

AI for Travel Agencies: Boosting Efficiency and Innovation

COURSE OVERVIEW

Following the successful release of ChatGPT by OpenAI, thousands of new AI applications have emerged, performing functions that until recently required only human intervention.

The use of AI in a very large set of domains allows Tourism Executives to enhance their organizational skills and performance, upgrading their role in the development of their businesses. The repetitive and monotonous tasks in the tourism sector stress professionals and reduce their creativity. These tasks are necessary to complete important actions, but due to lack of time, they are often carried out hastily and not always with the best possible quality.

With the use of AI, too many repetitive and tedious tasks are performed quickly and with excellent quality, freeing up time for tourism executives and professionals to engage in more creative activities.

The seminar is addressed to professionals and entrepreneurs of the tourism industry:

- Marketing and Sales executives who want to enhance the efficiency of commercial processes
- Management executives
- Customer Care & Support executives
- Information Technology executives who will need to support the operation of new computerized systems of the T.N.

The Seminar will cover the following modules:

- Introduction to AI, applications of ChatGPT in Marketing, Sales, and Advanced Operations, applications of AI in Commercial Processes, applications of ChatGPT and Chatbots in Tourism Businesses, applications of AI in Administrative Processes, applications of AI in Specialized Domains, applications of AI in Staff Training, considerations and prospects of generalized application of AI

COURSE DURATION

- 6 HOURS

DELIVERY FORMAT

- Live online

LOCATION

- Online

COURSE OUTCOME

Participants:

- will gain a clear picture of new technologies and commercial AI systems, with specific application in the field of tourism
- learn the right ways to communicate with the AI systems in order to produce the best results for their tourism business
- learn the main AI applications so that they can implement them directly in their work or business, and improve their productivity
- learn about the possible future developments that AI will bring about at economic and social level, so that they can prepare themselves in time

PREREQUISITE

- Some familiarity with the use of ChatGPT

ASSESSMENT

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COURSE CONTENT

1. Introduction to Artificial Intelligence

- Artificial Neural Networks
- Transformers & ChatGPT
- General areas of application of AI

2. Applications of ChatGPT in Marketing, Sales, and Advanced Operations

- Prompt Engineering and Special Verbal
- Analysis of future market trends
- Trend analysis from Google search keywords
- Competitive Strategy Analysis: GE Matrix
- Differentiation and Competitive Advantage
- Segmentation: creating "customer personas"
- Identifying customer needs
- Pre-sales support: matching customer needs with product functions
- Creating a sales scenario
- Creating a negotiation scenario
- Search Engine Optimisation (SEO)
- Use of other AI chatbots: Gemini, Perplexity, Claude, Mistral, Pi

3. AI applications in commercial processes

- Create a Chatbot with OUR knowledge data
- Creating interactive guided Chatbots
- Generating intelligent content
- Text reformatting and refinement, creating summaries
- Effective text translation
- Business Planning
- Marketing & Sales Automation

4. Applications of ChatGPT and Chatbots in Tourism Businesses

- Customer Service Support
- Booking Assistance

- Destination Insights and Local Tips
- Personalized Inspiration-Recommendations
- Itinerary Planning
- Travel Insurance Assistance
- Pre-Trip Assistance
- Post-Trip Follow-Up
- Market Research
- Competitor Analysis
- Content Production
- Email Marketing
- Customer Feedback Analysis

5. Artificial Intelligence Applications in Administrative Processes

- Efficient project and time management, prioritization
- Creating flow charts
- Intelligent research and text analysis assistant
- Decision-making tool
- Efficient calendar management
- Automatic management of meeting minutes

6. AI applications in specialised areas

- Automatic transcription of video or other audio
- Automatic creation of text-to-speech audio
- Robotic process automation
- Video creation using Avatars
- Video creation: text to video
- Image creation: text to image
- Image editing and enhancement
- Automatic website creation
- Automation of Digital Process Interfaci