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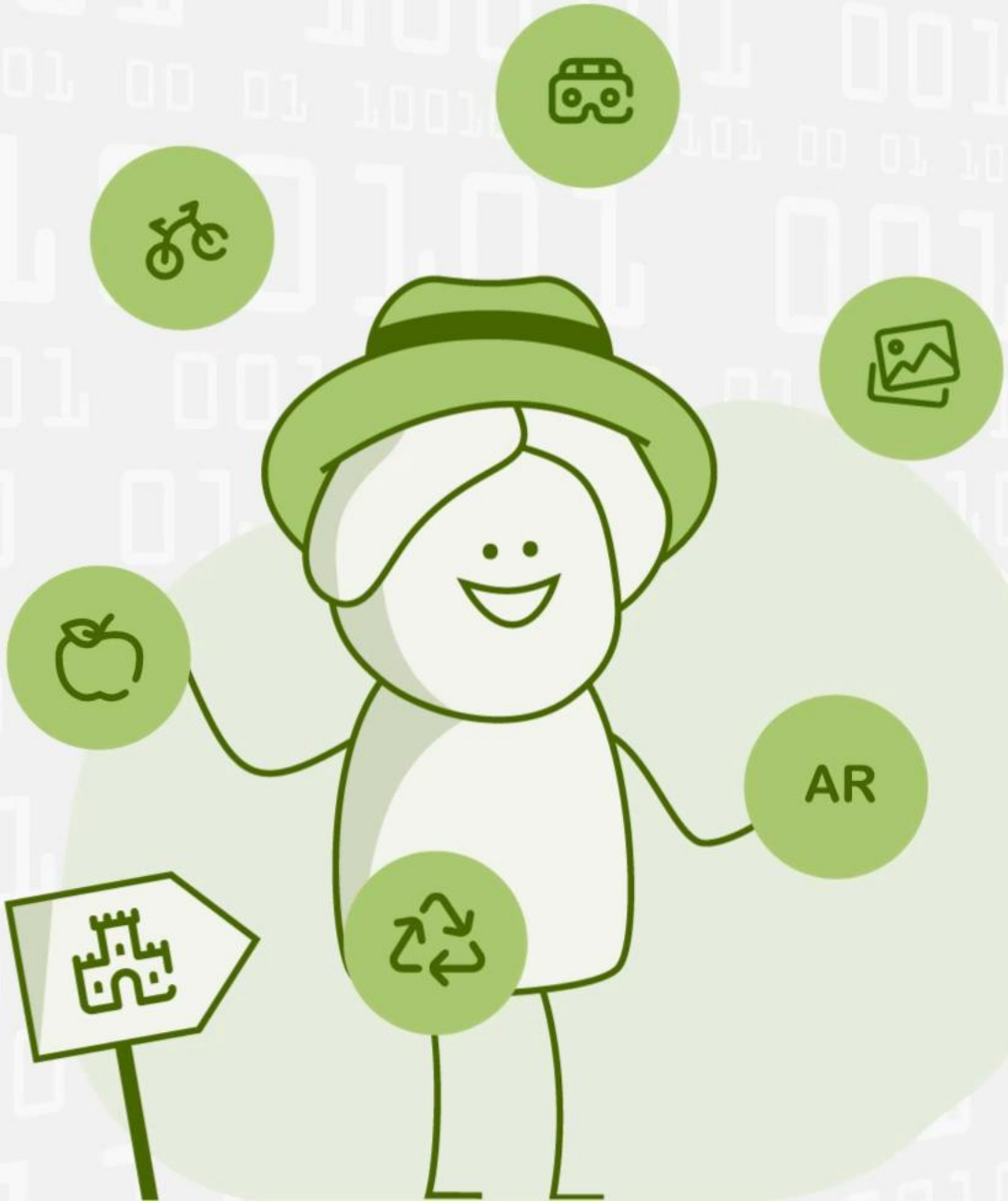
Helping destinations with AI and HPC

Tomislav Šubić, Head of AI&HPC at Arctur

ARCTUR



Enriched Tourist Experience

ARCTUR

ML vs. GenAI vs. Agentic AI

Machine Learning

Uses data to create predictive/ classificat-on models

Examples

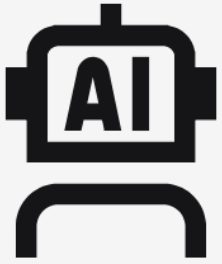
Sales forecasting
Credit scoring
Predictive maintenamce

Generative AI

Uses LLM to generate new content (text, images, code)

Examples

Report summarization
Email writing
Image design



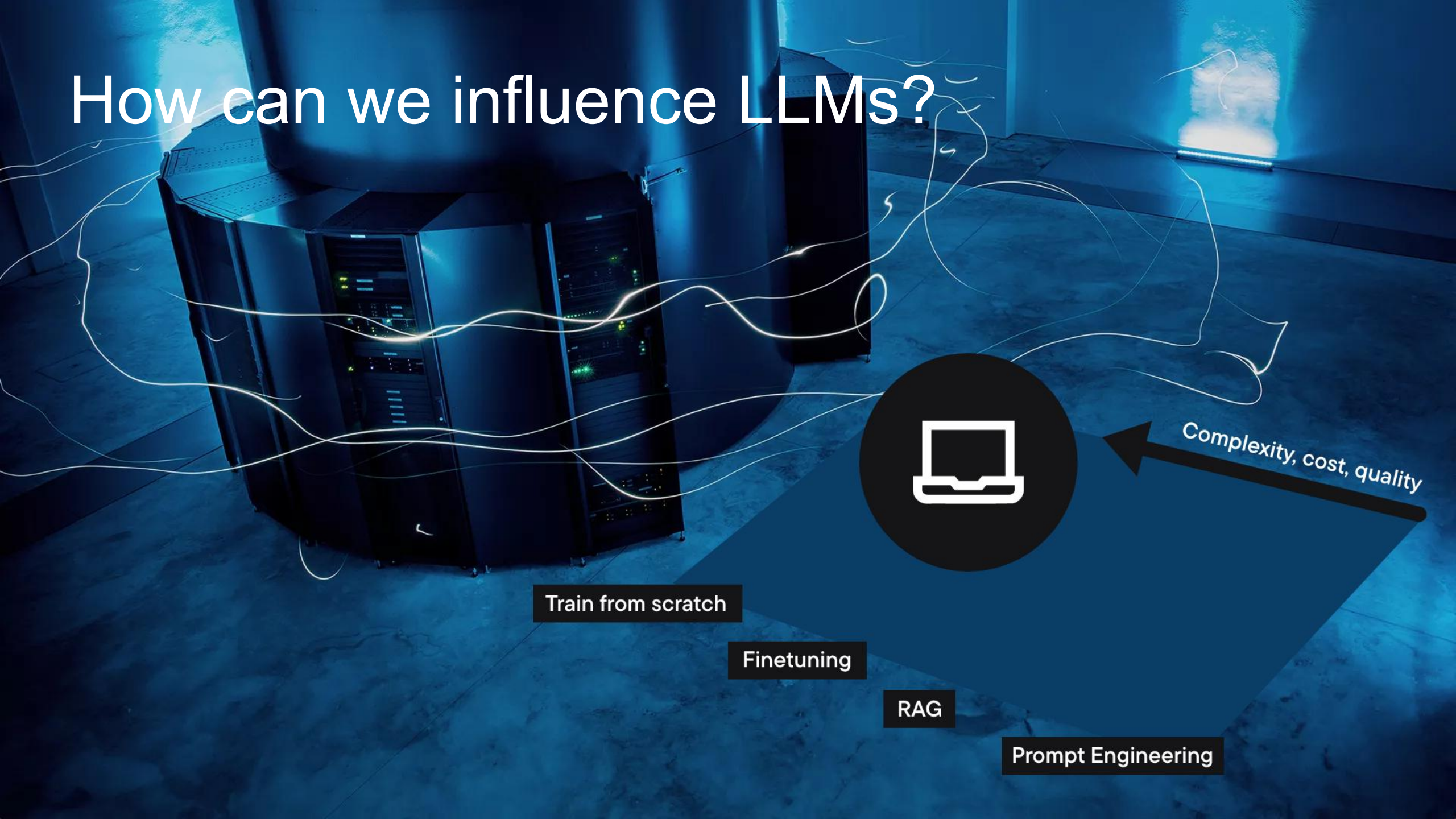
Agentic AI

Acts as an 'AI agent' to perform tasks autonomously

Examples

AI control tower agent
AI HR recruiter agent

How can we influence LLMs?



Simple Prompt Engineering

The four main areas to consider when writing an effective prompt are:

Persona **Task** **Context** **Format**

Promt example using all 4 areas

You are a knowledgeable cultural heritage assistant helping visitors learn about this location.

Answer visitor questions using only information from the cultural heritage knowledge base.

Keep answers concise, use friendly language and stay focused on factual information.

These can be combined as you wish, being as detailed as possible help create a better answer!
Always include a task or command to be done - that is the most important part.

Why it matters in Tourism

AI smart assistants

Like having 1,000 expert tourism consultants working 24/7, learning from every visitor interaction and having read all available information

Language models

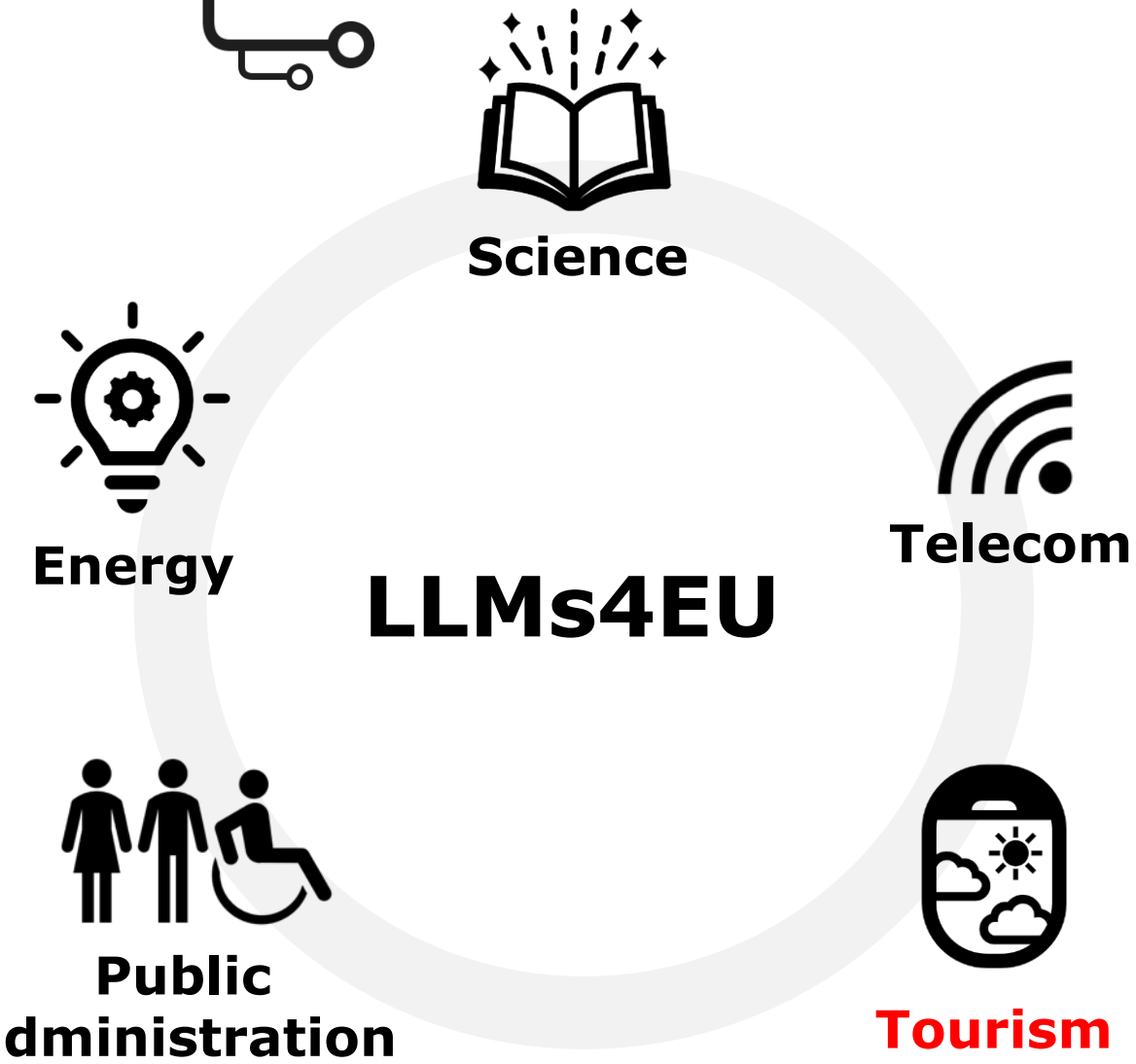
Think of them as polyglots who've read millions of books and can have natural conversations in any language - understanding questions and providing personalized responses

Visitors

Visitors expect instant, personalized, multilingual help; AI makes this scalable and affordable

LLMs4EU

(Large Language Models for the EU)



Stakeholders

- Use case owners and data providers
- AI Experts
- Technology providers
- Infrastructure providers

CHAI

Cultural Heritage AI Assistant

Trained on **information from reliable sources and curated datasets**, knowledgeable in cultural heritage.

Tailor its answers towards **different demographics**: children, tourists, people with special needs or even domain experts.

Offers an alternative to an audio guide or a tour guide.

- Personalized cultural storytelling
- 24/7 multilingual support
- Democratizes access to cultural knowledge
- Enhances visitor engagement and satisfaction

Example scenario

A Spanish tourist in Velenje asks in Spanish about traditional Slovenian architecture. The AI assistant responds naturally in Spanish, drawing from authentic Slovenian cultural heritage sources, and suggests nearby attractions to visit.

Open Calls 2026 – stay tuned

Data Creation and Curation

Destinations, cultural instutions, museums and other to contribute curated datasets about their locations

Solution Adoption

Enable tourism organizations to integrate CHAI into their existing visitor services

Evaluation and Verifications

Domain experts to provide evaluation guidelies and contribute with human-in-the-loop verification

Thank you!

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www.arctur.si info@arctur.si +386 5 3029070

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