

AI in Tourism: Transforming Destinations, Skills, and Strategy

Preparing the workforce and destinations for the AI era

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12.11.2025

The Tourism Industry at a Turning Point

- Post-pandemic recovery
reshaping operations

- Digital acceleration changing
traveler behavior

- Sustainability and
competitiveness pressures
increasing



AI's Expanding Role in Tourism

Chatbots improving
customer service
response time

Predictive analytics
(demand forecasting,
pricing)

AI integrated with IoT for
real-time data-based
decision making

Hyper- Personalization in Tourism

AI tailors experiences to individual preferences

Dynamic recommendations based on behavior patterns

Real example: hotels remembering guest comfort and dining preferences

Strategic Transformation Through AI – Examples from the Industry

Hilton uses AI-driven chat and messaging

Marriott uses predictive analytics

Singapore Tourism Board uses AI to analyze visitor flows



Smart Tourism Destinations

IoT sensors tracking
visitor flows to prevent
overcrowding

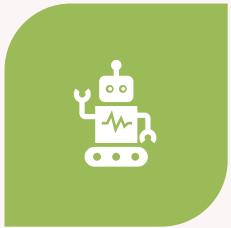
Smart mobility systems
improving access &
sustainability

Data-driven cultural
experiences enhancing
engagement

AI Demands New Skills in Tourism



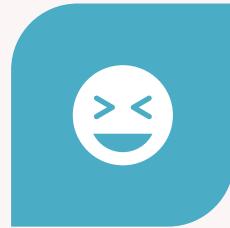
- DIGITAL LITERACY &
DATA INTERPRETATION



DIGITAL CONFIDENCE IN
USING AI TOOLS



-ETHICAL AI AWARENESS



EMOTIONAL
INTELLIGENCE REMAINS
CORE TO HOSPITALITY

Keeping Tourism Human



Privacy and transparency
necessary for traveler
trust



Bias and fairness
concerns in AI decision-
making



Empathy, creativity, and
authenticity remain
irreplaceable

Future of AI in Tourism



Balance Human and AI co-creation of travel experiences



Balance tourism growth and sustainability.



Operational efficiency balanced with cultural sensitivity



Key Takeaways

- AI is redefining competitiveness

- Human + AI = Smarter Tourism

- Skills development is key to inclusive transformation

Thank You!



Questions or thoughts?



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