



Final Conference

# **Unlocking the power of AI in your tourism company**

Gian Franco Mercado  
Hospitalidad Emprendedora

**Bienvenidos, Mirë se vini, Benvenuto, καλως ΗΡΘΑΤΕ, Bem-  
vindo**



# AI is here, and there is no turning back

Harness its power to have **greater impact** with your value proposal

- Current state of technology is making generative AI **accessible to all of us**.
- **Technology is a medium**, not the main objective. Do not necessarily focus on the specific tools as they will evolve.
- Learn how the technology works through experimentation. You will have to implement it in order to stay **competitive and relevant**.



## Before we start our journey ...

we have a responsibility

We must take into consideration the **ethical implications** of this new technology.

We must think about the **privacy of our data** and of our client's data.

Do we want people and companies to **disclose** when they are implementing AI in a way that affects us?

Let's have these **important public discussions** as soon as possible.



# The Prompt

Our way to communicate with AI and LLMs

Elements of a good prompt

Input + Instruction + Context + Output indicator

Give me 10 ideas of instagram content related to weekend retreats focused on mindful eating. Present them to me in a list format, ordered from the one you think can have the greatest impact to the one that has the least impact.

# Prompting Recommendations

what is AI's "love language"

- Be **concise, specific** and **clear**
- Provide **examples** and background
- Use **natural language**
- Avoid **ambiguities**
- Use **role playing**
- "Take a deep breath and think step by step"
- "I'll give you a reward"



# AI in Marketing

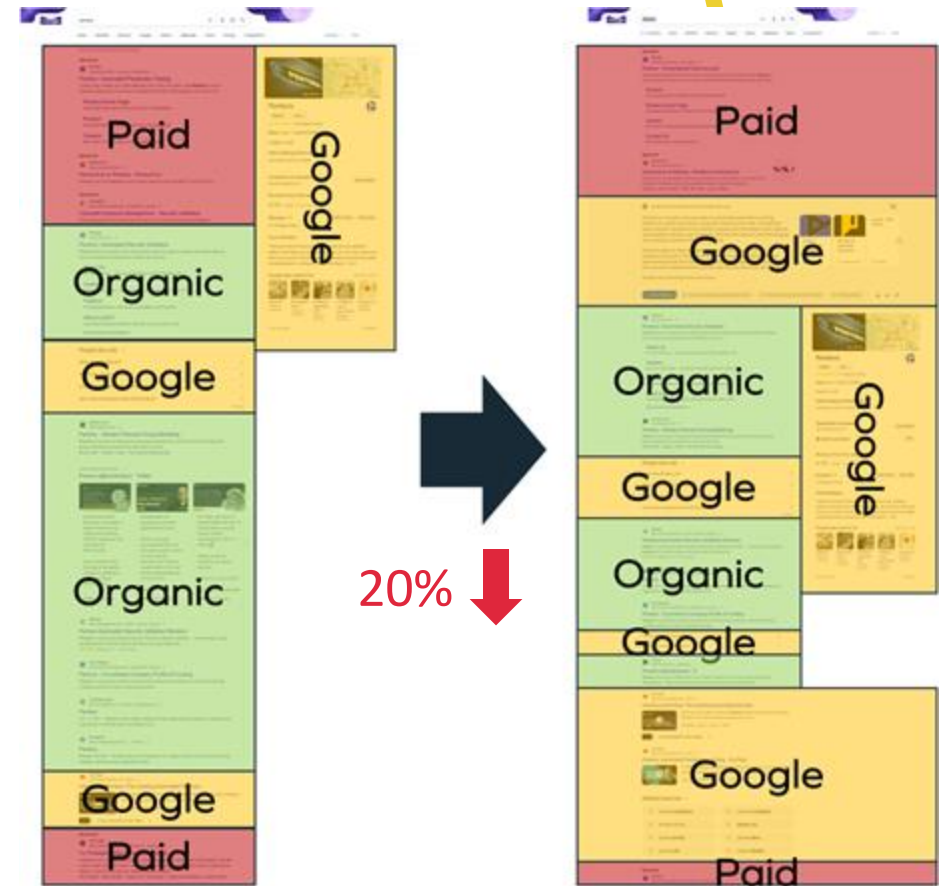
How will your clients find you in the age of AI Search? Does AI recommend you?

New search:

- Direct answers to questions.
- Without clicking on any link.
- Optimized for voice search

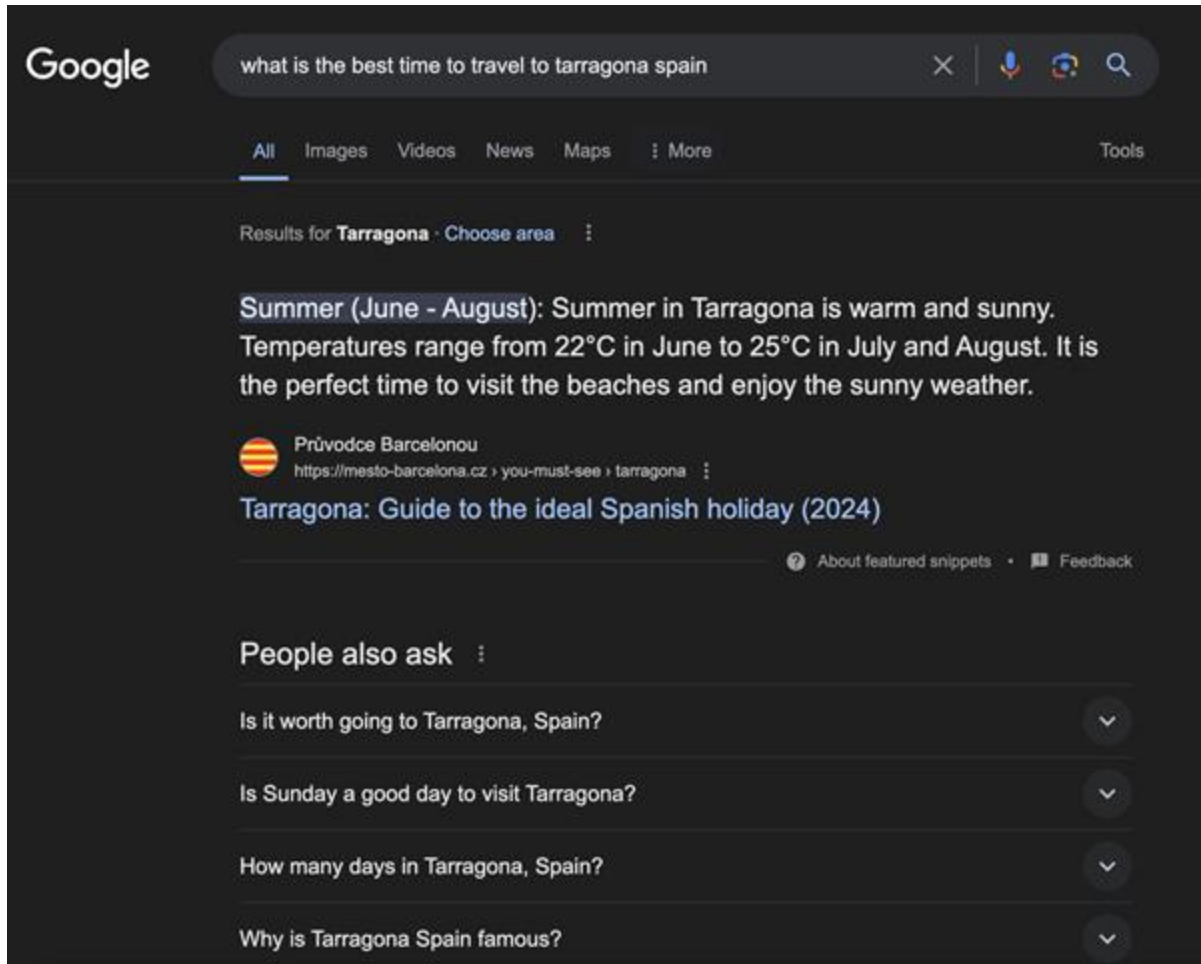
As a tourism company:

- We must give a concrete response to users in our content
- Think of multiple search engines



# AI in Marketing

How will your clients find you in the age of AI Search? Does AI recommend you?



Google search results for "what is the best time to travel to tarragona spain". The search bar shows the query and navigation icons. Below the search bar are tabs for "All", "Images", "Videos", "News", "Maps", and "More". The results section shows "Results for Tarragona · Choose area". A featured snippet provides information about the best time to visit: "Summer (June - August): Summer in Tarragona is warm and sunny. Temperatures range from 22°C in June to 25°C in July and August. It is the perfect time to visit the beaches and enjoy the sunny weather." Below this is a link to a travel guide: "Průvodce Barcelonou https://mesto-barcelona.cz › you-must-see › tarragona Tarragona: Guide to the ideal Spanish holiday (2024)". At the bottom, there is a "People also ask" section with four questions: "Is it worth going to Tarragona, Spain?", "Is Sunday a good day to visit Tarragona?", "How many days in Tarragona, Spain?", and "Why is Tarragona Spain famous?".

Gemini

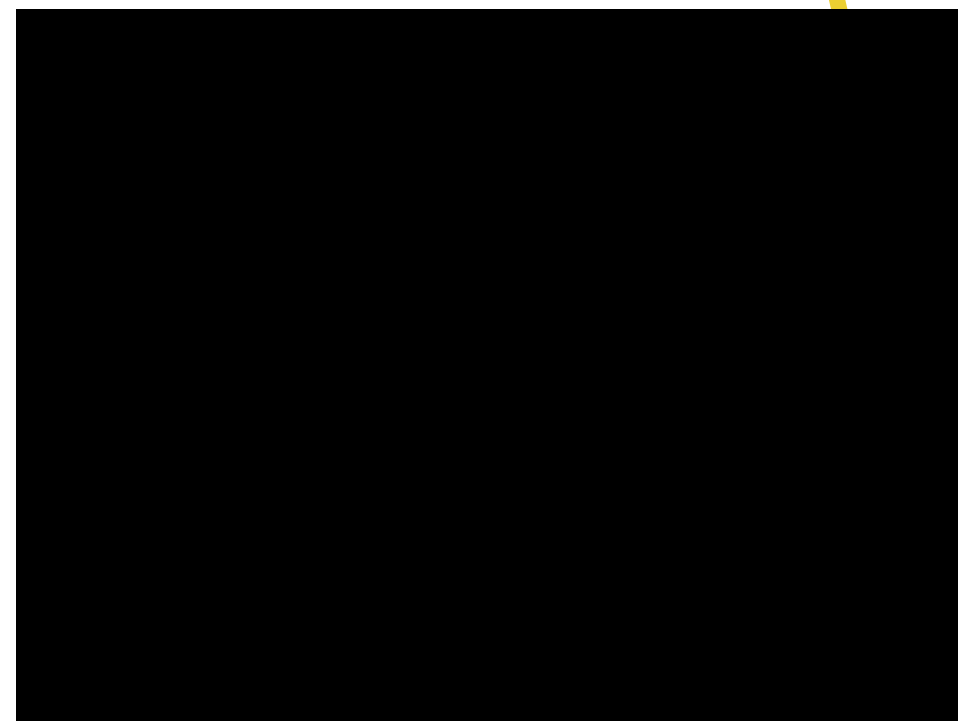




# Let's create content to communicate with our clients

at scale and personalized

Reels for Instagram and Tiktok



# Let's create content to communicate with our clients

at scale and personalized

Guest Experience. Welcome messages.



# Optimization & Productivity

work side by side with AI Assistants

Maintenance assistant



# Free time and resources

Allow your team to deliver amazing experiences

Front Desk assistant



# Be more creative and productive

use AI tools at your advantage

- Train **GPT Assistants to help you in different departments**; marketing, human resources, business development ...
- Use AI tools to transcribe your online & offline **meetings**
- Use AI tools to respond and analyze to **customer reviews**

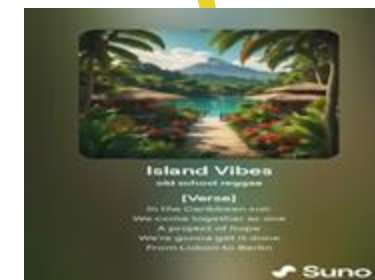
# Happy to help you explore more



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Innovation in Tourism & Hospitality

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hospitalidademprededora.xyz  
hola@cursoweb3turismo.com





www.resetting.eu



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# Thank you!



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