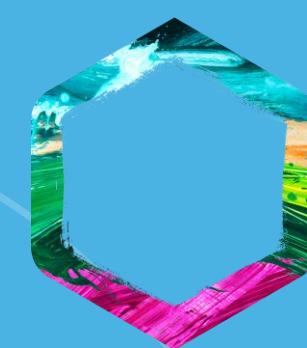


# Tourism Enterprise Development Programme 2023-24

TED

Tourism  
Enterprise Development  
Programme



TOURISM  
NORTHERN  
IRELAND

# AI for Growth and Efficiency in Your Tourism Business

- **Unlocking the Potential of AI in Tourism**
- **Presenter – Ciaran Connolly**



An AI-generated landscape of Northern Ireland, featuring a prominent green cliffside overlooking a blue sea under a cloudy sky. The text 'AI Image of Northern Ireland' is overlaid in a white, hand-drawn font.

# AI Image of Northern Ireland

- 1** What is AI and how it works
- 2** An overview of the tools and how to use them
- 3** Core areas you can use the tools today
- 4** What next for AI and your business?



# What is AI?

AI as a branch of computer science aimed at creating machines capable of intelligent behaviour. But it includes anything from simple automation to complex machine learning and decision-making systems.

AI has been around us for years, such as virtual assistants, recommendation systems in e-commerce, and smart home devices.

Think of your mobile phone and all the functions you can do via it – from reading your messages, notifications, reminders, smart alarms and more! On iPhone we have Siri, Face ID, image and speech recognition, camera AI enhancements, Animoji that mirror facial expression in real time, text and speech recognition, AR, health and fitness tracking with recommendations, personalised app store recommendations.

AI applications in the tourism sector include personalised travel recommendations, automated customer service, and predictive analytics in managing tourist flows. We have automated translations apps, facial recognition check in systems, smart hotel rooms – with voice commands for room temperature, lighting and entertainment. AI in travel apps, AR tours, Robotics in hospitality, AI tools in market research and much more!



Connie, a Watson-enabled robot concierge, has made its debut at the Hilton McLean. IBM has developed the robot, which draws on domain knowledge from Watson and WayBlazer to help hotel guests figure out what to visit, where to dine, and how to find anything at the property.



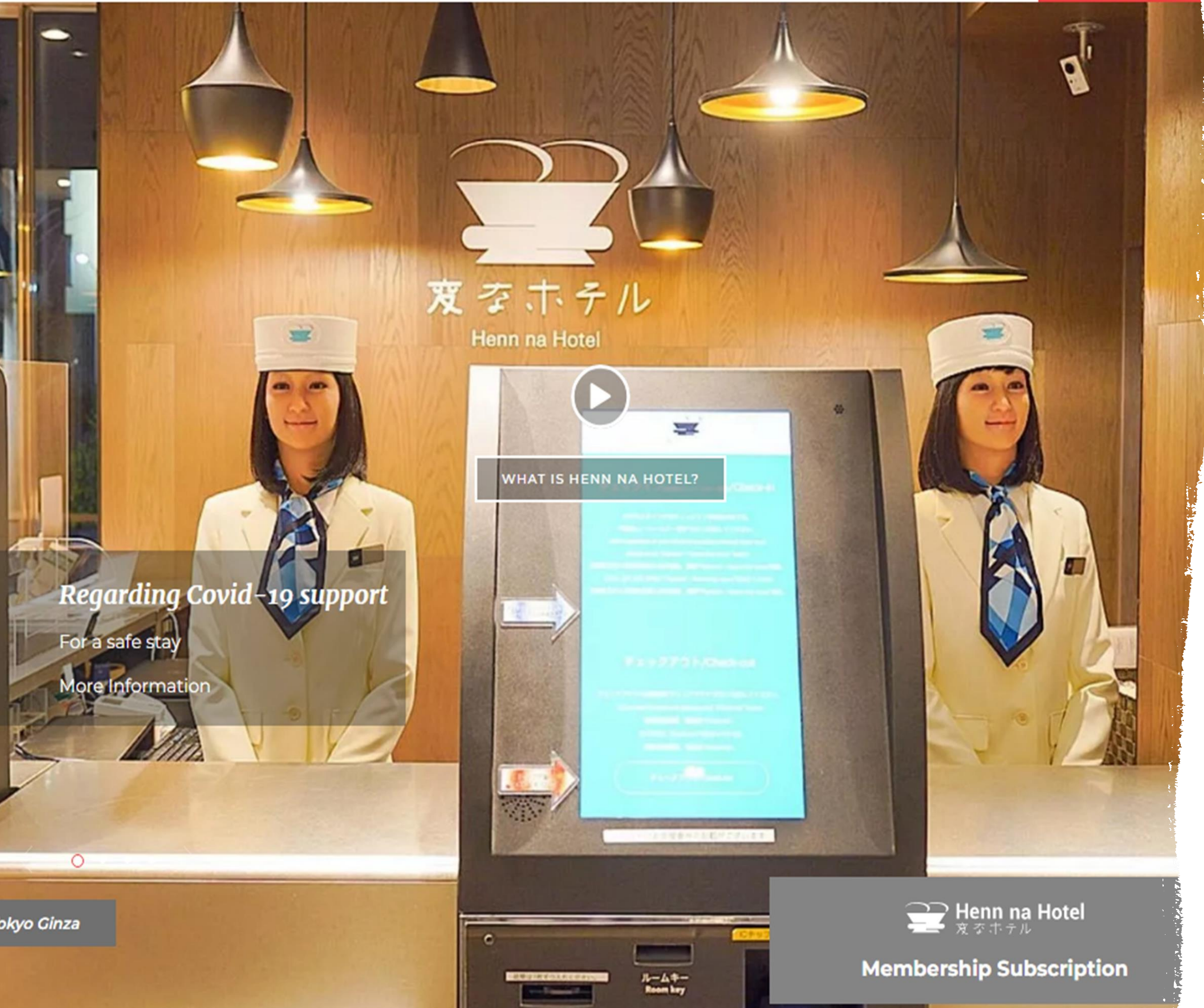
**1** What changed in November 2022?

**2** Chat GPT

**3** You already use AI every day

Image source:  
<https://eu.usatoday.com/>





Regarding Covid-19 support

For a safe stay

More Information

Tokyo Ginza

 **Henn na Hotel**  
 爰々ホテル

Membership Subscription

# 1 Myths and Realities

Image Source:

<https://group.hennnahotel.com/> The Henn na Hotel chain is known for welcoming visitors with robot dinosaurs. The Guinness Book of World Records lists the chain as the first in the world to be staffed by robots. H.I.S. Hotel Holdings currently operates nine such hotels in Japan



# AI's Role In Tourism

- Enhance Customer Experience
- Operational Efficiency
- Data Driven Decisions
- Innovative Marketing
- Sustainability & Manage Tourist Flows

## Examples:

- Personalised Travel Recommendations
- Dynamic Pricing and Revenue Management
- Chatbots and Virtual Assistance
- Sentiment Analysis and Reputation Management
- Operational Efficiency & Automation
- Predictive Analytics & Demand Forecasting
- Language Translation
- Route Planning
- AR/VR
- Sustainability Initiatives

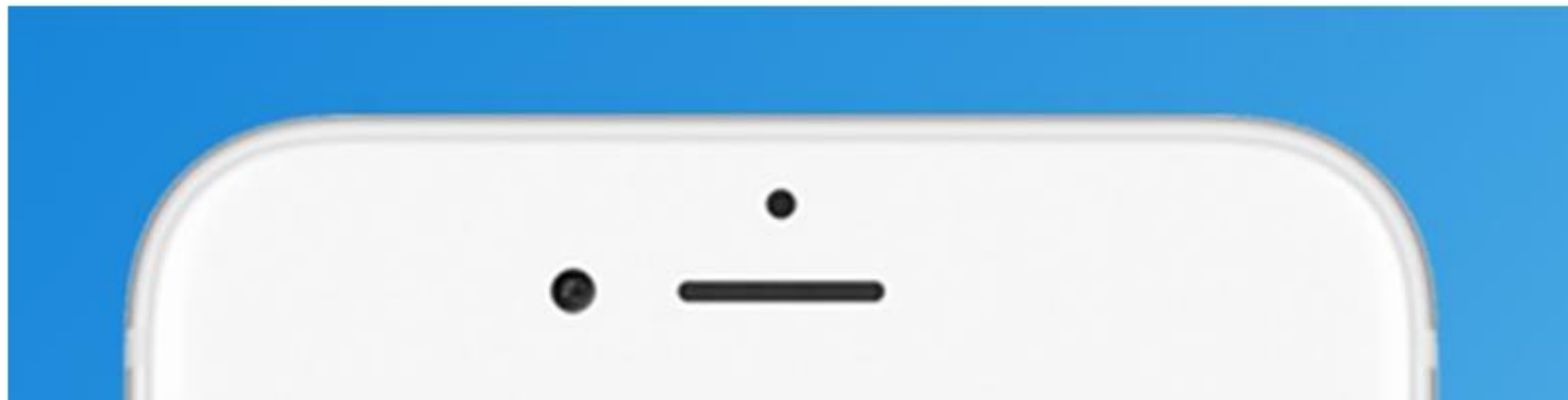
## Marriott International's AI-powered Chatbots on Facebook Messenger and Slack, and Aloft's ChatBotlr, Simplify Travel for Guests Throughout Their Journey

SEPTEMBER 28, 2017 – BETHESDA, MD



*Elevating and personalizing guest service by combining Marriott's unique human touch with emerging technologies*

Marriott International – the hospitality industry's iconic leader in guest service – is expanding upon the heart of its hospitality, its hundreds of thousands of associates, by creating additional points of engagement for guests, powered by artificial intelligence.



- 1 Customers Love AI!
- 2 It can save money
- 3 It can help improve customer service

Image Source: September 2017

<https://news.marriott.com/news/2017/09/28/marriott-internationals-ai-powered-chatbots-on-facebook-messenger-and-slack-and-alofts-chatbotlr-simplify-travel-for-guests-throughout-their-journey>



# Top AI Tools Statistics

- The AI market is expected to grow from \$86.9 billion in 2022 to a staggering \$407 billion by 2027.
- Among AI software, hardware, and services segments, AI software accounts for the largest market size.
- The AI software market is predicted to reach \$126 billion by 2025.
- China will be the world leader in AI technology by 2030, with a 26.1% global market share.
- 97% of business owners believe ChatGPT will help their business.
- 67% of consumers prefer to use AI language model tools rather than traditional search engines for finding information or answers.

Sources: [Markets and Markets](#), [Statista](#), [Forbes](#), [Statista](#), [Juniper Research](#), [PwC](#)

## How Many AI Tools Are There?

The AI market is exploding, with thousands of AI tools being added to platforms like Product Hunt *daily*. That makes it hard to distinguish exactly how many AI tools exist at any given moment, but the total number is probably in the **hundreds of thousands**.

- 1 Hundreds of thousands of AI tools
- 2 Start with one! Master it

Image Source:

<https://contentatscale.ai/blog/how-many-ai-tools-are-there/>



# Chat GPT

Today we are going to focus on Chat GPT and some of the core features we can use.

<https://chat.openai.com/auth/login> or Google “chat gpt”

Free or \$20 a month

In October 2023 there was over 100+ million users and the website has 1.5billion+ monthly visits ( 1 year old )

The Free Chat GPT is using GPT3.5 and the paid is using GPT4



# What can we do?

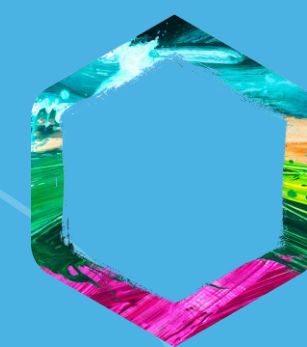
- Automated Customer Service
- Travel Planning Assistance
- Language Translation and Interpretation
- Cultural and Historical Information
- Booking and Reservation Services
- Feedback and Review Collection
- Marketing and Promotional Campaigns
- Travel Documentation and Visa Information
- Local Travel Tips and Etiquette Advice
- Accessibility Information
- Crisis Management Communication
- Educational Tool for Tourism Professionals
- Customized Experience Creation
- Data Collection and Analysis



# live demo

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# Prompts we used today

- Can you review this website and give me feedback as to how it can be improved?
- What about the content that is currently on it - can it be improved?
- Can you identify any keyword or content gaps?
- Can you give me an outline for the 1<sup>st</sup> article?
- Can you write the first 1k words of this article?
- The title of the article is not very clickable – can you give me another 5 options?
- What would be a good call to action at the end?
- Can you add any statistics to add to this article?
- Can you create an image I can use with some of these statistics in them?
- Can you create an image I can use in general for this article?
- Can you write me a post for LinkedIn, Instagram, X and Threads - to promote this new article. Can you also include relevant hashtags and a great call to action.
- I need to send this out in our monthly email newsletter - can you give me a great title for it - again my KPI is open rate
- How else should I promote my hotel in 2024?
- Can you help me develop out a local partnership plan?
- I need to write a new AI policy for our employee handbook - can you write this for me, considering Northern Ireland Law





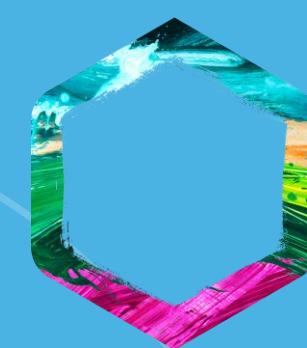
**1** Go have fun with AI



Thank  
you

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