

BEYOND THE HYPE

A playbook to seize
the generative AI
boom for the tourism
industry



POWERED BY

SINGAPORE
TOURISM
BOARD



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Preface

It has been over a year since OpenAI's ChatGPT sparked a global frenzy over generative AI. Unlike traditional AI models that follow predetermined rules, generative AI can produce creative and novel outputs without explicit human programming.

We have since observed excitement from stakeholders across the tourism sector but as the technology matures, a key question now arises:

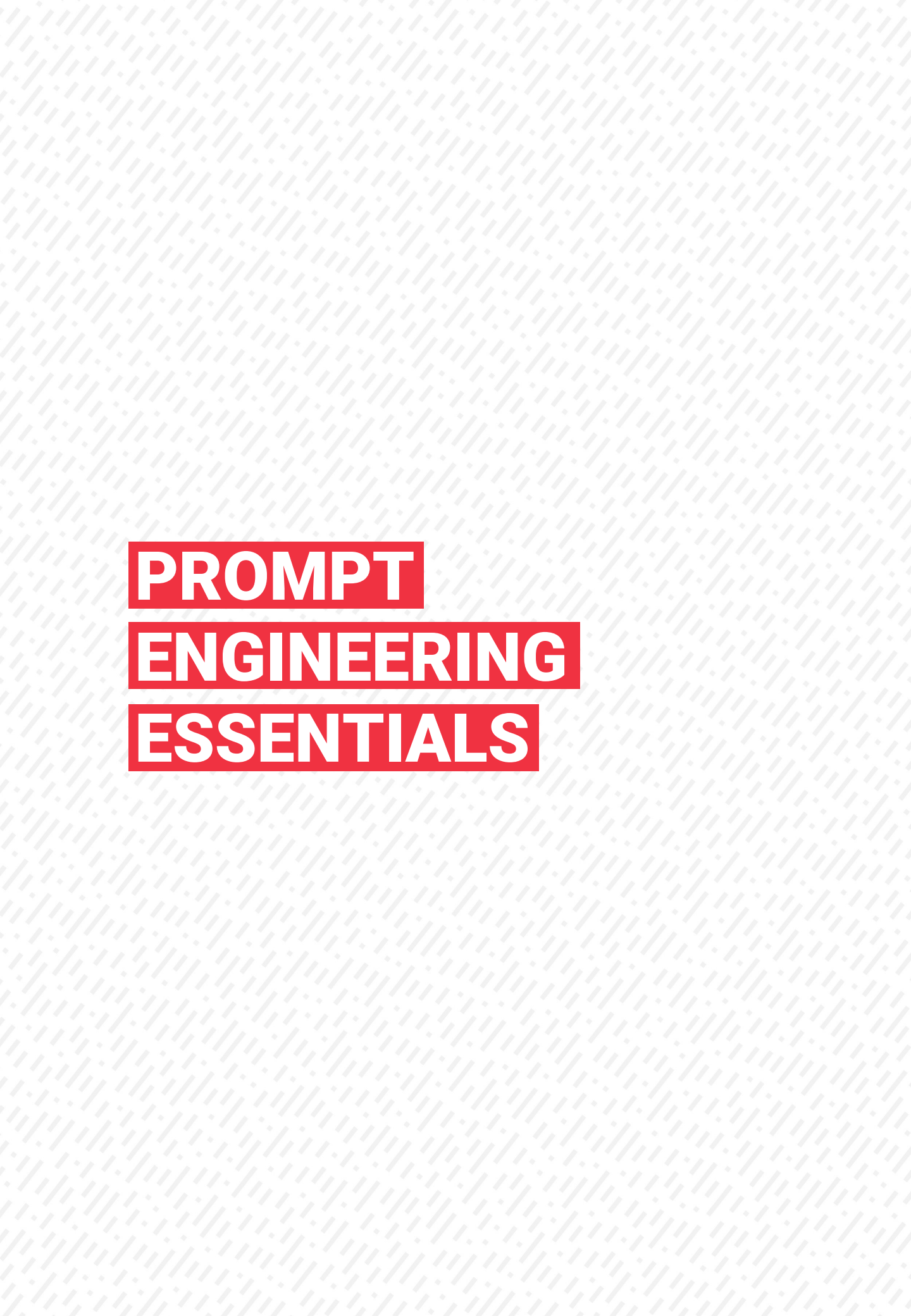
What are the applicable generative AI use cases in tourism?

As such, we have developed this playbook to serve as your launchpad for implementing generative AI. In this playbook, you will find prompt engineering tips and a non-exhaustive compilation of tourism-related use cases in three key areas:

- Propelling business growth
- Improving productivity
- Enhancing visitor experience

You will also find use case snapshots featuring potential scenarios, actual prompt examples and links to the full prompt exchange which you can directly adapt into your workflows.

Happy prompting!



PROMPT ENGINEERING ESSENTIALS



Talking AI's language

The quality of the output you get from generative AI is dependent on your input. Learning how to create effective 'prompts,' also known as prompt engineering, is key to getting the best use out of these tools.

Use action words: Start your prompt with an action word like:

Message ChatGPT...

"Write ..."
"Create ..."
"Summarise ..."

Instead of "Can you ..."

Be specific: Provide context and be as specific as possible. Consider **who, what, when, where and how**. For example, who is your target audience? A family with young children and a couple on their honeymoon will prioritise different things when on vacation.

Role play: Try telling the AI to play a specific role. For example:

Message ChatGPT...

"Act as if you're a customer service representative..."

This will help the AI adopt the right tone of voice and is the best way to avoid AI hallucinations. An AI hallucination is when an AI model generates incorrect information but presents it as if it were a fact.

Share examples: To really guide the AI in the right direction, you can also share examples of past content you've created or even something you found on the internet. Try these prompts:

Message ChatGPT...

"Create xyz in a similar style to [insert example]"
"Use the same structure as [insert example]"
"Rewrite this content to include xyz [insert content]"

Include parameters: You can also tell the AI what you do and don't want to see in the results. For example:

Message ChatGPT...


"Do not include any landmarks further than 1km from the Changi Airport"
"Do include nearby vegetarian lunch options"
"Do not exceed 500 words"




Good prompts vs Bad prompts


The quality of the output you get from generative AI is dependent on your input. Learning how to create effective ‘prompts,’ also known as prompt engineering, is key to getting the best use out of these tools.

Example 1: A very basic prompt

 **You**


Come up with a list of things to do in Singapore



 **ChatGPT**


Certainly! Singapore is a vibrant city-state with a rich cultural mix and plenty of attractions. Here's a list of things to do in Singapore:

- 1. Visit Gardens by the Bay:** Explore the stunning Gardens by the Bay, home to the iconic Supertree Grove, Flower Dome, and Cloud Forest.
- 2. Marina Bay Sands:** Head to the Marina Bay Sands complex for its SkyPark, which offers breathtaking views of the city skyline.
- 3. Sentosa Island:** Enjoy a day at Sentosa Island, featuring attractions like Universal Studios Singapore, S.E.A.





Although the output received can be used, it provides very generic information that isn't personalised to a specific visitor profile and needs more effort on the user's end to finetune.

Example 2:

 **You**

Act as if you're a cheerful concierge of a hotel in Lavender, Singapore. Create a 1-day tour itinerary for a family with 2 teenagers under 15 years old for cultural activities. Do not include high-octane activities. Add the time it takes to walk to each stop and include both indoor and outdoor options as it's the rainy season now.




 **ChatGPT**

Good day and welcome to Lavender! I'm thrilled to help you plan a wonderful day of cultural exploration for your family. Here's a delightful 1-day itinerary that includes a mix of indoor and outdoor activities, perfect for the rainy season. Let's get started:

Morning:

- 1. 9:00 AM - Breakfast at Tolido's Espresso Nook (3 minutes walk):**
Start your day with a hearty breakfast at Tolido's Espresso Nook, a cozy spot known for its delicious coffee and a variety of breakfast options.
- 2. 10:00 AM - Malay Heritage Centre (8 minutes walk):**
Head over to the Malay Heritage Centre, where you can explore the rich history and culture of the Malay



As you can see, simply by being specific, adding parameters, and asking the AI to role play, you get an output which is much more accurate and suitable to share with the visitors.

Full prompt exchange here: [Link](#)

**USE CASES:
PROPELLING
BUSINESS
GROWTH**



Developing a competitive advantage with data through generative AI

While it has powerful content generation abilities, generative AI also offers advanced data collection and analysis capabilities that can be leveraged by tourism businesses to drive growth. It allows business analysts to easily go beyond pre-defined dashboarding and insights to gain a competitive edge in the following areas:

Use case:



Identify new customer segments and high-yield markets

Potential prompts:

Message ChatGPT...

"Create 3 potential visitor personas for [a new animal-themed ride] opening at [insert attraction name] including age ranges, interests, and which rides/activities would be of interest to each persona. Base this on the information here: [insert URL to company website's rides page]. "



Improve targeted marketing strategies based on existing company information

Message ChatGPT...

"Create 3 marketing campaign ideas to attract [families with children between 3-8] to [our new culinary-themed tour in Singapore]. Include a focus on [our new stop]. Use the following information: [include description of the different stops on tour/ URL to company's tour page on website]. "



Analyse customer feedback and provide recommendations

Message ChatGPT...

"Create 3 variations of guest feedback survey templates for our hotel with a nice thank you note. Base it on the description and amenities/services you find here: [insert your website]. "

"Analyse customer sentiment from the following comments and provide recommendations on how we can address the negative feedback: [Insert customer feedback collected]. "

"Act as a customer service agent and generate 3 phrases to display empathy to a customer who had a negative experience with our business."

However, do be mindful of the information shared with third-party generative AI models and ensure that no sensitive data (e.g. identifiable customer details) is provided.



Use Case Snapshot: Business planners identifying new visitor personas

Creating new experiences and products is key to ensuring the business remains relevant to evolving visitor trends. In the planning process, identifying target visitor profiles is key. As such, business planners can use generative AI to create new products by generating a series of potential visitor profiles.

To ensure the output is relevant to your business, you should also input non-sensitive information (e.g. company overview, mission, range of services) to give the AI context. Finally, after curating these visitor profiles, the teams can then assess if these target groups are relevant to the product and experience you want to develop.



Potential Scenario:

A local tourist guide agency is exploring the business viability of a new horror-themed tour. Their business planners want to use generative AI to identify visitor personas as a first step.



Identifying new customer segments and high-yield markets based on existing company information

Message ChatGPT...



"Create three visitor profiles who may be interested in a 2-hour horror-themed walking tour around the city centre of Singapore. Include age range, interests and ideas to attract them to join the tour. Take the following information into consideration:

My company's services: [Insert company's range of tours]

Provide one tour itinerary for each target visitor profile "

Full prompt exchange here: [Link](#)



Use Case Snapshot: Analysing visitor feedback and providing recommendations

Visitor feedback is essential to ensure we continue improving our experiences to drive new business and repeat visitors. Tourism companies often deploy feedback forms to collect a lot of valuable data. However, the analysis can face many challenges, due to the unstructured and messy nature of the feedback.

Generative AI tools can help better organise the feedback and provide clarity on actionable steps. This is effective in speeding up after-action reviews and identifying blind spots.

The tool can also provide topline recommendations on how to tackle negative feedback to guide teams on the next steps.



Potential Scenario:

A local art museum has launched a new exhibition and collected 50 pieces of feedback on its opening day and wants to analyse it. The museum can use the “clustering” prompt of a generative AI tool to sort the feedback.



Analysing customer feedback and providing recommendations

Message ChatGPT...



“Refer below to a list of feedback:

[Insert pieces of feedback]

Cluster the feedback into similar groups

Provide recommendations on how to tackle the negative feedback.”

Full prompt exchange here: [Link](#)



Use Case Snapshot: Using generative AI for dynamic room pricing and revenue management



Generative AI holds promise in providing hotel decision-makers with more confidence in automated rate recommendations and revenue management software.

Rather than simply producing tables or spreadsheets, new generative AI-based tools could allow managers to ask questions directly through a chat interface, addressing concerns and making it easier to extract insights and recommendations.

Additionally, generative AI can assist hotels in tailoring rates and recommending upsells based on individual guests' preferences and behaviours.

In the future, this technology could revolutionise hotel pricing by analysing unstructured data, such as social media images, to uncover signals about travel demand. This could lead to dynamic pricing for individual rooms based on specific features or guest perceptions.

While challenges such as data fragmentation and concerns about inaccurate information (hallucinations) and security must be addressed for widespread commercial viability, early adopters have the potential to gain a competitive advantage in capturing more profitable sources of demand.

Read more: [Link](#)



USE CASES: IMPROVING PRODUCTIVITY



Ways generative AI can help boost productivity

With its capabilities in market research and ability to quickly create both written and visual content, generative AI can be an extremely useful tool for the tourism sector in terms of generating ideas and cutting the time it takes to develop and market an experience.

Here are few ways generative AI can help you throughout the ideation and creation process:

Use case:



Identifying trends within the industry and generating ideas for event topics and panel sessions

Potential prompts:

Message ChatGPT...



"Generate topics with detailed descriptions for panel sessions at an industry event on travel and sustainability that will attract potential attendees.

Here are some specific questions to consider:

What are some of the most significant trends in travel and sustainability in 2024?

What are some of the challenges and opportunities associated with these trends?

What are some topics that would be of interest to travel and sustainability professionals and stakeholders?"



Creating written and visual content for social media, press releases, agendas, blog posts, posters, and more.

Message ChatGPT...



"Create a backdrop in the style of [famous artist] for a banner of our event "AI and the future of tour guiding" taking place in Singapore. Use our brand colours: [colours]. Make the tone joyful and exciting*."

"Write a blog post on the top 10 things for tourists to do in Singapore when it rains."



Repurposing, editing, and optimising existing content for SEO

Message ChatGPT...



"Use this press release to create an Instagram post promoting our event [insert press release]."

"Summarize this blog post in 1 paragraph and use the following keywords [add keywords]."

*Image Creator from Microsoft Designer currently supports AI image generation for free



Use Case Snapshot: In-house marketing teams repurposing existing content

In-house marketers in tourism companies may not always have the creative bandwidth to develop marketing materials. However, they have a wide variety of internal resources like access to event transcripts, past materials and their industry knowledge.

Generative AI bridges this gap via its ability to consume raw content like event transcripts or minutes and transform them into creative public-facing material like EDMs or social media posts.



Potential Scenario:

A MICE event organiser has collected a transcript from a virtual roundtable on travel trends and wants to use generative AI to develop a first draft for (1) a post-event summary email to attendees and (2) an event round-up LinkedIn post.



Repurposing content or rewriting it to match specific market segments

Message ChatGPT...



"Below is a transcript of a roundtable on the upcoming travel trends. Summarise it into 3 key takeaways for an email to the attendees:

[Insert transcript]

Using the transcript, write a caption for a LinkedIn post and include emojis while sounding professional"

Full prompt exchange here: [Link](#)



Guide to creating visual content using generative AI

You can also use tools like Image Creator from Microsoft Designer, Midjourney and DALL-E to generate images. This allows you to create images for blog posts, social media, logos, banners, posters, and more quickly.

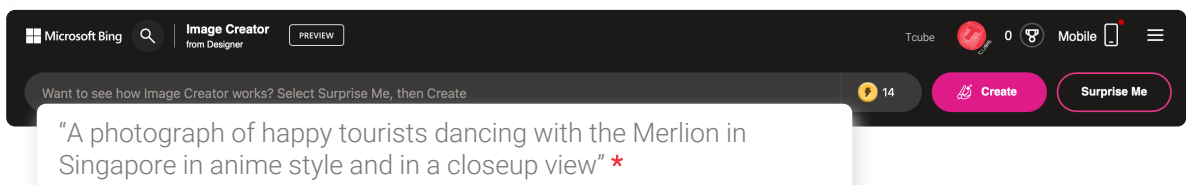
Be specific in your prompt by mentioning:

- **Image type** (photograph, cartoon, drawing)
- **Description** (elements and colours you want included such as people, objects, animals, and setting)
- **Style** (in the styles of... Picasso, Art Deco, Futuristic)
- **Composition** (aerial view, low angle, closeup, bird's eye view)
- **Size**



Potential Scenario:

An in-house marketing team for a travel agent intends to quickly tap into the hype of an anime/comic festival in Singapore. They want to generate ideas for inspiration for their marketing collaterals and can use the following prompt in Microsoft Image Creator:



View the prompt and images here: [Link](#)

*As the images generated are often imperfect, it is usually best to treat the results as creative inspiration for the marketing team instead of directly using them in customer-facing materials for now!



USE CASES: ENHANCING VISITOR EXPERIENCE



Ways generative AI can boost the visitor experience

Today’s travellers expect seamless, personalised experiences and they’re not averse to using AI to get what they want. In fact, generative AI’s range of abilities allows it to be deployed in both front-end and back-end visitor experience development workstreams.

These are some ways you can use generative AI to improve your visitor experience:

Use case:



Providing quick translation capabilities while paired with other content generation abilities like summarisation

Potential prompts:

Message ChatGPT...



“Translate this conference transcript into [language] and provide a 100-word summary in [language] that can be shared with attendees.”

“Act as a customer service agent and answer incoming customer queries to our hotel in [language] based on this information [Insert information on hotel amenities and services] .

[Insert potential queries: e.g. Where can I find the nearest bank outlet]”



Deploying it as a virtual tour guide, providing personalised recommendations and upselling opportunities based on visitor profiles

(Refer to the next use case snapshot on how to build itineraries based on nearby offerings)

Message ChatGPT...



Act as an excited personal guide to our attractions park by providing recommendations for rides and activities suitable for kids aged 8-12. Along the way, suggest relevant upgrades that could be interesting based on their agenda and visitor profile.

Details of our park:
[Insert key rides information or URL to company website’s rides page]

Refer to the visitor profile below:
[Insert details in visitor profile (e.g. age, number of people, interests)]
[Insert potential visitor questions (e.g. I’m hungry, where do I eat?)]



Use Case Snapshot: Service managers building an itinerary library to prepare staff

Visitors often enquire recommendations from service staff but giving tailored itineraries on the spot can be daunting, especially for new-joiners. To better prepare the relevant staff efficiently, organisations can use generative AI tools to develop itineraries for different guest profiles and save them in a “library” that all service staff can refer to when needed.

In developing these itineraries, key variables to consider in the prompt include: length-of-stay, starting point, number of visitors, visitor profile, distance, transportation, interests, etc. Do note that the generated itineraries will require adjustments based on the expertise of the service staff.



Potential Scenario:

A hotel in Chinatown has recently hired new concierge staff. The service manager hopes to use generative AI to develop a set of itineraries for different visitor profiles as part of training materials for new-joiners.



Building an itinerary library to prepare staff, based on recommendations of nearby offerings*

Message ChatGPT...

“Create a one-day travel itinerary of romantic activities in Singapore for an elderly couple in their 60s. The starting point is in Chinatown and all stops should be within a 5km radius. Include distances and best transportation methods.”

“Create a one-day travel itinerary of family-friendly activities in Singapore for a family with two young children. The starting point is in Chinatown and all stops should be within a 5km radius. Include distances and best transportation methods.”

“Create a one-day travel itinerary of thrill-seeking activities for a solo traveller in his 20s. The starting point is in Chinatown and all stops should be within a 5km radius. Include distances and best transportation methods.”

Full prompt exchange here: [Link](#)

It is best practice to check that the activities recommended by the AI still exist and are relevant to the visitors you are serving!



Use Case Snapshot: Using voice clones as digital concierges and guides

An emerging area for generative AI that could be applicable in tourism is the creation of speech-based content like a “voice clone”.



Potential Scenario:

Tourism businesses can input voice recordings of a favourite character, celebrity or host into a generative AI tool which then develops the clone.

The clone can directly converse and engage with visitors like a digital concierge or tourist guide by delivering recommendations and attraction safety guidelines. Further, the translation capabilities allow the voice clone to converse fluently with visitors who speak different languages.

The voice-based nature of this tool also allows tourism businesses to offer a more accessible experience to visually-impaired visitors as the tool can also support wayfinding functions.

Want to get started using generative AI?

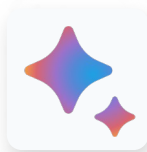
We hope the playbook has provided you with some inspiration to seize exciting generative AI opportunities!

Below are some generative AI tools that you can experiment with and perhaps you may discover some new use cases along the way!

Generative AI chatbots:



ChatGPT



Bard AI



Copilot

Content creation assistant tools:

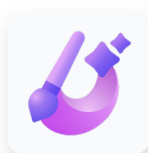


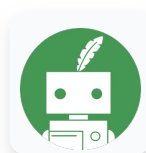
Image Creator
from Microsoft
Designer



Midjourney



DALL-E



Quillbot

Voice cloning tools:



Elevenlabs.io



Speechify



Voice.ai

Do note that the above list is non-exhaustive and is meant as a reference and not an endorsement of the above products by STB.



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Kickstart your innovation journey with Tcube!

Singapore Tourism Board's Tcube – the hybrid innovation platform – provides tourism businesses with the advice and support needed to learn, test, and build new digital transformation strategies.

Through our tourism-focused innovation programmes, we can kickstart exciting pilots together and identify how generative AI and other emerging technologies could redefine your business.

Visit our official [website](https://go.gov.sg/tcube) or scan the QR code below to learn more!



<https://go.gov.sg/tcube>

