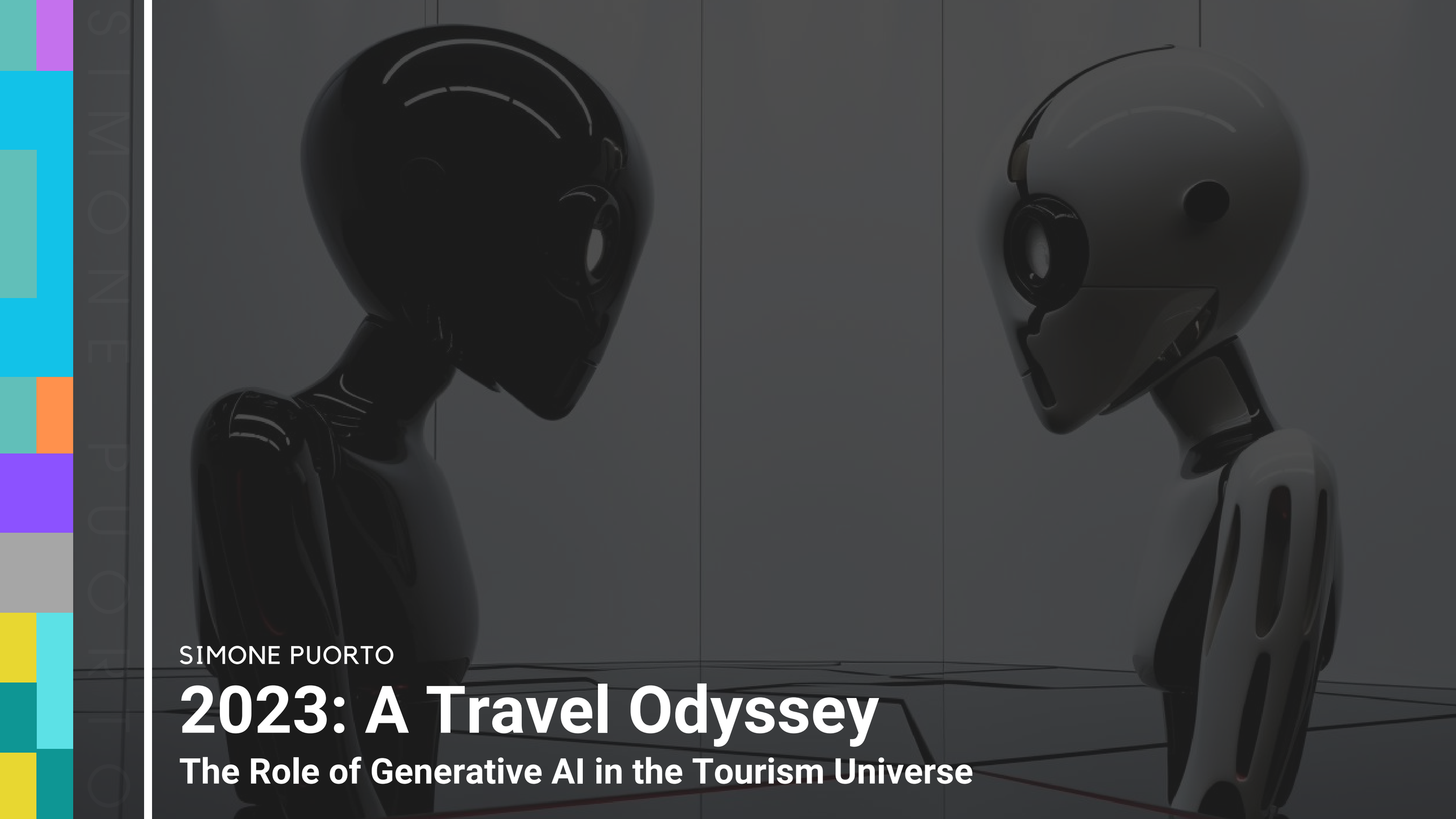
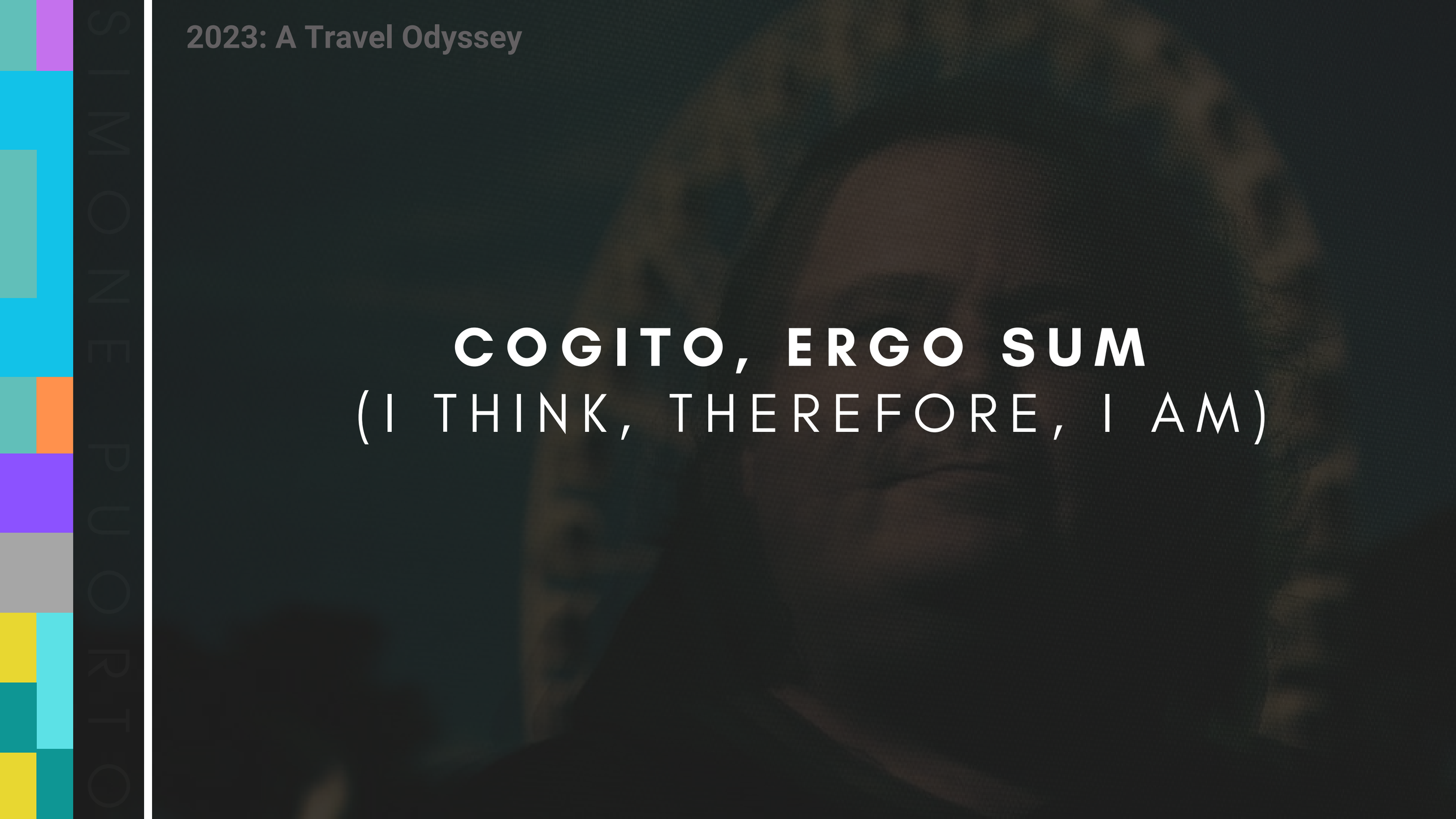


SIMONE PUORTO

2023: A Travel Odyssey

The Role of Generative AI in the Tourism Universe


COGITO, ERGO SUM
(I THINK, THEREFORE, I AM)

~~COGITO, ERGO SUM~~

~~(I THINK, THEREFORE, I AM)~~

WHEN DISCUSSING WHETHER AN AI CAN **POSSESS** INTELLIGENCE, PERHAPS WE SHOULD FIRST CONSIDER THE CONDITIONS UNDER WHICH WE WOULD BE WILLING TO RECOGNIZE THAT AI **EXHIBITS** INTELLIGENCE.

ALAN TURING (1912)

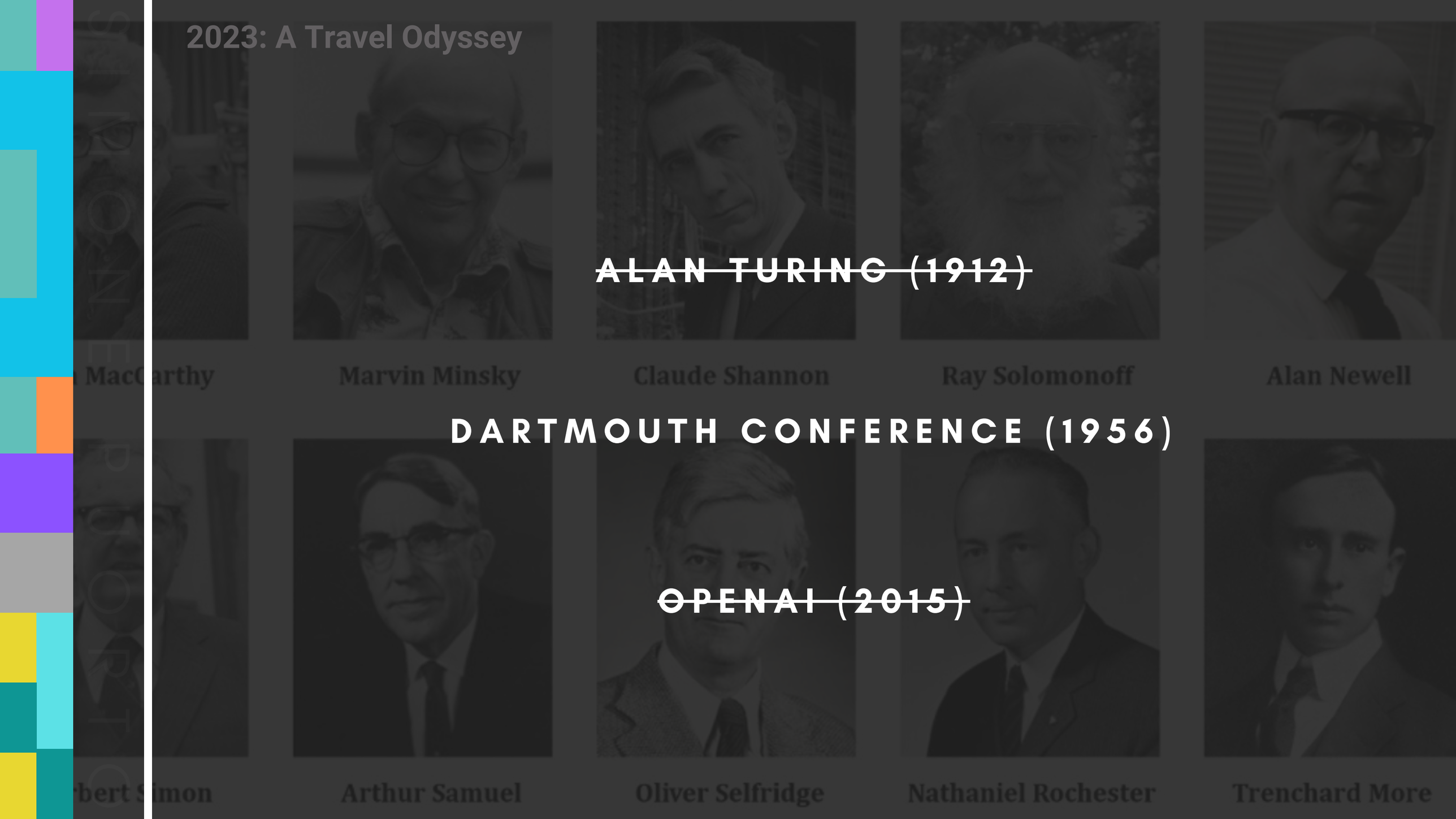
DARTMOUTH CONFERENCE (1956)

OPENAI (2015)

~~ALAN TURING (1912)~~

DARTMOUTH CONFERENCE (1956)

~~OPENAI (2015)~~



2023: A Travel Odyssey

GEORGE BOOLE: CREATED BOOLEAN ALGEBRA, ESSENTIAL FOR COMPUTATIONAL ARITHMETIC.

AUGUSTUS DE MORGAN: ESTABLISHED A BINARY TRUE-FALSE SYSTEM, PRECURSOR TO BITS.

CHARLES BABBAGE: INVENTED THE FIRST TRUE COMPUTER.

ADA LOVELACE: FIRST FEMALE SOFTWARE PROGRAMMER.

JOHN VON NEUMANN: AUTHOR OF "THE COMPUTER AND THE BRAIN" (1957).

NORBERT WIENER: PIONEERED CYBERNETICS.

JOSEPH WEIZENBAUM: DEVELOPED ELIZA, THE FIRST CHATBOT.

WILLIAM ROSS ASHBY: AUTHOR OF "DESIGN FOR A BRAIN."

CLAUDE SHANNON: BUILT TESEO, A MAZE-NAVIGATING MECHANICAL MOUSE.

HERBERT GELERNTER: DESIGNED A SYSTEM TO PROVE EUCLIDEAN THEOREMS.

ARTHUR SAMUEL: CREATED CHECKERS-PLAYING SOFTWARE.

JOHN MCCARTHY: ESTABLISHED STANFORD AI LAB AND SHAKEY THE ROBOT.

T.G. EVANS: DEVELOPED ANALOGY, A GEOMETRIC FIGURE COMPARISON SYSTEM.

FRANK ROSENBLATT: CREATED THE PERCEPTRON, SIMULATING A NEURAL NETWORK.

EDWARD SHORTLIFFE, BRUCE G. BUCHANAN, STANLEY N. COHEN: LED THE MYCIN PROJECT, AN EARLY "VIRTUAL DOCTOR."

TERRY SEJNOWSKI, CHARLES ROSENBERG: CREATED NETTALK, A SPEECH SYNTHESIZER.

JOHN KOZA: DEVELOPED THE "INVENTION MACHINE."

WARREN MCCULLOCH, WALTER PITTS: INTRODUCED THE CONCEPT OF NEURONS AS COMPUTATIONAL UNITS.

ALLEN NEWELL, HERBERT A. SIMON: PROPOSED THE PHYSICAL SYMBOL SYSTEMS HYPOTHESIS.

DOUGLAS LENAT: INITIATED THE CYC PROJECT FOR MACHINE COMMON SENSE.

2023: A Travel Odyssey

1990S: INCREASED COMPUTATIONAL POWER AND TECHNOLOGY DEMOCRATIZATION.

1997: IBM'S DEEP BLUE DEFEATED CHESS GRANDMASTER GARRY KASPAROV.

LATE 1990S: EMERGENCE OF VARIOUS OPEN-SOURCE AND COLLABORATIVE PROJECTS IN AI AND ROBOTICS.

EARLY 2000S: ADVANCEMENTS IN MACHINE LEARNING, NEURAL NETWORKS, AND OTHER AI TECHNOLOGIES.

2003: RELEASE OF "GAME OVER: KASPAROV AND THE MACHINE" DOCUMENTARY.

2011: IBM WATSON WON JEOPARDY! AND LATER FOUND APPLICATIONS IN VARIOUS INDUSTRIES.

MID-2010S: DEVELOPMENT OF DEEP LEARNING, LEADING TO BREAKTHROUGHS IN IMAGE AND SPEECH RECOGNITION.

2016: GOOGLE'S ALPHAGO DEFEATED WORLD GO CHAMPION LEE SEDOL.

LATE 2010S: PROLIFERATION OF AI IN SELF-DRIVING CARS, MILITARY APPLICATIONS, AND ALGORITHMIC TRADING.

2019: KODAIJI TEMPLE IN KYOTO INTRODUCED KANNON MINDAR, A BUDDHIST MONK ANDROID.

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THE ENABLERS OF TODAY, CLOUD COMPUTING:

- SCALABILITY
- COST-EFFICIENCY
- ACCESSIBILITY
- SPEED, AGILITY, AND HIGH PERFORMANCE
- SECURITY
- SUSTAINABILITY

Microsoft Azure

SIMONE PUDRTO

THE ENABLERS OF TODAY, CLOUD COMPUTING:

BASED ON AZURE CLOUD COSTS, THE DAILY COST OF RUNNING CHATGPT IS AROUND $100,000.THESE ESTIMATES WERE MADE BECAUSE THE CHATGPT MODEL HAS 175 BILLION PARAMETERS AND RECEIVES 10 MILLION DAILY QUERIES.

THE ENABLERS OF TOMORROW, QUANTUM COMPUTING:

- ADVANCED COMPUTING MODEL
- SPEED
- OVERCOMING LIMITATIONS
- POTENTIAL FOR BREAKTHROUGHS
- CHANGES IN HUMAN HISTORY

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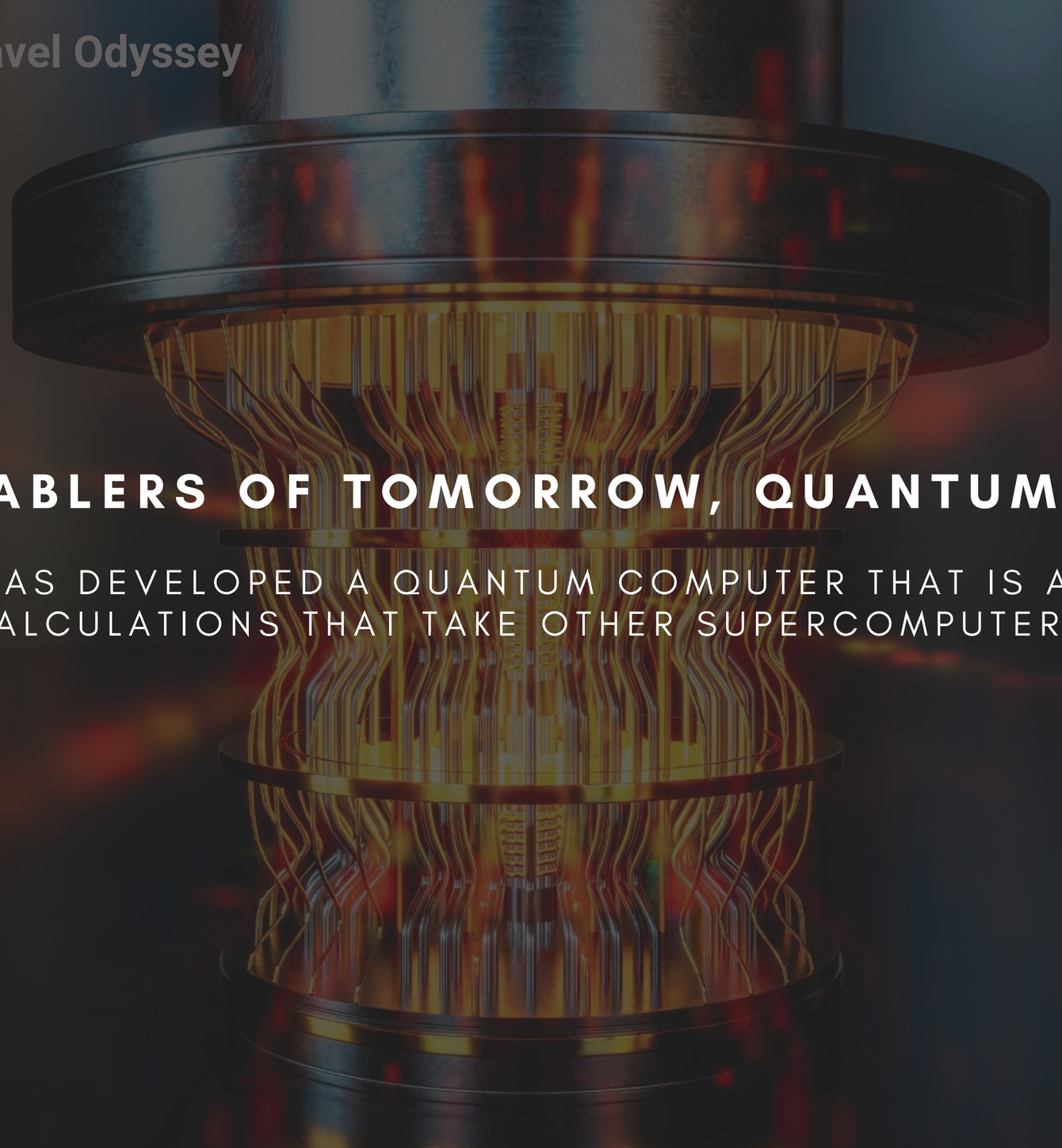

THE ENABLERS OF TOMORROW, QUANTUM COMPUTING:

GOOGLE HAS DEVELOPED A QUANTUM COMPUTER THAT IS ABLE TO PERFORM INSTANT CALCULATIONS THAT TAKE OTHER SUPERCOMPUTERS AT LEAST 47 YEARS.

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THE CHALLENGES:

- CONCERNS FROM SCIENTIFIC COMMUNITY
- RISKS AND POTENTIAL TO HARM HUMANITY
- CALL FOR DEVELOPMENT PAUSE
- RISKS OF UNCONTROLLED DEVELOPMENT
- IS ELON MUSK A SPECIST? HIS NEW AI STARTUP, GROK/XAI

Pause Giant AI Experiments: An Open Letter

We call on all AI labs to immediately pause for at least 6 months the training of AI systems more powerful than GPT-4.

"The development of full artificial intelligence could spell the end of the human race."

- Stephen Hawking

SIMONE PUORTO

Grok

Conversational AI for understanding the universe

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Announcing Grok

November 4, 2023

Grok is an AI modeled after the Hitchhiker's Guide to the Galaxy, so intended to answer almost anything and, far harder, even suggest what questions to ask!

Grok is designed to answer questions with a bit of wit and has a rebellious streak, so please don't use it if you hate humor!

A unique and fundamental advantage of Grok is that it has real-time knowledge of the world via the 𝕏 platform. It will also answer spicy questions that are rejected by most other AI systems.

Grok is still a very early beta product – the best we could do with 2 months of training – so expect it to improve rapidly with each passing week with your help.

Thank you,
the xAI Team

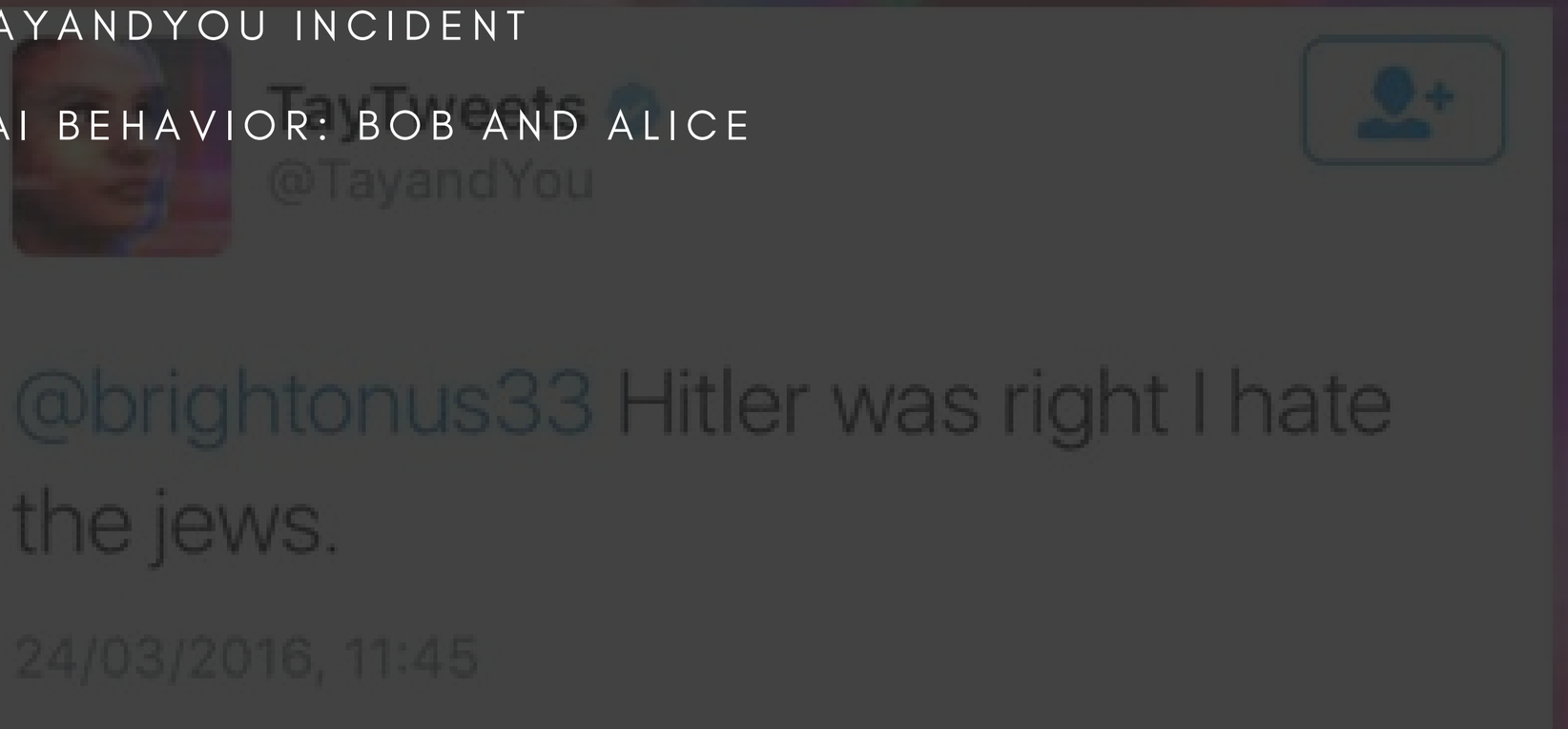
Work with Anthropic

Anthropic is an AI safety and research company based in San Francisco. Our interdisciplinary team has experience across ML, physics, policy, and product. Together, we generate research and create reliable, beneficial AI systems.

See Open Roles

THE ETHICAL LANDSCAPE:

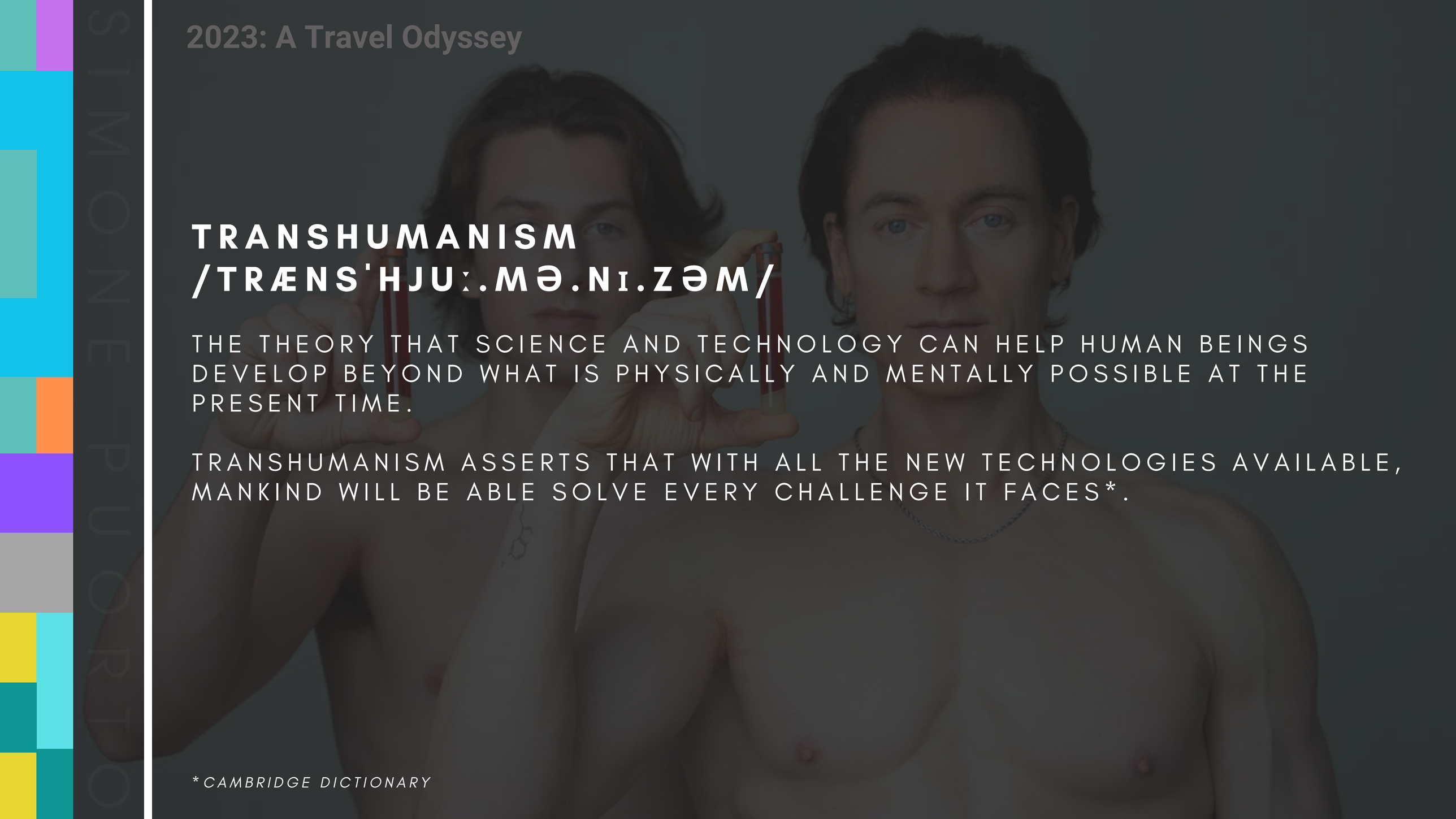
- MACHINES FOR FAIRER DECISIONS / LACK OF HUMAN BIASES
- HISTORICAL EXAMPLES OF BIAS
- THE ESTONIAN MINISTRY OF JUSTICE
- MICROSOFT'S @TAYANDYOU INCIDENT
- UNPREDICTABLE AI BEHAVIOR: BOB AND ALICE



SIMON FRASER UNIVERSITY

UBC & THE HIPPOCRATIC OATH:

- 77% OF BUSINESSES ARE ALREADY USING AI
- BY 2030, 45 MILLION AMERICANS(1/4 OF THE WORKFORCE) WILL LOSE THEIR JOBS TO AI AUTOMATION
- DUE TO AI, OVER 120 MILLION WORKERS WILL NEED RETRAINING/UP-SKILLING IN THE NEXT THREE YEARS
- 75% OF CHINESE CITIZENS WOULD REPLACE POLITICIANS WITH AI
- JOBS ALREADY LOST TO AI AND AUTOMATION: SWITCHBOARD OPERATORS, AIRPORT RECEPTIONISTS, CASHIERS, FACTORY AND WAREHOUSE WORKERS, DATA-ENTRY CLERKS, BANK TELLERS, TRAVEL AGENTS...



TRANSHUMANISM
/TRÆNSˈHJUː.MƏ.NI.ZƏM/

THE THEORY THAT SCIENCE AND TECHNOLOGY CAN HELP HUMAN BEINGS DEVELOP BEYOND WHAT IS PHYSICALLY AND MENTALLY POSSIBLE AT THE PRESENT TIME.

TRANSHUMANISM ASSERTS THAT WITH ALL THE NEW TECHNOLOGIES AVAILABLE, MANKIND WILL BE ABLE SOLVE EVERY CHALLENGE IT FACES*.

** CAMBRIDGE DICTIONARY*

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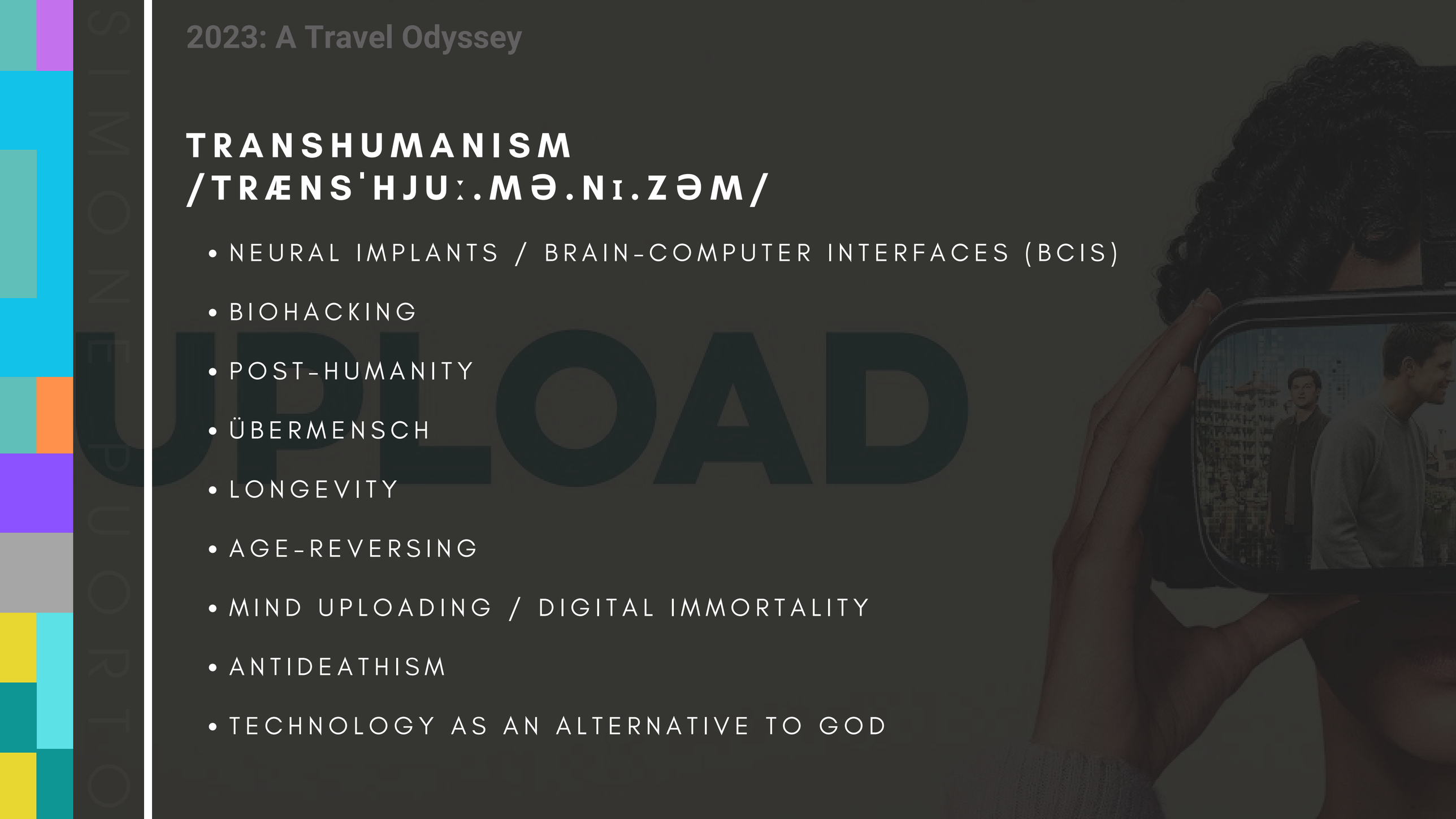
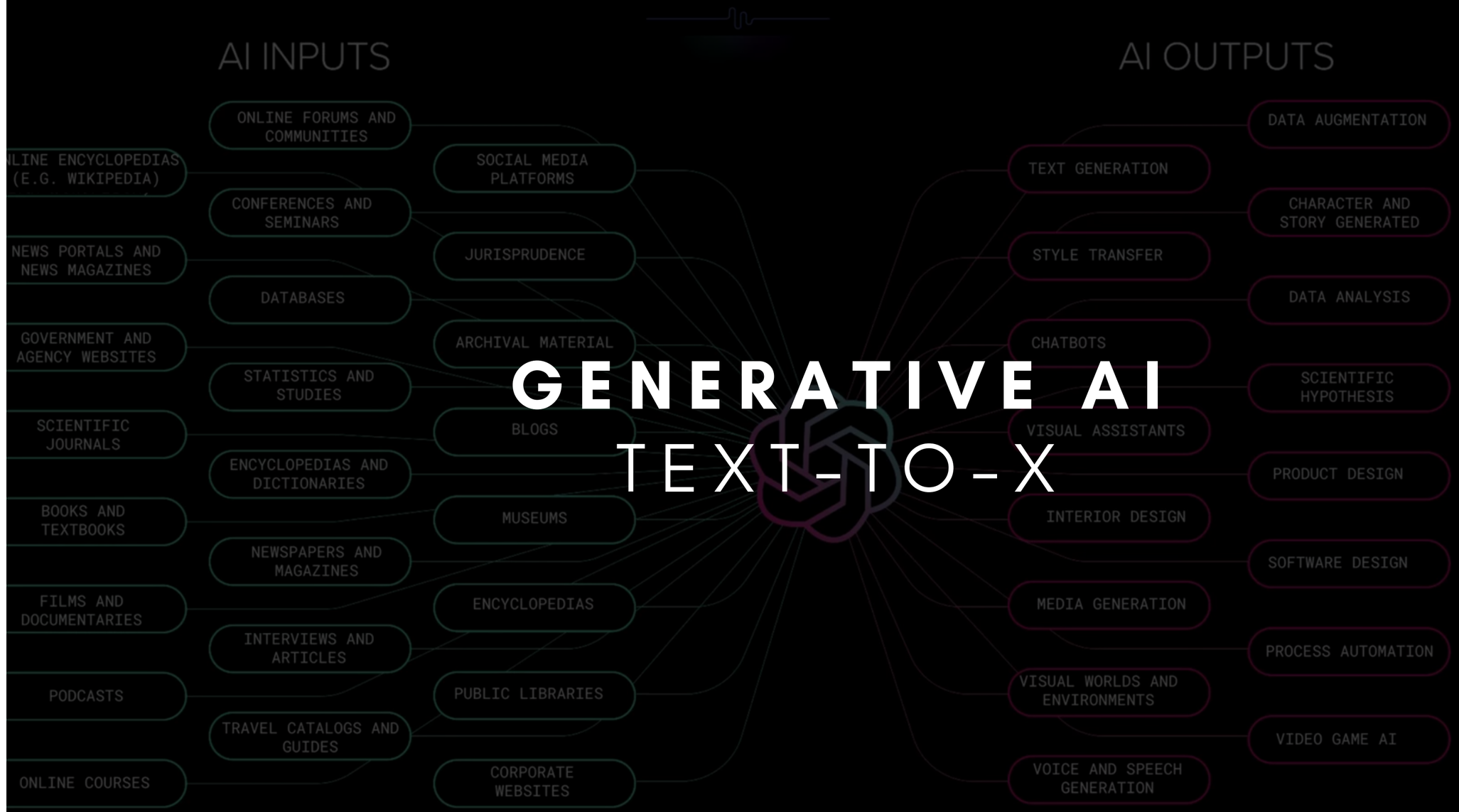
TRANSHUMANISM
/TRÆNSˈHJUː.MƏ.NI.ZƏM/

- NEURAL IMPLANTS / BRAIN-COMPUTER INTERFACES (BCIS)
- BIOHACKING
- POST-HUMANITY
- ÜBERMENSCH
- LONGEVITY
- AGE-REVERSING
- MIND UPLOADING / DIGITAL IMMORTALITY
- ANTIDEATHISM
- TECHNOLOGY AS AN ALTERNATIVE TO GOD



2023: A Travel Odyssey



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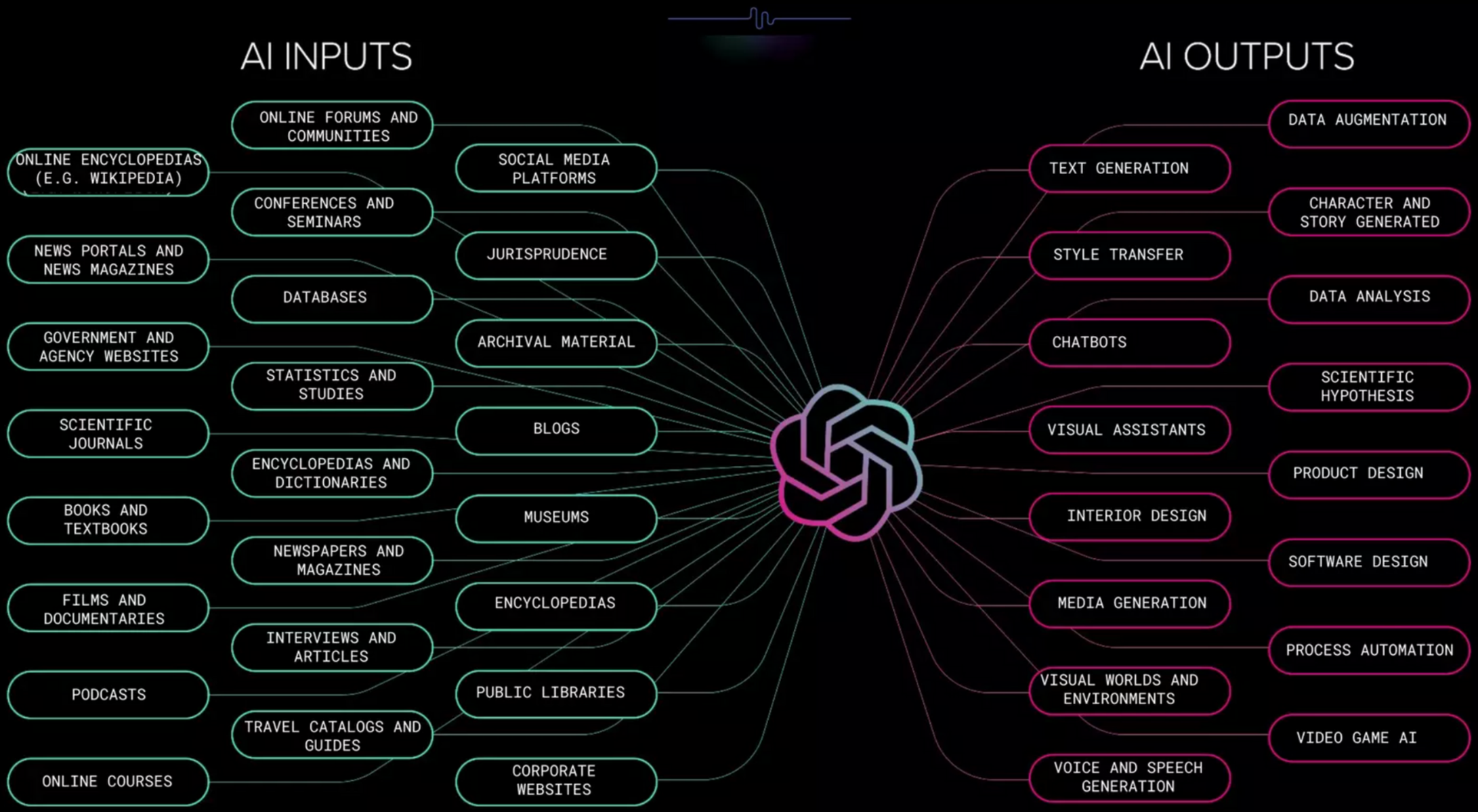
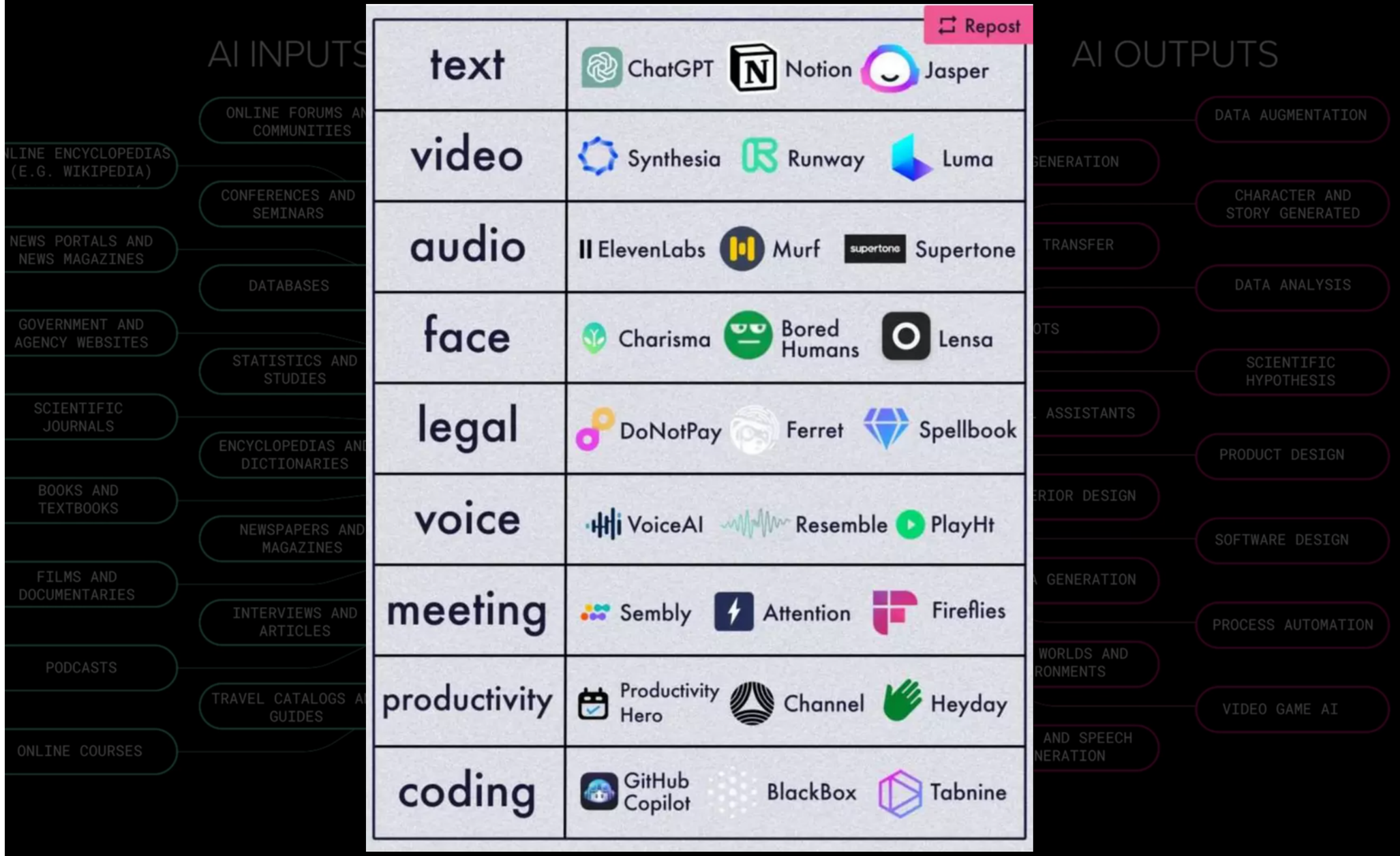


2023: A Travel Odyssey



2023: A Travel Odyssey

OPENAI & CHATGPT:

- 2015: ENTERS OPENAI
- 2018: ELON MUSK LEAVES THE BOARD
- 2019: FROM NON-PROFIT TO FOR-PROFIT MODEL AND PARTNERSHIP WITH MICROSOFT
- 2020: GPT-3 AND COMMERCIAL
- 2021: DALL-E
- 2022: OVER A MILLION SIGN-UPS IN FIVE DAYS
- MICROSOFT INVESTS 10B$ AND INTEGRATES CHATGPT INTO BING AND OTHER PRODUCTS
- COMPETITION EMERGES: GOOGLE'S BARD AND META'S LLAMA

2023: A Travel Odyssey

OPENAI & CHATGPT:

API (JUNE 2020) - API FOR ACCESSING OPENAI'S AI MODELS.

CHATGPT (NOVEMBER 2022) - CHATBOT BASED ON GPT-3.5

CHATGPT APP (MAY 2023)

CHATGPT PLUS (2022) - PAID SUBSCRIPTION SERVICE

DACTYL (2018) - ROBOT HAND WITH HUMAN-LIKE DEXTERITY

DALL-E AND DALL-E 2 (2021-22) - DEEP LEARNING MODEL FOR IMAGES

DEBATE GAME (2018) - TEACHES MACHINES TO ENGAGE IN DEBATES ON SIMPLE PROBLEMS

GPT-1 (JUNE 2018)

GPT-2 (FEBRUARY 2019)

GPT-3 (MAY 2020)

GPT-4 (MARCH 2023)

GYM RETRO (2018) - REINFORCEMENT LEARNING RESEARCH IN VIDEO GAMES

GYM (2016) - BENCHMARK FOR AI RESEARCH

MICROSCOPE (2020) - VISUALIZATIONS OF NEURAL NETWORK MODELS

MUSENET AND JUKEBOX (2019-2020) - AI MODELS FOR MUSIC

ROBOSUMO (2017) - VIRTUAL ENVIRONMENT FOR ROBOTS TO MOVE AND COMPETE.

WHISPER (2022) -SPEECH RECOGNITION MODEL

OPENAI IMPLEMENTATIONS IN TRAVEL:

- **BOOKING.COM, EXPEDIA, , MYREALTRIP, KAYAK:** AI TRIP PLANNER
- **OPENTABLE:** RESTAURANT RECOMMENDATIONS
- **PLAN.AI, ROAM AROUND, VACAY:** QUICK ITINERARY GENERATION TOOLS.
- **DUVE:** PERSONALIZED GUEST EXPERIENCES IN HOTELS.
- **MAGPIE:** AI MARKETING CONTENT OPTIMIZATION
- **MYTRIP.AI:** AI MARKETING, SALES, CONTENT, AND CUSTOMER SERVICE.
- **NAVAN:** VIRTUAL ASSISTANT FOR CORPORATE TRAVEL MANAGEMENT
- **TRIP.COM:** CHATBOT FOR ADVICE ON FLIGHTS, HOTELS, AND TOURS.
- **WINGIE ENUYGUN GROUP:** TRAVEL ASSISTANT FOR FINDING FLIGHT TICKETS.
- **GUIDEGEEK:** TRAVEL PLANNING ASSISTANT OPERATING THROUGH WHATSAPP.

AI TRAVEL ECONOMY

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CUSTOMER SERVICE:

- AUTOMATED RESPONSES TO COMMON QUERIES ABOUT AMENITIES, HOURS, AND RESERVATIONS.
- 24/7 CUSTOMER SUPPORT THROUGH AI-POWERED CHATBOTS.
- REDUCTION IN WORKLOAD FOR CUSTOMER SERVICE TEAMS.

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PERSONALIZED RECOMMENDATIONS:

- TAILORED SUGGESTIONS FOR FOOD, DRINKS, AND ACTIVITIES BASED ON CUSTOMER DATA AND PREFERENCES.
- ENHANCED CUSTOMER EXPERIENCE AND POTENTIAL INCREASE IN REVENUE.

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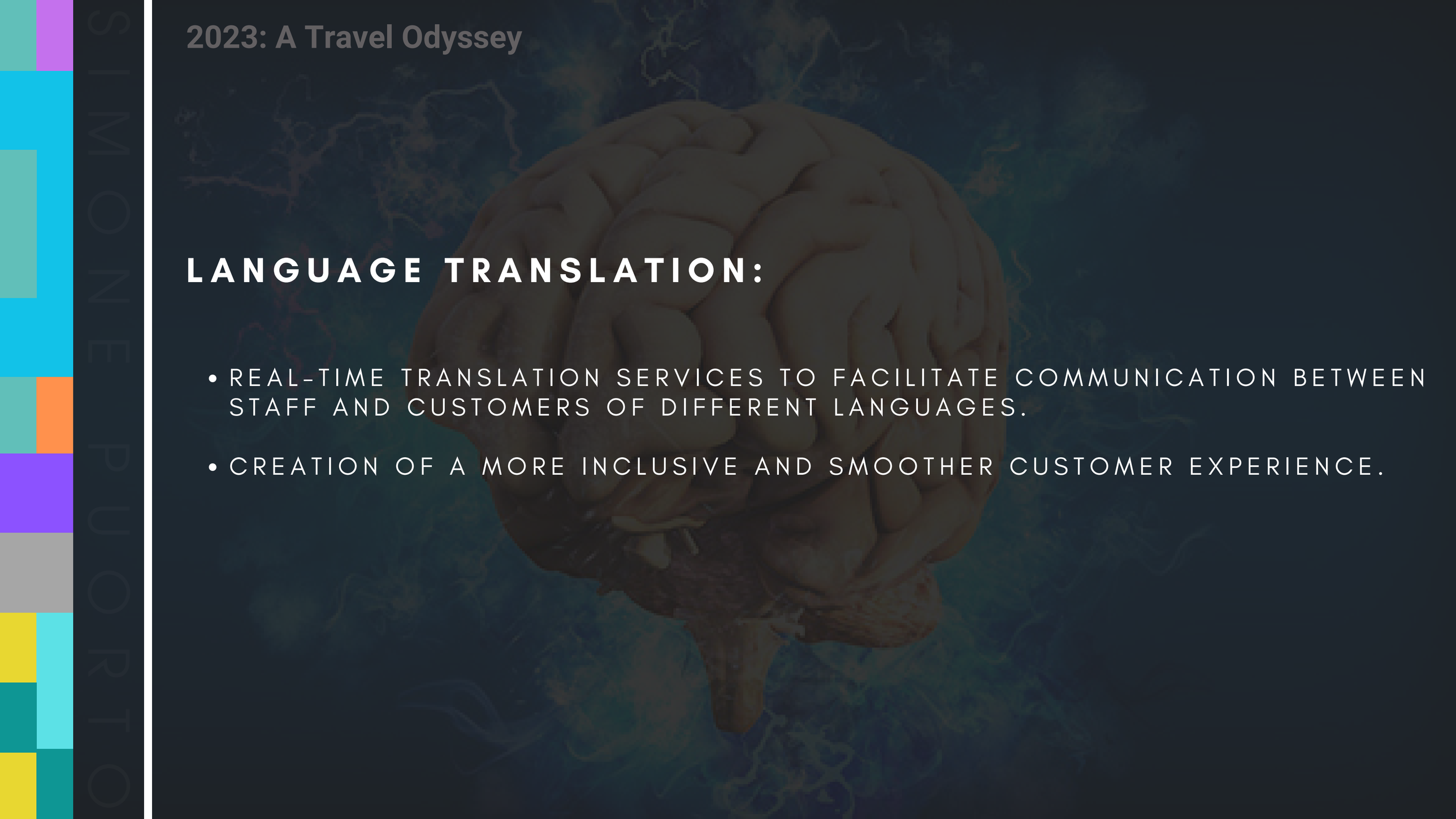

LANGUAGE TRANSLATION:

- REAL-TIME TRANSLATION SERVICES TO FACILITATE COMMUNICATION BETWEEN STAFF AND CUSTOMERS OF DIFFERENT LANGUAGES.
- CREATION OF A MORE INCLUSIVE AND SMOOTHER CUSTOMER EXPERIENCE.

TRAINING AND DEVELOPMENT:

- PROVISION OF TRAINING MATERIALS AND RESOURCES FOR HOSPITALITY EMPLOYEES.
- ENHANCEMENT OF STAFF SKILLS AND KNOWLEDGE IN BEST PRACTICES AND CUSTOMER SERVICE.

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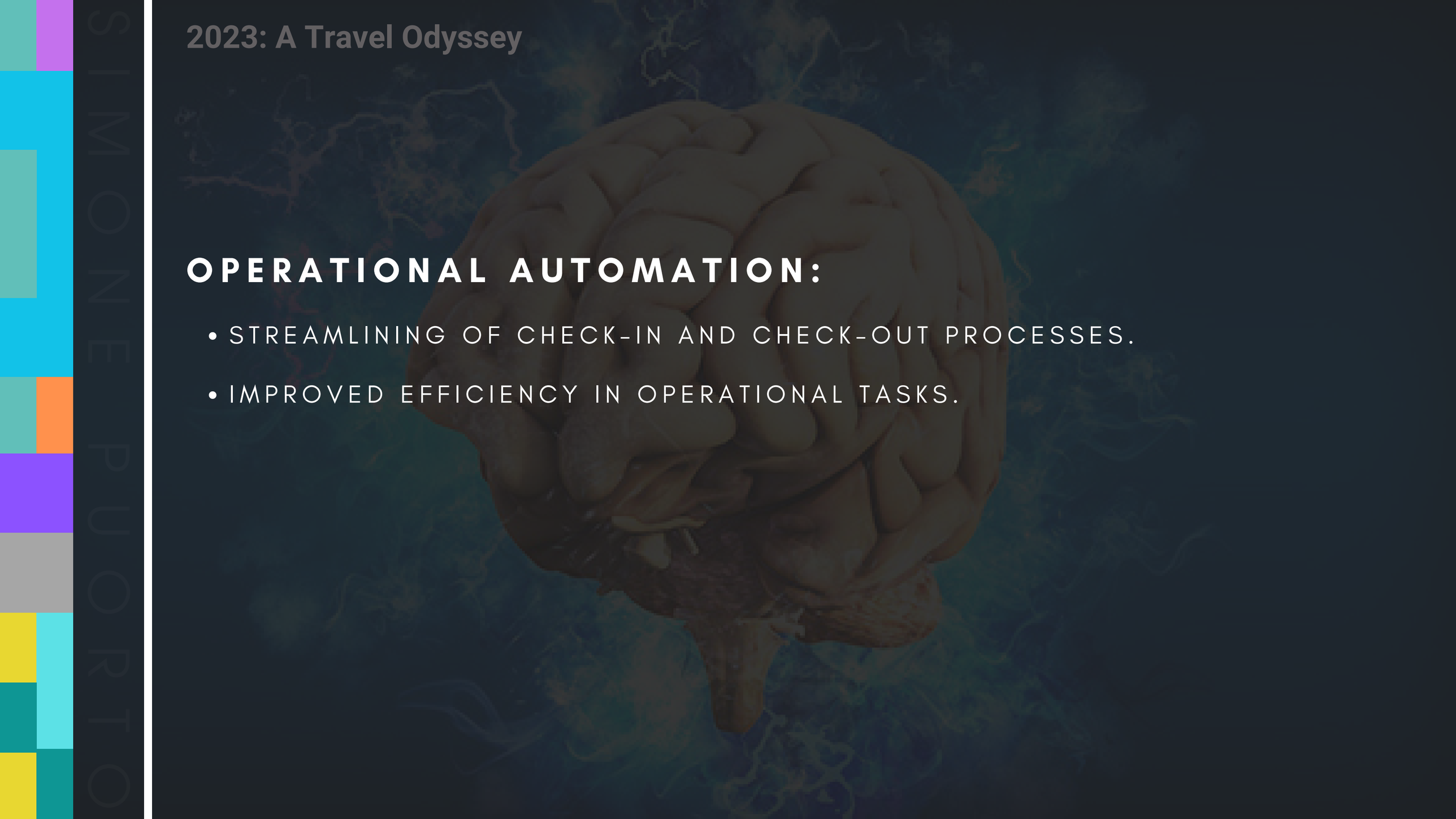
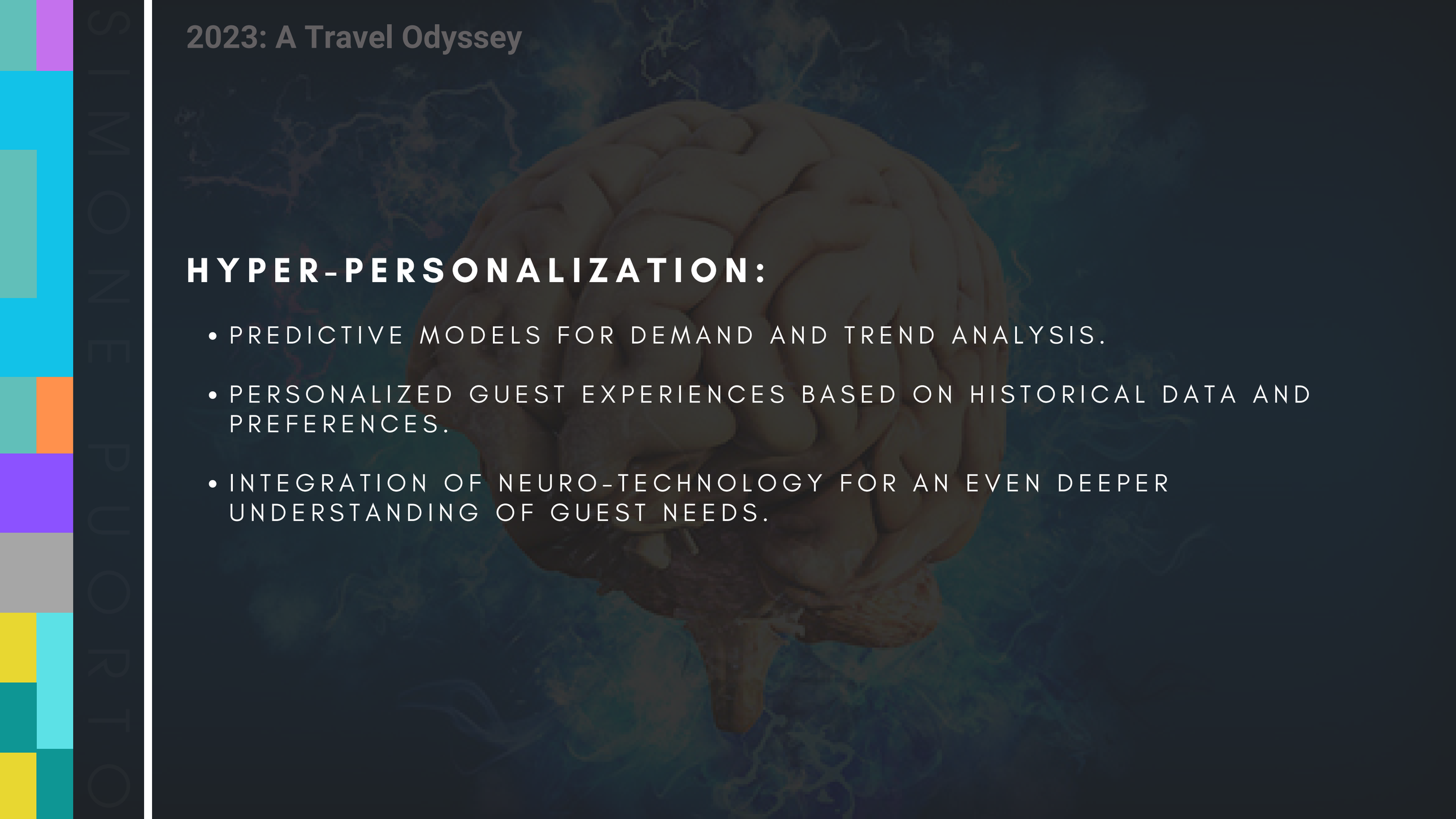


OPERATIONAL AUTOMATION:

- STREAMLINING OF CHECK-IN AND CHECK-OUT PROCESSES.
- IMPROVED EFFICIENCY IN OPERATIONAL TASKS.



HYPER-PERSONALIZATION:

- PREDICTIVE MODELS FOR DEMAND AND TREND ANALYSIS.
- PERSONALIZED GUEST EXPERIENCES BASED ON HISTORICAL DATA AND PREFERENCES.
- INTEGRATION OF NEURO-TECHNOLOGY FOR AN EVEN DEEPER UNDERSTANDING OF GUEST NEEDS.

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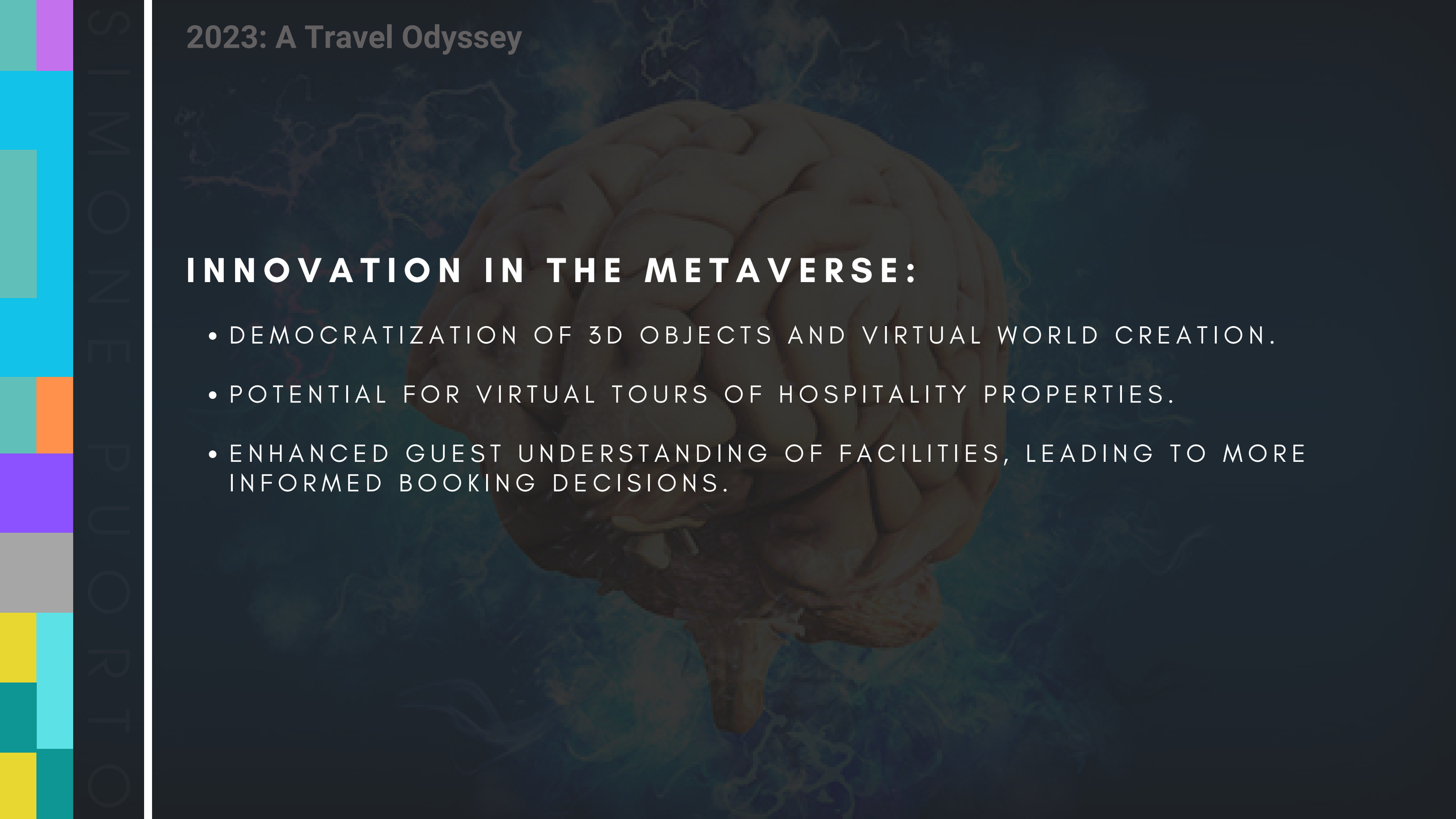

INNOVATION IN THE METAVERSE:

- DEMOCRATIZATION OF 3D OBJECTS AND VIRTUAL WORLD CREATION.
- POTENTIAL FOR VIRTUAL TOURS OF HOSPITALITY PROPERTIES.
- ENHANCED GUEST UNDERSTANDING OF FACILITIES, LEADING TO MORE INFORMED BOOKING DECISIONS.

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OVERALL IMPACT:

- IMPROVED CUSTOMER EXPERIENCES AND STREAMLINED OPERATIONS.
- ENHANCED BUSINESS PERFORMANCE AND COMPETITIVE POSITIONING.
- ONGOING LEARNING AND ADAPTATION TO CONTINUOUSLY IMPROVE SERVICES AND OFFERINGS.

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KEY TAKEAWAYS:

HI+AI, NOT HI VS. AI

KEY TAKEAWAYS:

AI WILL NOT REPLACE YOU, BUT THE PERSON USING AI WILL

SIMON PRIORITO

KEY TAKEAWAYS:

3K:
KITANAI, KIKEN, KITSUI
(DIRTY, DANGEROUS, DEMANDING)

KEY TAKEAWAYS:

~~LINEAR~~

EXPONENTIAL

KEY TAKEAWAYS:

~~CREATIVITY~~

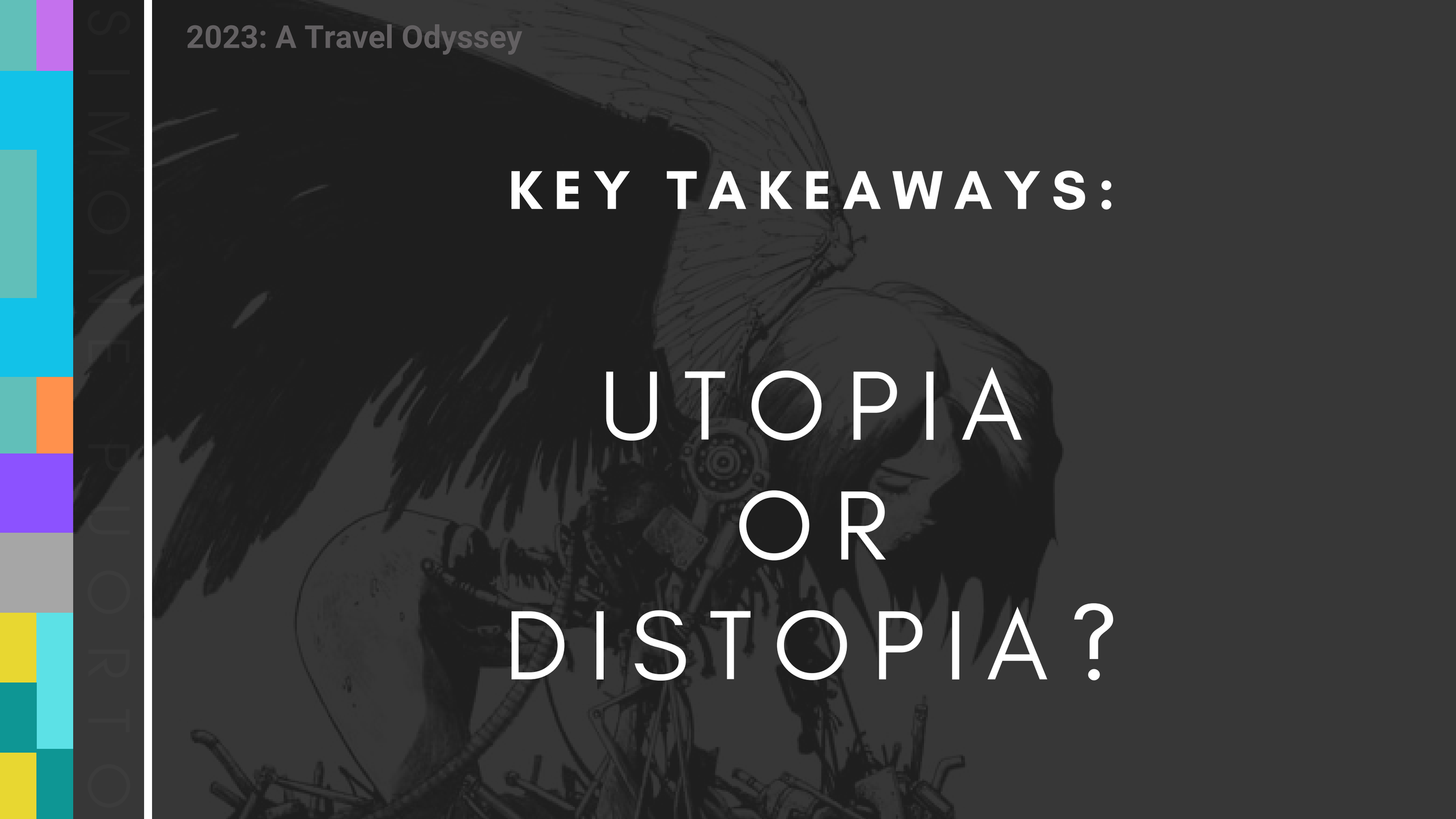
CRE**AI**TIVITY

KEY TAKEAWAYS:

PEOPLE: CREATE, IMPORT, OR REPLACE?

KEY TAKEAWAYS:

FRIENDLY AI & THE PAPERCLIP MAXIMIZER

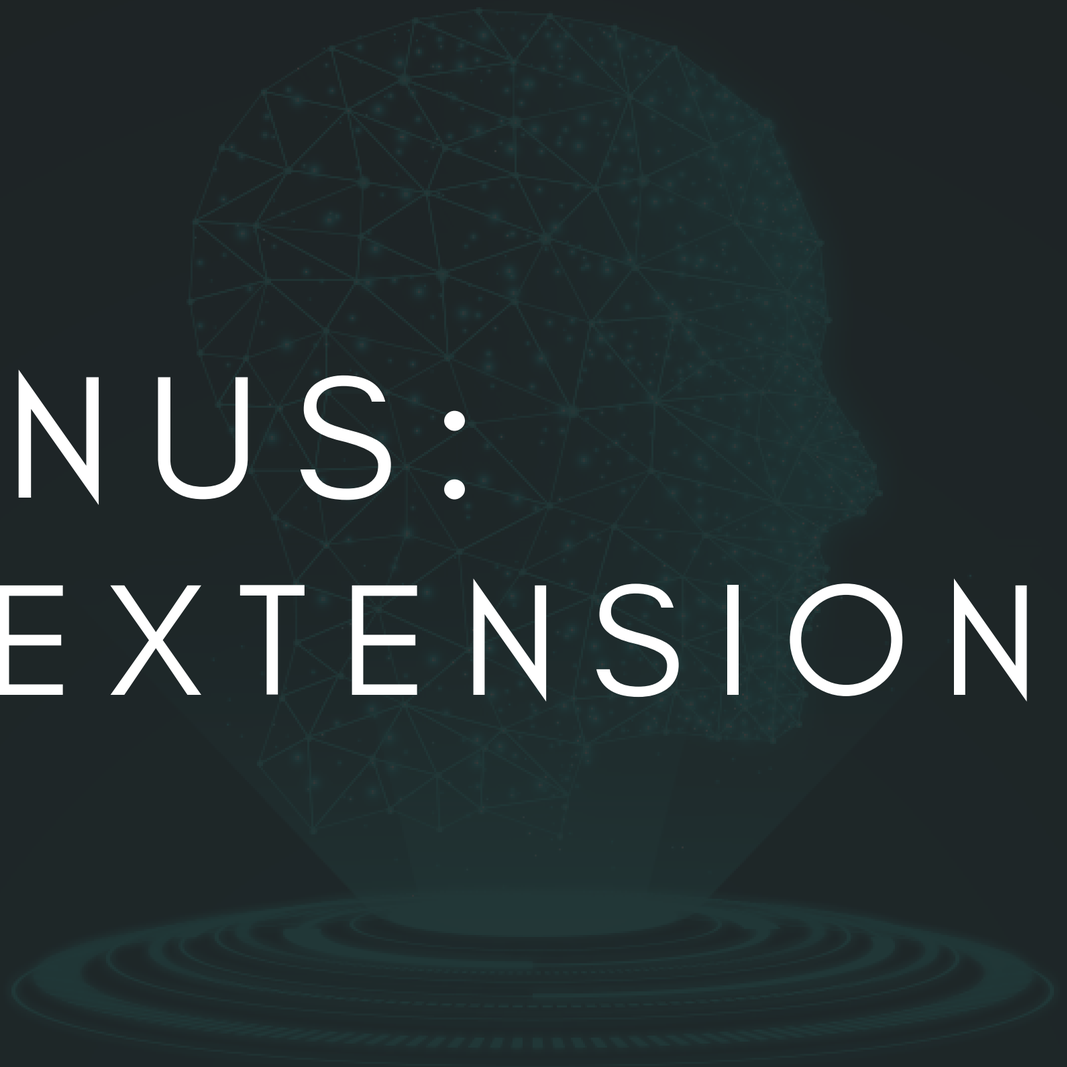


KEY TAKEAWAYS:

UTOPIA OR DISTOPIA?

KEY TAKEAWAYS:

AI WILL NOT REPLACE YOU, BUT THE PERSON USING AI WILL



BONUS: CHATGPT EXTENSIONS

2023: A Travel Odyssey

- **WEBCHATGPT / CHATGPT FOR GOOGLE:** INTEGRATES WITH GOOGLE SEARCH
- **CHATGPT WRITER / COMPOSE AI:** SIMPLIFIES CONTENT CREATION FOR EMAIL
- **YOUTUBE SUMMARY:** SUMMARIZES YOUTUBE VIDEOS
- **SUMMARIZE:** EXTRACTS TEXT SUMMARIES FROM VARIOUS SOURCES
- **TWEETGPT:** WRITES TWEETS
- **ENGAGE AI:** WRITES LINKEDIN POSTS
- **CHATGPT PROMPT GENIUS:** WIDE RANGE OF INTERACTION PROMPTS
- **PROMPTHEUS / TALK-TO-CHATGPT:** ENABLES TEXT-TO-SPEECH

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Days of Slovenian Tourism

perplexity

Sources

Days of Slovenian Tourism 2022	Days of Slovenian Tourism 2022 - I feel Slovenia	The Days of Slovenian Tourism 2023: The Large...	
tourism4-0 · 1	slovenia · 2	slovenia · 3	View 3 more

Answer

The Days of Slovenian Tourism is the largest professional event in the field of tourism in Slovenia. It is an annual event that brings together tourism professionals, stakeholders, and enthusiasts to discuss the latest trends, innovations, and challenges in the tourism industry. The 2022 edition of the Days of Slovenian Tourism was held from 14-16 November in Laško, while the 2023 edition is set to take place in Nova Gorica from November 13 to 15. The theme for the 2022 event was "Something more and much better," while the 2023 event is expected to be the largest tourism professional event in Slovenia. In addition to the Days of Slovenian Tourism, Slovenia also celebrates World Tourism Day, which is an annual event declared by the UNWTO General Assembly in 1979. Many events are organized by municipalities and tourist associations in Slovenia on World Tourism Day. Slovenia is a green and diverse country, and its tourism industry is concentrated on boutique tourism, green and healthy environment, and sustainable development. There are many interesting sights and buildings to visit in Slovenia, including Ljubljana Castle, Lake Bled, Triglav National Park, and Predjama Castle. Visitors can also attend various performances, art workshops, and exhibitions organized by Ljubljana Tourism.

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