

BLUNDENS

AI Impact And Digital Development For Tourism

Build a Future with AI

"The era of Artificial Intelligence has begun.
AI sets the stage for a new era of innovation."

The world is changing

Industries are transforming rapidly

The drivers for economic growth are evolving

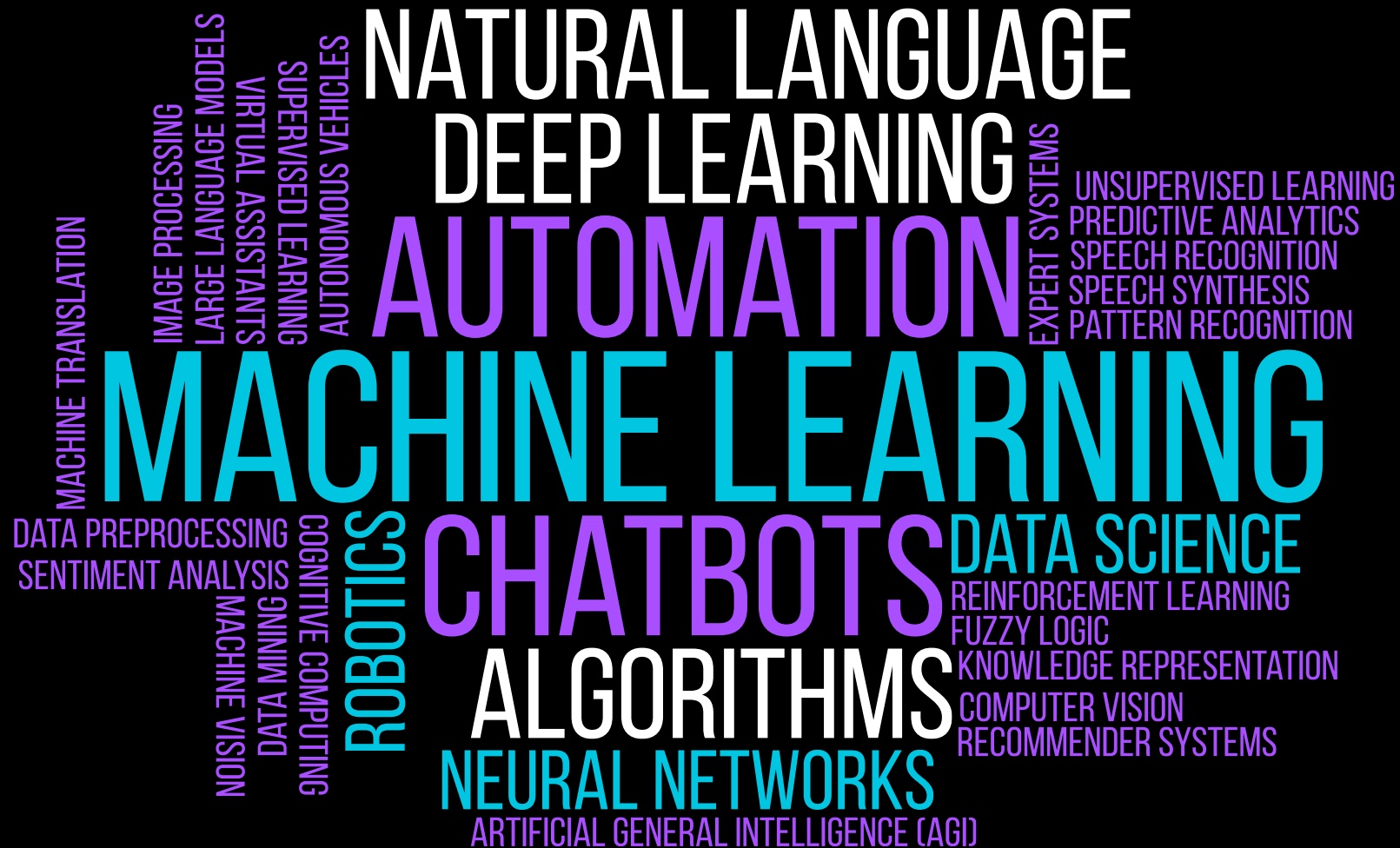
The world is more connected than ever

The opportunity is yours to
lead the AI transformation

Defining AI



What is Artificial Intelligence?



"AI aims to create systems capable of performing complex tasks that would normally require human intelligence."

The history of AI



1950

Alan Turing introduces the “**Turing Test**”

1956

Field of AI is launched, “**artificial intelligence**” coined at Dartmouth



1960

The “first computer” that learned **skills** by trial and error.



1978/79

In Japan, **SCARA**, the robotic arm for high-speed assembly unveiled.



1988

Jabberwacky, a chatbot designed to have conversations with users and imitate human interaction.



1997

IBM’s Deep Blue beats reigning world champion Garry Kasparov in chess.

Late 1990s

KISMET, a robot head that recognises and replicates human emotion.



Late 2000s

IBM’s **Watson**, a computer system answers questions via natural language. Beats Jeopardy! contestants.



2011

Apple launches **Siri**, an intelligent personal assistant.



2021

OpenAI develops **DALL-E**, an image generator based on text prompts.

2022

OpenAI launches **ChatGPT**, a chatbot that interacts in a conversational way.

Generative AI



What is Generative AI?

Under the umbrella term Generative AI, there are a variety of different generative AI **models**.

1 Text

2 Code

3 Images

4 Video / Audio

5 Data

Generative AI refers to a branch of AI that focuses on creating **models** capable of generating new, original content.

It involves training **algorithms** to understand and mimic patterns in data to generate realistic **outputs** that resemble human creations.

Why Use Generative AI?

Generative AI is designed to create new content



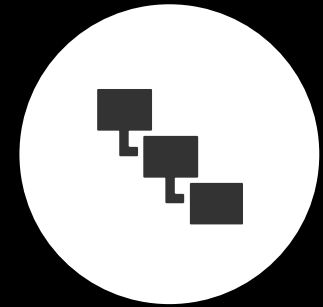
Reinvent Workflows

Automate routine tasks, generate creative content and predict outcomes to help save you time to focus on more complex problem-solving tasks.



Reimagine User Experiences

Predict user behaviour, automate interactions and generate dynamic content to create more engaging, intuitive and personalised experiences.



Reengineer Processes

Automate your repetitive tasks, optimise your resource allocation, predict future trends and facilitate real-time adjustments on the fly.



ChatGPT Can Now Assist With Travel Planning in the Expedia App



“Every great trip can be made or lost while planning and shopping. As the leader in travel tech, Expedia continues to build out the core operating system for the industry, constantly enhancing capabilities and making trip planning faster, simpler and even more informative. By integrating ChatGPT into the Expedia app and combining it with our other AI-based shopping capabilities, like hotel comparison, price tracking for flights and trip collaboration tools, we can now offer travellers an even more intuitive way to build their perfect trip”.

-Peter Kern, Vice Chairman and CEO, Expedia Group.

Customer Service

For unexpected trip changes, travellers can resolve issues quickly using Expedia’s AI-powered Virtual agent available 24/7.

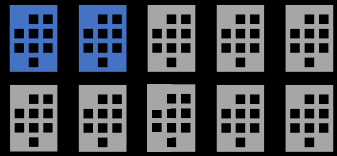
Deep Insights

Price Tracking uses Expedia’s comprehensive flight data, AI and ML to compare today’s flight price with historical price trends and track price fluctuations, so travellers can confidently decide when to book and earn rewards.

Personalisation

To help travellers shop, AI and ML are used to deliver personalised and relevant trip options out of 1.26 quadrillion variables like hotel location, room type, date ranges, price points and much more.

Redefining Intelligence



Those Using AI in
Business Today

20%

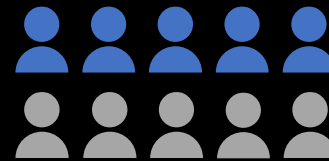
of small businesses say
they use AI within
their business



Those that don't see
AI being part of
their business

26%

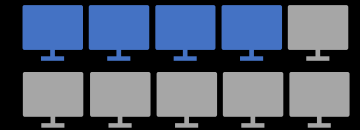
of small businesses do
not believe that AI is
appropriate for their business



Those that see potential
for AI in their business

55%

of small businesses state
AI could provide their
business with potential
benefits



Those that are
struggling with
the skills gap

46%

of small businesses say they
or their workforce lack the
knowledge and/or skills to
utilise AI successfully

Predicted percentage of data produced by generative AI

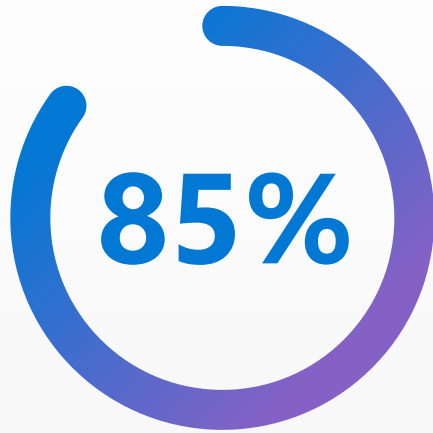
2021

<1%

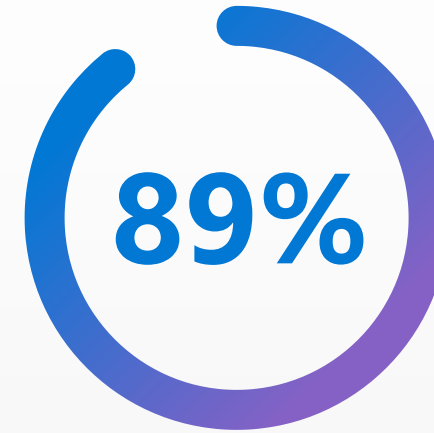
2025

10%

Employees demand a new digital employee experience



Want digital tools that help them **be more agile**, to **automate daily tasks**, and **make information more accessible**.



Who do have access to automation and AI-powered tools **feel more fulfilled** because they can spend time on work that truly matters.

AI Tools



EM

write a poem about how generative AI will change business processes



Generative AI, a new dawn does bring,
To business processes, it will cling.
No more manual tasks, no more delays,
Efficiency and speed, it surely pays.

With algorithms so smart, it will design,
Products, services, and streamline.
Data analysis, predictions made,
Decisions based on insights displayed.

From HR to marketing, to sales,
Generative AI will raise the bar,
New ideas, improved processes, it'll see,
The future of business, it'll set free.

It's not just a tool, but a partner in crime,
A source of innovation, in good time.
No task too complex, no challenge too steep,
Generative AI will help us leap.

A revolution in the making, it's clear,
How generative AI will change the sphere.
Of business, it will bring a new era,
Of efficiency, profitability, no more a blur.

ChatGPT



DALL-E: Monet style painting of robot playing chess with human

OpenAI

- Speaks natural language
- Synthesises large amount of data
- Creates original content
- Iterates ideas with human in the loop

Microsoft 365 Copilot



Unleash creativity

Harness the power of AI so you never have to start from scratch



Unlock productivity

Let AI summarise actions for you, and optimise your time



Uplevel skills

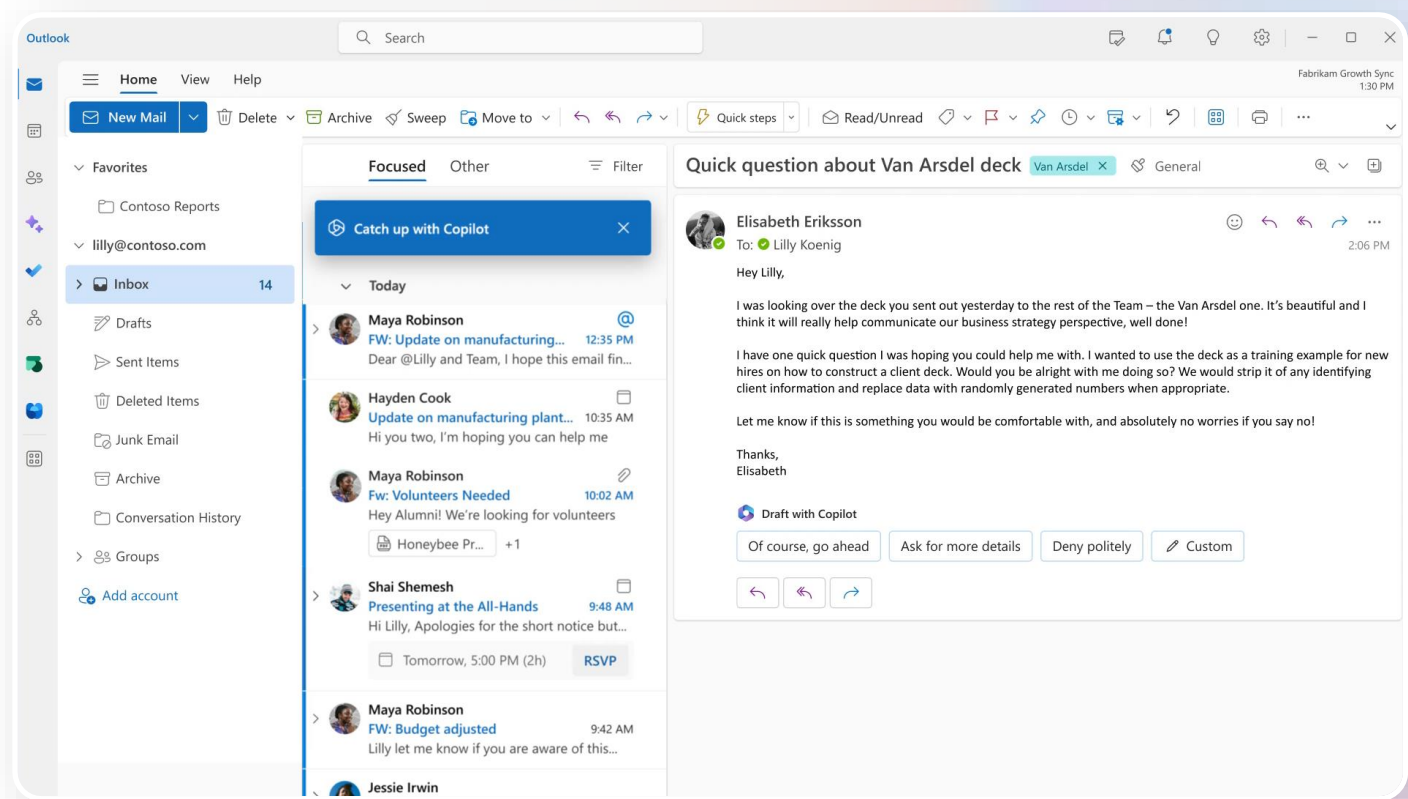
Be better at what you're good at and master what you've yet to learn



Copilot in Outlook

Copilot works alongside to manage the daily inbox and help draft emails.

- Facilitate review of recent emails
- Flag important items; specifically, customer feedback and supplier concerns
- Draft customised responses to each enquiry. Further trim text and apply a professional tone.





Copilot in Excel

Copilot works alongside to analyse trends and create professional-looking data.

- Break down sales by type and channel
- Project the impact of increasing figures
- Reformat data into a visual chart to model how inventory shifts could impact the gross margin
- Create visual charts to share with the team

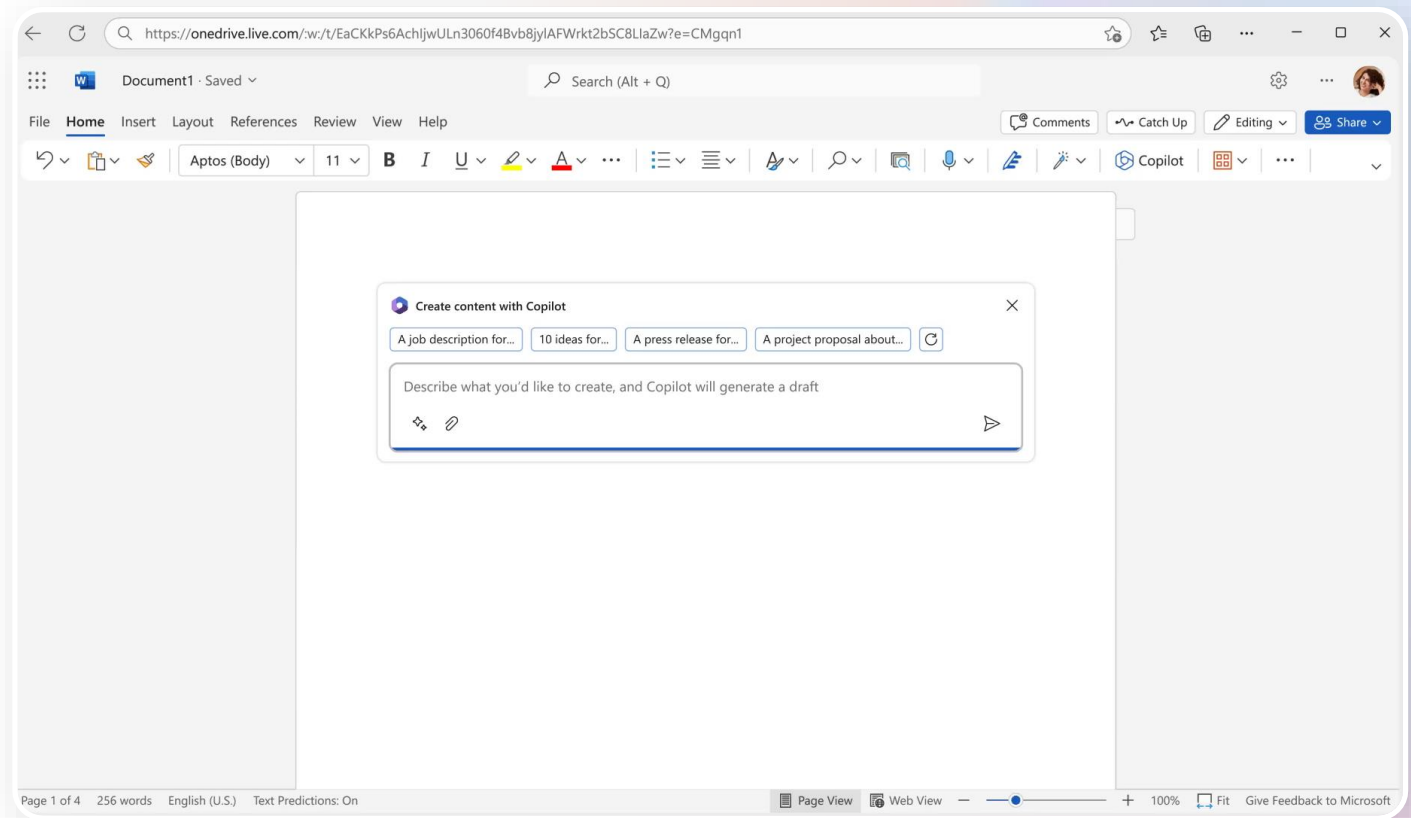
	A	B	C	D	E	F	G	H	I	J	K
1	Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
2	France	VanArsdel	Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,529,440	\$15,294	\$1,514,146	\$
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,494,240	\$14,942	\$1,479,298	\$
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451,648	\$0	\$1,451,648	\$
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391,808	\$83,508	\$1,308,300	\$
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$628,904	\$6,289	\$622,615	\$
7	France	Contoso Pharmaceuticals	Recycled Can	Low	4903	\$5	\$127	\$622,681	\$6,227	\$616,454	\$2
8	Canada	Proseware	Natural Personal Care Products	Low	1954	\$270	\$302	\$590,108	\$5,901	\$584,207	\$58
9	Canada	Proseware	Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600,980	\$84,137	\$516,843	\$48
10	USA	VanArsdel	Compostable Food Packaging	Low	1254	\$3	\$380	\$476,520	\$4,765	\$471,755	\$
11	USA	Proseware	Natural Personal Care Products	Medium	1465	\$224	\$302	\$442,430	\$26,546	\$415,884	\$36
12	USA	Proseware	Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$425,820	\$25,549	\$400,271	\$18
13	Australia	Proseware	Natural Personal Care Products	Medium	1369	\$224	\$302	\$413,438	\$24,806	\$388,632	\$33
14	USA	VanArsdel	Compostable Food Packaging	Medium	1052	\$3	\$380	\$399,760	\$23,986	\$375,774	\$
15	Canada	VanArsdel	Compostable Food Packaging	Low	980	\$312	\$380	\$372,400	\$3,724	\$368,676	\$38
16	Australia	Proseware	Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391,996	\$23,520	\$368,476	\$17
17	Australia	VanArsdel	Compostable Food Packaging	None	954	\$3	\$380	\$362,520	\$0	\$362,520	\$
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353,695	\$3,537	\$350,158	\$3



Copilot in Word

Copilot helps write, edit, summarise, & create.

- Draft project proposals based on the data from customer feedback and sales
- Make paragraphs more concise. Change the tone of the document to be more casual

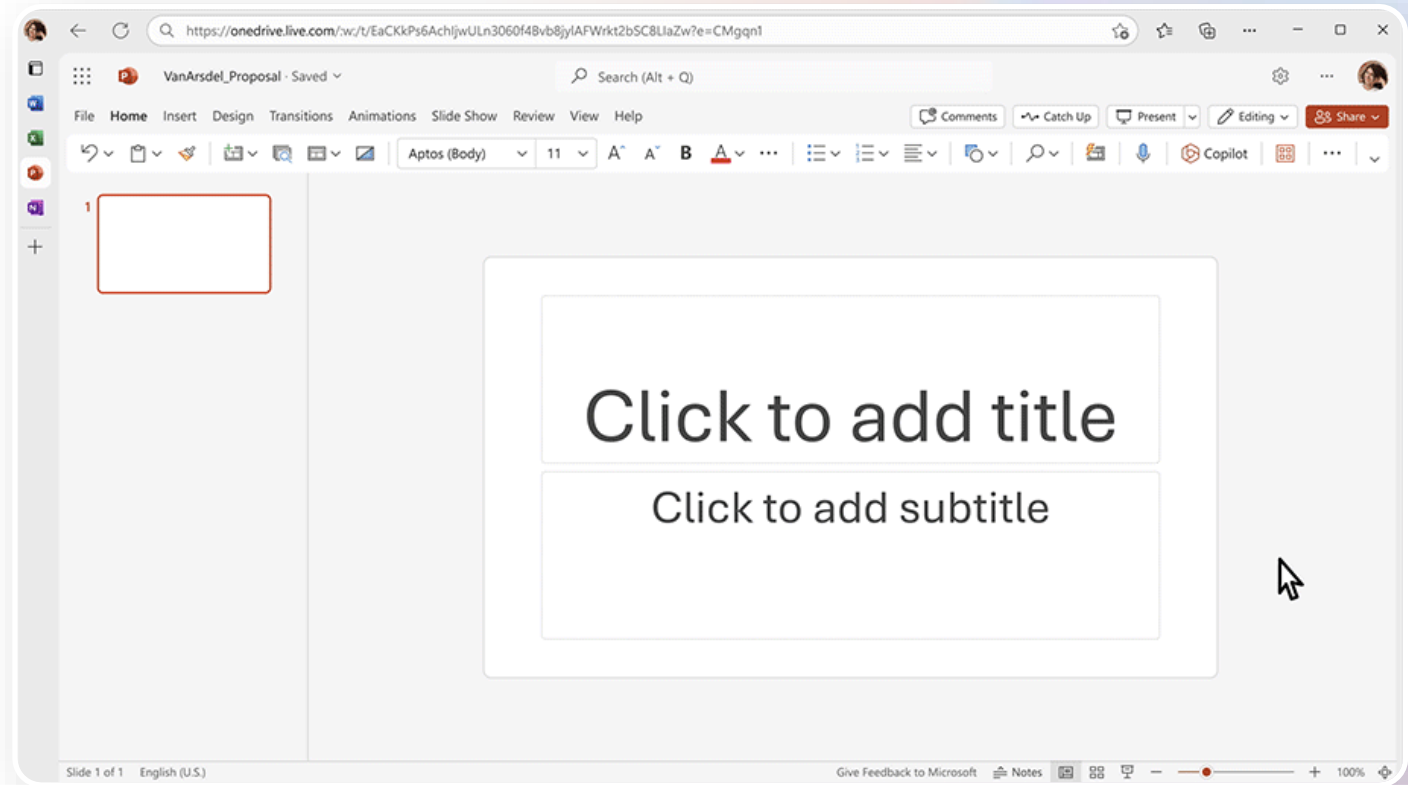




Copilot in PowerPoint

Copilot helps to create visually stunning presentations.

- Create presentations based on Word documents, include relevant stock photos
- Consolidate presentations into fewer slides
- Reformat such as three bullets into three columns, each with a photo



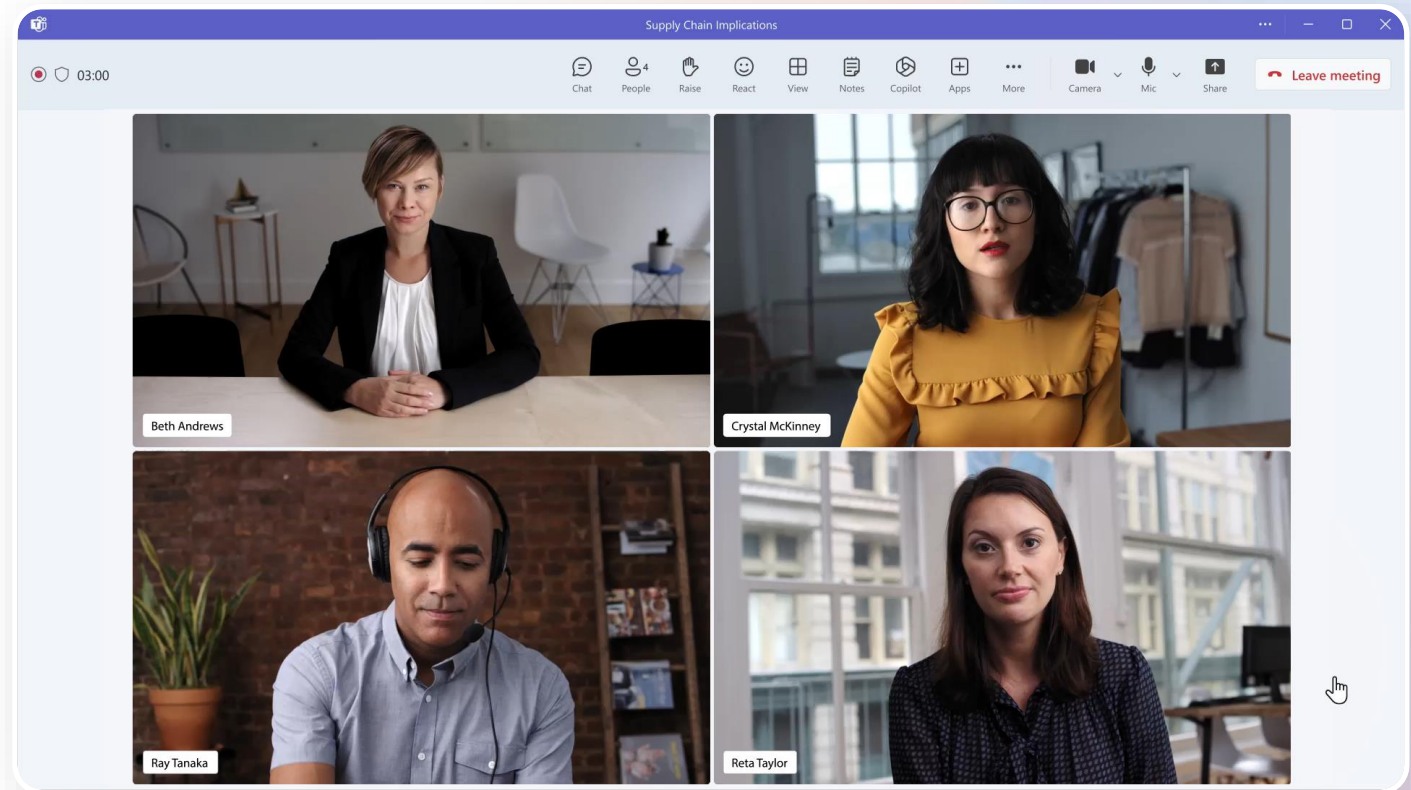


Copilot in Teams

Copilot helps you run more effective meetings.

Business needs:

- Summarise meetings—including decisions made and suggested next steps
- Create a table illustrating contingency steps



[Demo](#)

AI will reinvent every industry

Tools for a Responsible AI approach



Fairness

Assess fairness and mitigate fairness issues to build models for everyone.



Explainability

Understand model predictions by generating feature importance values for your mode.



Counterfactuals

Observe feature perturbations and find the closest datapoints with different model predictions.



Causal analysis

Estimate the effect of a feature on real-world outcomes.



Error analysis

Identify dataset cohorts with high error rates and visualize error distribution in your model.



Responsible AI scorecard

Get a PDF summary of your Responsible AI insights to share with your technical and non-technical stakeholders to aid in compliance reviews.

The Future of AI

Making machines think
and behave like humans

WE ARE HERE

2040

2060

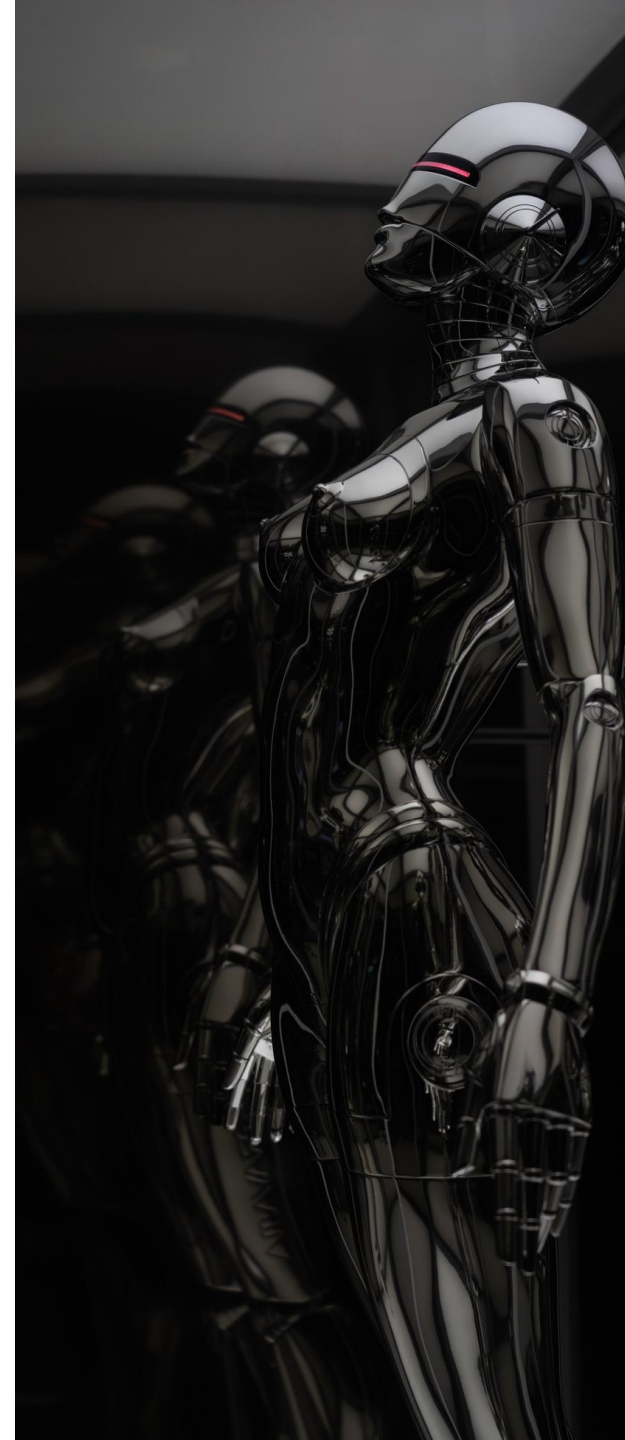
Artificial Narrow
Intelligence

Artificial General
Intelligence

Artificial Super
Intelligence

Programmed to perform
singular tasks such as
facial recognition or
language processing.

An intellect that is much
smarter than the best
human brains in every
field, including scientific
creativity and social
skills





"We recognise that the stakes are high. AI may well represent the **most consequential technology advance** of our lifetime."

BRAD SMITH, VICE CHAIR AND PRESIDENT, MICROSOFT






AI Impact And Digital Development For Tourism


Q & A

Thank you for listening!

Build Your AI Future

Blundens, 483 Green Lanes, London, N13 4BS

 +44 (0) 20 4526 2134

 info@blundens.com

