

Beyond Reality:

*AI's power to redefine
Tourism, Work and Experiences*

Dr Marianna Sigala

Professor of Marketing

Director of the International Hotel School



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WHAT IS AI?



AI develops machine intelligence that **mimics human intelligence** e.g.:

- the ability of knowledge and reasoning
- problem-solving
- (reinforcing) learning
- communicating
- perceiving
- acting

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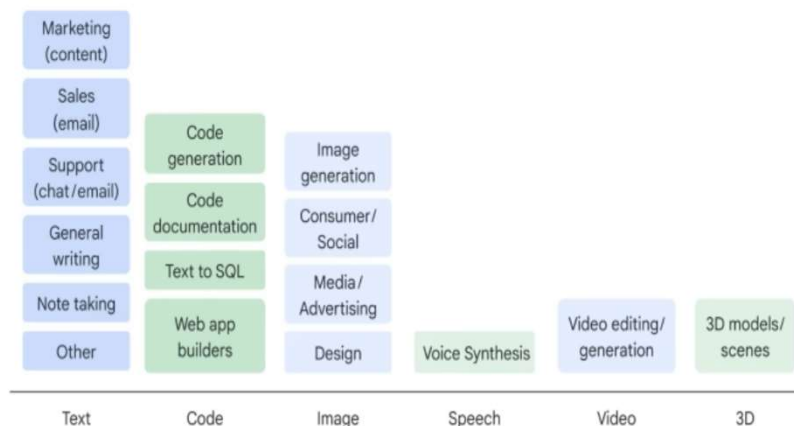
**AI includes
a Variety of Integrated Technologies
and
it is embedded in various technologies
(chatbot, avatars, holograms, robots)**

- LLM
- Machine learning
- Robotics
- Empathetic computing
- Conscious computing
- Computational creativity

Voice recognition
Image recognition
Video recognition

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**Generative AI is now
Multi-Modal**



Generative AI Application Landscape

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Generative AI in tourism and travel

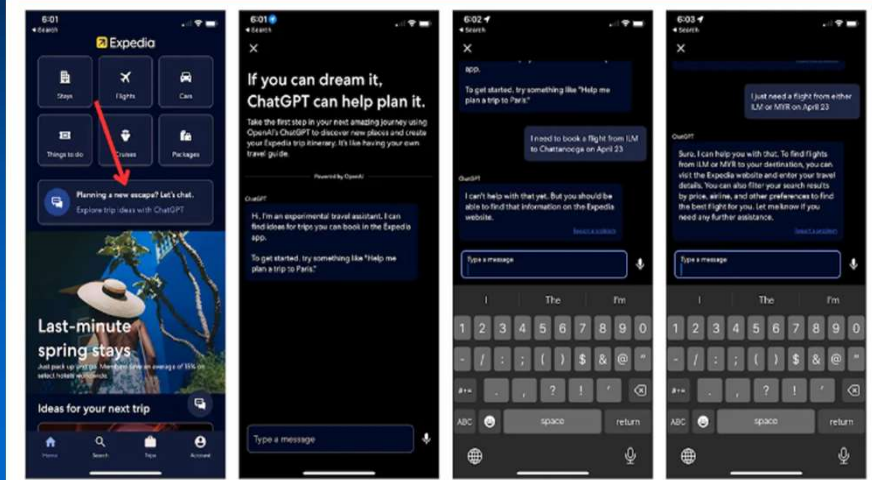
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**Generative AI
changing the way
people
search for and experience
tourism destinations**

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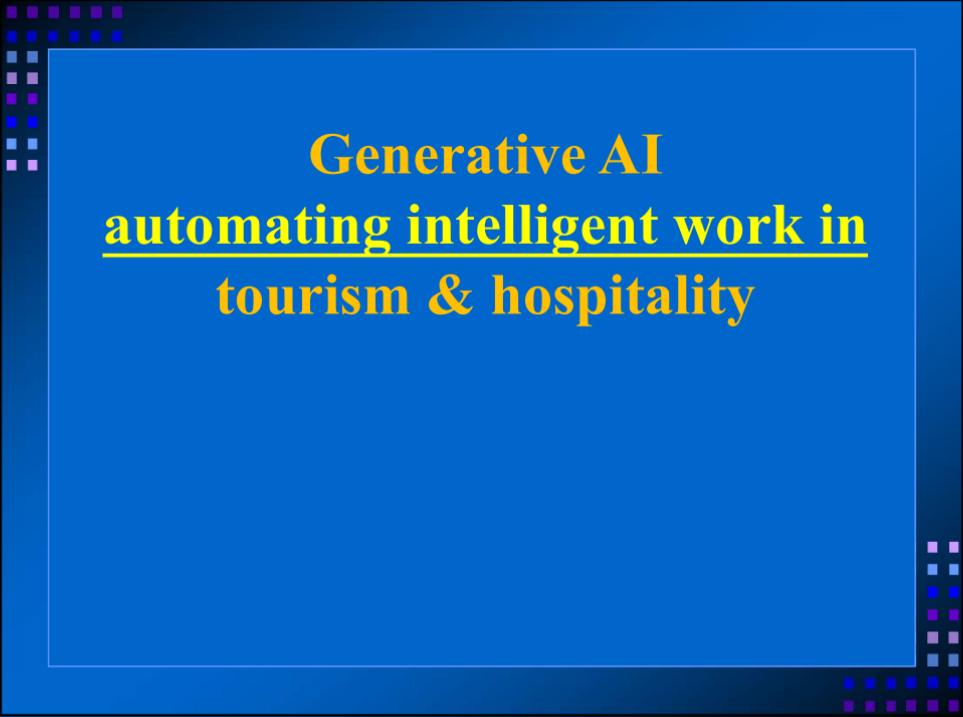
AI Travel Planning assistants



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Ray Ban multimodal AI glasses

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Generative AI
automating intelligent work in
tourism & hospitality

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Tourist attractions come alive with AI
and recommend visiting Denmark

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"The scripts are 100% generated by AI – we only removed parts and bits that were too long or simply not true," said Gustavussen.

To kick off the campaign, the Danish tourism board gave AI one simple task:

"Imagine that you are Mona Lisa. Write a speech on why people should visit Denmark instead of standing in line to see you."

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Taco Bell, Wendy's, Mc Donalds automated AI assistant



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Synthetic Experiences

- Virtual
- Hybrid
- Phygical
- Metaverse
-
-

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Stereotypical thinking: *Naïve Realism*

Many still view virtual / synthetic experiences as:

- non-tangible
- insignificant

and thus

- inherently 'false'
- worth less than their physical counterparts

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What is an Experience?

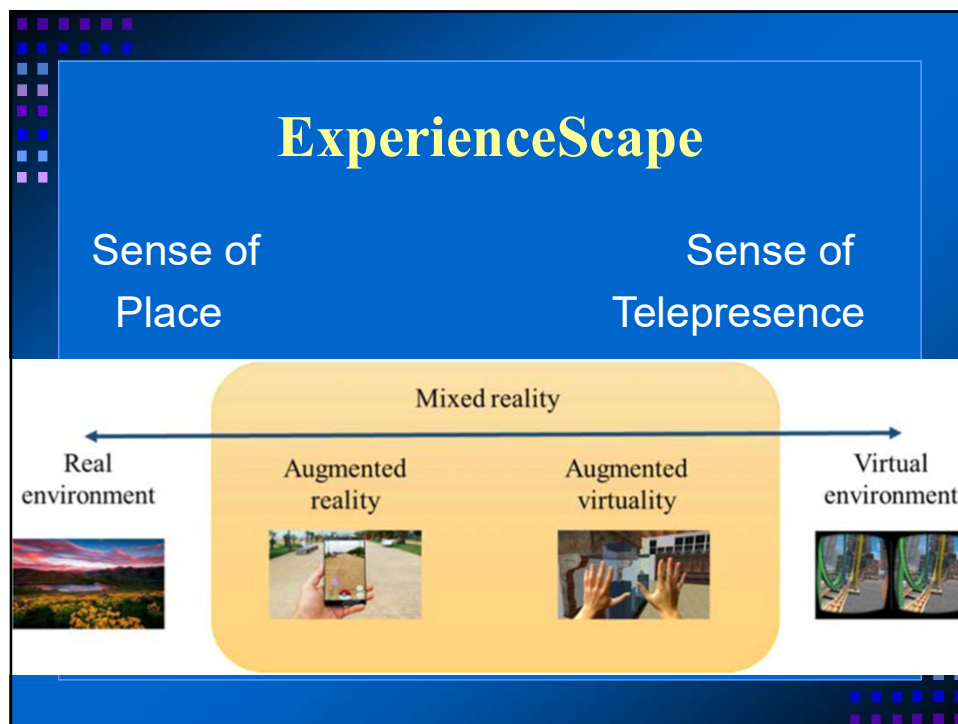
- People
- Feelings, emotions, thoughts
- Multi-sensorial Triggers
- Interactions
- Immersion
- experienceScape
- sense of presence in a place
- Sense of presence of people

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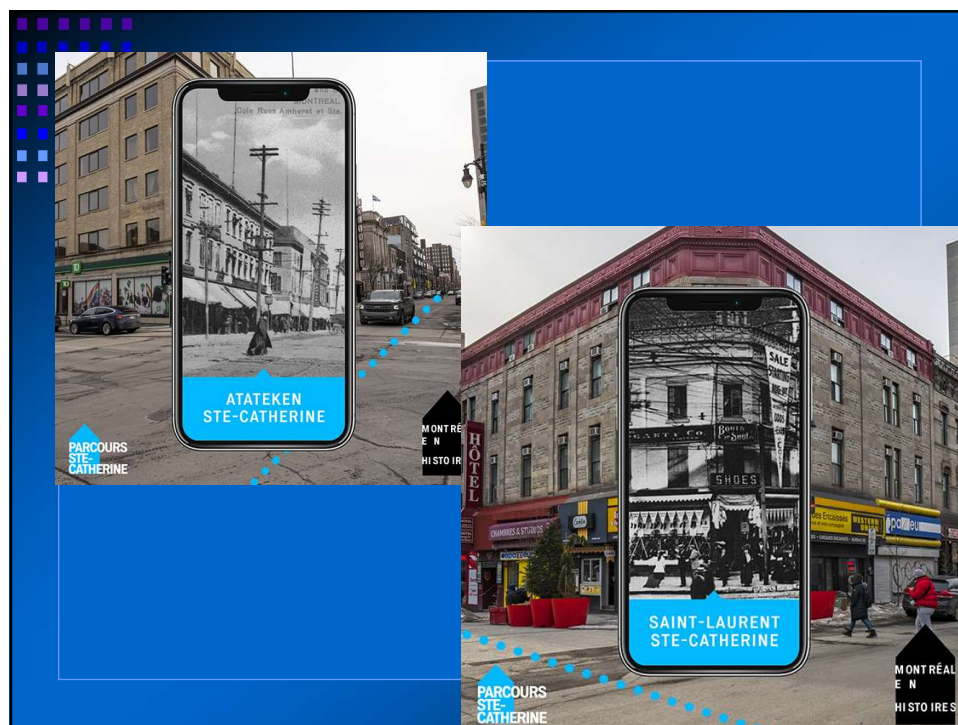
Synthetic Experiences

- | | |
|--------------------------------------|-------------------------------------|
| • People | Synthetic People |
| • Feelings, emotions, thoughts | Synthetic Feelings |
| • Sensorial Triggers | Synthetic Sensorial Triggers |
| • Interactions | Synthetic Interactions |
| • Immersion | Synthetic experienceScape |
| • experienceScape, sense of presence | |

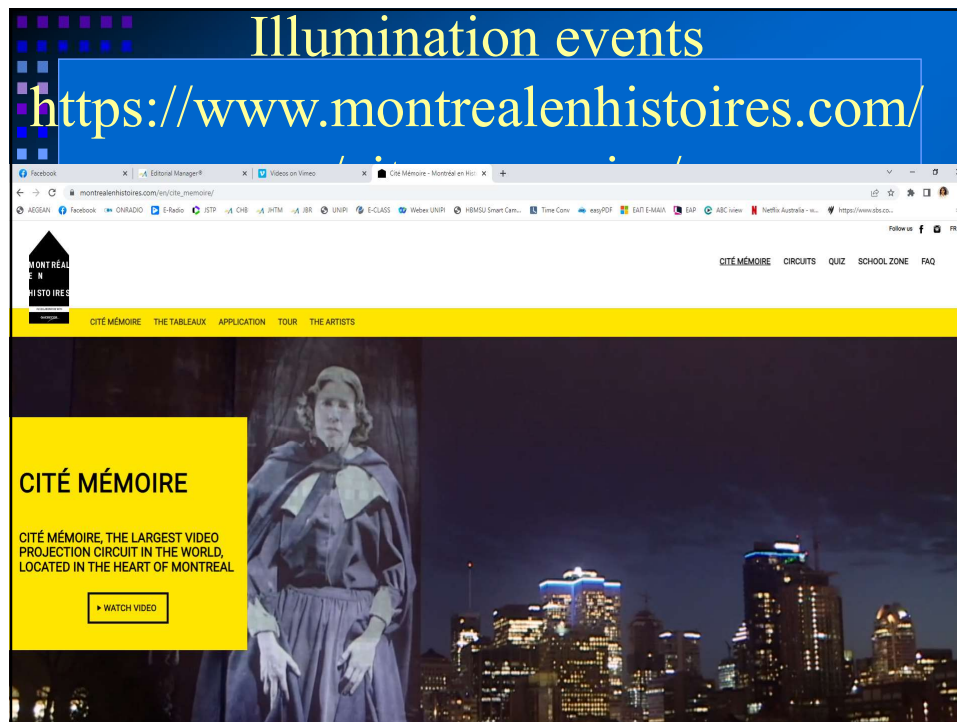
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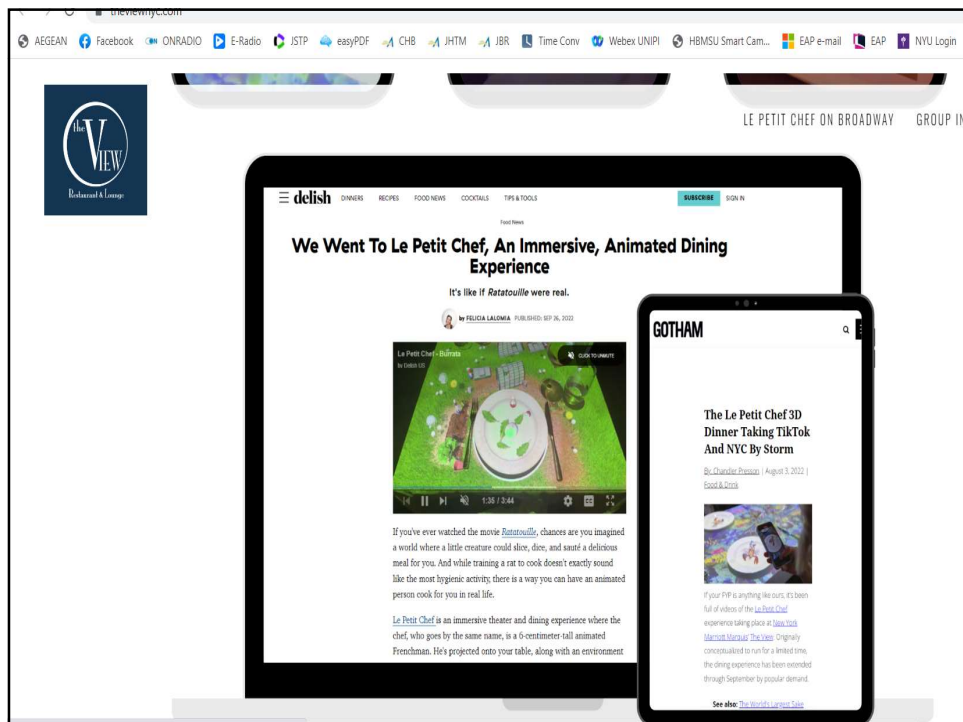
The lost Atlantis

Experience

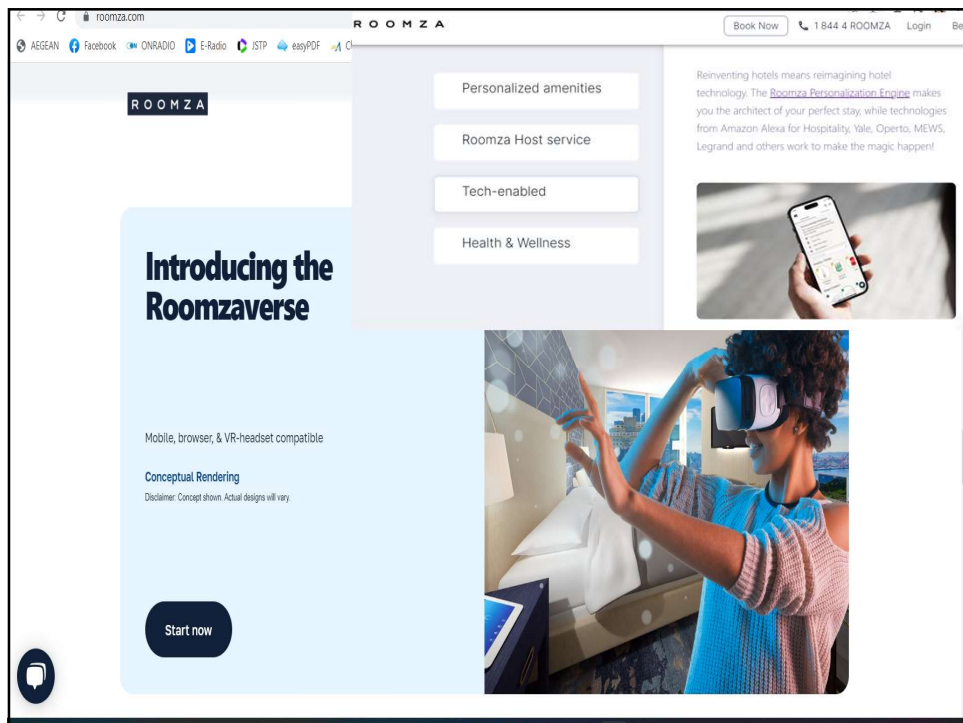
Embark on a journey in Greek History, Mythology, Philosophy and Geology! Inside the Museum you will have the opportunity to:

- Learn about the Minoan history of Santorini and the myth of Atlantis with the help of innovative technologies.
- Discover all the evidence that connect Plato's Lost Atlantis myth with the volcano eruption of the island through interactive videos.
- Explore the largest Atlantis diorama in the world and experience its everyday life through virtual windows in time with augmented reality.
- Follow Plato's Journey that inspired him to write about the ideal city through an interactive fresco.
- View a Holographic representation of the geological evolution of Santorini island from the prehistoric ages until today.
- The Greek philosopher Plato comes to life in an animated hologram. Converse with him and ask him about his philosophy and the theory that Santorini could be the origin of the Atlantis myth.
- Re-live, with all your senses, the earthquake, the tsunami and the volcanic eruption that led to the destruction of Atlantis in a 9D experience.
- All the exhibits are in 8 languages Greek, English, French, German, Italian, Spanish, Turkish and Chinese.

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Does synthetic experienceScape matter?

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Technological Forecasting & Social Change 185 (2022) 122090

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Digital forest recreation in the metaverse: Opportunities and challenges

Wanggi Jaung

*Division of Social Sciences, Duke Kunshan University, China
Environmental Research Center, Duke Kunshan University, China*

ARTICLE INFO ABSTRACT

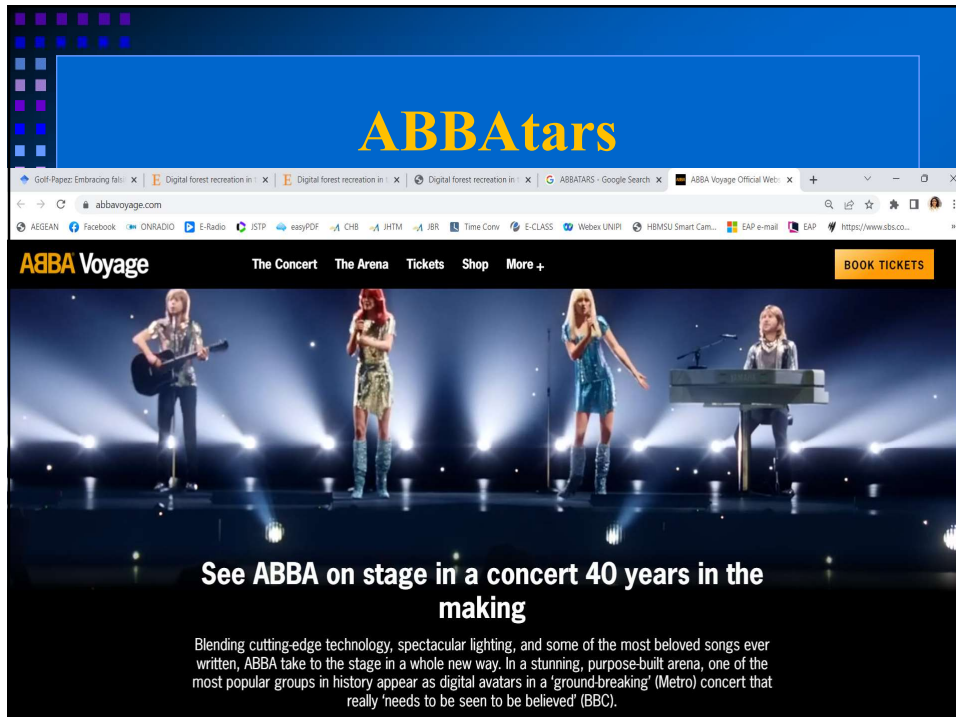
Keywords: *The metaverse could provide a new way of interacting with nature through immersive three-dimensional virtual*

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Synthetic, Virtual HUMANS Avatars - Holograms

Virtual employees, Virtual influencers, virtual Brand Ambassadors

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The screenshot displays the ABBA Voyage website. At the top, the title "ABBA Voyage" is prominently featured in a large, stylized font. Below the title, a navigation bar includes links for "The Concert", "The Arena", "Tickets", "Shop", and "More +", along with a "BOOK TICKETS" button. The main visual is a photograph of the four digital avatars of the band ABBA performing on a stage with dramatic lighting. Below the image, the text reads: "See ABBA on stage in a concert 40 years in the making". A paragraph of descriptive text follows, highlighting the use of cutting-edge technology and the historical significance of the band.

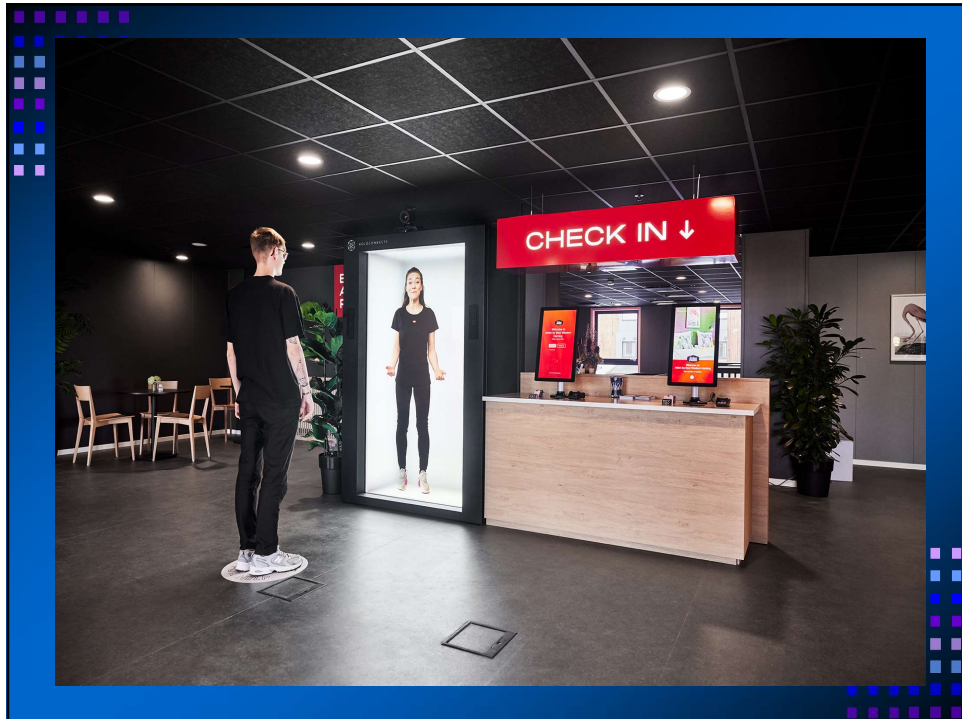
ABBA Voyage

The Concert The Arena Tickets Shop More + [BOOK TICKETS](#)

See ABBA on stage in a concert 40 years in the making

Blending cutting-edge technology, spectacular lighting, and some of the most beloved songs ever written, ABBA take to the stage in a whole new way. In a stunning, purpose-built arena, one of the most popular groups in history appear as digital avatars in a 'ground-breaking' (Metro) concert that really 'needs to be seen to be believed' (BBC).

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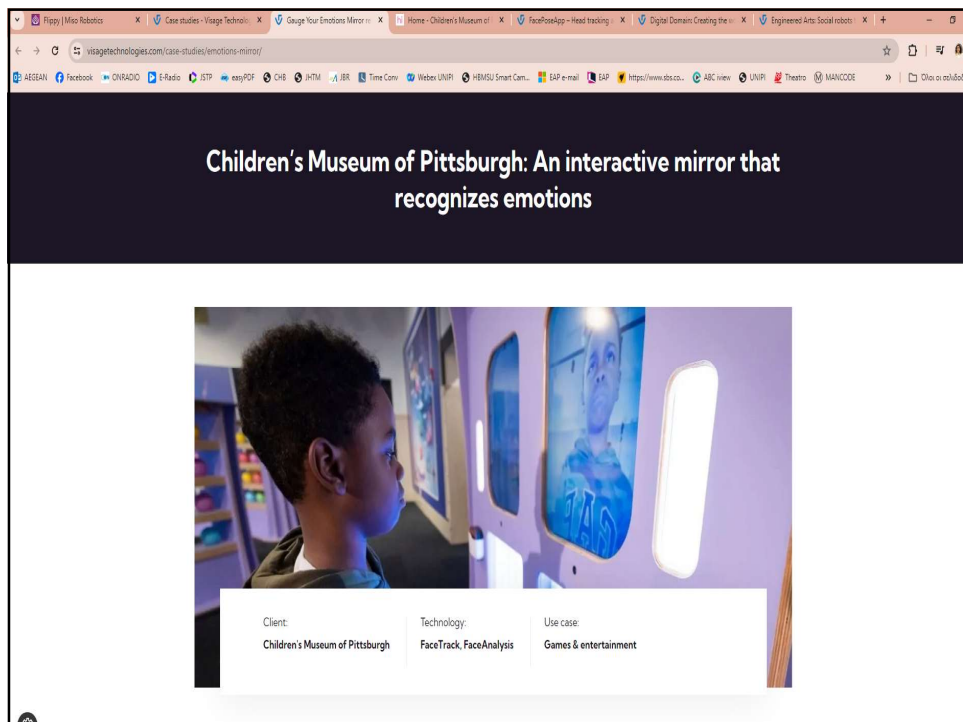


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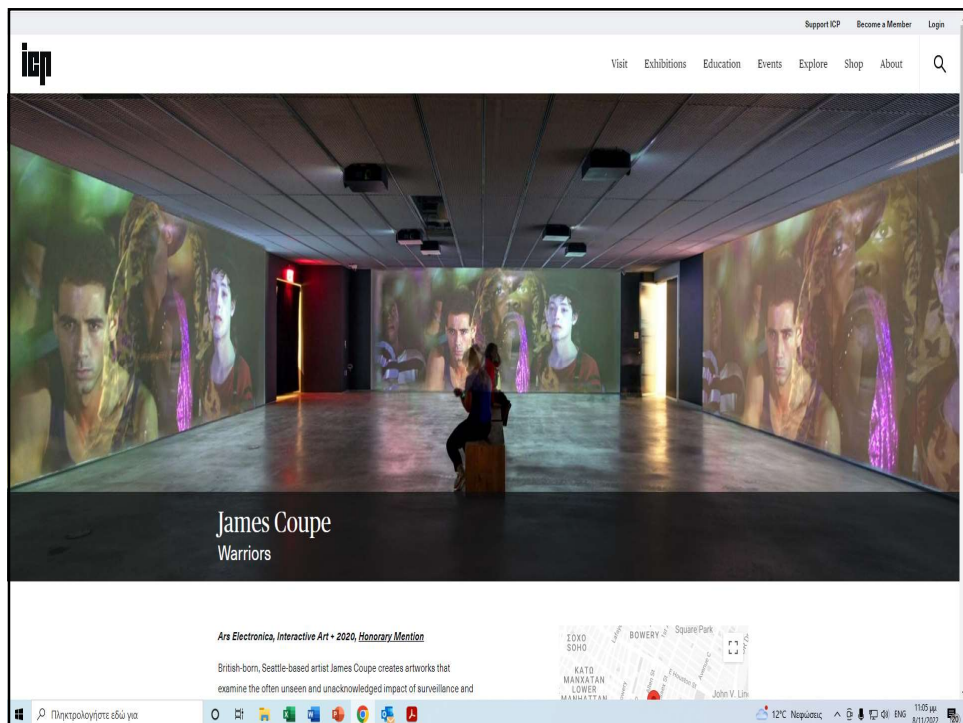
Type of experiences

- 1.0 – staged experience
- 2.0 – co-created experiences
- 3.0 – transformational experiences

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Synthetic media Synthetic experiences CHALLENGES _ QUESTIONS

- Who owns them? Copy right of:
 - digital identities
 - Bio-data
 - Gen AI outputs
- Ability to delete your copy?
- Legal responsibility
- Redefining death and live ?

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Prof Marianna Sigala
Marianna.Sigala@newcastle.edu.au



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