

Digital Dreaming: AI Tools to Enhance Indigenous Tourism Masterclass

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WHO IS THIS FOR?

Anyone who wants

- Understand how AI works
- Be confident with AI decisions
- To automate routine tasks
- A digital assistant for daily activities



DISCLOSURE

But before.

Cultural Sensitivities in AI

The data you are using: data sovereignty

Misinformation

The environmental impact



LET'S PLAY

Person 1

My favourite
animal is ...

Person 2

My favourite food
that helps me **sleep**
better is...



LET'S PLAY

7 Tokens

The best type of Pet is a ...

dog = 32.50%

personal = 19.78%

subjective = 18.39%

cat = 8.25%

matter = 2.71%

pet = 2.00%

highly = 1.26%

domestic = 1.05%

subject = 0.76%

very = 0.69%



TODAY

1. Understanding what is GenAI | Fact Check

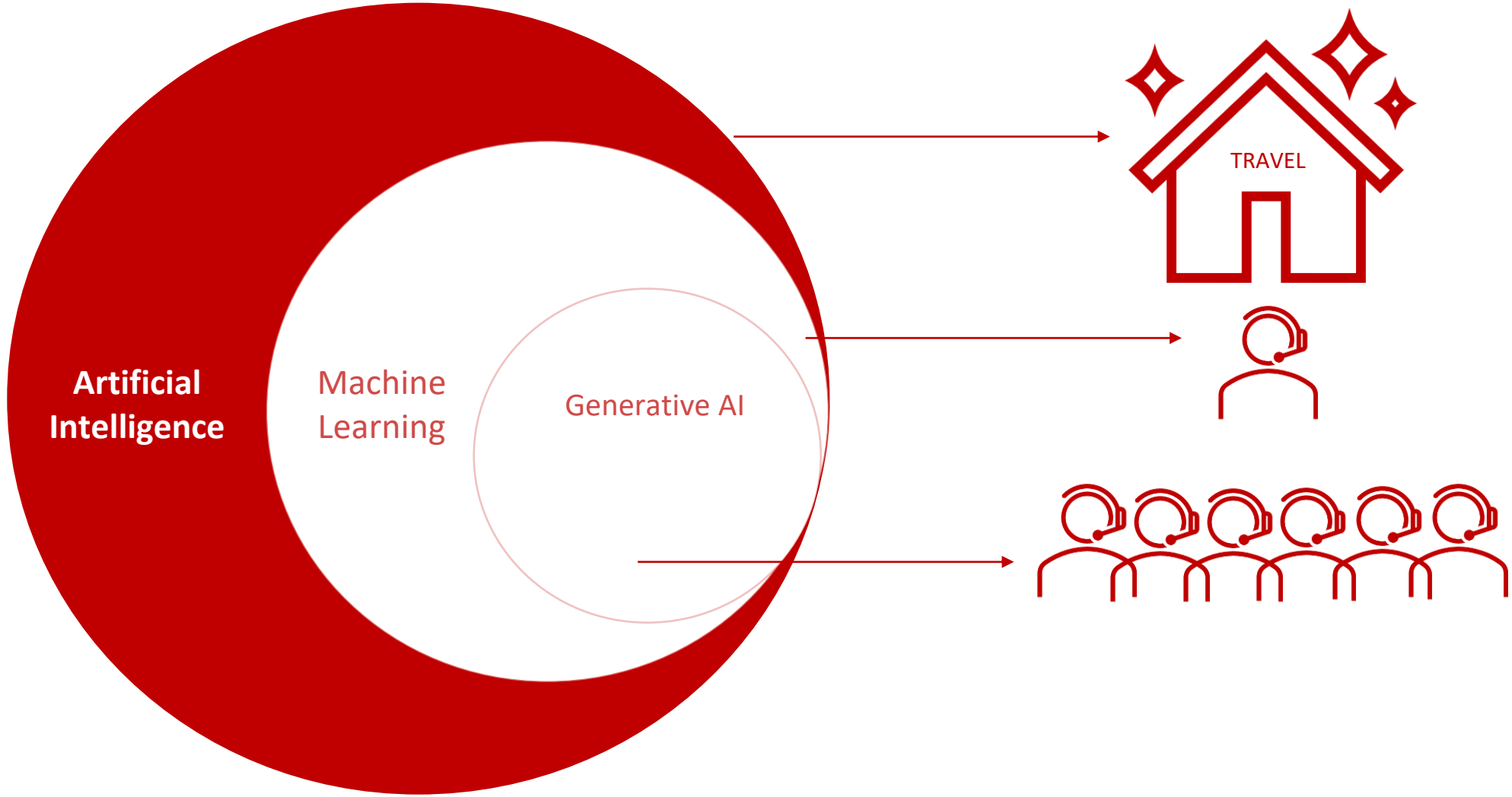
2. AI: Where has it been used?

3. Hands-on Demonstration

4. Prompting

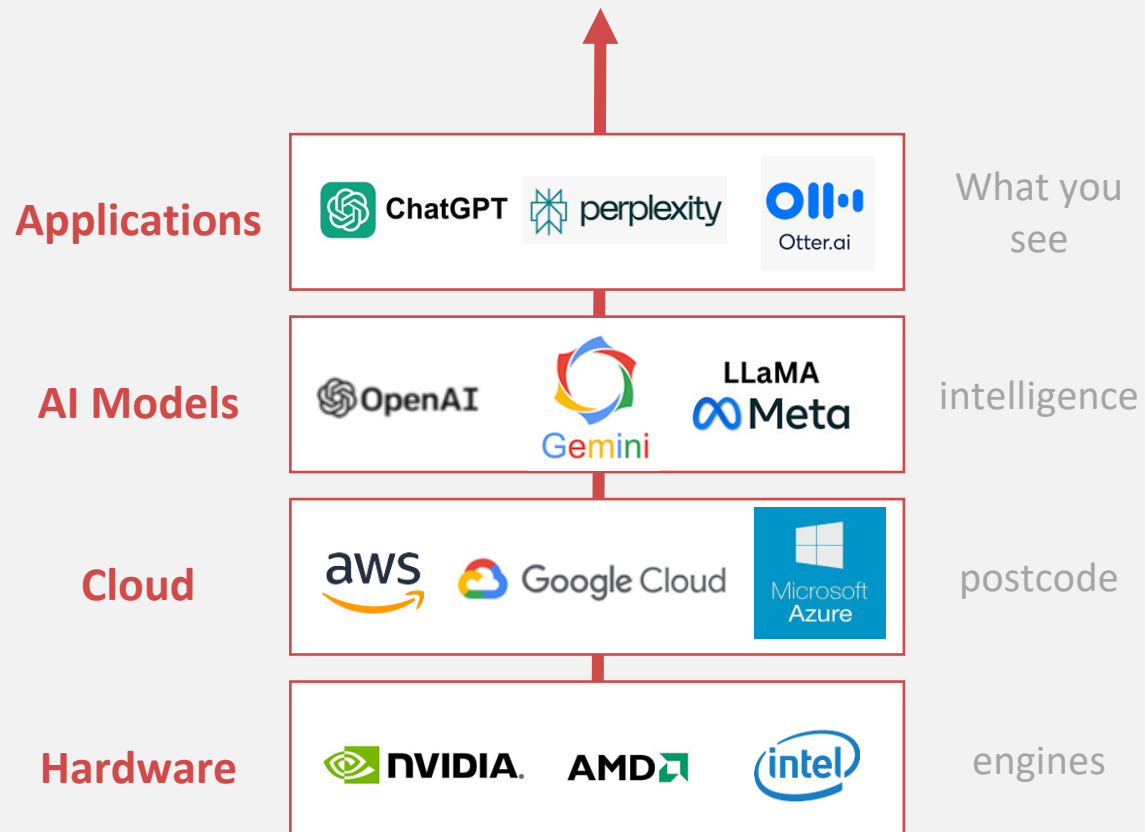
5. Q&A





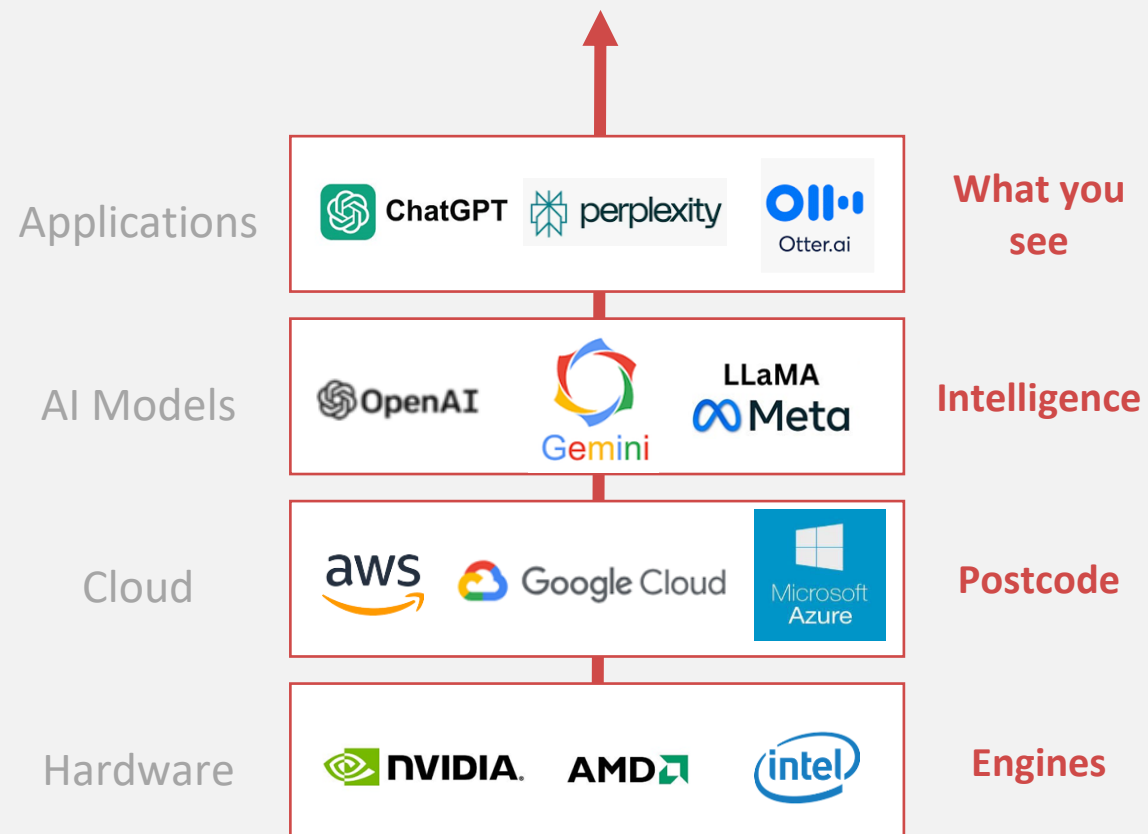
WHAT IS GENERATIVE AI

COMPONENTS



WHAT IS GENERATIVE AI

COMPONENTS



WHAT MAKES ONE SYSTEM, LIKE CHATGPT, DIFFERENT FROM OTHER SYSTEMS?



Data

Vast amounts of information and content



Large Language Models (LLMs)

The trained data. Frameworks



Parameters

Variables. More parameters = more powerful



Tokens

Text is pieced in tokens. E.g. "AI for tourism" 3 tokens



Temperature

Level of randomness and creativity. More = more creative



Multi-modality

Processes and generates multiple types of data



Context window

Working memory. How much information it remembers



HOW ABOUT MY DATA? IS IT SAFE?

FREE Version	PAID Version	Hosted Version
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Training data
The data you insert will be or not be used to train the LLM

The data is used as training data

The data is **NOT** used as training data

The data is **NOT** used as training data

Data Retention and Deletion
Conversations retention

30 days	?
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Files Upload

Never use PII (personally identifiable information).
e.g. Emails and Id's



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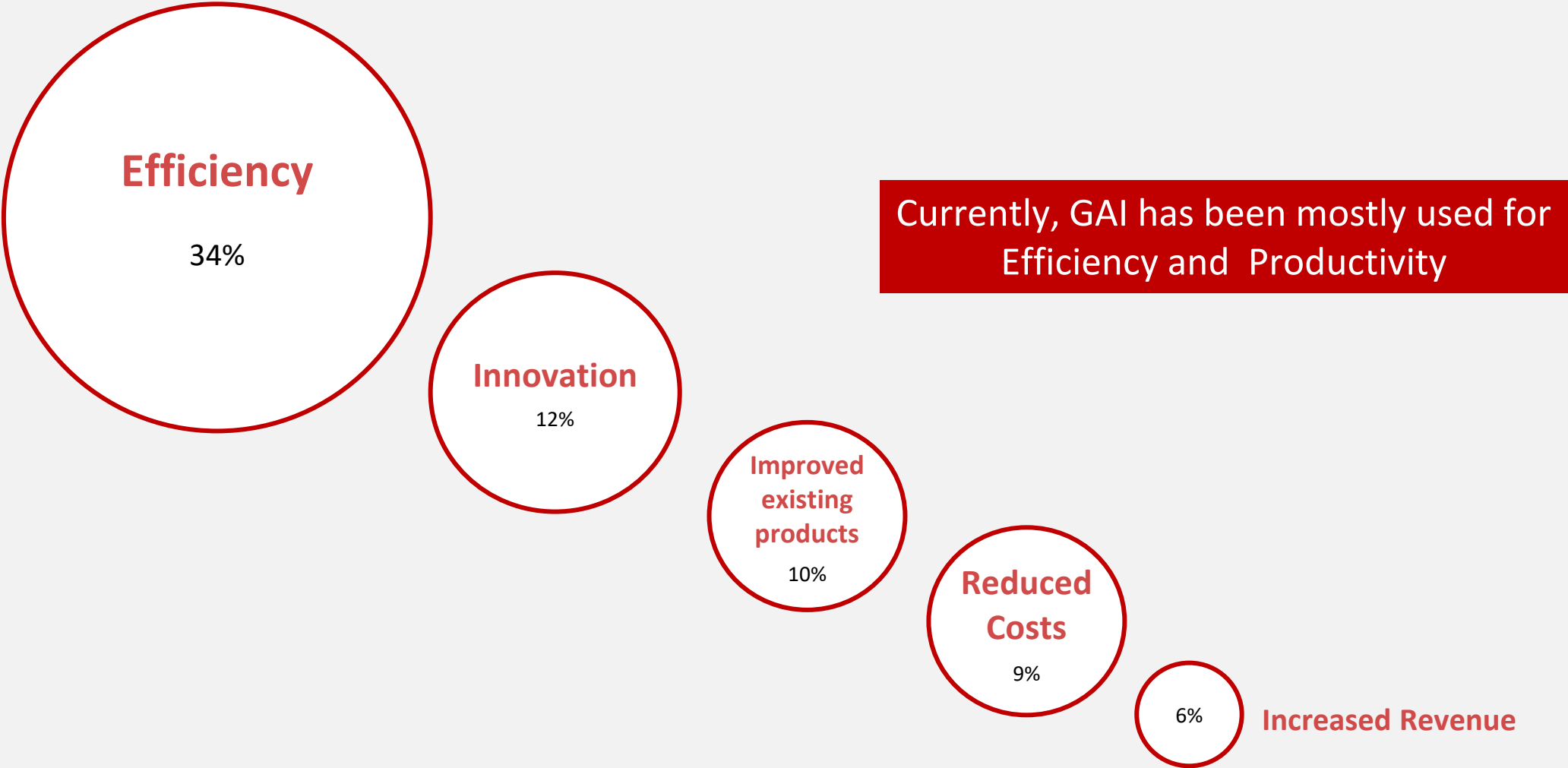
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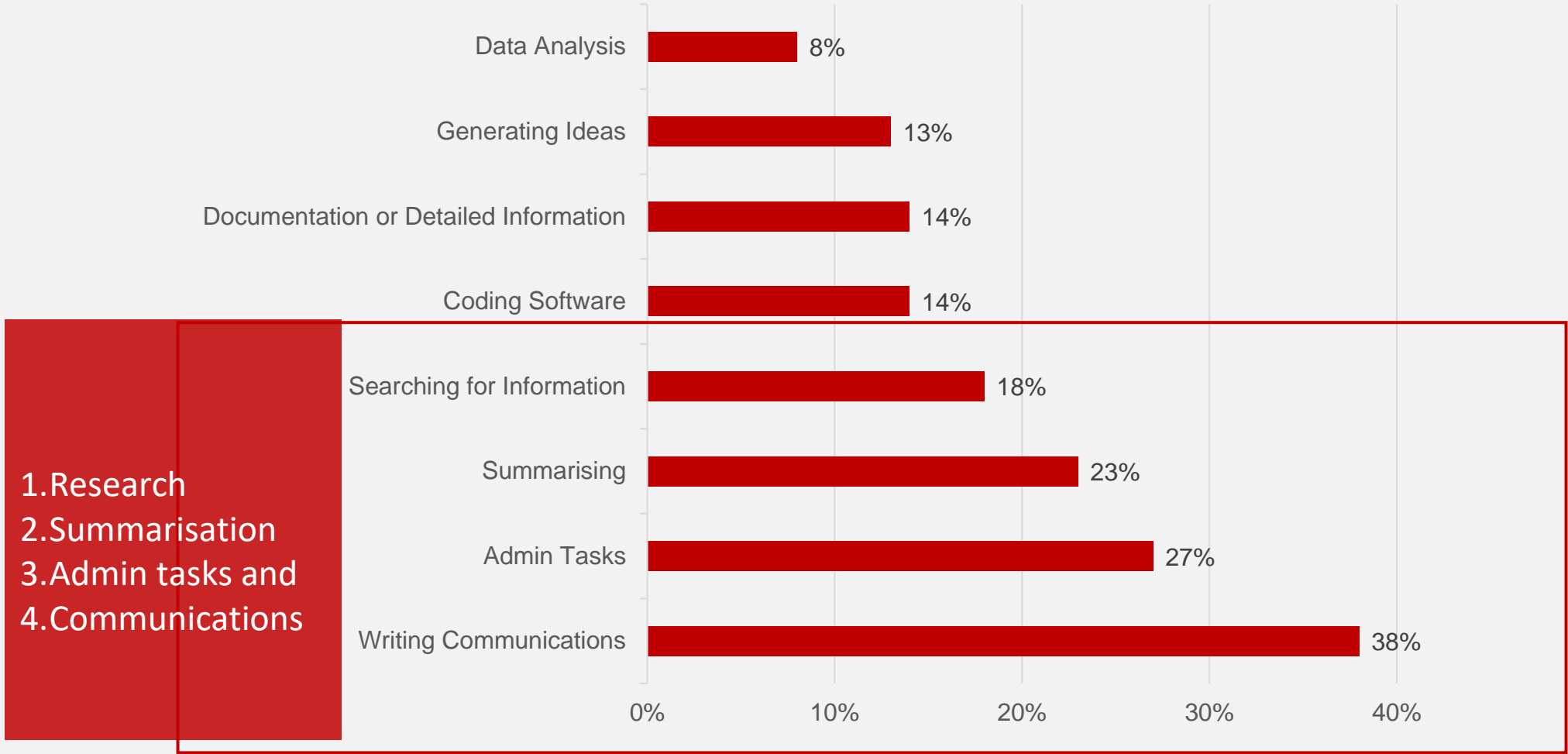


WHERE AI HAS BEEN USED SUCCESSFULLY?



WHERE AI HAS BEEN USED SUCCESSFULLY?

Which specific tasks is AI most useful for?



1. Understanding what is GenAI | Fact Check

2. AI: Where has it been used?

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HANDS-ON



Research
Perplexity.AI



Summarising
Google NotebookLM



Admin tasks and Communications
ChatGPT



Generating Images
ImageFX Google - AI Test Kitchen





Research Perplexity.AI

1. Researching a Destination:

You're trying to gather information about a tourist destination like Kakadu National Park

2. Answering Visitor Questions:

A visitor wants to know more about the cultural traditions of a certain community. Let's try:

What are some unknown and interesting traditional customs of the Yolngu people?

3. Information for a Market Expansion

I have a walking tour business in Darwin, Australia, specialising in indigenous tourism. I want to expand my business and receive international groups from other countries. What markets should I focus on, to begin with? Give me data, an addressable audience with sizes, and a structured approach





Summarising Google NotebookLM

1. Turn into Audio

You are getting yourself updated on Tourism policies from Australian Chamber, and you want to listen to it

2. Scenario 2: Preparing for a Tour

Suppose you are preparing for a guided tour, and you have a long document about the history and culture of the area, like QLD Experiences

3. For you:

"If you had a visitor, ask about the best local events or cultural activities; what would you need to know to help them?"





Generating Images ImageFX Google

1. Promote an event:

You're trying to create an image for a Facebook post promoting a culinary event – or occasion

2. Promote a new destination (map or landscape)

You are trying to create an image for your newsletter or presentation for a sponsor

3. For you:

"Who has an idea for an image they would like to see? It could be a particular landscape, a special location, or an abstract representation of something important to your community"?



WHICH ONE IS AI?

1



2





Admin tasks and Communications ChatGPT

1. Create Social Media Communications:

An event at your business. Inviting guests and prospects to join an event

2. Data Analysis. Extract information from an Excel (or any other file)

You got an extensive file that you need to extract information, correlations making it useful for operational insights

3. Simplifying administrative tasks

Transcribing notes, information from whiteboards, notes from calls



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Andrej Karpathy 

@karpathy



The hottest new programming language
is English

[Traduire le Tweet](#)

3:14 · 25 janv. 23

1,9M Vues **2 027** Retweets **279** Tweets cités

17,8K J'aime

PROMPTING

What is a **prompt**?

It's the **text, image or voice input** that you use in Applications

It **initiates** a conversation and **triggers** a **response** from the model



Prompt **engineering** is the practice of crafting clear and effective inputs to get the best responses from AI systems

Three approaches

1. ChatGPT
2. Google Gemini
3. Lucio 6P's



PROMPTING

21

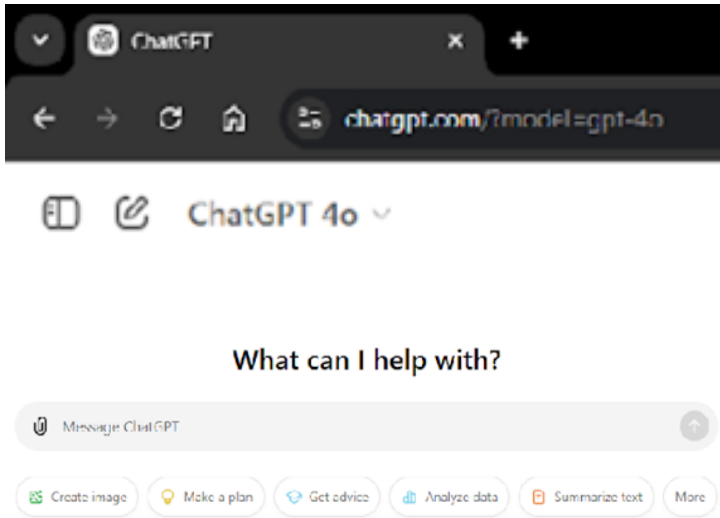
the average number of words in a successful prompt. Data shows user prompts are often shorter, containing 9 words or less

Here are the **ten words** frequently used by generative AI tools that are easily identified by checkers:

1. Delve
2. Elevate
3. Showcasing
5. Insights
6. Crucial
7. Intricate
8. Underscores
9. Comprehensive
10. Pivotal



PROMPTING CHATGPT – PERSONA, CONTEXT, OUTPUT



Okay task

“Analyse customer feedback”

Better +
**Persona/Task/
Context**

You are a Travel Agent — Analyse customer feedback from our latest travel package release survey to identify common issues

Perfect
**Persona/Task /
Context**
+ **Output**

You are a Travel Agent. Analyse customer feedback from our latest travel package release survey to identify common issues, categorising the feedback into themes, and present the findings in a bar chart along with recommendations for improvement



✦ Prompt Structure

Prompt format: Persona Context Task Format

Example:

I am a {Company Name} Account Executive. Draft a cold outreach email to a CEO based on challenges in the recent months in the women's footwear industry. Limit to 250 characters and use bullet points.



PROMPTING 6P'S

1 - Person

Who are you asking the AI to 'be' when it responds?

E.g., casual, formal, expert, beginner-friendly

"Act as a senior marketing manager..."

2 - Purpose

What are you trying to achieve?

E.g., create, review, restructure?

"...and create a customer persona..."

3 - Public

Who will see or use the result? Tailor the response to fit the audience's needs, experience level, or preferences

"...for a team of junior marketers"

4 - Parameters (Restrictions)

Any constraints or style preferences?

E.g., word count, inclusions or exclusions

"Keep it under 300 words and avoid technical jargon"

5 - Presentation

How should the result be presented?

E.g., A list, email, or report

"Provide the answer in a step-by-step list in word"

6 - Prompt Iteration (Refine or Adjust the Response)

On you. Refine or adjust the response if needed. Ask for clarification, more examples, or tone changes

"Can you simplify that further?"



PROMPTING 6P'S

Prompt Example:

"Act as a senior travel executive (**Person**) and create a list of procedures to follow with new clients (**Purpose**) for a team of junior travel agents (**Public**).

Keep it under 300 words, avoiding technical jargon (**Parameters**).

Present the response as a clear, step-by-step list in Word format (**Presentation**).

~

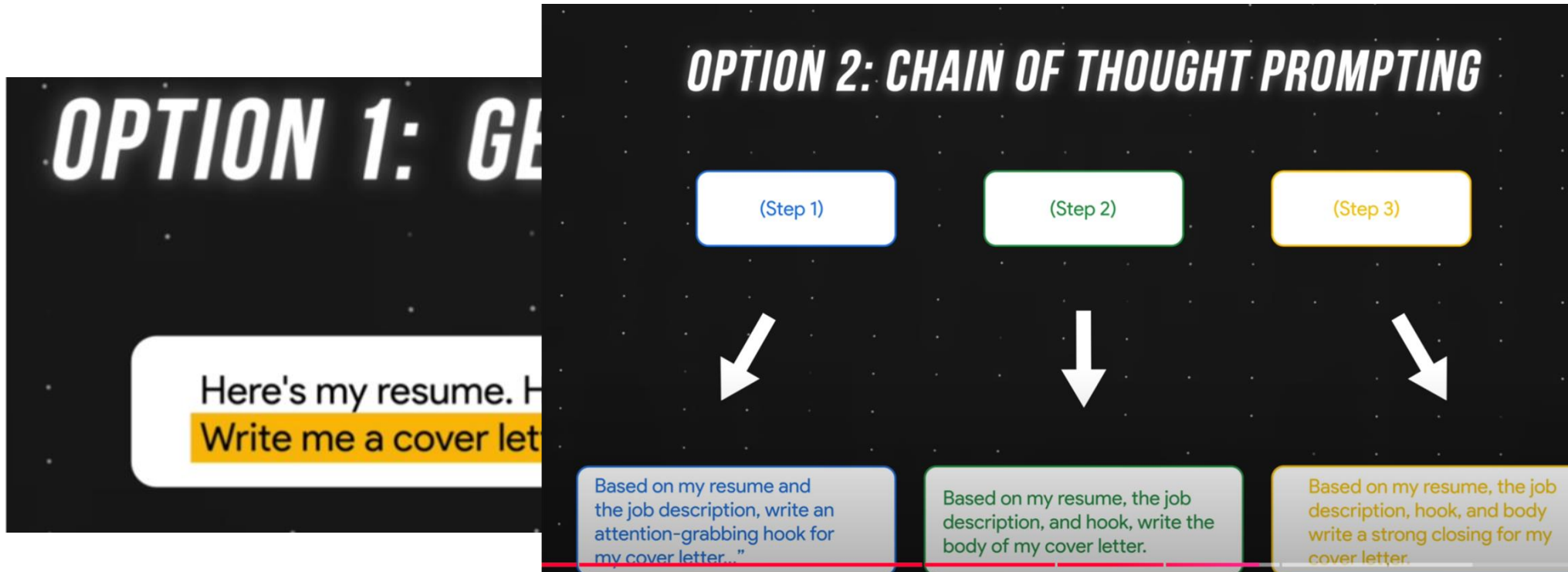
Simplify the response further or add more examples to clarify (**Prompt Iteration**)."



CHAIN OF THOUGHT

Context window = amount of information an AI model can "remember" in a single interaction

Divide the task into more **manageable steps**



TAKEAWAYS FROM TODAY'S SESSION

1) AI as an Efficiency Powerhouse:

Generative AI's most impactful use today lies in boosting **efficiency** and **productivity**. It automates routine tasks and enhances workflows, allowing professionals to focus on higher-value work. Start there. Automating tasks that are repetitive

2) Mastering the Art of Prompting:

The **quality** of AI's output directly depends on the **clarity and structure of your prompts**. Adopting frameworks like 6P's, Chain of Thought, or Persona/Task/Context ensures precise and valuable responses.

3) AI for Indigenous Tourism: Connecting Culture and Technology

Tools like Perplexity.AI, ChatGPT, and Google NotebookLM offer foundational capabilities for the tourism sector. However, if you're using **free** versions or **unclear** services, be aware that **your data may be used** to train the model. Paid or enterprise versions often provide better data protection.

Why It Matters: AI can be a bridge for deeper cultural storytelling, but ensuring data privacy is essential for safeguarding cultural heritage and building trust

4) Action-Oriented Mindset: Start Small, Experiment, and Grow:

The best way to integrate AI is to start with simple tools, applying what you've learned here, and iterating over time. Today, you've gained **frameworks** that are **adaptable** to future tools, ensuring lasting value in your AI journey.

Why It Matters: Learning frameworks, not just tools, future-proofs your skills, allowing you to adapt confidently as AI evolves and make **YOUR** own decisions



Q&A

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