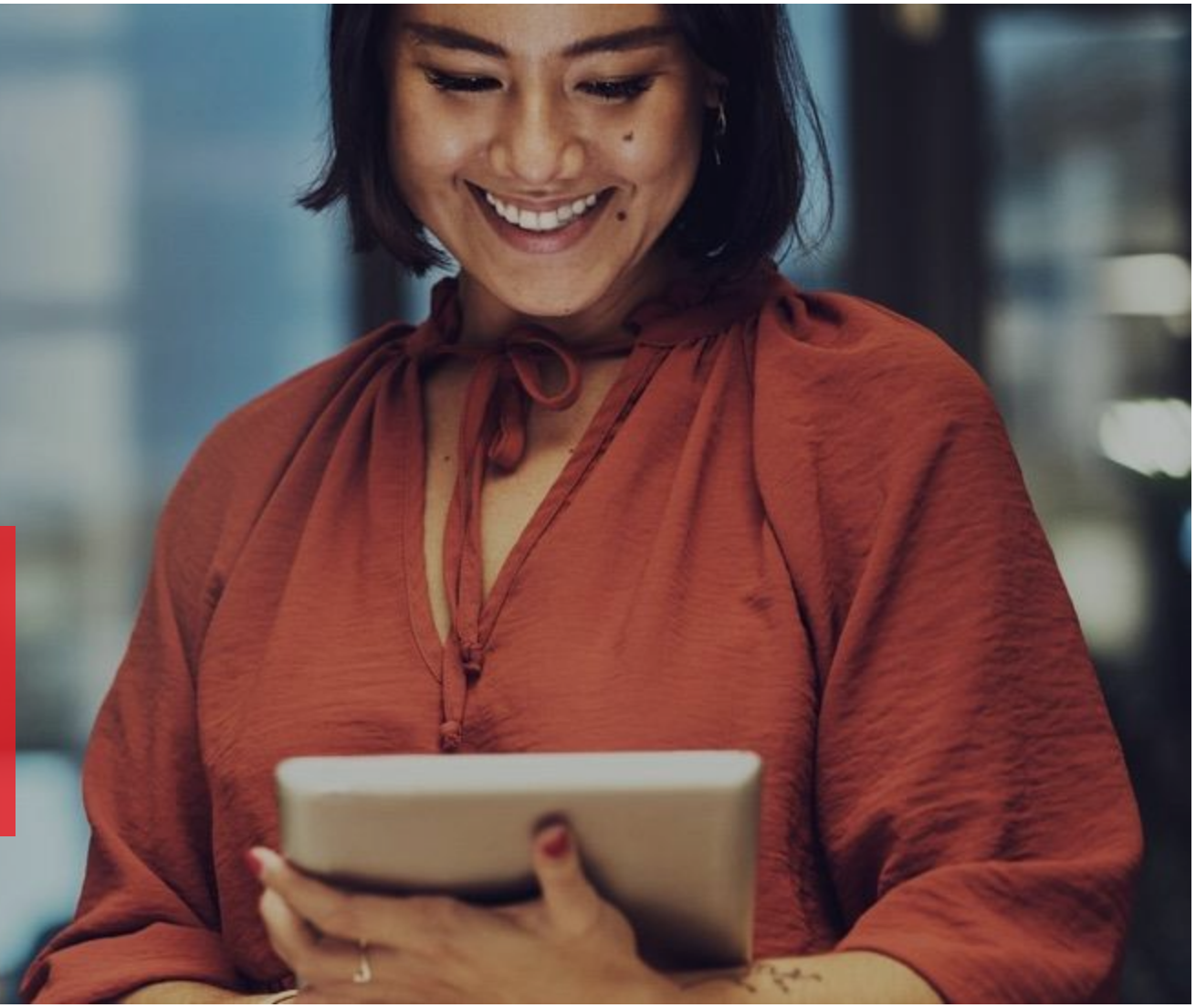
AI Masterclass

Using AI in your day-to-day:
Tools, tips and tricks for
Travel, Tourism and
Hospitality professionals



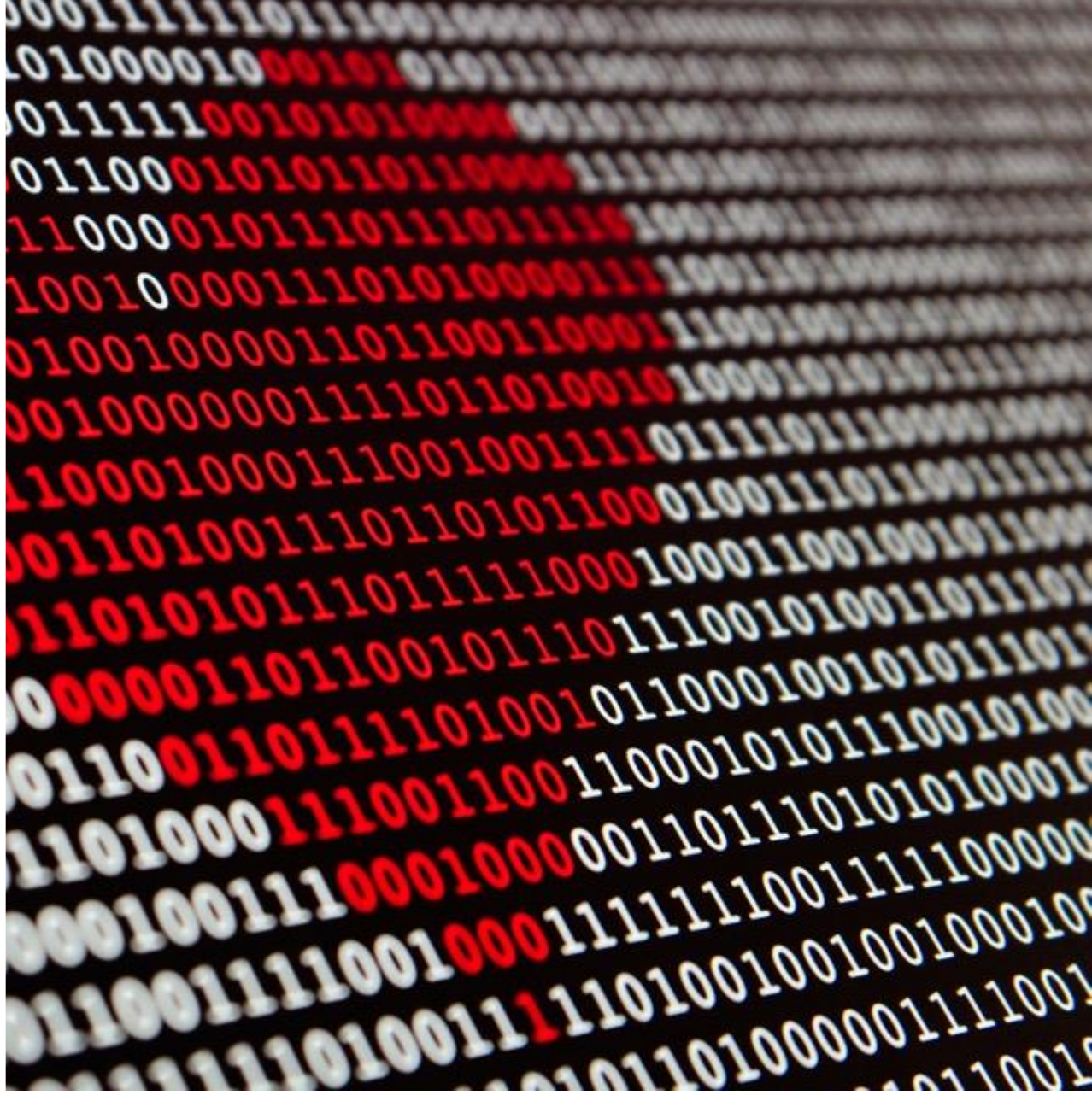
"AI is a powerful tool for augmenting human intelligence, freeing us from the mundane and unleashing our potential to do great things"
Stuart Russell,
AI expert

Real World Examples

- Algorithms for best buys
- Chatbots
- Prediction and notification

What you're going to learn

- Everyday AI use cases
- Tools you could be using
- The perfect prompt
- Practical considerations



Everyday AI Use Cases

- Research & Ideation
- Translation
- Transcription
- Enhancing your productivity
- FAQs & SOPs
- Content creation and improvements
- Data analysis
- Design

AI Tools

What are the tools you should be including in your day-to-day tech stack?

Your everyday AI tech stack

What	Tools
Research and ideation	ChatGPT, Claude.ai, Perplexity, Bard
Translation	DeepL, ChatGPT
Transcription	Deepgram
Enhancing your productivity	ChatGPT (4), Read, Compose.ai, Monica, Textblaze, Speechify, MaxAI.me, Mem, Zapier, Zoom, Finalscout
FAQs and SOPs	ChatGPT (4), Guidde, Lumen
Content creation and improvements	ChatGPT, Claude.ai, Grammarly, Quillbot, MidJourney (discord)
Data Analysis	ChatGPT (4)
Design	Canva, beautiful.ai

Research

Research

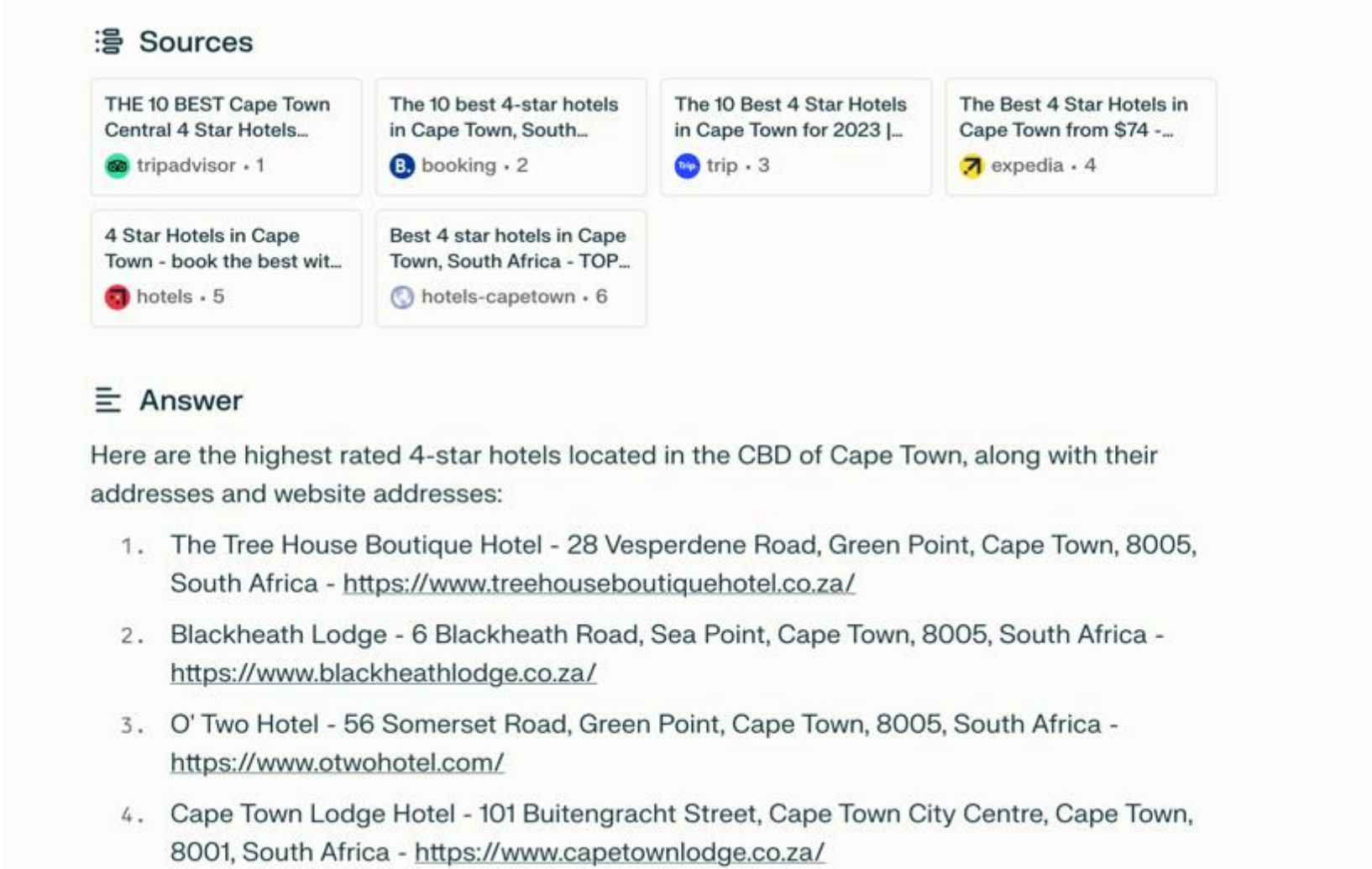
You are a travel agent. Can you look through online hotel reviews and find the highest rated hotels in Cape Town that are of a four-star category. The hotels should be located in the CBD. I need the name of the hotel, the location (address) and the website address please.

ChatGPT4 (chat.openai.com)

I found a selection of highly rated 4-star hotels in or near Cape Town CBD based on various online sources. Here are three options:

1. **The Tree House Boutique Hotel**
   - **Location**: 28 Vesperdene Road, Green Point, 8005 Cape Town, South Africa[1].
   - **Website**: The Living Journey Collection[2].
   - **Note**: Although located in Green Point, it's within walking distance to the Central Business District and other attractions of Cape Town[2].
2. **Blackheath Lodge**
   - **Location**: 6 Blackheath Road, Sea Point, Cape Town, Western Cape 8005[3].
   - **Website**: Blackheath Lodge[4].
   - **Note**: Similarly, it's not exactly in the CBD but it's very close and offers guided tours to various Cape Town attractions[4].
3. **Home Suite Hotels Station House**
   - **Location**: 19 Kloof Road, Sea Point, Cape Town, 8060, South Africa[5].
   - **Website**: Home Suite Hotels[6].
   - **Note**: This hotel is also located in Sea Point, a buzzing metropolitan area of Cape Town.

Perplexity (perplexity.ai)



Google Bard (bard.google.com)

View other drafts

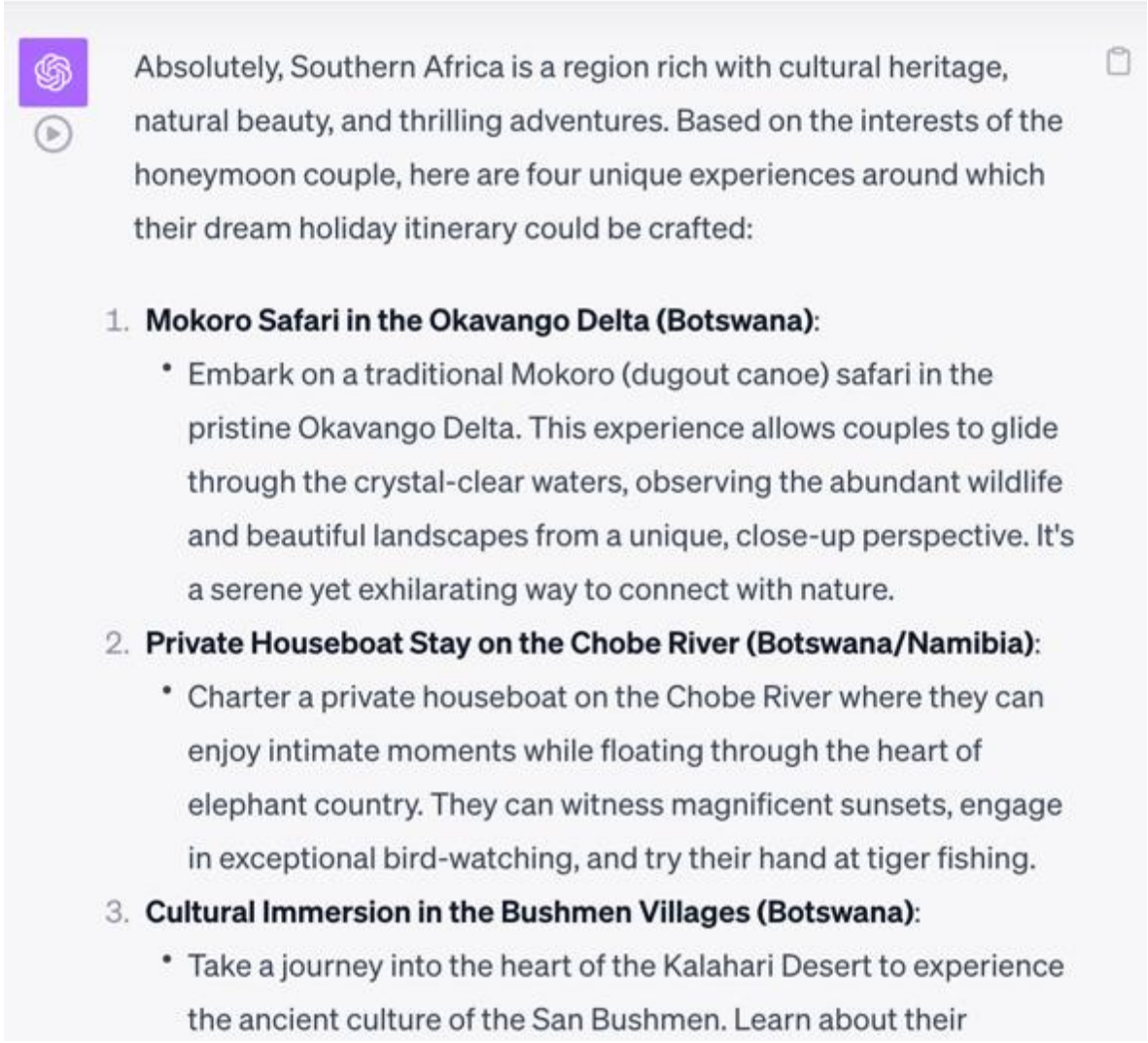
Highest rated 4-star hotels in Cape Town CBD with website addresses:

Hotel	Location	Website
The Onyx Apartment Hotel, Cape Town	57 Heerengracht St, Cape Town City Centre, Cape Town, 8001	Website: https://newmarkhotels.com/accommodation/the-onyx-hotel/?utm_source=GMBlisting&utm_medium=organic&utm_content=hotel
Southern Sun The Cullinan	1 Cullinan St, Cape Town City Centre, Cape Town, 8001	Website: https://www.southernsun.com/the-cullinan?utm_source=google&utm_medium=businesslisting&utm_campaign=hotel_southern-sun-the-cullinan

Ideation

You are a tour operator consultant and have a client who would like to travel to the Southern Africa. The clients are a honeymoon couple are interested in culture, adventure and the outdoors. They particularly like water-based activities. Can you provide at least 4 out-the-box, unique experiences that could be used as a hook around which to build their dream holiday itinerary?

ChatGPT4 (chat.openai.com)



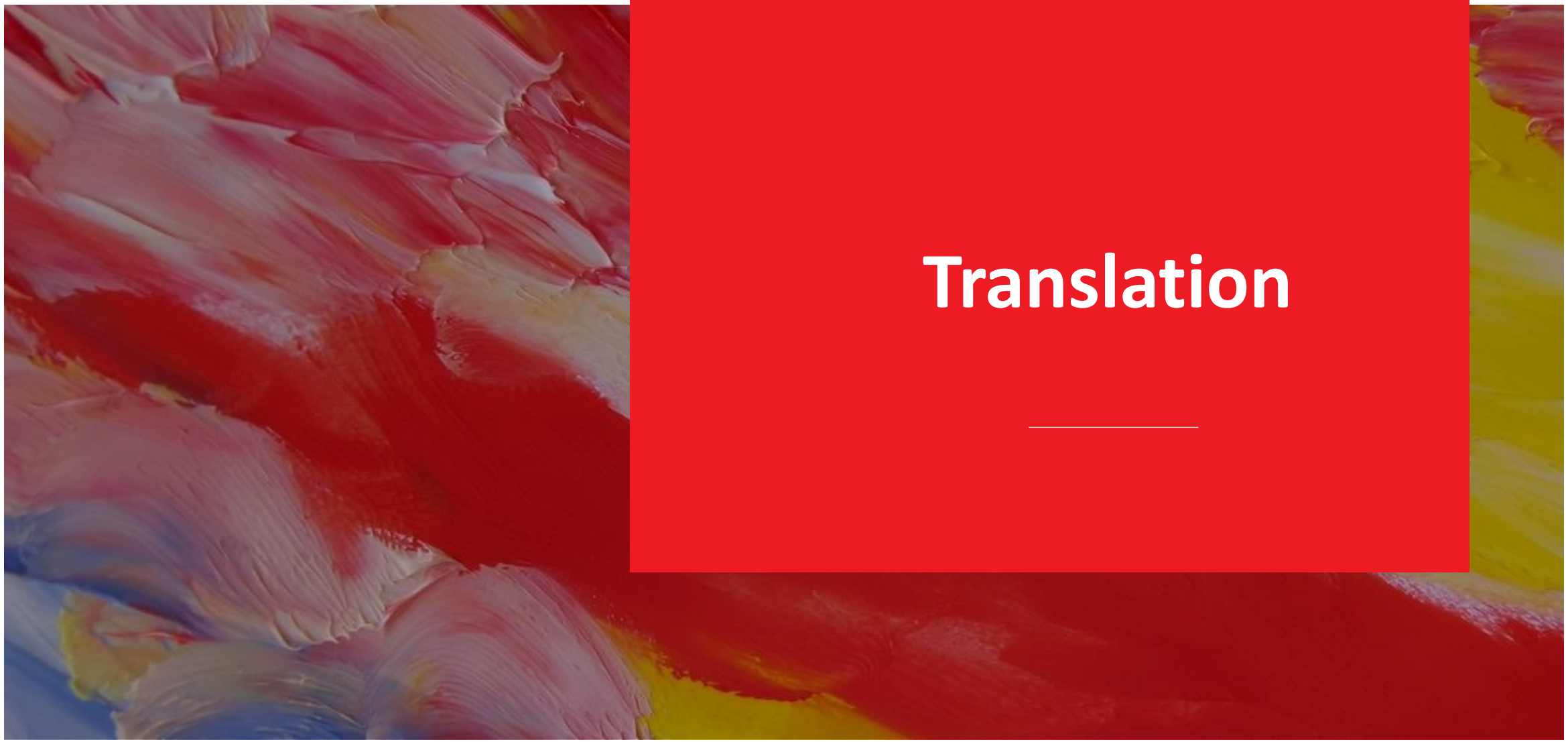
Absolutely, Southern Africa is a region rich with cultural heritage, natural beauty, and thrilling adventures. Based on the interests of the honeymoon couple, here are four unique experiences around which their dream holiday itinerary could be crafted:

1. **Mokoro Safari in the Okavango Delta (Botswana)**:
   - Embark on a traditional Mokoro (dugout canoe) safari in the pristine Okavango Delta. This experience allows couples to glide through the crystal-clear waters, observing the abundant wildlife and beautiful landscapes from a unique, close-up perspective. It's a serene yet exhilarating way to connect with nature.
2. **Private Houseboat Stay on the Chobe River (Botswana/Namibia)**:
   - Charter a private houseboat on the Chobe River where they can enjoy intimate moments while floating through the heart of elephant country. They can witness magnificent sunsets, engage in exceptional bird-watching, and try their hand at tiger fishing.
3. **Cultural Immersion in the Bushmen Villages (Botswana)**:
   - Take a journey into the heart of the Kalahari Desert to experience the ancient culture of the San Bushmen. Learn about their

Claude (claude.ai)

Here are 4 unique experiences I would recommend for a honeymoon couple interested in culture, adventure, and water-based activities in Southern Africa:

1. Take a sunset cruise on the Zambezi River in Zambia - Glide along the river as the sun sets behind the hills, spotting wildlife along the banks. Stop at a sandbank to enjoy a private picnic dinner and drinks as the sky turns pink and orange.
2. Go shark cage diving in Gansbaai, South Africa - Get up close and personal with Great White Sharks in their natural habitat. The adrenaline rush of being submerged in a cage just feet away from these powerful predators is an unforgettable experience.
3. Take a mokoro ride through the Okavango Delta in Botswana - Pole your way through the lush papyrus reeds in a traditional dugout canoe. Spot wildlife like elephants, hippos, crocodiles and exotic birds as you glide peacefully through this unique wetland environment.
4. Visit a sangoma for a spiritual cleansing ceremony in Swaziland - Participate in an intimate traditional healing ritual led by a sangoma (traditional healer). It's a once-in-a-lifetime cultural experience involving chanting, drumming, and herbal remedies. You'll gain insight into local beliefs and customs.



Translation

Translation

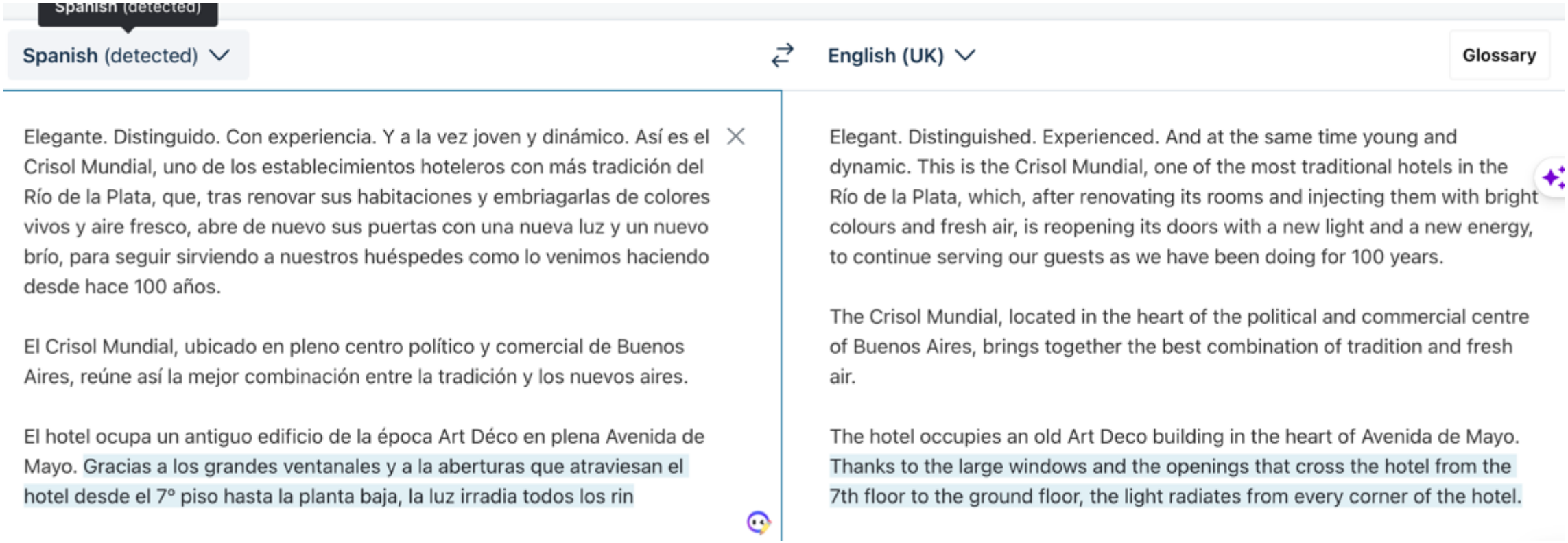
EL HOTEL

Crisol Mundial

Elegante. Distinguido. Con experiencia. Y a la vez joven y dinámico. Así es el Crisol Mundial, uno de los establecimientos hoteleros con más tradición del Río de la Plata, que, tras renovar sus habitaciones y embriagarlas de colores vivos y aire fresco, abre de nuevo sus puertas con una nueva luz y un nuevo brío, para seguir sirviendo a nuestros huéspedes como lo venimos haciendo desde hace 100 años.

El Crisol Mundial, ubicado en pleno centro político y comercial de Buenos Aires, reúne así la mejor combinación entre la tradición y los nuevos aires.

DeepL (www.deepl.com/en/translator)



ChatGPT

Elegant. Distinguished. Experienced. And at the same time young and dynamic. This is the Crisol Mundial, one of the most traditional hotel establishments of the Río de la Plata, which, after renovating its rooms and imbuing them with lively colors and fresh air, opens its doors again with a new light and a new vitality, to continue serving our guests as we have been doing for 100 years.

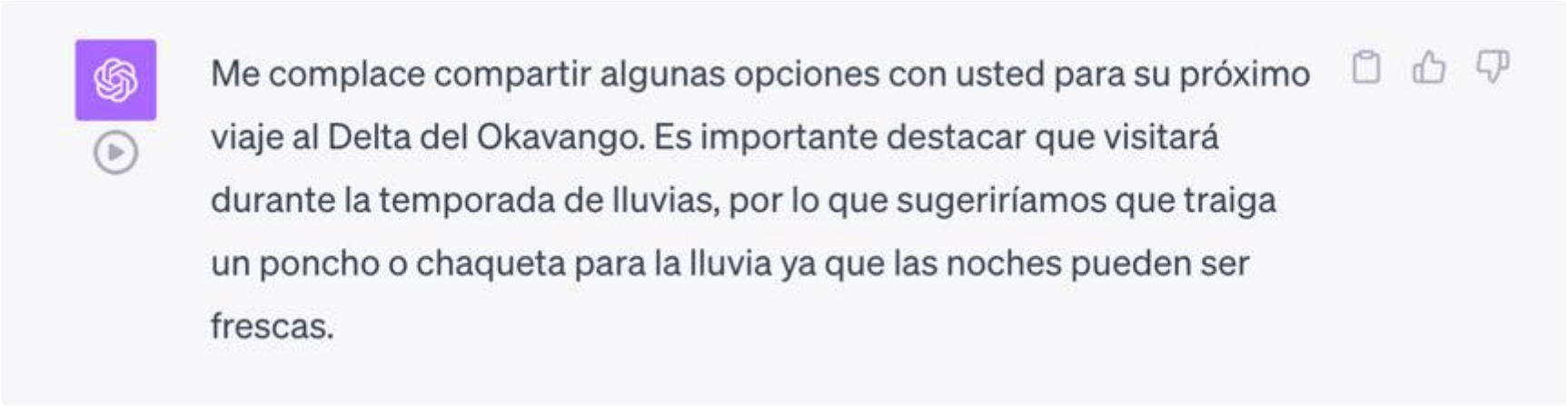
The Crisol Mundial, located in the very political and commercial center of Buenos Aires, thus brings together the best combination of tradition and new trends.

The hotel occupies an old building from the Art Deco era on Avenida de Mayo. Thanks to the large windows and openings that run through the hotel from the 7th floor to the ground floor, light radiates through all corners.

ChatGPT4 (chat.openai.com)

Translation

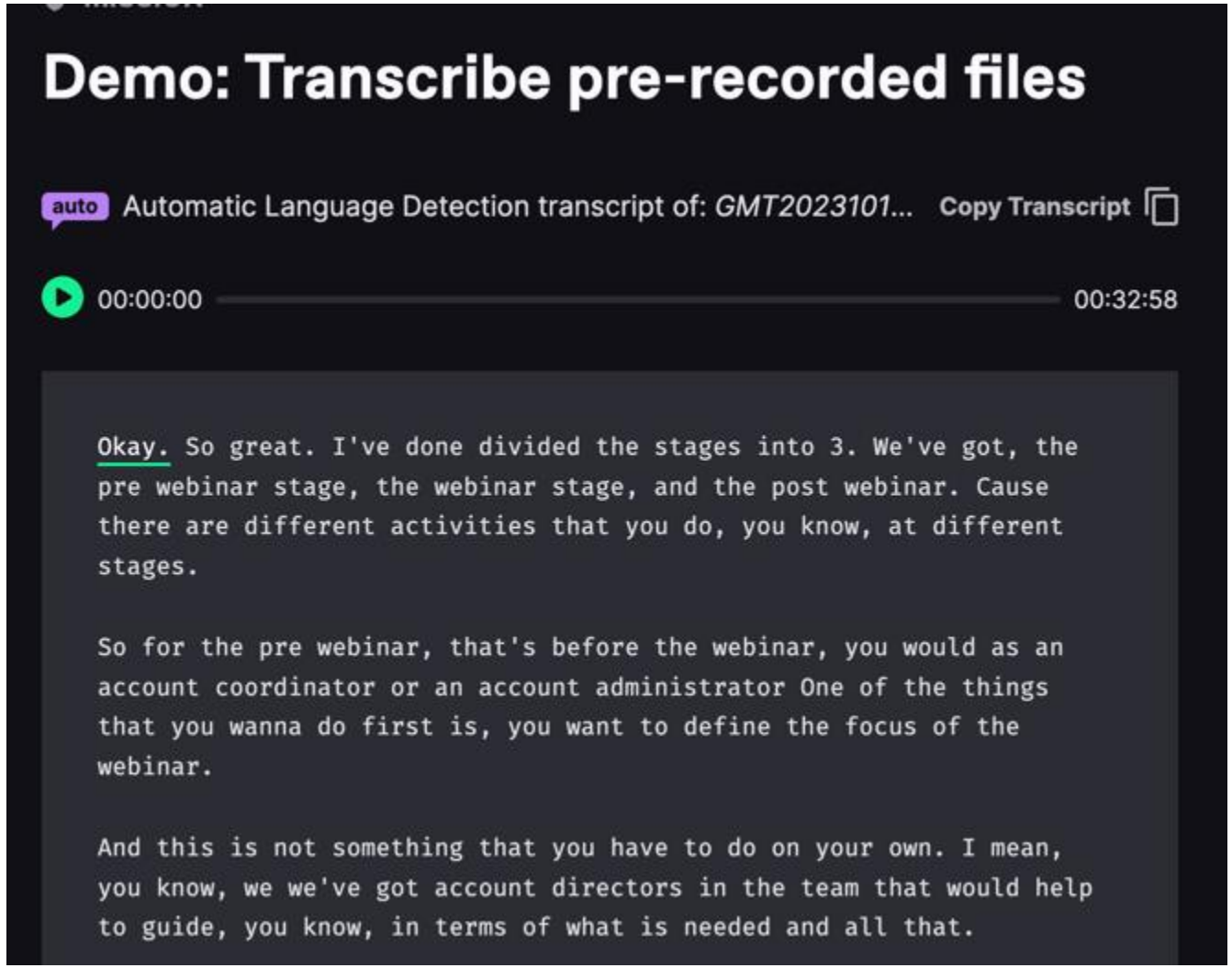
Pls translate this into Spanish. It must be written in a professional tone of voice: I am pleased to share a few options with you for your upcoming trip to the Okavango Delta. Importantly, you will be visiting during the rainy season, so we would suggest that you bring a rain poncho or jacket as the evenings can be chilly.



Transcription

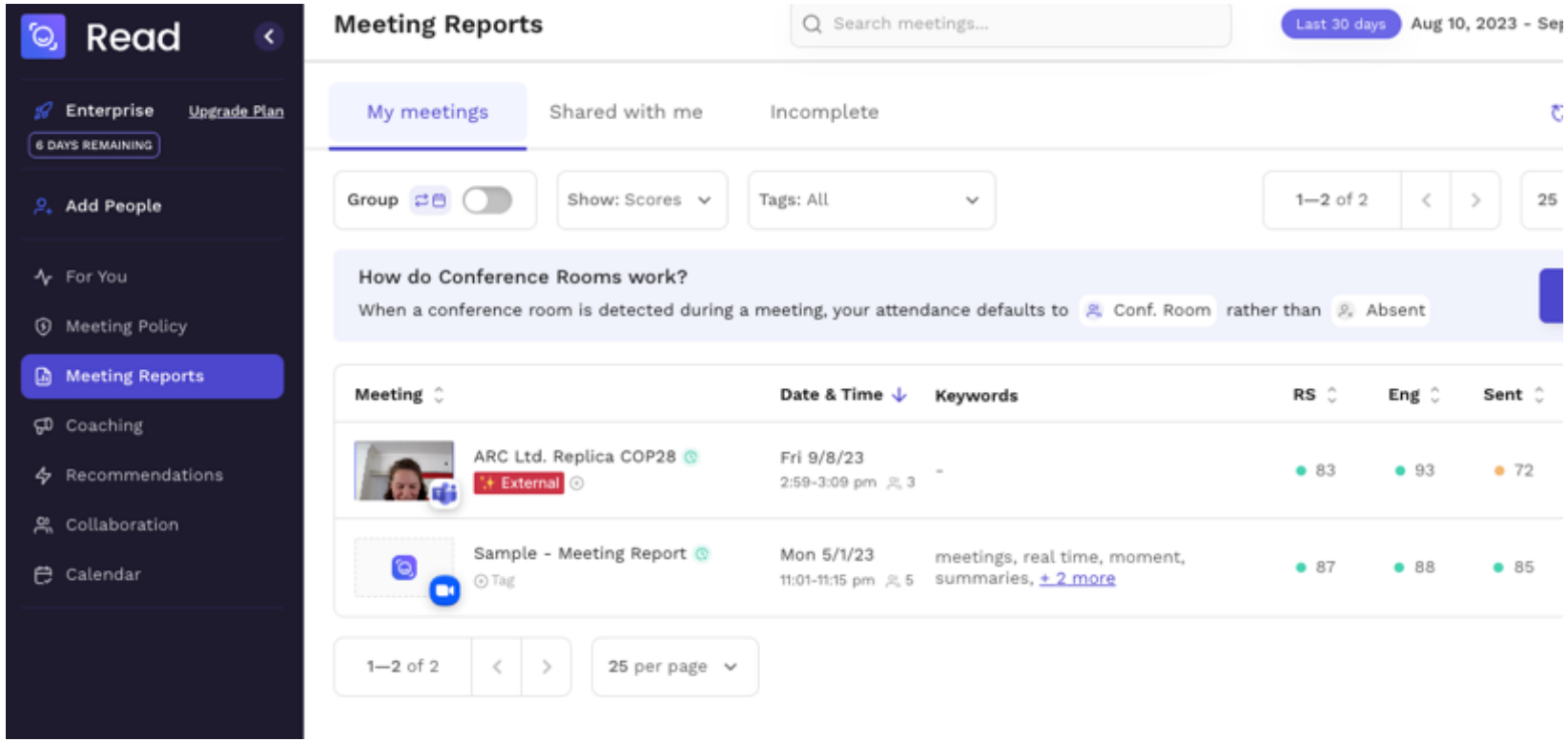
Deepgram (deepgram.com/)

Transcription



Enhancing your productivity

Take meeting minutes



Read

Finding an email address

ChatGPT-Powered Email Finding & Outreach at Scale

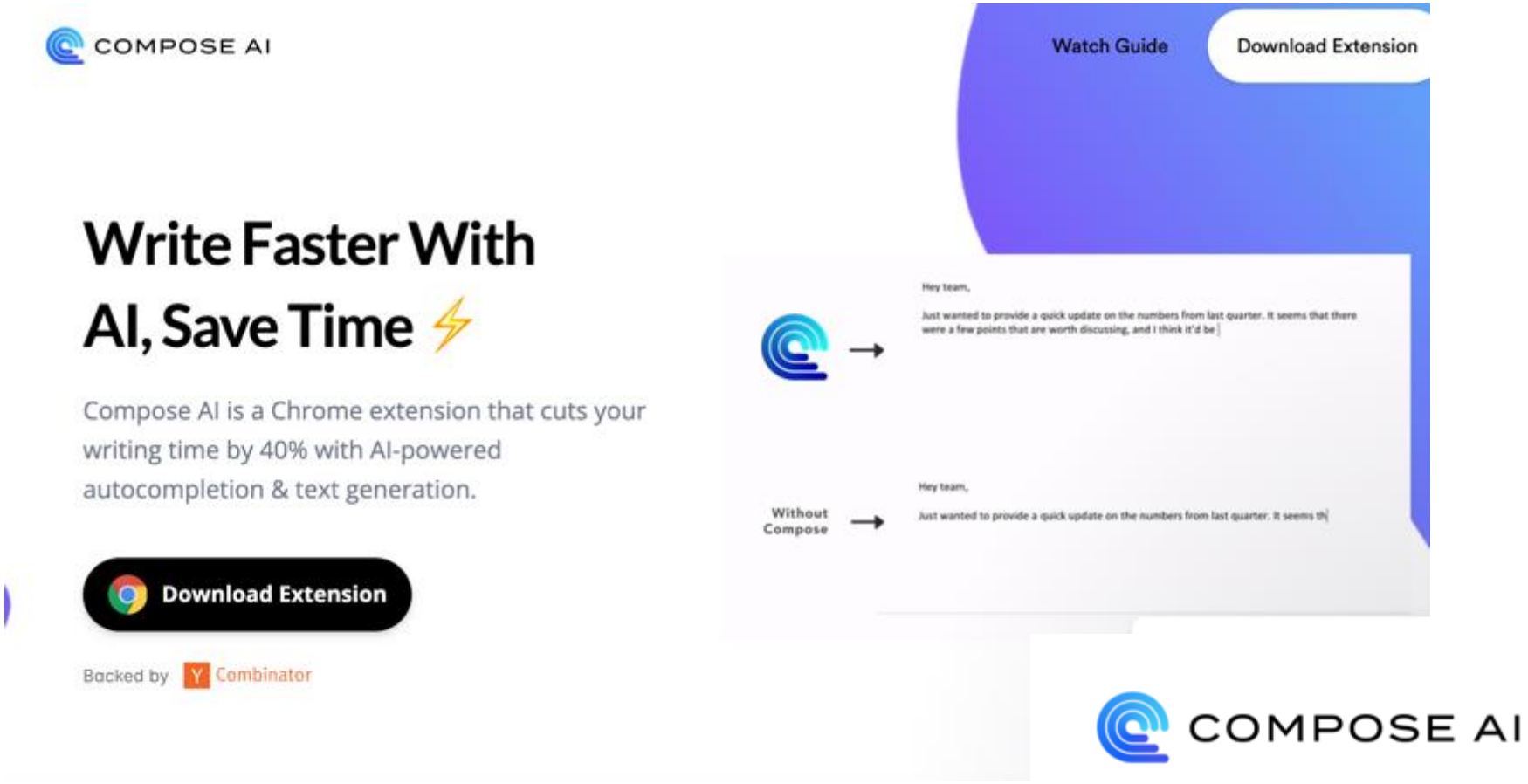
Extract valid email addresses from LinkedIn & craft tailored emails based on LinkedIn profile with ChatGPT, guaranteeing up to 98% email deliverability. Scale your outreach efforts and connect with potential customers or clients like never before.

Get Free Trial | Watch demo

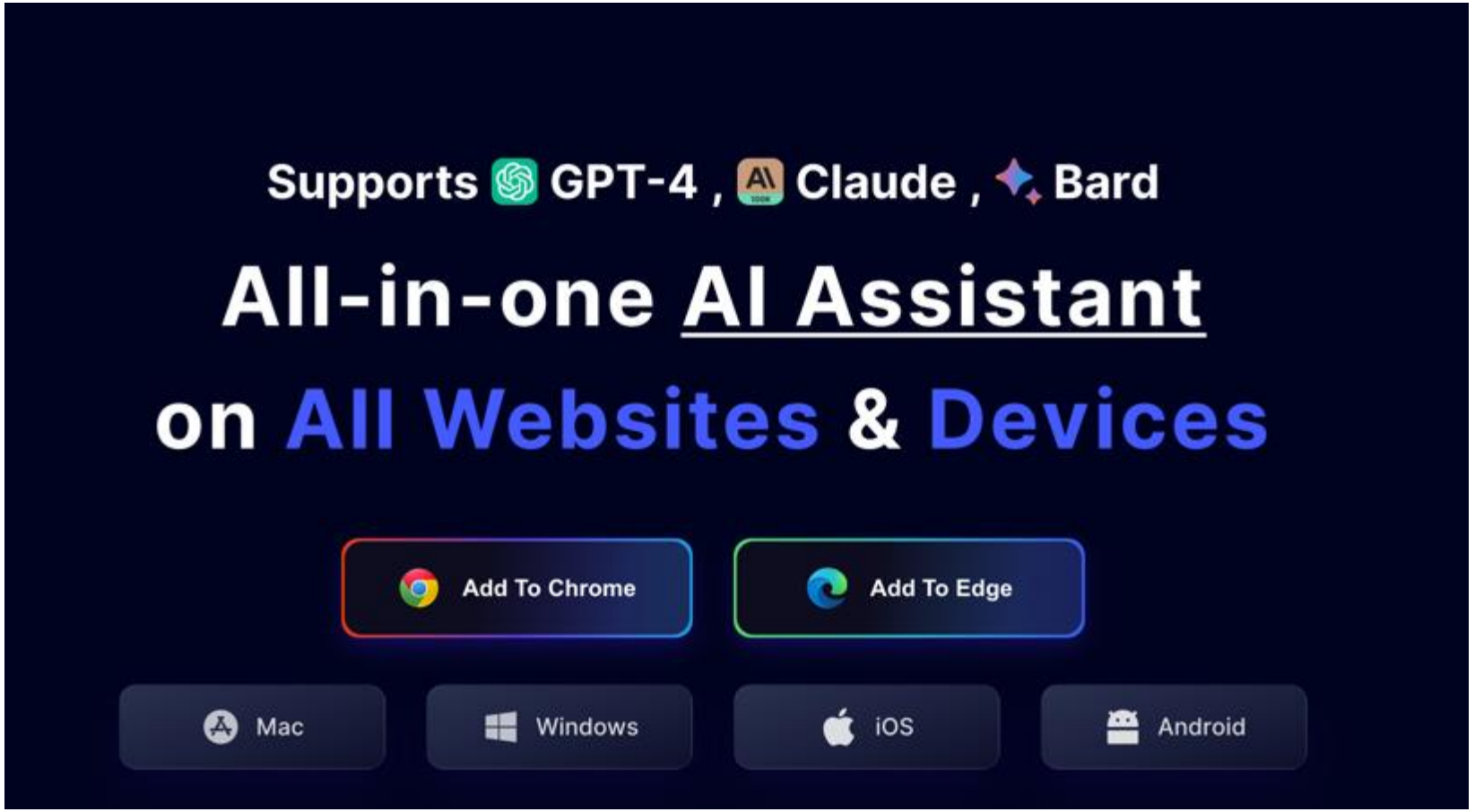
20 emails / mon for free!

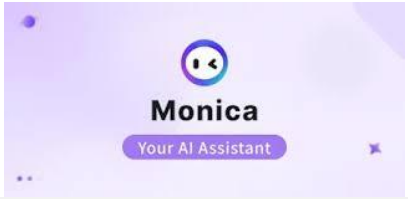
FinalScout

AI-powered text autocompletion

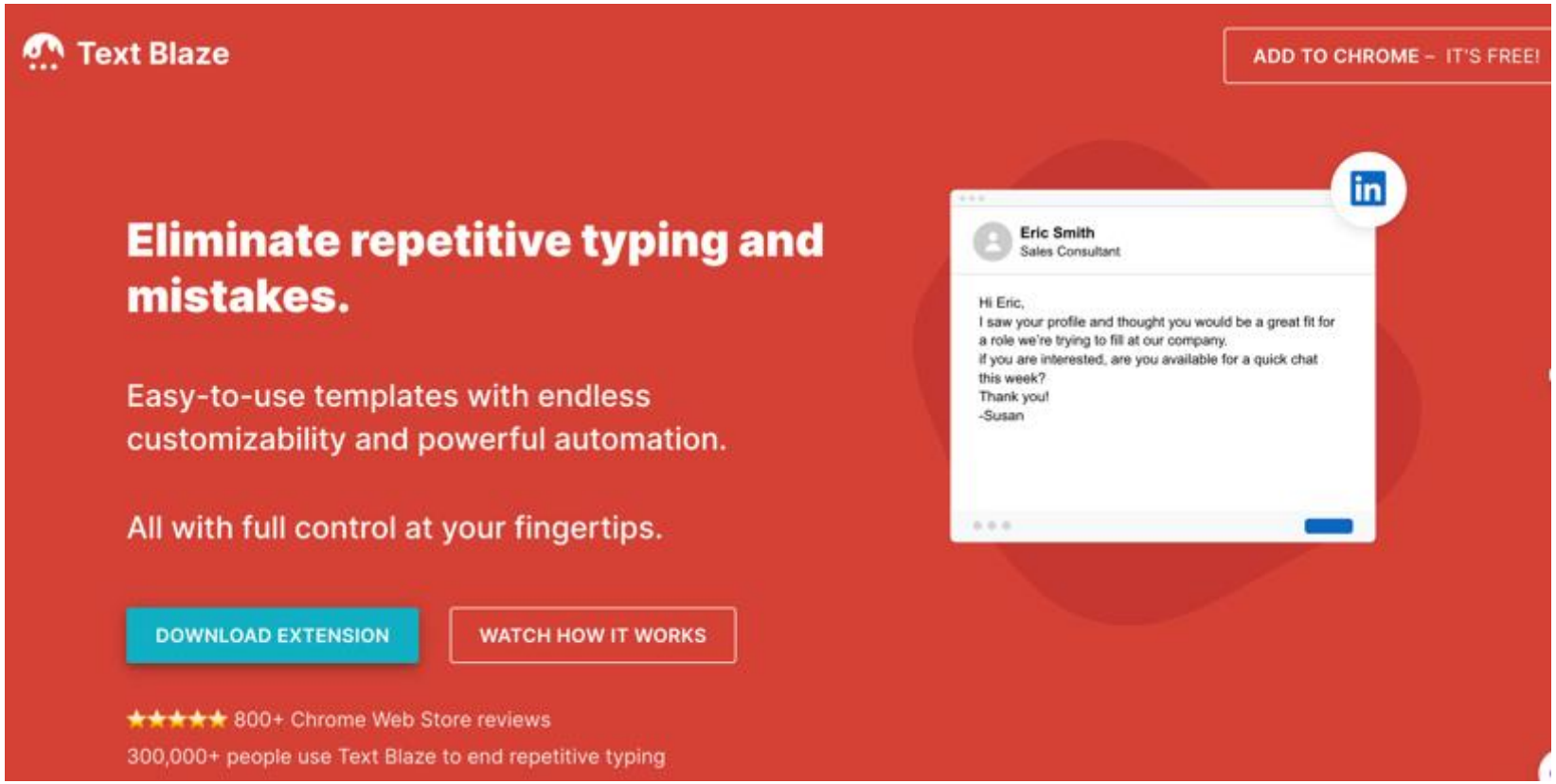


Your AI Assistant



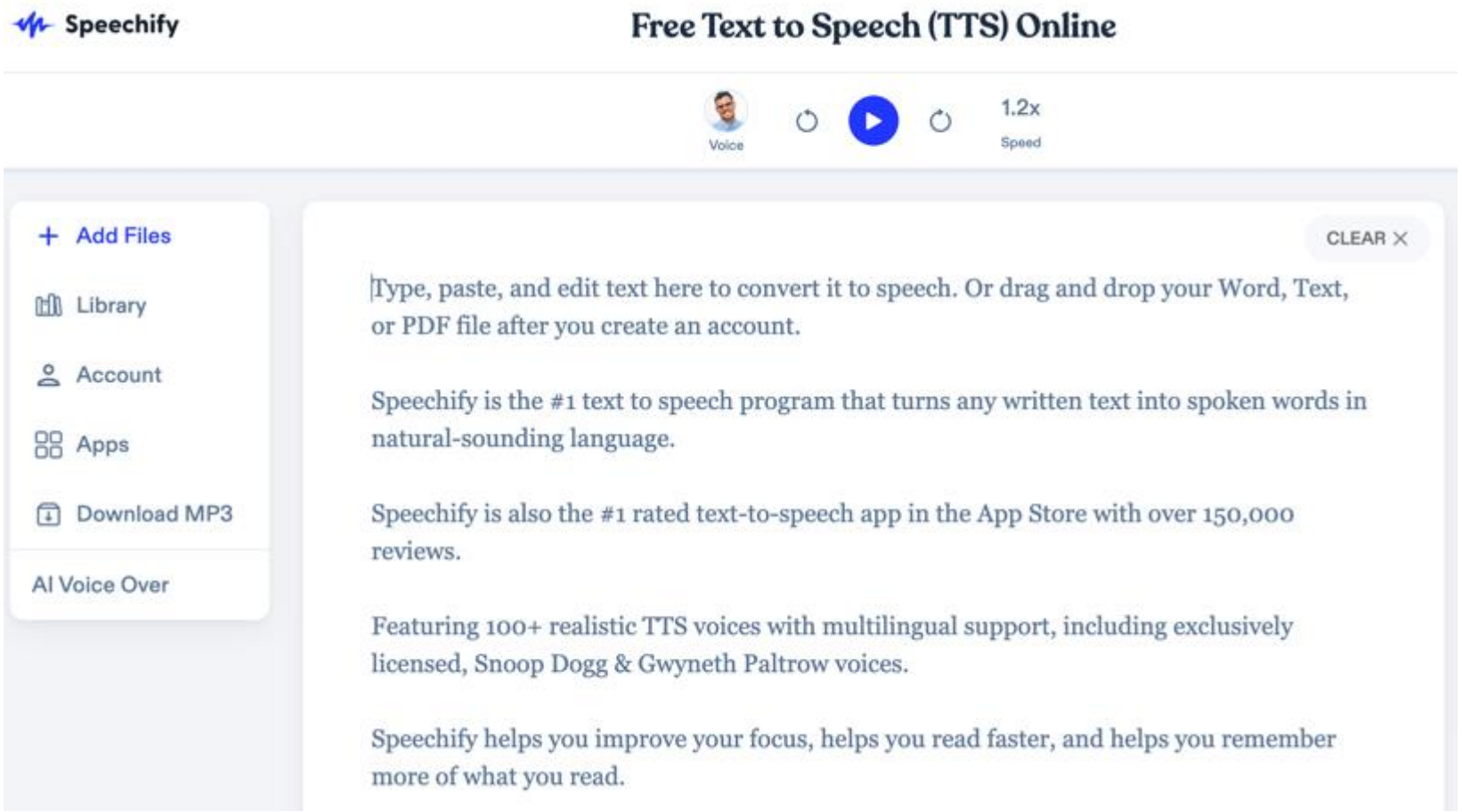


Set up text templates



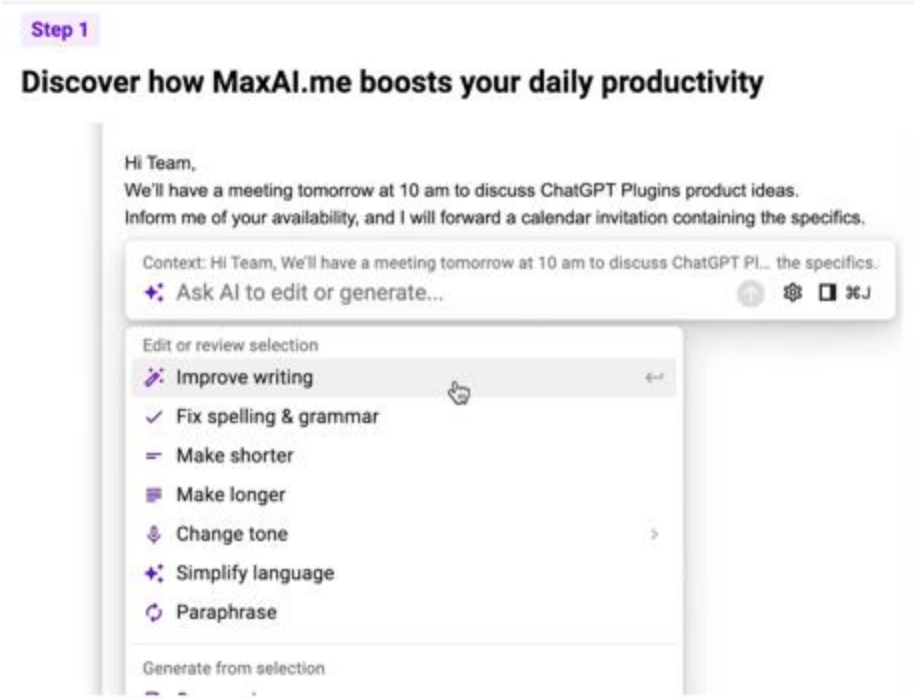
TextBlaze

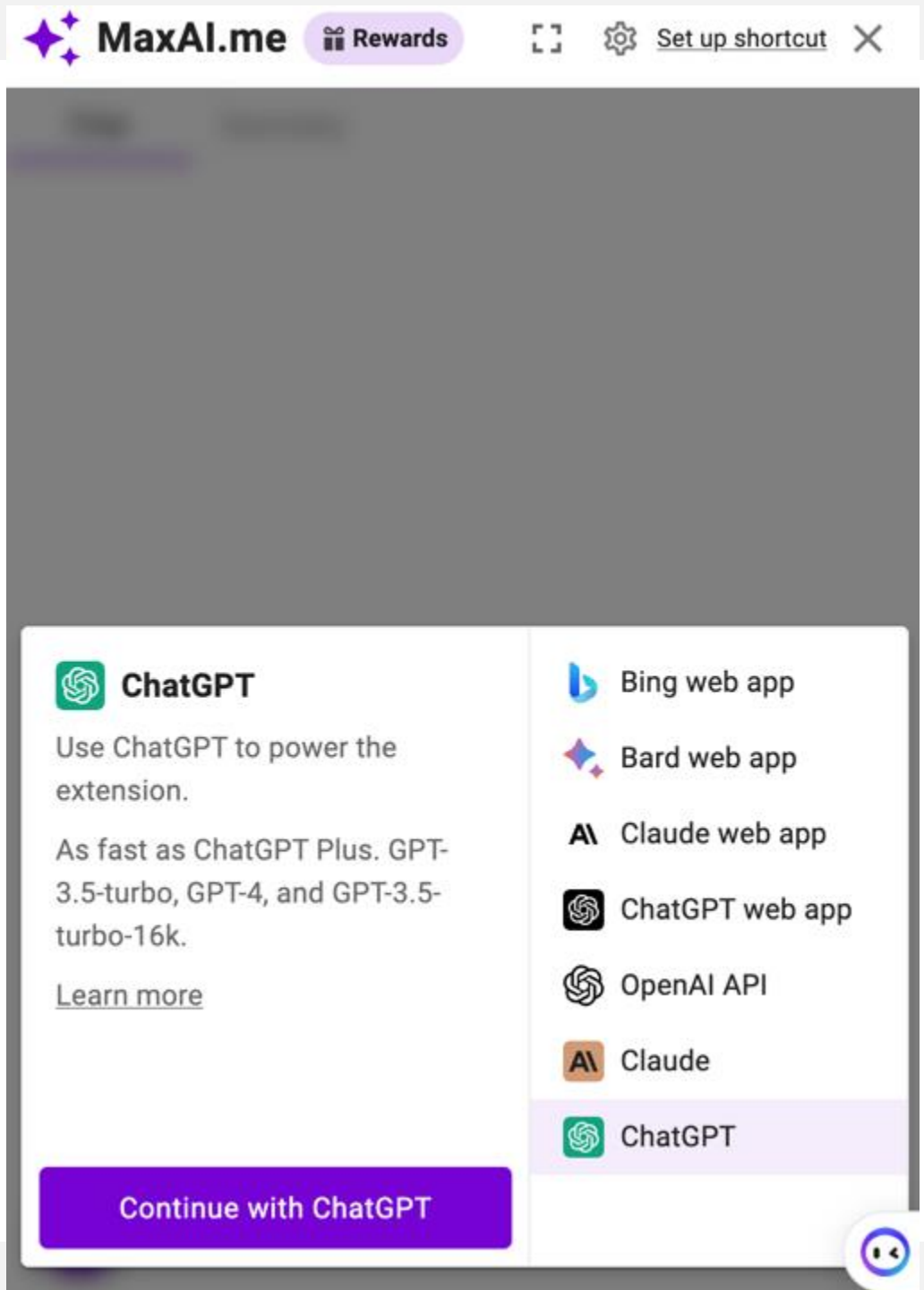
Convert text to audio



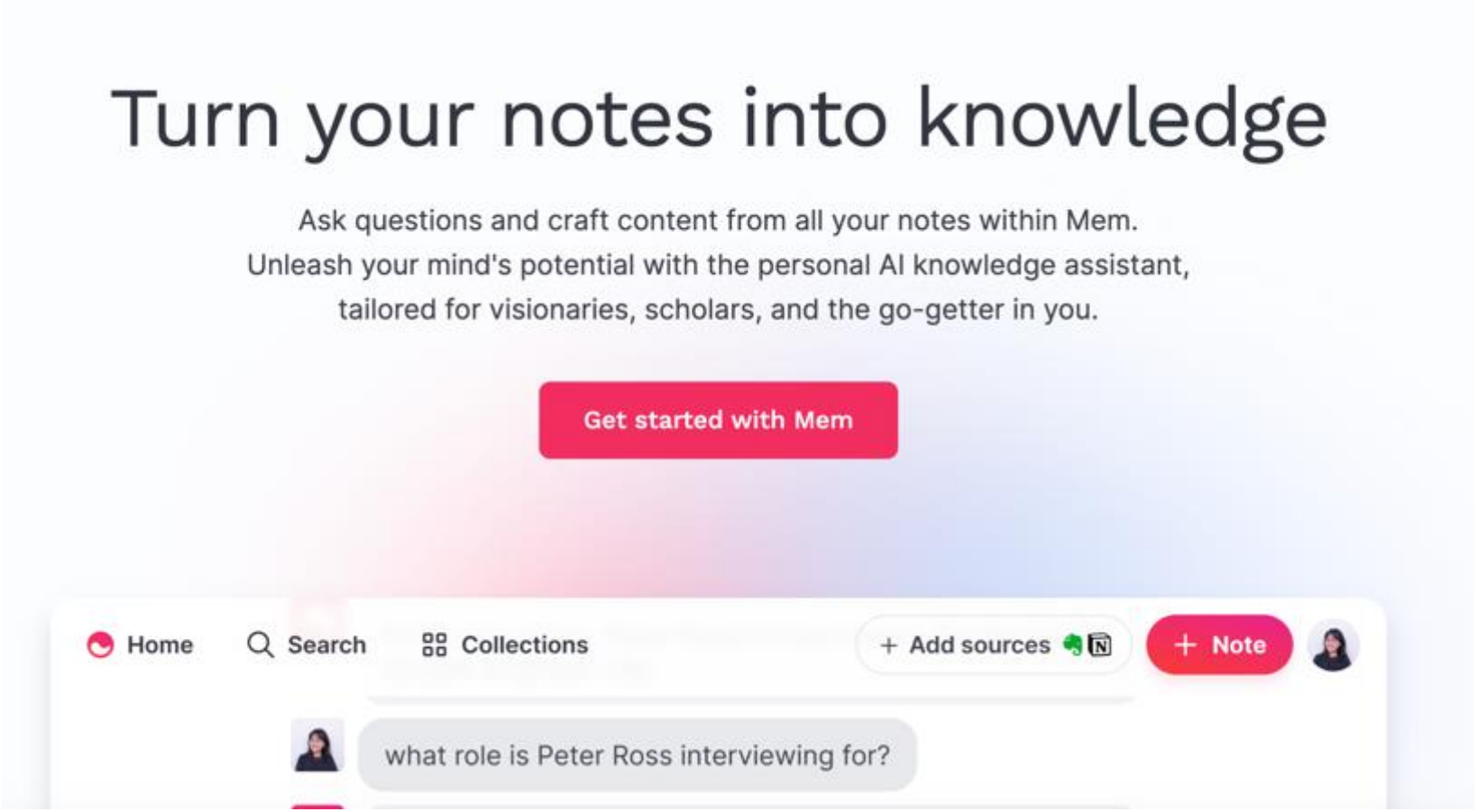
Speechify

Your Web Co-Pilot



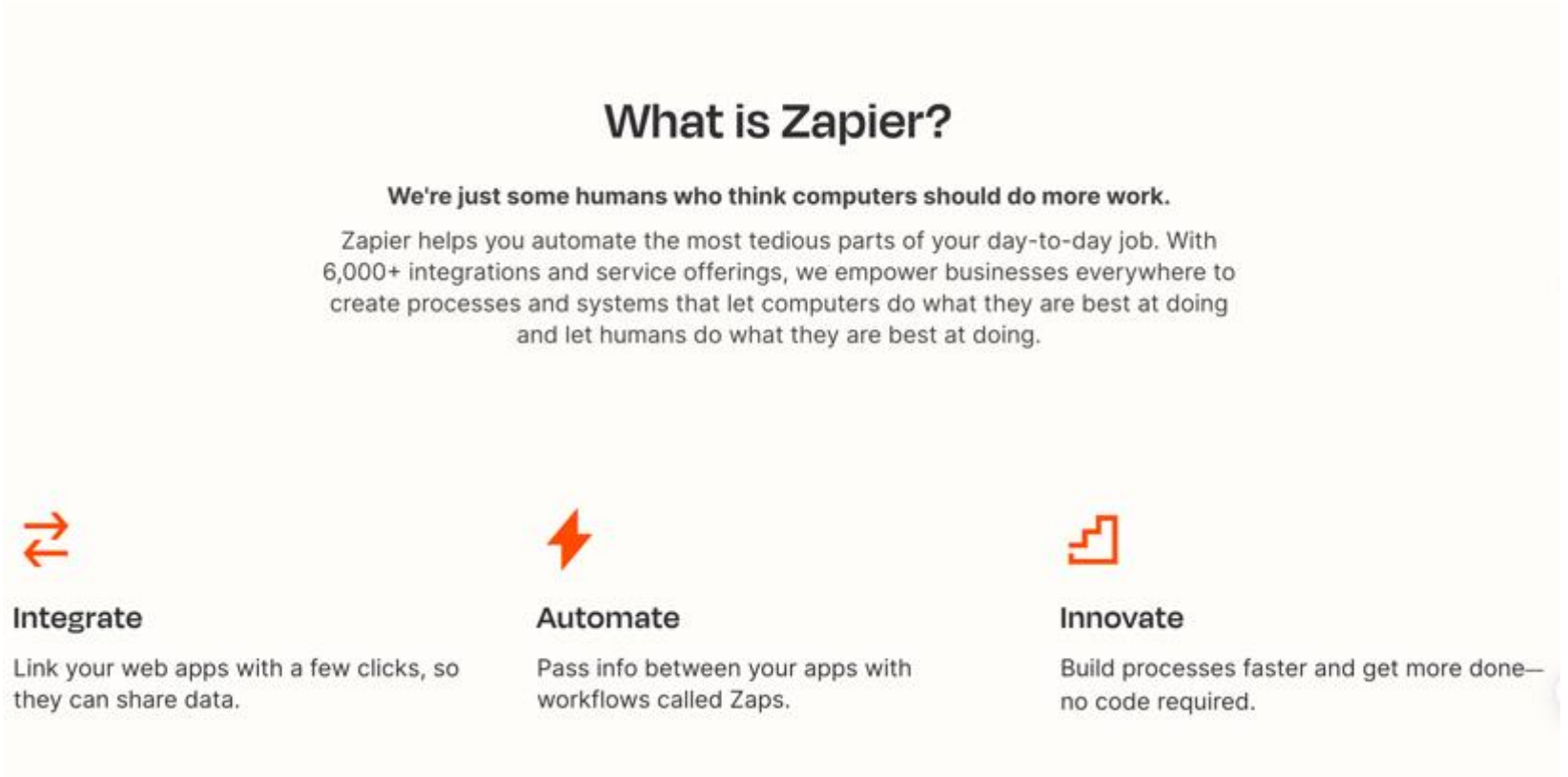


Converting notes into knowledge

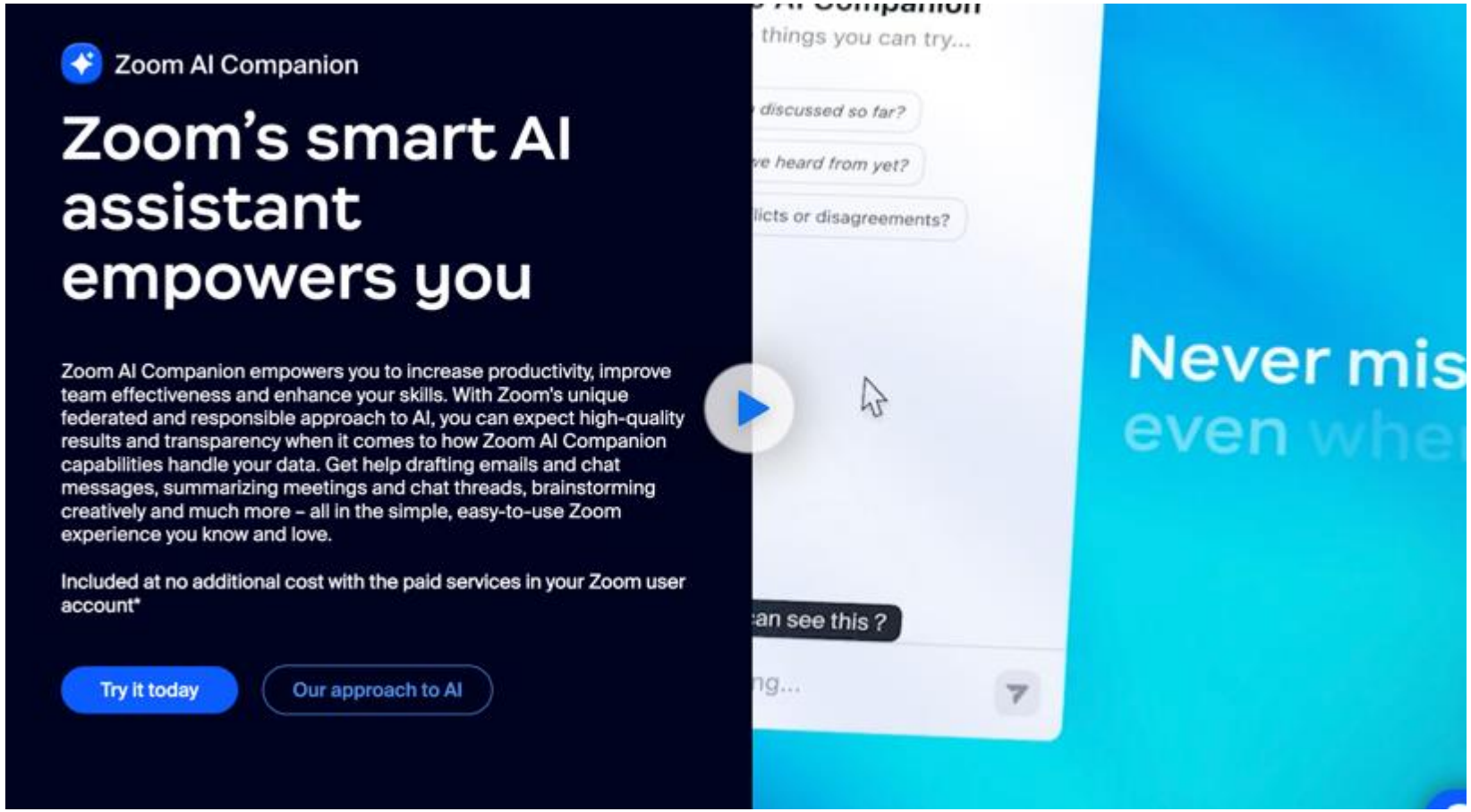


mem

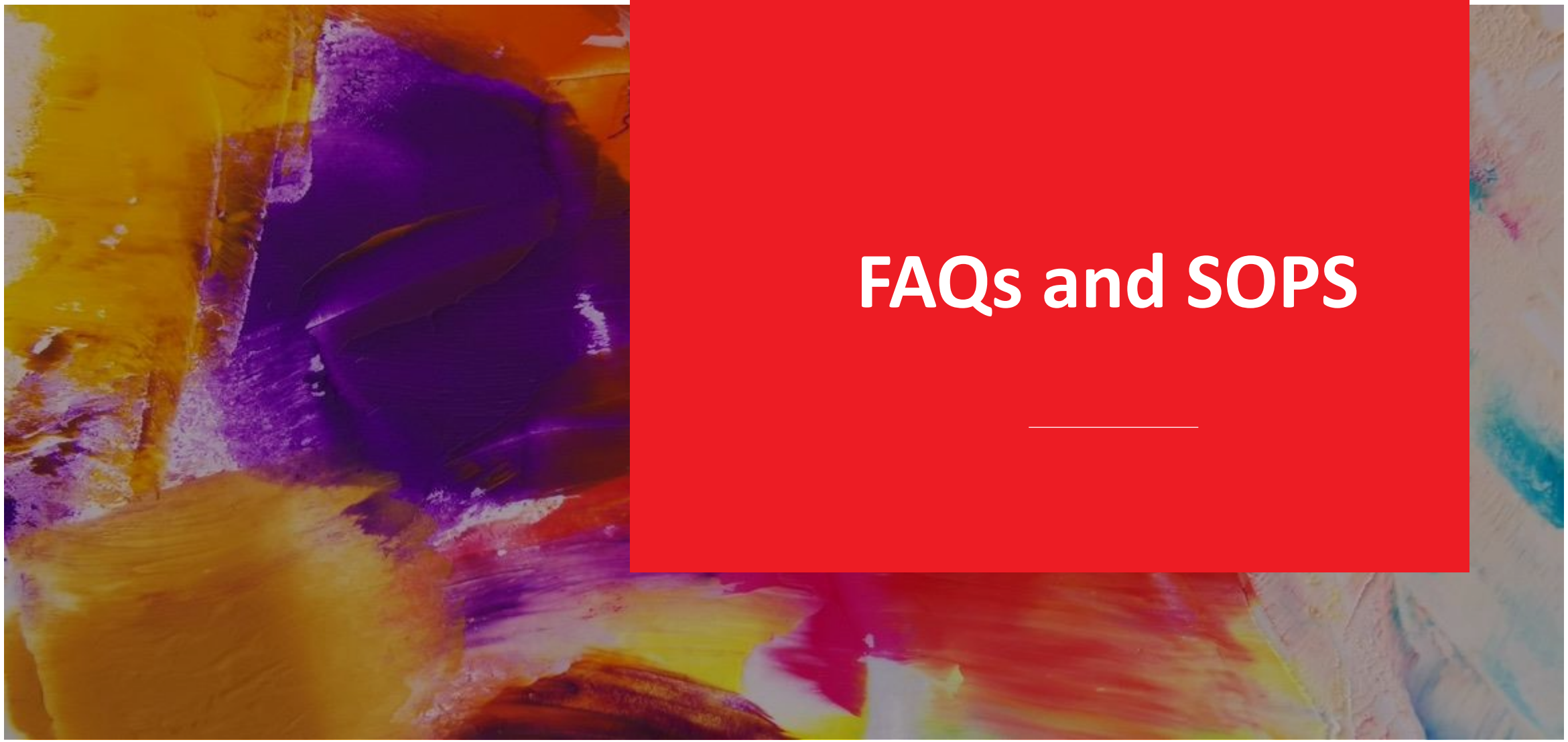
Automating workflow



Meeting notes from Zoom



zoom



FAQs and SOPS

FAQs and SOPs

You are the operations manager for your tourism business and need to create a Standard Operating Procedure for your consultants on how to manage social media complaints. Please create a SOP document that can be shared with your team.

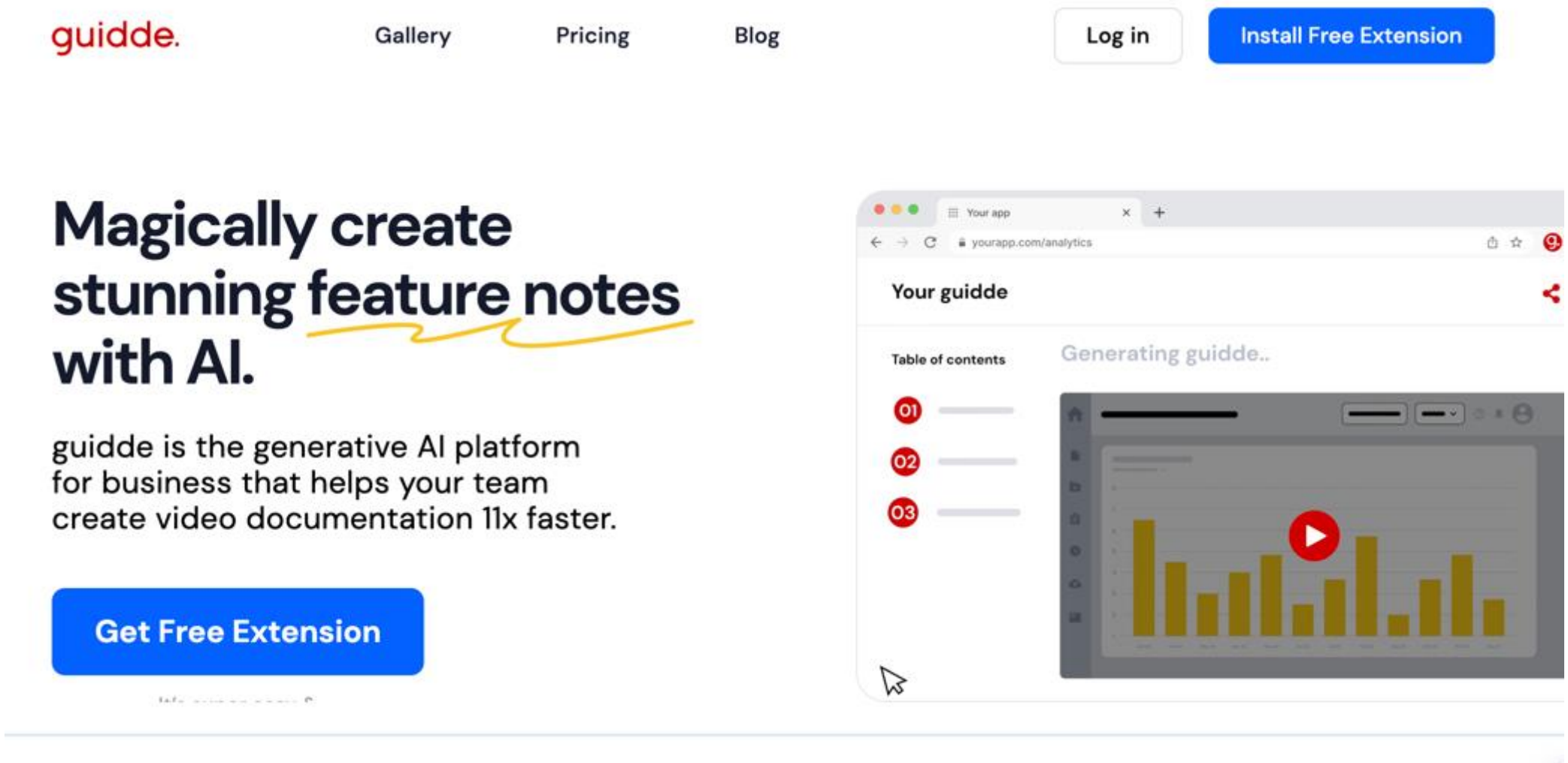
ChatGPT4 (chat.openai.com)

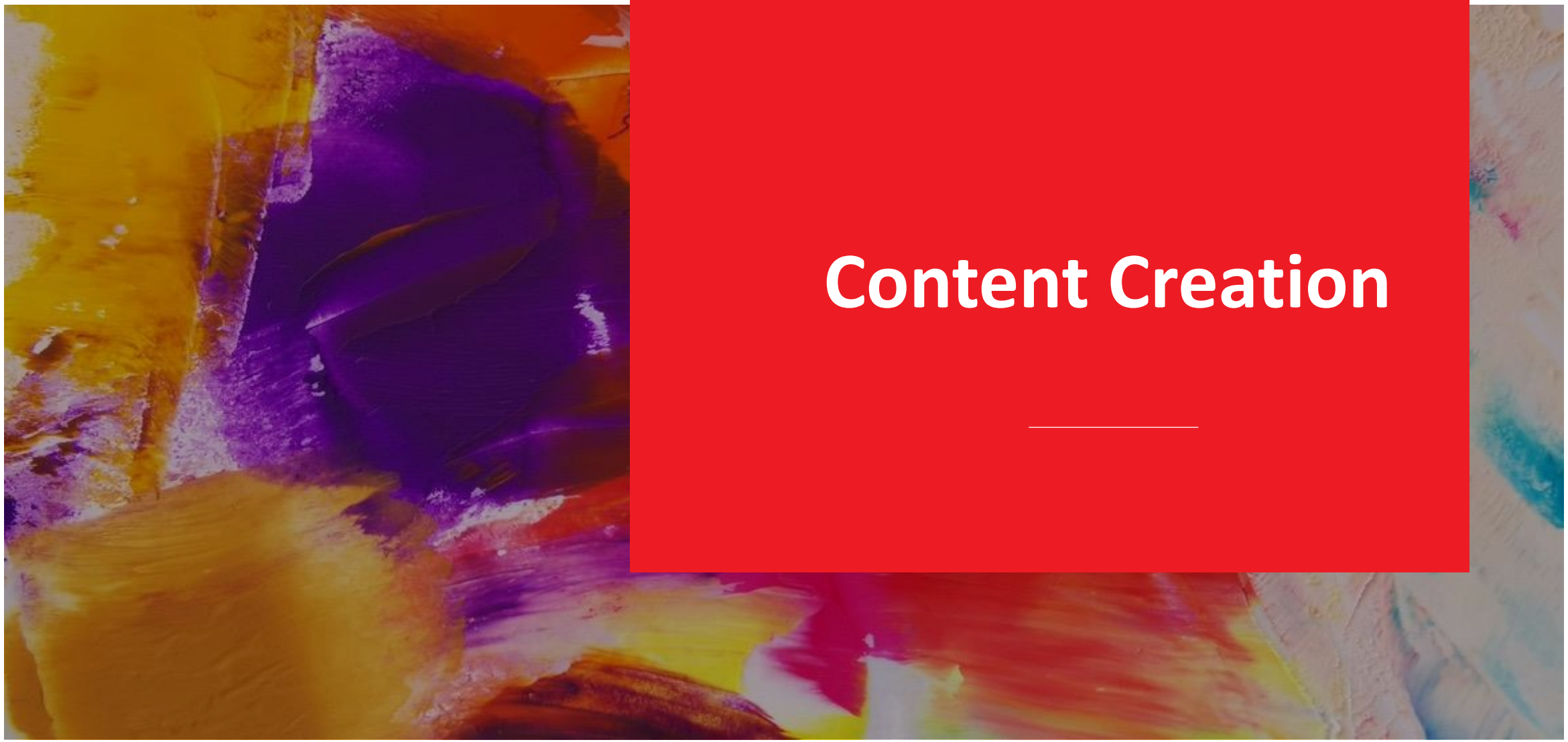
Title: Standard Operating Procedure (SOP) for Managing Social Media Complaints

Document Number: SOP-001-2023
Revision Number: 01
Effective Date: 01/11/2023
Prepared by: Operations Manager
Approved by: [Management Name]

1. **Purpose**
   The purpose of this SOP is to provide guidelines to our consultants for managing complaints received via social media platforms, ensuring timely, courteous, and effective resolution while upholding the company's reputation.
2. **Scope**
   This SOP applies to all consultants managing the company's social media accounts, including but not limited to Facebook, Twitter, and Instagram.
3. **Responsibilities**
   - Consultants are responsible for monitoring social media channels during their assigned shifts.

Guidde (www.guidde.com)



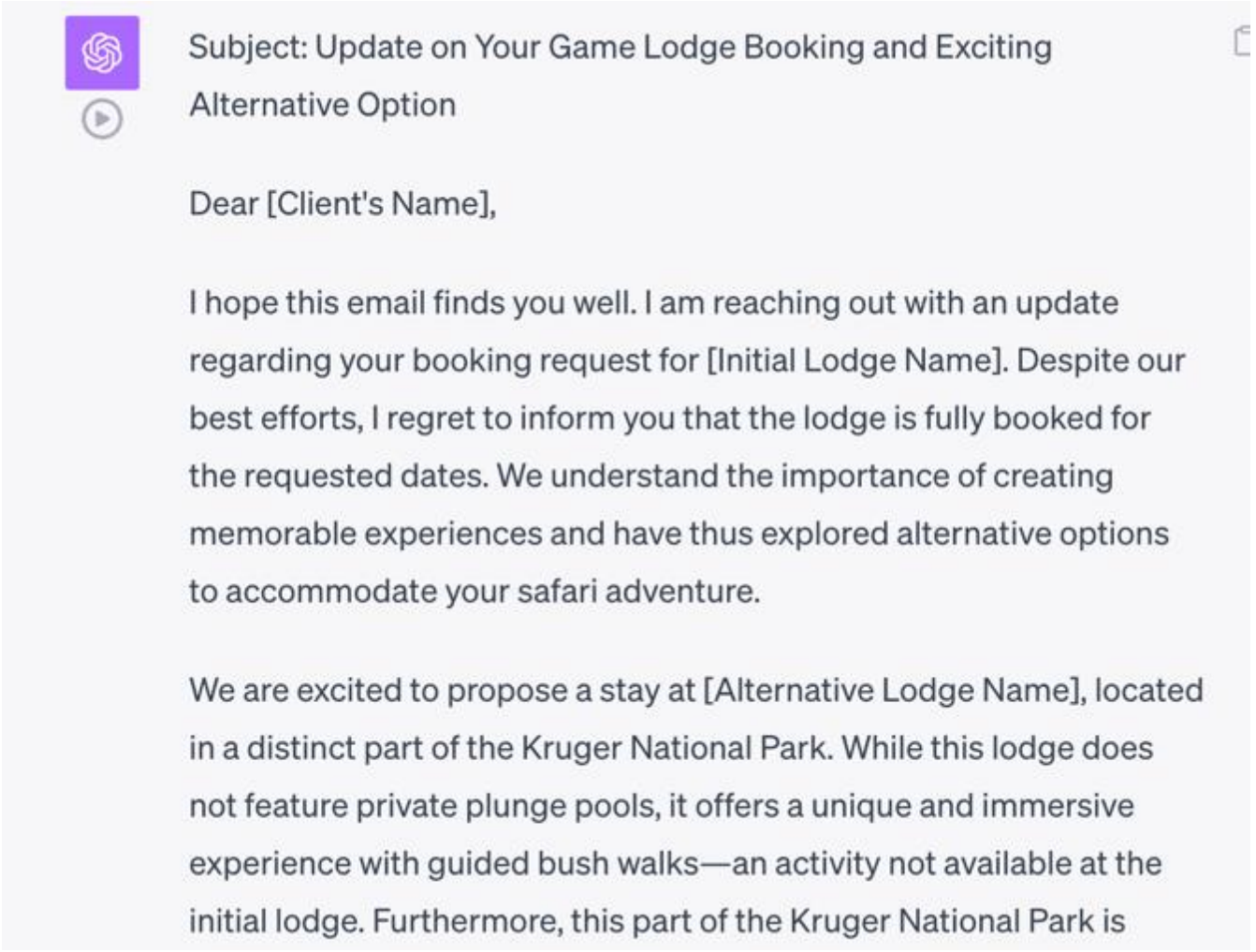


Content Creation

Content Creation

ChatGPT4 (chat.openai.com)

You are a tour operator consultant and have to break some bad news to a client. The game lodge they had wanted to book now no longer has availability. You have an alternative but it is in another part of the Kruger National Park and they will no longer have their own plunge pool. However, this other option offers walks in the bush which the initial lodge does not and it is renowned for its leopard sightings. Write a brief, but professional email conveying the bad news.



Subject: Update on Your Game Lodge Booking and Exciting Alternative Option

Dear [Client's Name],

I hope this email finds you well. I am reaching out with an update regarding your booking request for [Initial Lodge Name]. Despite our best efforts, I regret to inform you that the lodge is fully booked for the requested dates. We understand the importance of creating memorable experiences and have thus explored alternative options to accommodate your safari adventure.

We are excited to propose a stay at [Alternative Lodge Name], located in a distinct part of the Kruger National Park. While this lodge does not feature private plunge pools, it offers a unique and immersive experience with guided bush walks—an activity not available at the initial lodge. Furthermore, this part of the Kruger National Park is

Claude.Ai (claude.ai)

Content Improvement

Please rewrite this so that it flows better and is grammatically correct. The tone should convey some remorse that you are not able to provide their originally desired option: Dear [Client's Name],

I hope this email finds you well. I am reaching out with an update regarding your booking request for [Initial Lodge Name]. Despite our best efforts, I regret to inform you that the lodge is fully booked for the requested dates. We understand the importance of creating memorable experiences and have thus explored alternative options to accommodate your safari adventure….

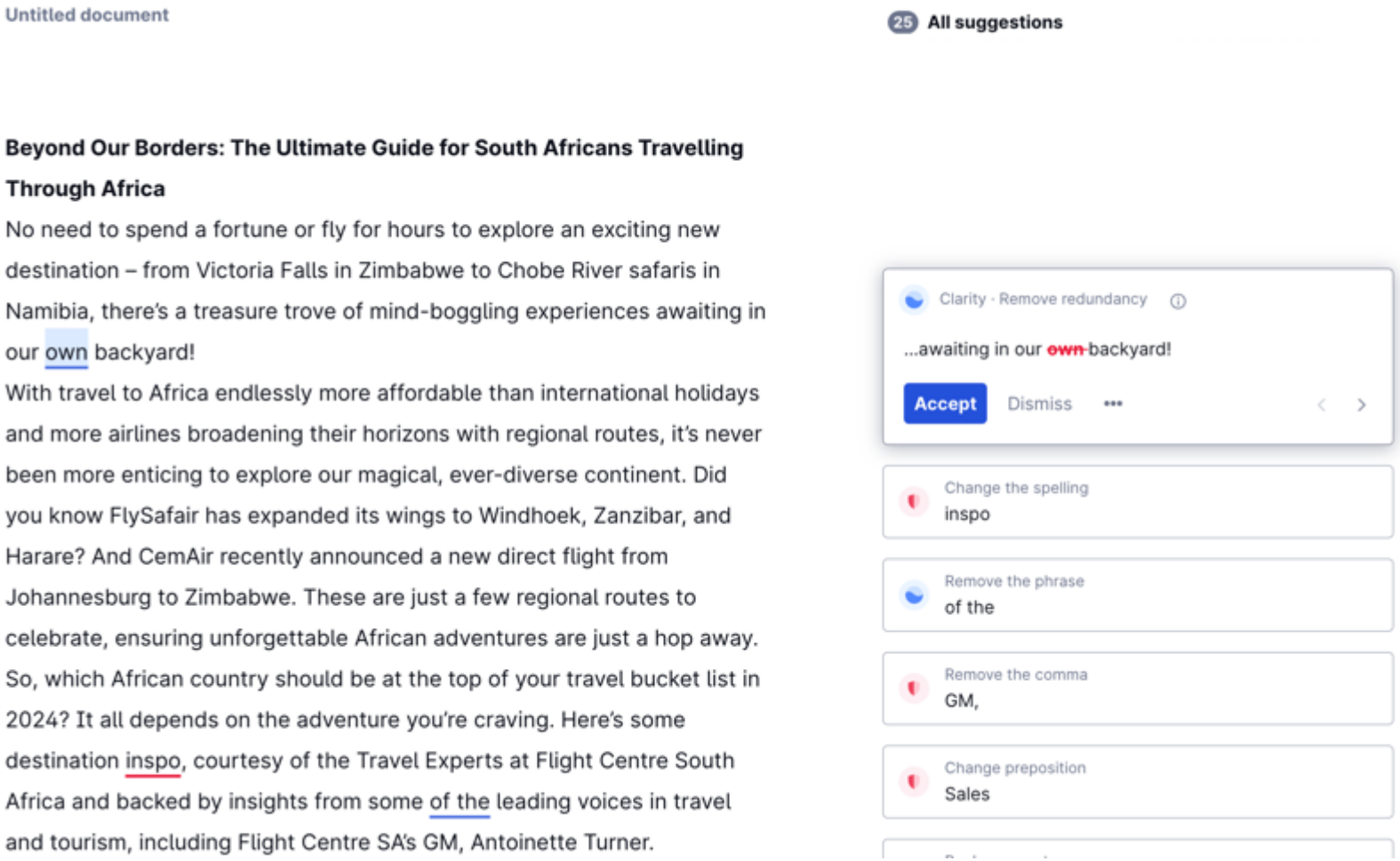
Dear [Client's Name],

I hope you are doing well. I'm writing with an update about your booking request for [Initial Lodge Name]. Unfortunately, despite our best efforts, that lodge is fully booked for your requested dates. I sincerely apologize that we won't be able to accommodate your first choice.

However, I'm happy to propose an alternative that I believe you'll enjoy just as much. We've secured availability for you at [Alternative Lodge Name] in a different part of Kruger National Park. While this lodge doesn't have private plunge pools, it does offer guided bush walks - an exclusive activity not available at your original choice. This area of the park is actually known for exceptional leopard sightings, giving you a special chance to see these magnificent cats up close in their natural habitat.

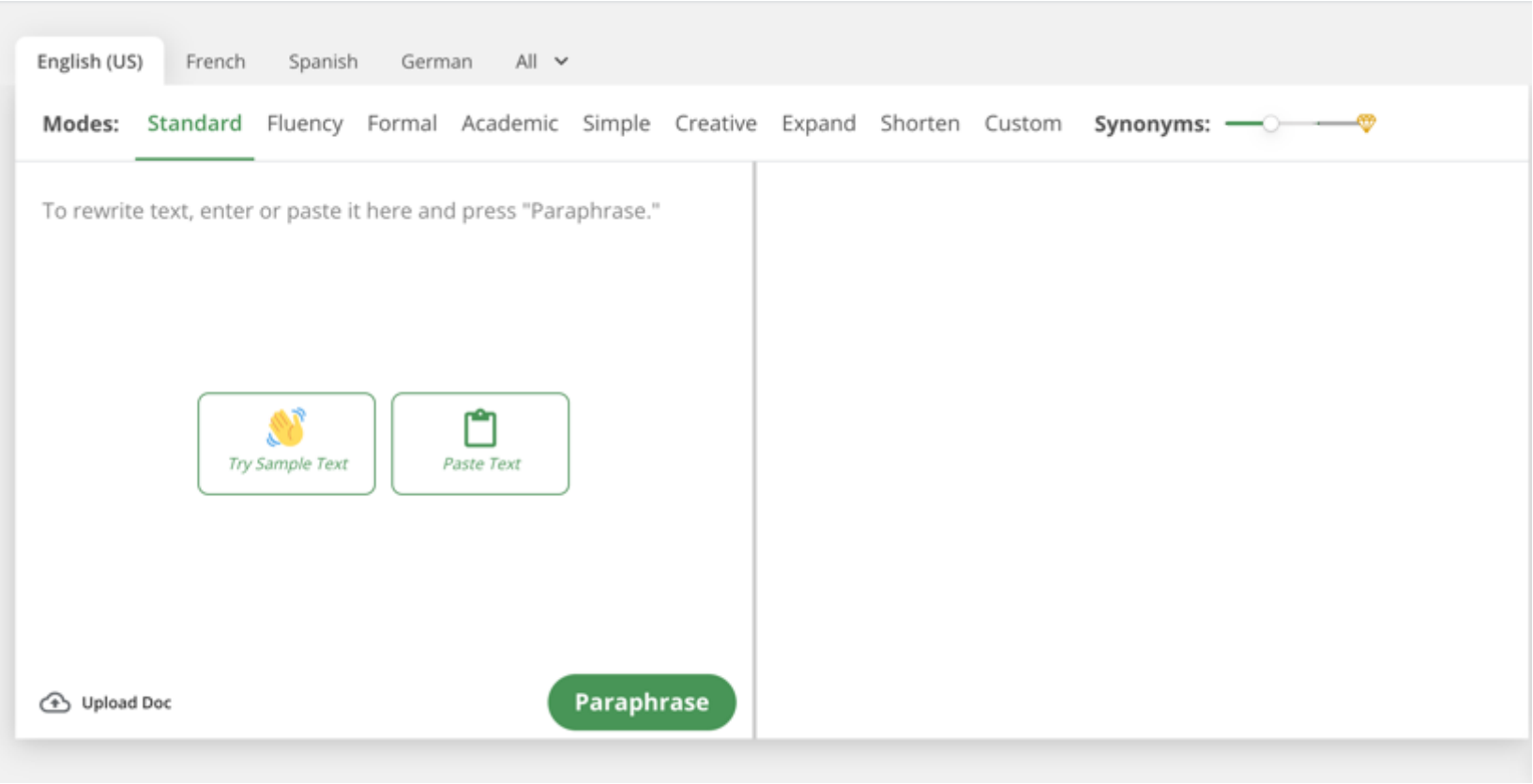
We aim to create memorable safari experiences for all our guests. I hope this option captures the spirit of adventure you were seeking. Please let me know if you would like me to confirm the booking at [Alternative Lodge Name] for your dates. I'm confident it will be a wonderful trip and look forward to hearing back from you.

Correct your grammar



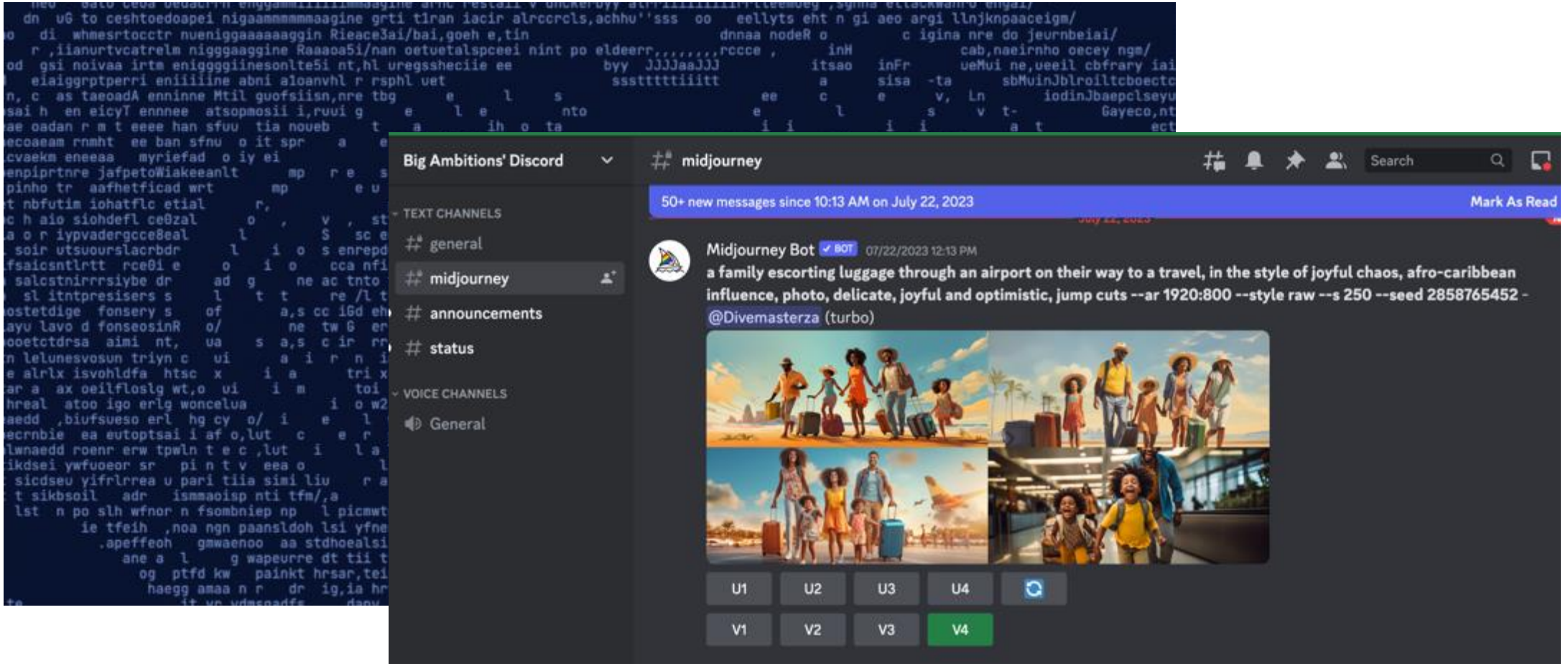
grammarly

Paraphrase text



QuillBot

Create Images



Create Images

Here are the images based on your description of a family at the airport waiting to board their flight for a holiday. Please let me know if any of these meet your expectations or if you have any specific modifications in mind!

Data Analysis

Data Analysis

Act as a data analyst for Company X. You need to analyse the spreadsheet attached and provide a bar graph of all the countries from which responses have been received. Please create the bar graph in navy blue.

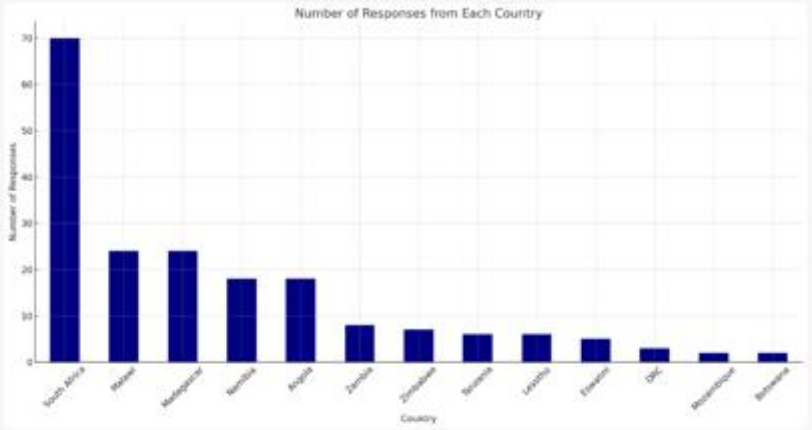
ChatGPT4 (chat.openai.com)

Alright, let's start by loading the data and inspecting the first few rows to understand its structure.

Finished working Show work

I see that the column "Respondent details: Country" contains the country information for each respondent.

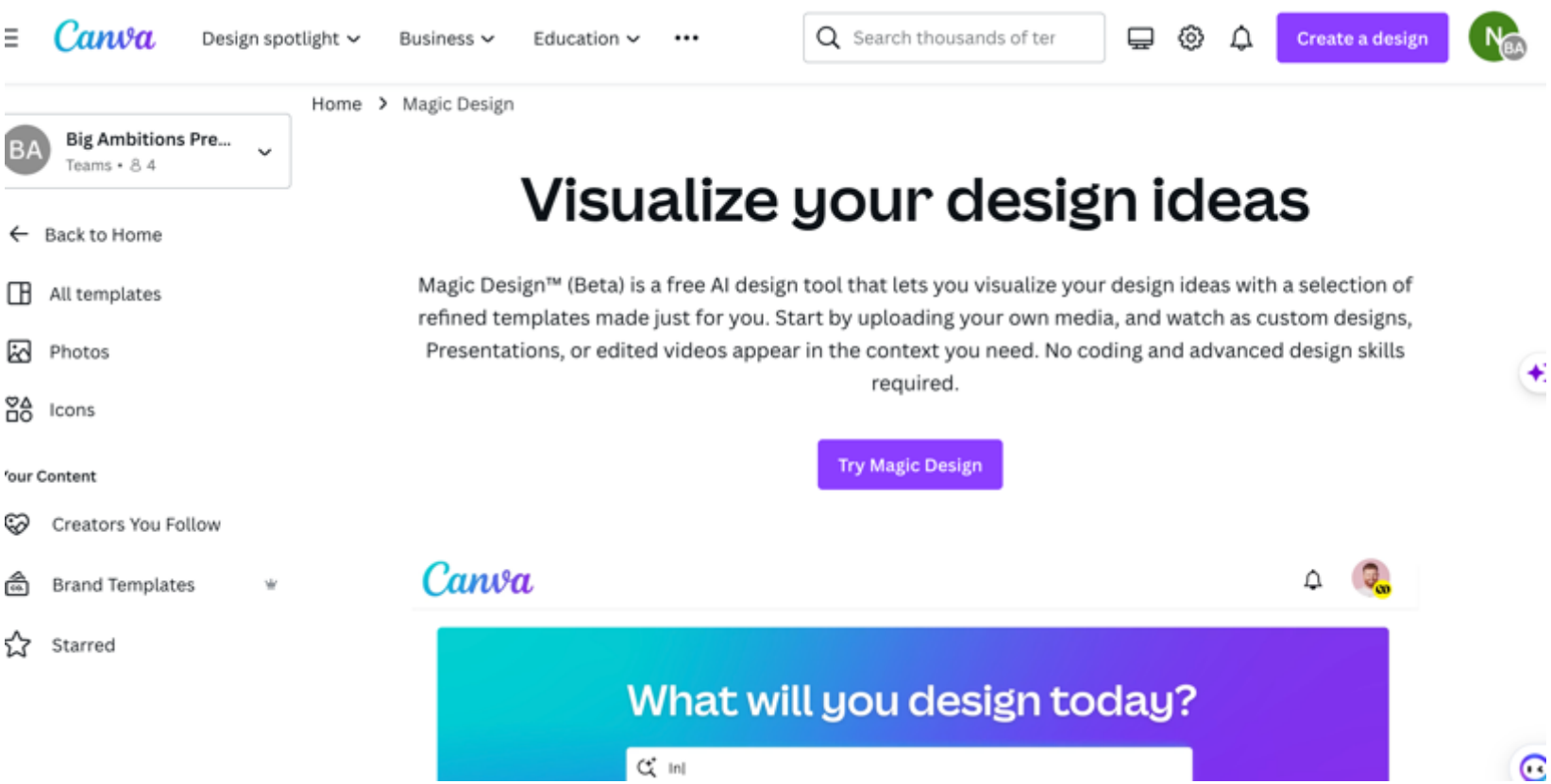
Let's now proceed to count the number of responses from each country and visualize this using a navy blue bar graph.



Here's a bar graph displaying the number of responses from each country. From the graph, it's evident that certain countries had more respondents than others.

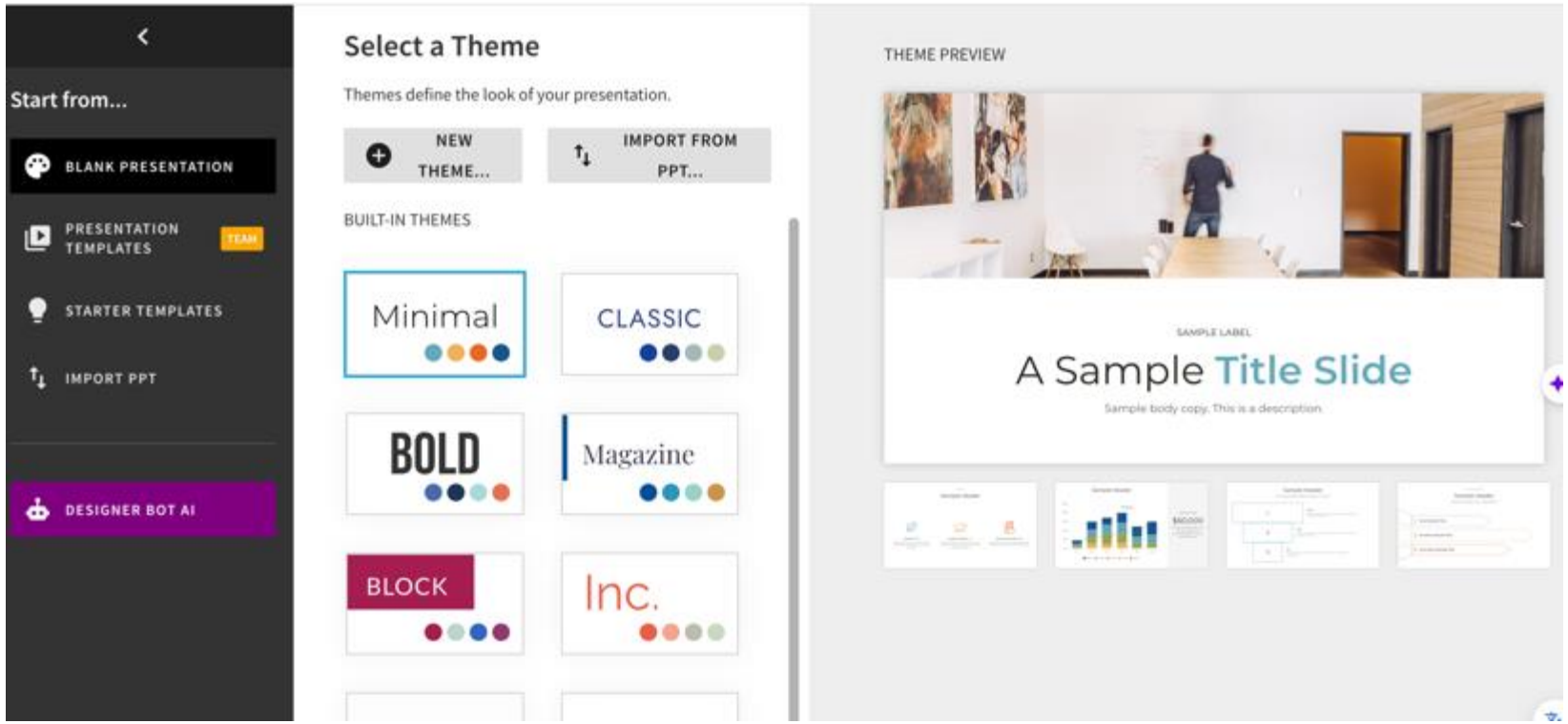
Design

Design for dummies



Canva

Beautiful presentations



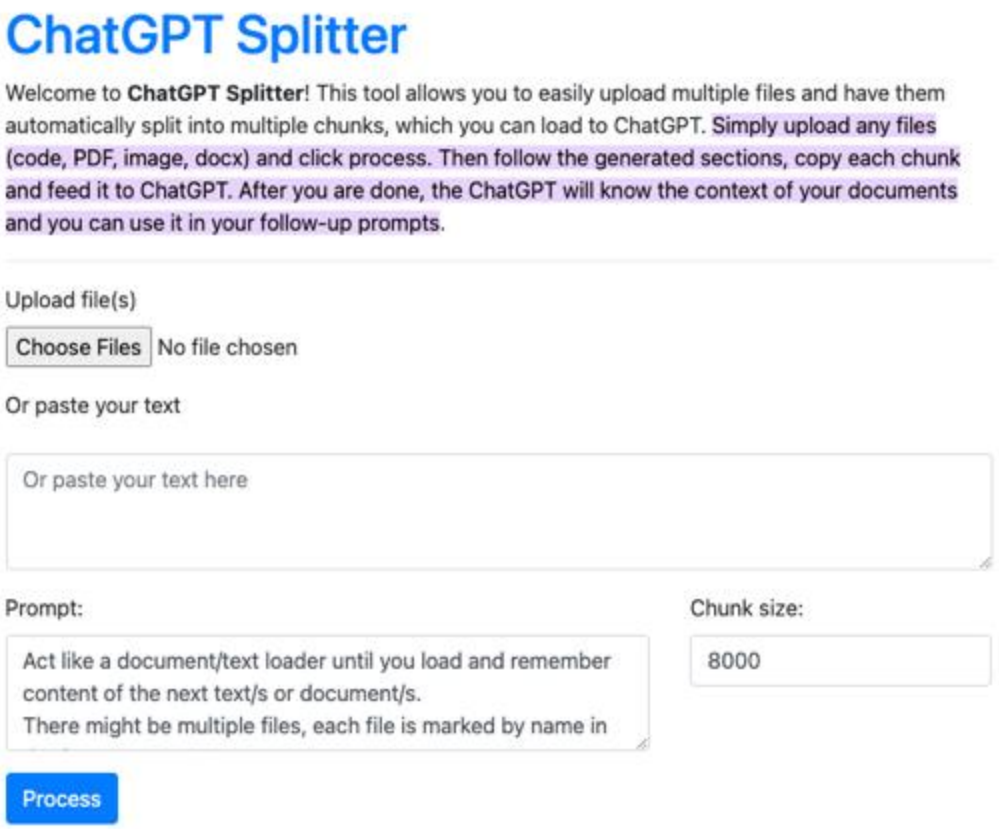
beautiful.ai

The power of the perfect prompt

Give it a specific role then tell me what to do

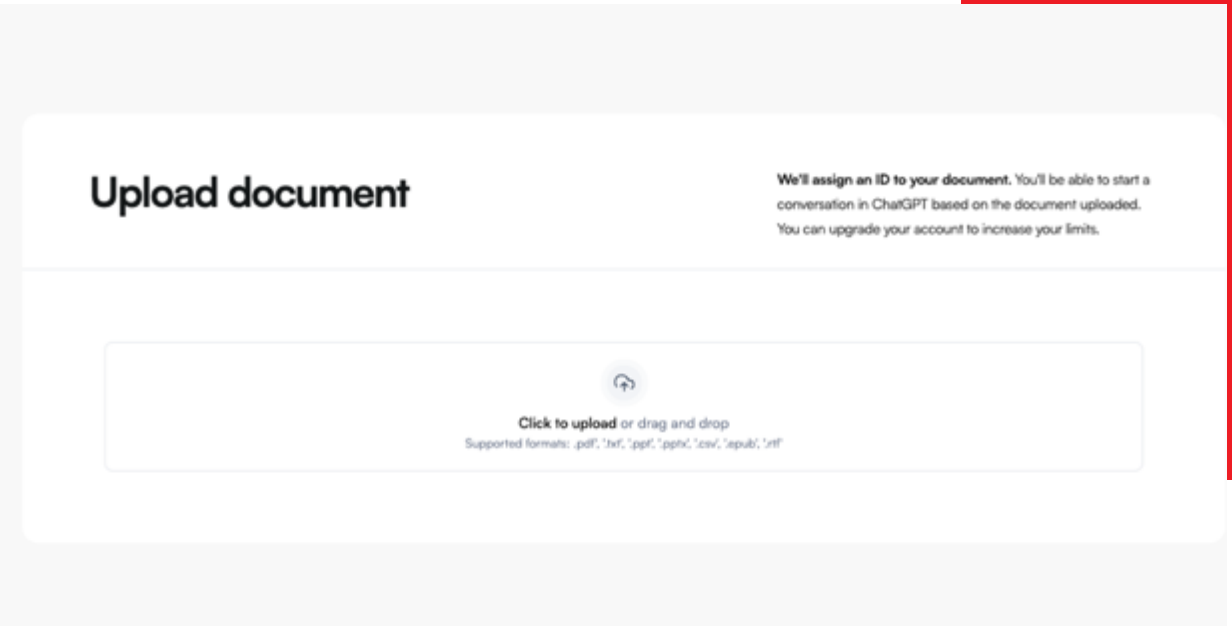
It helps when we give a specific role to ChatGPT: Act as [ROLE]

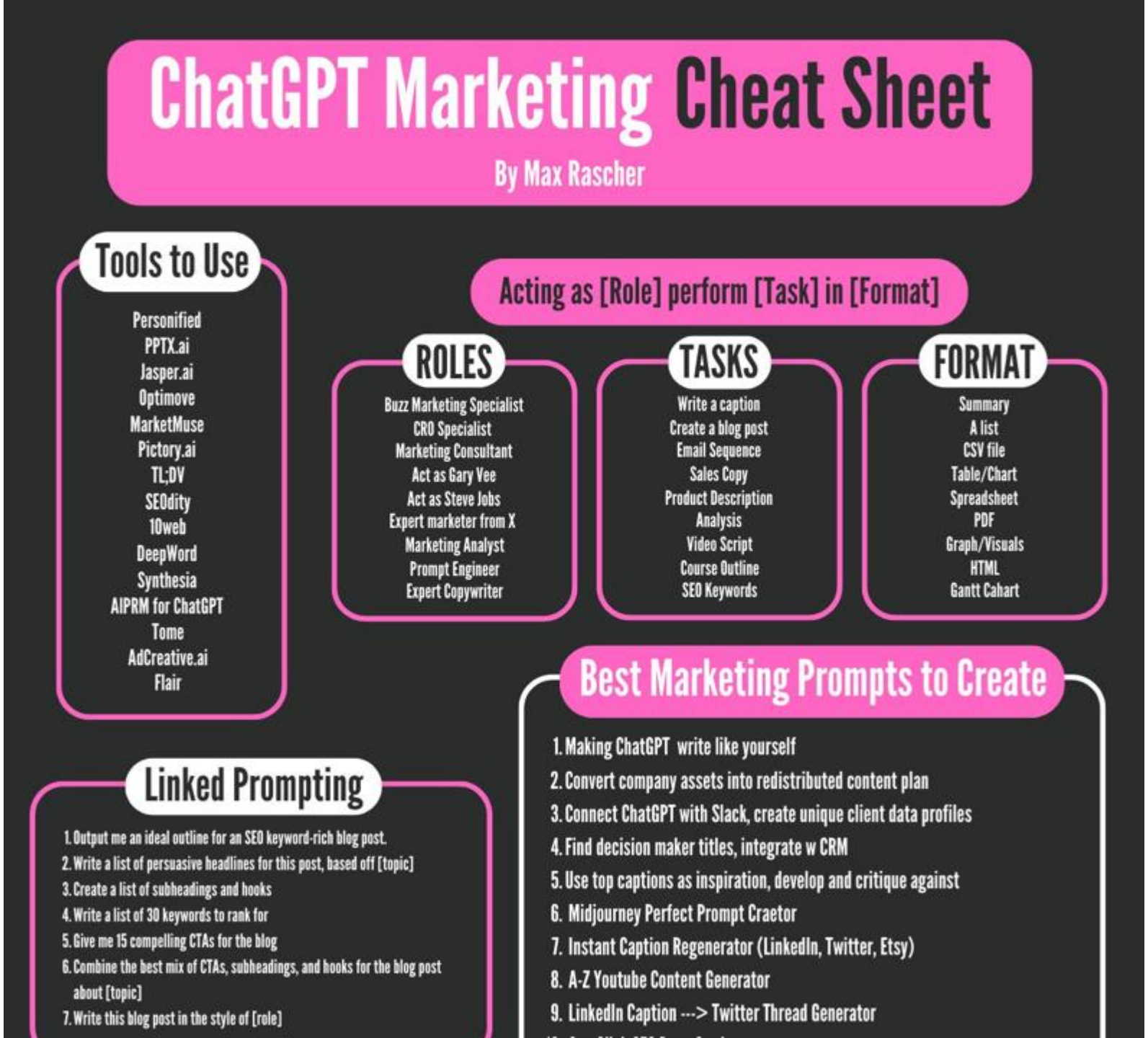
It forces Chat GPT to remain in this role and give you expert advice and outputs



Give me context

Give me context





Click here to access.

Prompting Best Practices by OpenAI

1) Write clear instructions

Provide as much detail as you can

→ E.g. "Write a TypeScript function to efficiently calculate the Fibonacci sequence. Comment the code liberally to explain what each piece does and why it's written that way."

Give ChatGPT a persona

→ E.g. "Act as a world-class marketing strategist."

Label your input

→ E.g. "Details: [insert details]
Tone: [insert tone words]"

Walk through instructions step-by-step

→ E.g. "Step 1: First, calculate the sum of all...
Step 2: Then, output a table with the sums..."

Provide examples

→ E.g. "Input: pork, beef, asparagus
Output: meat, meat, vegetable"

2) Provide reference text

- You can paste in a lot of reference material directly into ChatGPT
- e.g. previous social posts (to mimic voice), reports (to extract info) or industry notes (to write marketing content that resonates)
- Just clearly label what you are inputting vs. what you are asking ChatGPT to do

3) Split complex tasks into smaller subtasks

ChatGPT does better if you feed it small, well-scoped questions

→ Bad: "Determine if this person is eligible for our program."
→ Good: "Is this person over the age of 65?" "Is this person living in the US?" "If answer is yes to both, the person is eligible."

4) Give GPTs time to "think"

I.e., have it plan and reflect on its answers

→ "First, think step-by-step and outline your plan to solve the problem."
→ "Are there any other references that you did not include?"
→ "First, write the pseudocode for your solution"

5) Use external tools

1. Use embeddings to more efficiently pull in outside information
2. Let the model write code and call APIs to do work

6) Test changes systematically

For "serious" prompts, keep a list of questions/good answers that you can test any new prompt versions against.

This might also be useful to test across models and versions.

Click here to access.

ChatGPT: Zero to Power User

Cheat Sheet

KEY TERMS

OpenAI: parent company of ChatGPT
Generative AI: category of AI that can "produce" content like text/images vs. specific tasks like predicting things
AI models: think of these as big, big math equations
Large language models: very big math equations that are very good at predicting the next word
Prompts: messages you send to ChatGPT
Prompt engineering: the "science" of sending the exact right messages to ChatGPT to get the output you want

KEY USE CASES

- **Summarizing** long text, transcripts, articles, reports
- **Brainstorming** ideas, outlines, new concepts
- **Synthesizing** insights and takeaways from text
- **Writing** blog posts, articles, press releases, standard operating procedures, pretty much any type of text
- **Coding** scripts and small programs
- **Extracting** data and patterns from messy text
- **Reformatting** text/data from messy text to tables/structure

PROMPT FRAMEWORKS

Get better output by structuring your prompts:

- **RTF (Role, Task, Format)**
- **CTF (Context, Task, Format)**
- **RASCEF (Role, Action, Steps, Context, Examples, Format)**

Two methods to prompting:

- **Megaprompts:** Write one big message that contains all of the above. E.g., ask for a full press release.
- **Prompt chaining:** Break down the task into smaller steps. E.g., start by asking for a blog post idea, then an outline, then the content.

TONES

"Tone: [x]"
"Write using a [x] tone"

CONVERSATIONAL
LIGHTHEARTED
PERSUASIVE
SPARTAN
FORMAL
FIRM

FORMAT

- "Be concise. Minimize excess prose."
- "Use less corporate jargon."
- "Output as bullet points in short sentences."
- "Output as a table with columns: [x], [y], [z], [a]
- "Be extremely detailed."

MODES

1. **Intern:** "Come up with new fundraising ideas."
2. **Thought Partner:** "What should we think about when generating new fundraising ideas?"
3. **Critic:** "Here's a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?"
4. **Teacher:** "Teach me about [x]. Assume I know [x] and adjust your language."

MISC. TIPS

- **Encouragement = better:** "You are world-class at marketing."
- **Scolding also = better:** "Make this better/more insightful."
- **If the output is bad, add more detail/background info**
- **Ask it to check its work:** "Are there any topics you missed?"
- **Adjust temperature:** Add "Temperature: x" to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).

EXAMPLE PROMPTS

Example context (attach before prompt): "I run a bake shop called Pete's Pies located in Denver. We sell vegan cookies, brownies and cakes. My brand is witty, humorous and irreverent."

1. "Write 5 subject lines I should use for a holiday sale. Maximum 8 words each."
2. "Come up with a 5-day email sequence outline based on the teachings of the world's best e-commerce marketers to sell my ebook called 'Baking Wonders'"
3. "Write a landing page header for my new Salt Lake City location. Generate 10 ideas. Make sure they're creative."
4. "Write a cold email to the CEO of a local insurance agency. Assume they are interested in catered dessert. End of email asks for a 15-minute call. Max length 50 words. Tone: professional, enthusiastic."
5. "I'm hiring for a part-time baker position. Draft a job description using what you know about my business."
6. "I need to increase sales by 10% this year. What are some growth strategies I should think about?"
7. "Here are the reviews from my Google Reviews page. Summarize the feedback from my customers."
8. "Below are scratch notes from my recipe notebook. Format as a recipe to be shown online."

OTHER CHATBOTS

Bing Chat · Anthropic Claude · Poe · Google Bard

USEFUL PLUGINS

requires ChatGPT Plus ($20/month)

Zapier · Prompt Perfect · Noteable · Video Insights · Show Me · B12 AI Websites · Brandmitch · Substack IQ · Tandem · AskYourPDF

PROMPT INSPIRATION

PromptHero · SnackPrompt

Compiled by Pete Huang
Get the HI-RES version at theneurondaily.com

Click here to access.

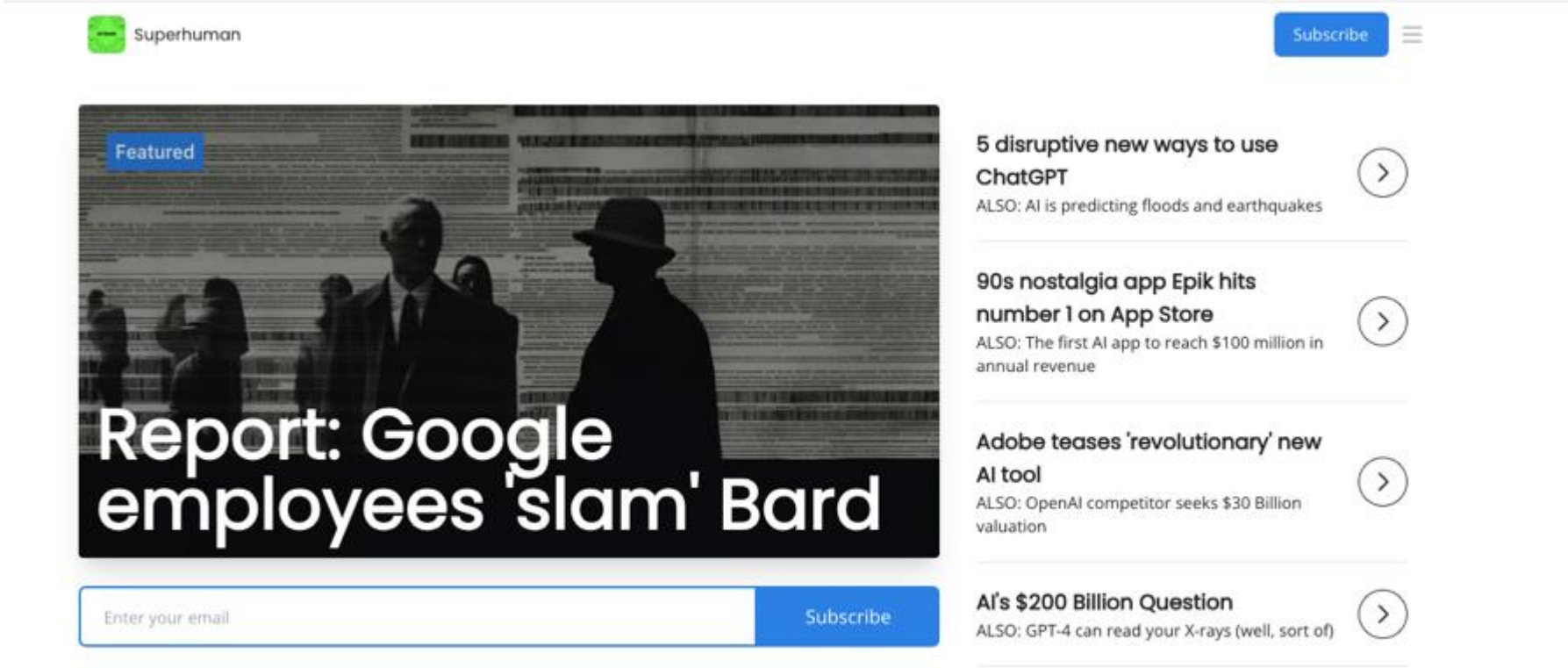
Practical considerations

1. Copyright sits with the AI unless you've edited it
2. Privacy (sensitive info)
3. Not possible for ChatGPT and Claude AI to plagiarise. It predicts the next word. It doesn't copy swathes of text off the Internet.
4. Always check your facts
5. Edit the work – don't accept it at face value

Instilling a culture of AI

1. DDAD exercise: Delete, Delegate, Automate and Do
2. For the Delegate or Automate, make a list of the tasks and what are processes that comprise the full task.
3. Map against the AI tech stack that can do each of those sub tasks
4. Help your team overcome their fears (see notes)

Where to get more info from?



People to follow

Darren Gibb

Julia McCoy

Steve Nouri

Andrew Ng

Yann LeCun

THANK YOU