AI for Tourism & Hospitality Entrepreneurs

How to Use Artificial Intelligence to Grow Your Business

Presented By:
Tourify Technologies Uganda
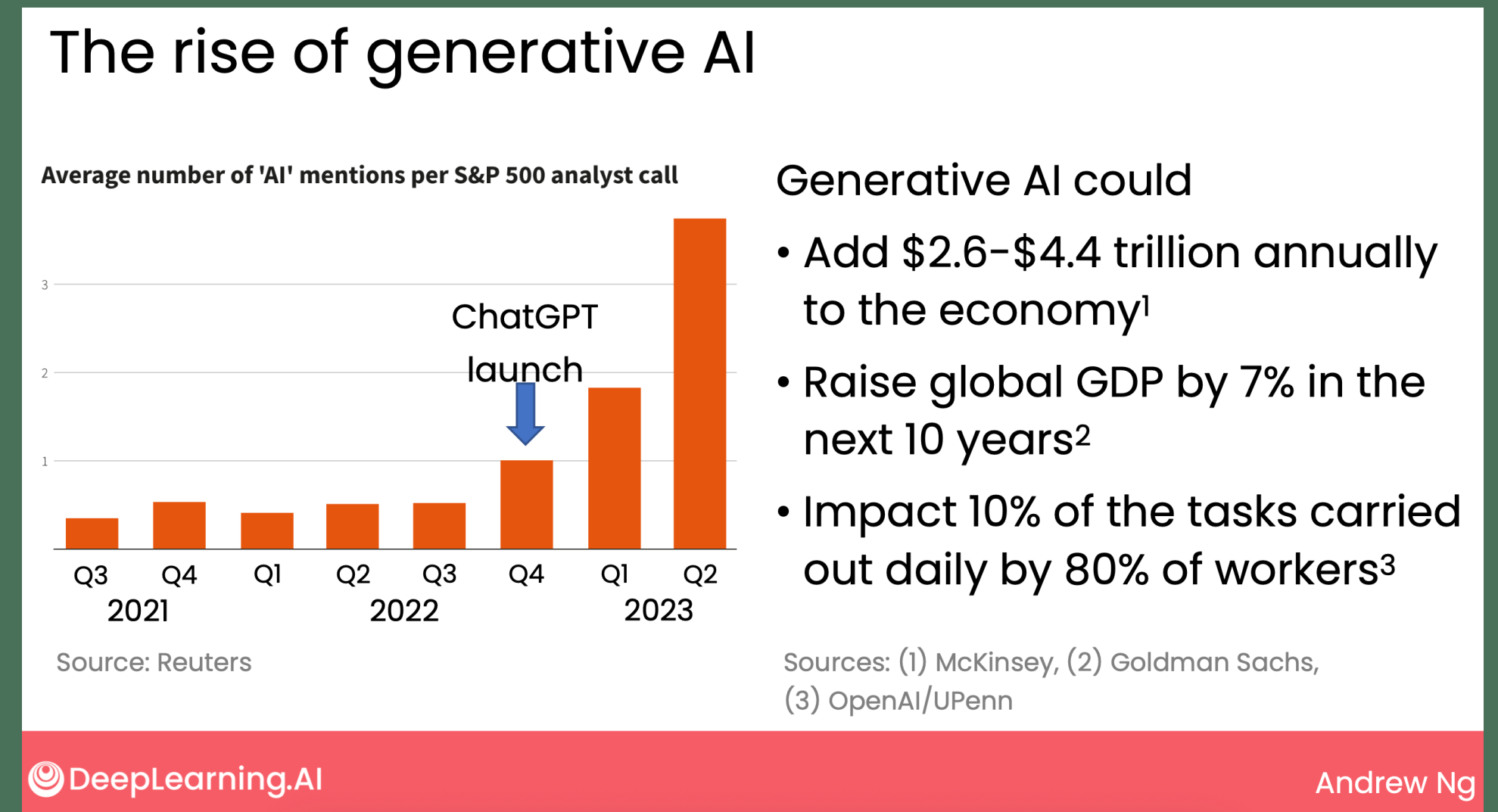Date: May 2025

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X: @TourugApp | Instagram: @TourugApp

Introduction
Challenges & Opportunities

- Tourism is changing fast

- Technology is creating new opportunities

- This session shows how small businesses can use AI affordably and effectively

The rise of generative AI

Average number of 'AI' mentions per S&P 500 analyst call

ChatGPT launch

Q3 Q4 / Q1 Q2 Q3 Q4 / Q1 Q2
2021   2022   2023

Source: Reuters

Generative AI could
- Add $2.6–$4.4 trillion annually to the economy[1]
- Raise global GDP by 7% in the next 10 years[2]
- Impact 10% of the tasks carried out daily by 80% of workers[3]

Sources: (1) McKinsey, (2) Goldman Sachs, (3) OpenAI/UPenn

DeepLearning.AI   Andrew Ng

What is AI?

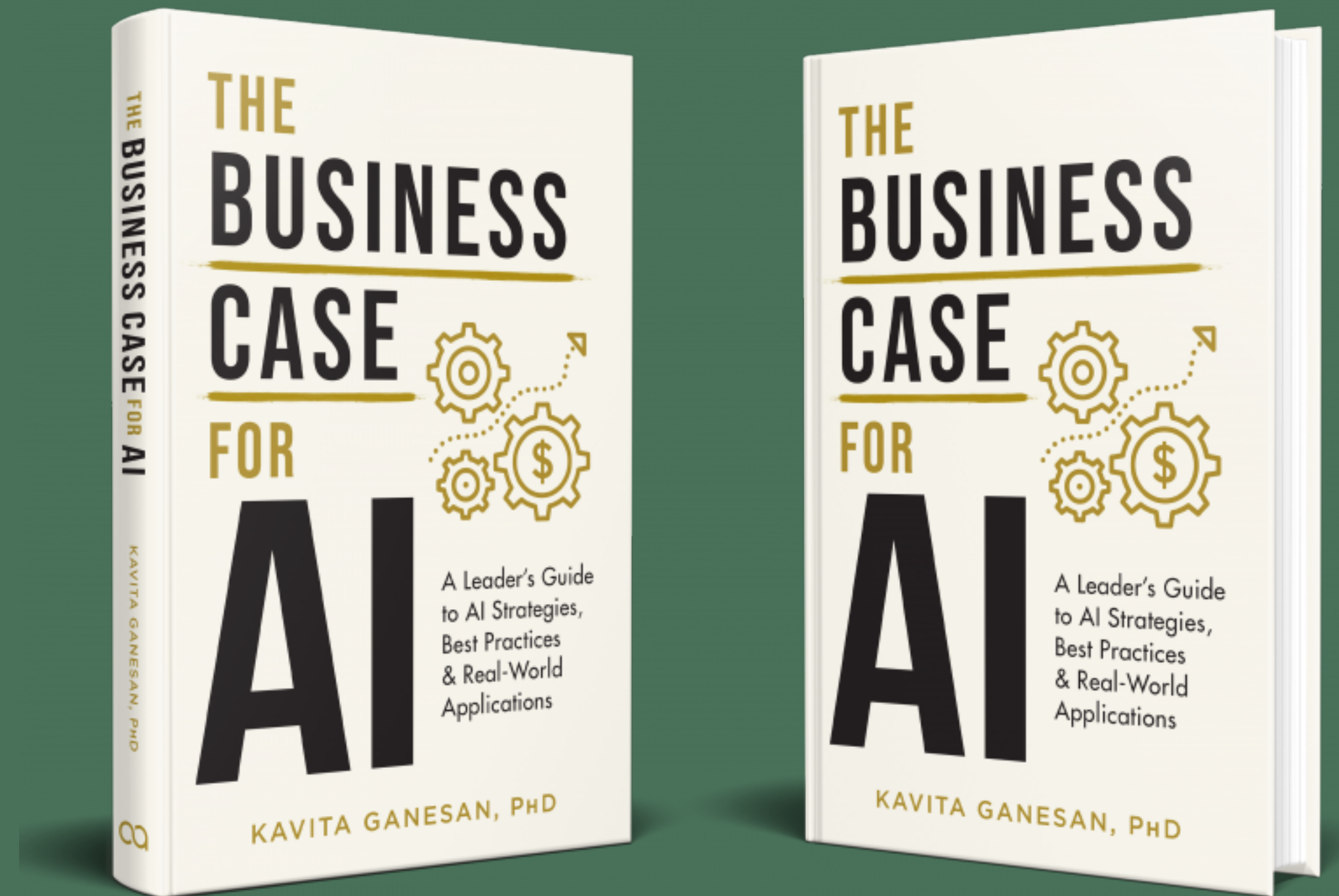*AI = Systems that mimic human intelligence*

- Examples:

  - Chatbots, recommendation systems, tools that "write" or "design"

  - No need for coding or big IT departments

Why it Matters for Ugandan SMEs

Business Case for Entrepreneurs

- Customers expect faster, personalised service

- Bigger businesses are using tech to get ahead

- Now you can too, with free or low-cost AI tools

Enhance Customer Experience

Practical AI Application

- Chatbots for instant response

- Personalised offers based on past customer behaviour

- AI-generated content (text, video, audio) for marketing

Improve Business Operation
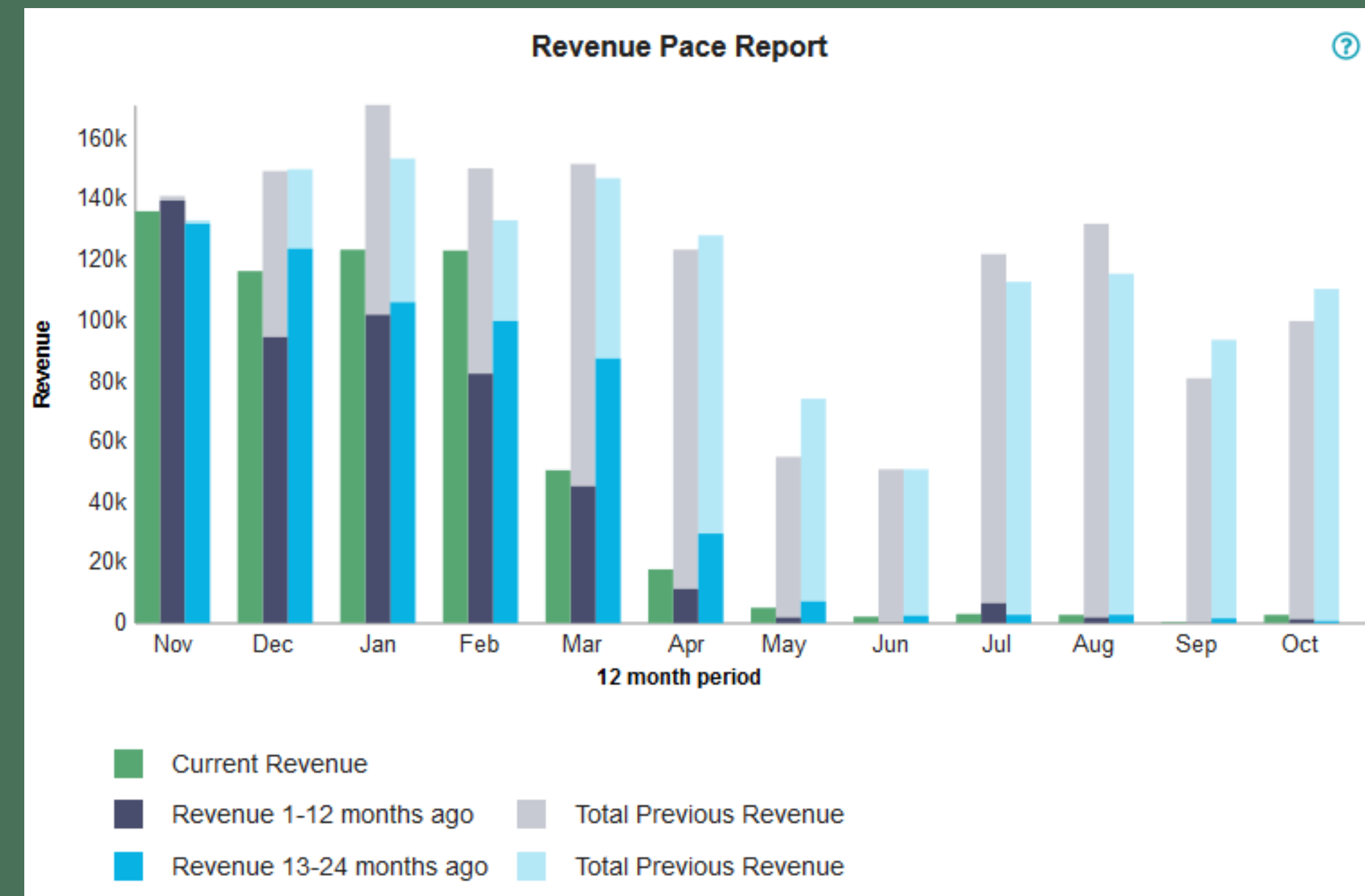
Practical AI Application

- Predict seasonal demand

- Automate bookings / reservation

- Detect fraud (fake bookings, suspicious payments)

- Analyse online reviews

Grow Your Revenue

Practical AI Application

- Smart pricing tools

- Forecast sales

- Create loyalty programs

- Upsell tours, add-ons, experiences

Demo: Useful Tools

HowTo with Free or Low-Cost AI Tools

- ChatGPT - Content writing & FAQs

- Canva AI - Posters, flyers, promo videos

- Tawk.to - Chatbot for bookings

- Looka - AI-powered logos & branding

- Pictory - Turn blogs into short videos

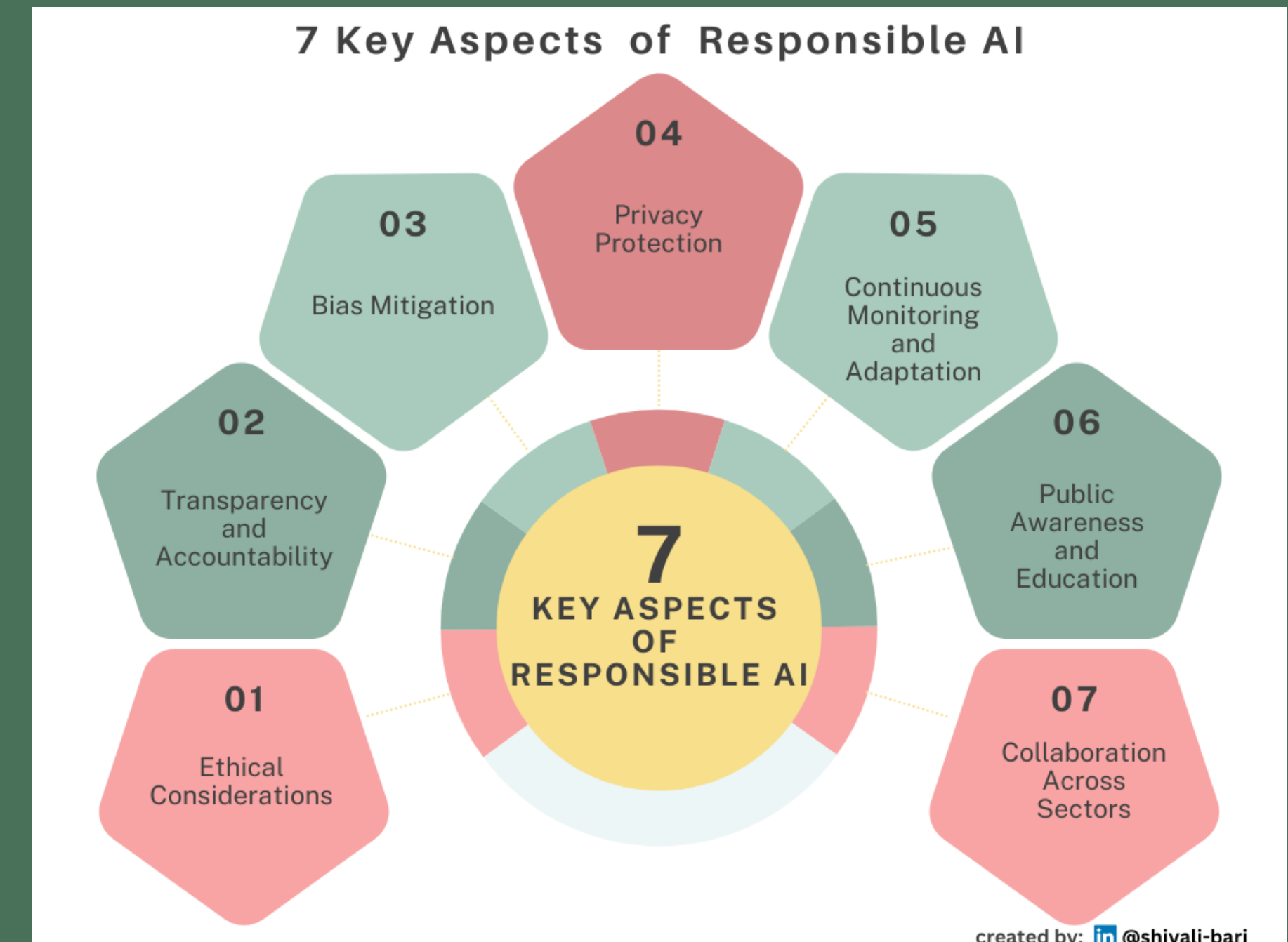# Create Your AI Roadmap

Strategy Planning

- Pick 1 - 2 goals (e.g., increase bookings, personalisation)

- Choose tools that solve those goals

- Try, test, and train staff

- Monitor impact and scale up

Ethical and Practical Tips

Responsible Use & AI Regulation

- Be transparent with customers

- Protect privacy and data

- Don't replace workers, use AI to augment their work

- Stay informed on new tools and laws governing AI

Q & A + Next Steps

How Can We Be of Help?

- **What challenges do you want AI to help with first?**

- **Join our AI Starter Program**

- **Download our free PDF guide from https://tourug.com/ resources**

- **Contact Us:**

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