



The GPT Advantage:

Practical Insights for Tourism Industry Success

e.stoilova@umni.bg | +359 895 190 022

Sustainability
Resilience
Daycations
Surprise & delight
Fragmentation of experiences
Community support
Digital
Personalized Journey
Experiential experience
Retailtainment
Generative AI
AI Automation
Generation revolution
Digital Nomads
Data *Luxury travel*
Collaboration

TRENDS in Tourism

Labor Shortage

126 million jobs

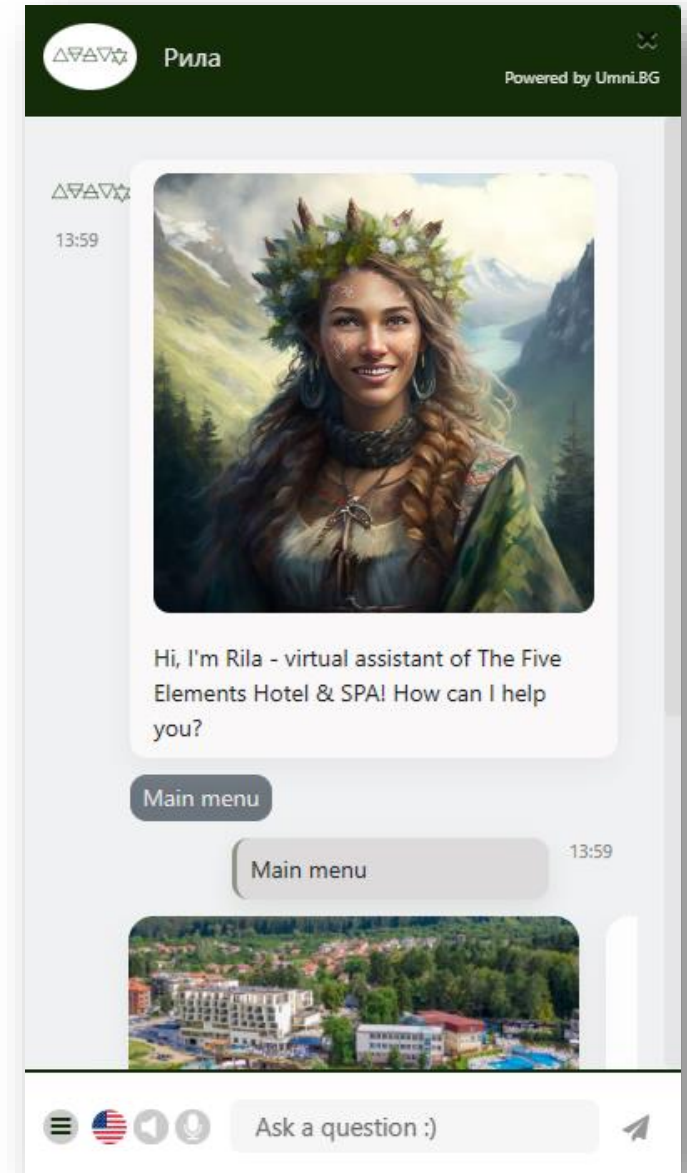
New jobs in hospitality by 2032

Only in Europe,
11 % of tourism jobs
are likely to go
unfilled

Understanding AI-powered tools

1. *AI chatbots and voicebots*
2. *AI-driven Sales & Marketing*
3. *Personalized recommendation engines*
4. *Wellness apps and wearables*
5. *Sentiment and Predictive Analytics*
6. *Smart Forecasting*
7. *Smart scheduling and resource optimization*
8. *AI-powered CRMs*
9. *Facial recognition and biometrics*

Generative AI “everything”



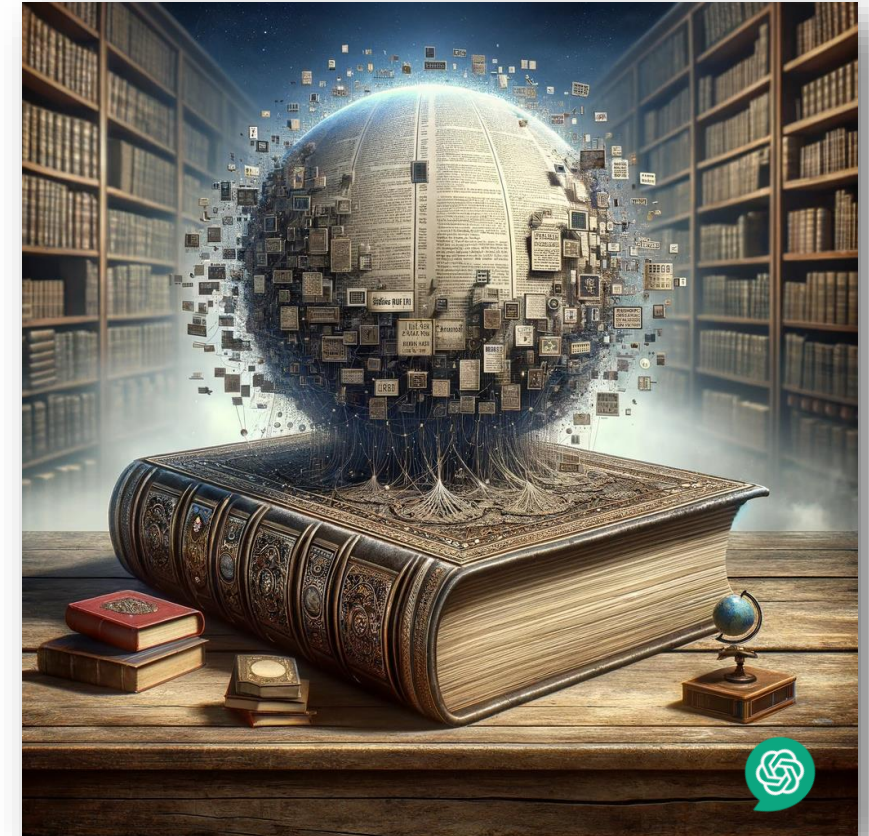
Everyday Tasks

1. *Marketing tasks*
2. *Sales*
3. *Business Growth*
4. *Hiring*
5. *Customer support*

- ✓ *Content strategy & plan*
- ✓ *Funnel ideas*
- ✓ *Competitor Research*
- ✓ *Landing pages*
- ✓ *E-mail campaigns*
- ✓ *Promotions*
- ✓ *Advertising copy*
- ✓ *Social media posts*
- ✓ *Proposals*
- ✓ *Sales Scripts*
- ✓ *Event ideas*
- ✓ *Activities ideas*
- ✓ *Business plan*
- ✓ *Job description*
- ✓ *Onboarding*
- ✓ *Presentations*
- ✓ *SWAT Analyses*
- ✓ *Documents generation*
- ✓ *Training program*
- ✓ *Guest Loyalty program*
- ✓ *Customer itineraries*
- ✓ *Identifying trends*

GPT as a beacon of innovation

Enriching the Experiences





Be SMART

Sell. Safe. Care.

Grow!



Elitza Stoilova, CEO

sales@umni.bg | 0895 190 022

www.umni.bg