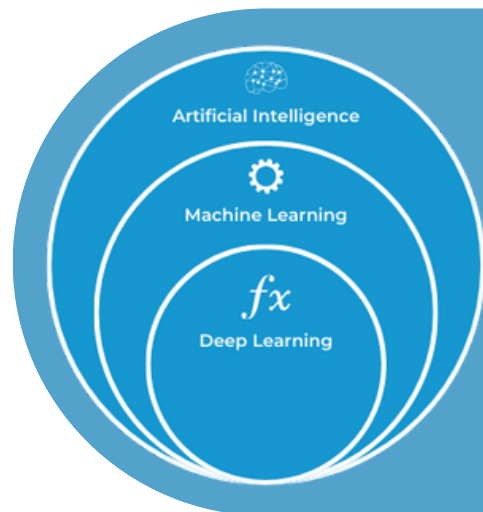


Applying Artificial Intelligence in the Tourism Industry

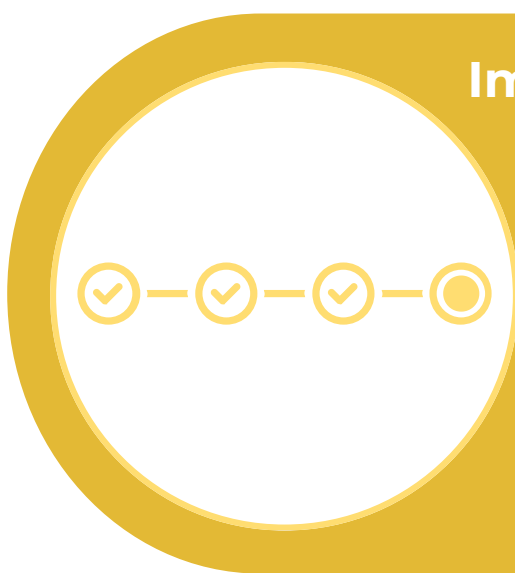


WHAT IS AI?

- A tool for problem-solving and capitalizing on opportunities
- Focus on individuals and businesses
- Address business needs and opportunities.

WHAT IS NOT AI?

- Not just technology
- It's not like what we see in movies (Terminator, Matrix), not magic or a miracle.
- It should not be adopted just because it's trendy

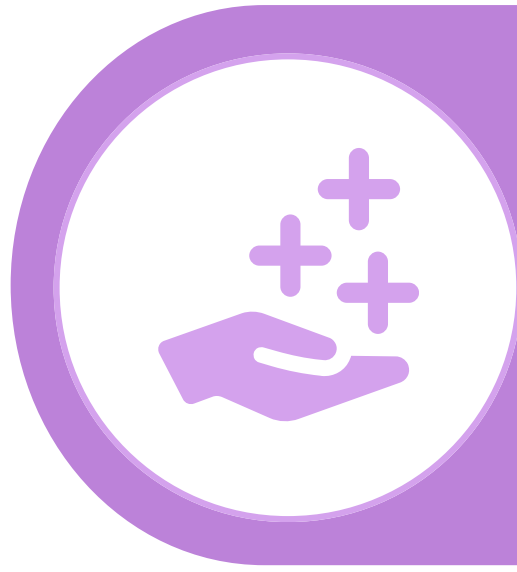
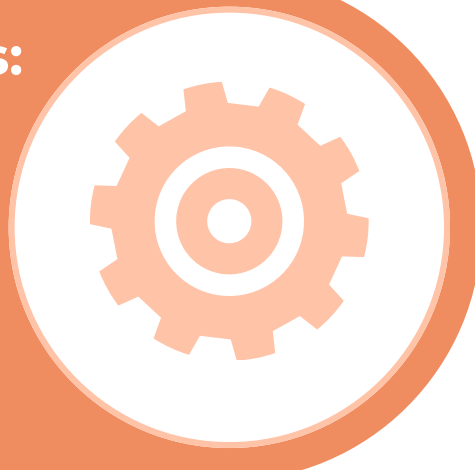


Implementing AI in Tourism Business:

1. Identify business problems or opportunities.
2. Evaluate if AI is the best way to address them.
3. Start with small projects to validate use cases.
4. Calculate ROI and meet business needs.
5. Implement and maintain the model in production.

Technical Process of AI Projects:

1. Data exploration and analysis.
2. Modeling using algorithms.
3. Validation and adjustments as per business requirements.
4. Ongoing maintenance and evolution.



Benefits for using AI in Tourism business:

- Increase the Occupancy Rate
- Increase the Customer Satisfaction Index (CSI)
- Increase the Average Daily Rate (ADR)
- Decrease the Cancellation Rate

Four primary types of issues are addressed in this area:

1. Resource Management

3. Maintenance Scheduling

2. Supply Chain logistics

4. Energy Consumption



Problems that AI typically solves in Tourism industry:

- Improve Operational Efficiency
- Enhance Customer Experience
- Marketing and sales
- Take Data-Driven Decisions

Typical use cases:

1. Demand Forecasting
2. Dynamic Optimal Pricing
3. Customer Segmentation
4. Personalized Recommendations
5. Chatbots and Virtual Assistants
6. Cancellation Predictions
7. Sentiment Analysis
8. Fraud Detection
9. Customer Feedback Analysis
10. Customer Retention Models