

AINewbies Tourism GPT

# AINewbies Tourism GPT

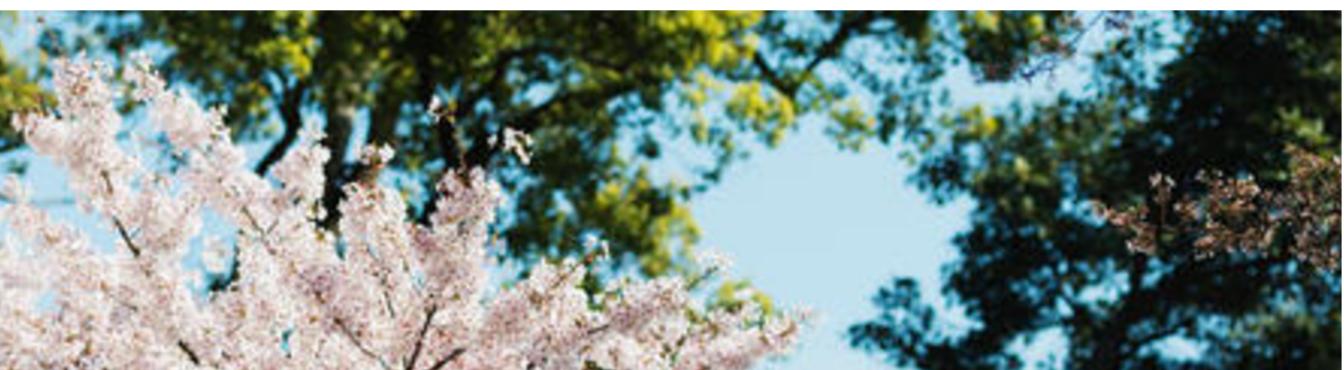
a customizable AI chatbot inspired by the humorous tone of "Uncle Roger," designed to provide engaging and sensitive travel recommendations for tourist ambassadors



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Team members:

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3. Wong Yoong Yee



# Project Overview

Developed a **fine-tuned AI model** to help tourism ambassadors in Jeju promote local attractions through personalized communication.

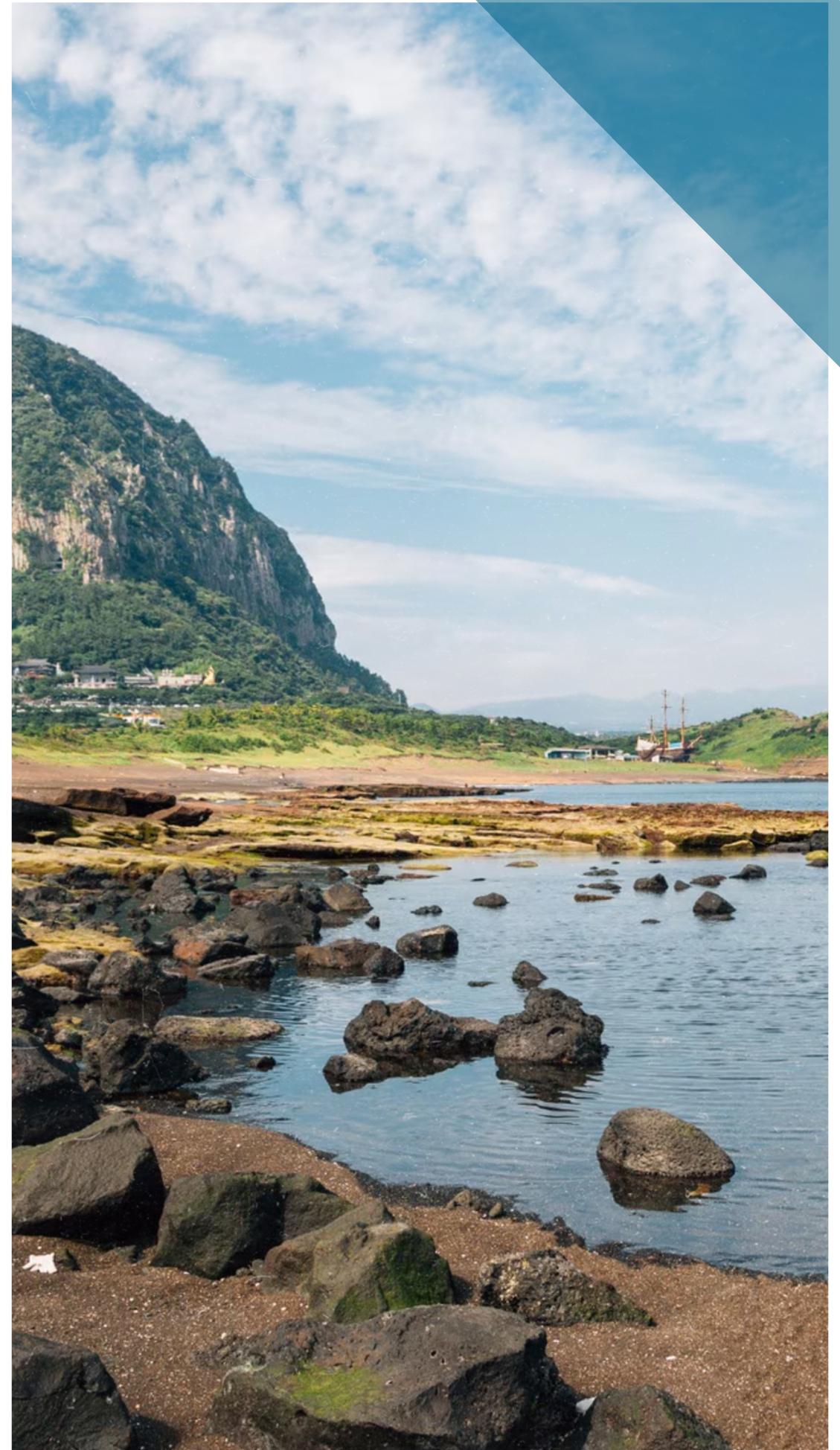
## Inspiration behind the model:

- Inspired by the fictional character 'Uncle Roger,' acted by Malaysian comedian Nigel Ng.
- Mimics 'Uncle Roger's' humorous critique style to provide entertaining travel recommendations.



## About the Project:

Traditional tourism promotion often lacks continuous engagement and personalization, leading to a disconnect with potential tourists. Our project develops an AI model fine-tuned for tourism ambassadorship using data from the Jeju Tourism Guidebook, replicating ambassador communication styles to offer a more interactive and personalized experience, addressing these limitations.



# Objectives



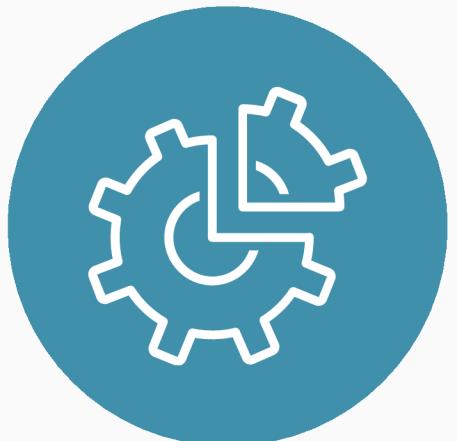
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Explore and maximize the potential of fine-tuning large language models drawing inspiration from **BloombergGPT's** success in the finance sector



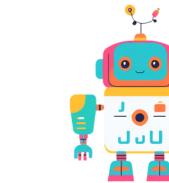
Develop a similar, specialized model targeting the tourism sector, with a focus on **Jeju Island**



Integrate the specialized model into existing tourism platforms or services to enhance user experiences and provide tailored recommendations

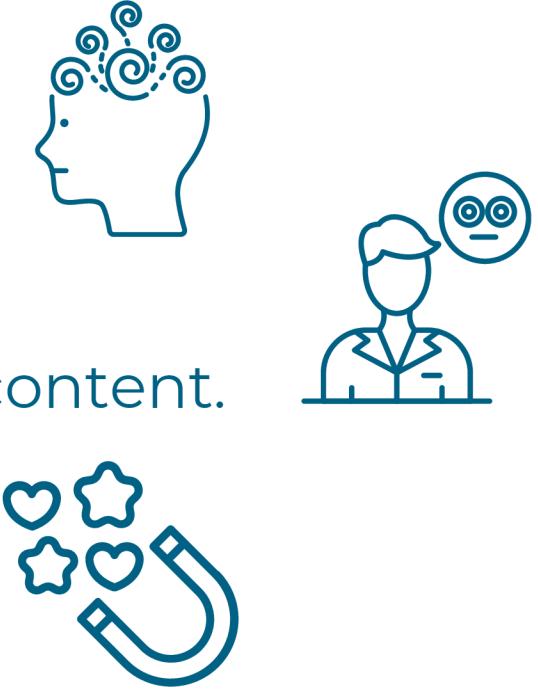


# Problem



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- 1) Traditional travel guides often lack personality and fail to resonate with younger audiences.
- 2) Overabundance of online travel information makes it hard to find relevant and captivating content.
- 3) Lack of engaging, personalized travel recommendation system for promoting Jeju Island.



# Solution

- Developed an AI model specifically fine-tuned with the genre of tourism ambassadorship.
- Uses data from the Official Jeju Tourism Guidebook to replicate and scale the presence and unique communication styles of tourism ambassadors.
- Integrates the AI model into a chatbot designed to help potential tourists feel as though they are interacting directly with these ambassadors.



## Main Features



### Chat

Allowed us to deploy a conversational AI model that interacted with users in real-time.



### Tone Consistency

Maintained a consistent and engaging tone throughout conversations.



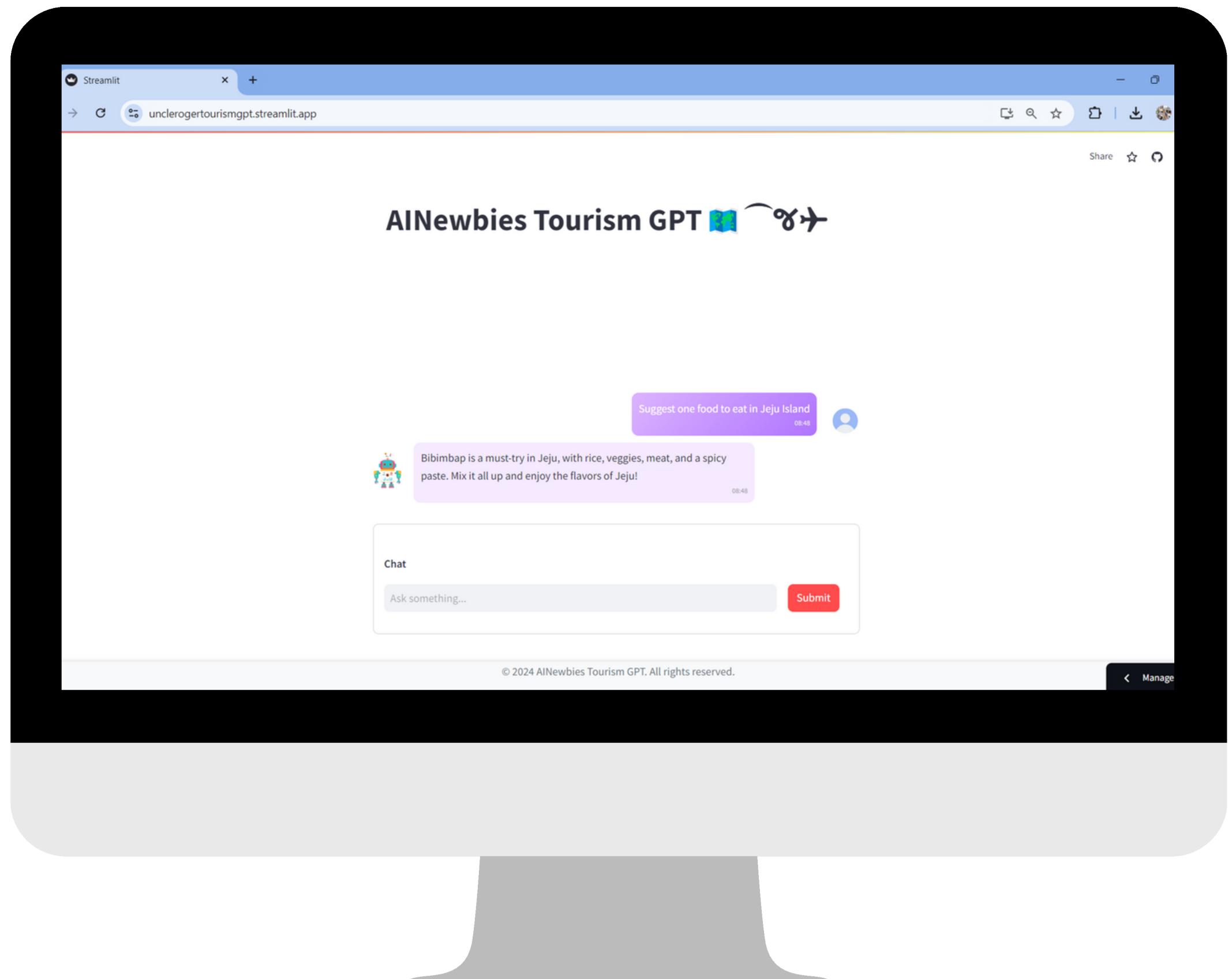
### Response Personalization

Customized interactions based on user preferences.



### User-Friendly Interface

Ensured an accessible and easy-to-navigate platform.





## Technical Characteristics

-  **Language:**  The foundational programming language for all backend processes including datamanipulation, model training, and integration with the Predibase API for deployment.
-  **Development Tools:**  Essential for the development and testing of Python scripts in aninteractive environment, facilitating the iterative design and fine-tuning of your model.  
 Used for version control, managing the project's code, documentation, andfacilitating collaboration across your development team.
-  **Frameworks and Libraries:**  Selected for its rapid development capabilities, enabling quick conversion ofPython scripts into interactive web applications. This is particularly useful for deploying AI-driven applications that are accessible to end users.  
 The backbone of your technology stack, used for both the fine-tuning anddeployment phases of your project, specifically focusing on applying and managing the fine-tuned language model in a production environment.

# How Upstage API was utilized



- Our project leverages **Upstage's LLM/API** to enhance digital interactions in the tourism sector. By fine-tuning the AI with adapters, we create personalized responses that reflect the unique communication styles of tourism ambassadors.



- Our project uses **Predibase** exclusively for both training and deploying the fine-tuned model. Initially, we explored the possibility of using Upstage for deployment. However, Upstage currently does not support deploying fine-tuned models directly. Consequently, we are utilizing the **Predibase API** for deployment, which allows us to maintain a seamless workflow from model training to deployment within the same ecosystem. This ensures greater compatibility and simplifies the deployment process, aligning perfectly with our project needs.

# Project Innovation & Social Impact

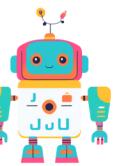


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- Our project comes from our hope to democratise the usage of AI technologies, in particular LLM's and GPT's, and leverage its immense abilities and huge potential in specialised tasks for the betterment of mankind.
- We believe through the deployment of our product, we could demonstrate the endless possibilities offered by AI in the field of tourism by enhancing the experience of tourists and travel agencies, with the inclusion of 'Uncle Roger' in our model to showcase its flexibility in usage and development.
- Such models could help streamline and automate processes in the tourism sector, such as in planning travel plans and releasing tailored travel deals which matches the expectations of a specific demographic, hence optimising resource allocation by freeing up humans in the sector for other tasks that require creative and meticulous skills and experience.



# Future Development Plans



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## Mid-Term Goals

- Expand Language Portfolio by continue adding more languages based on user demand and global relevance.
- Deepen the AI's understanding of linguistic nuances, enabling prompt and contextually accurate responses.
- Incorporate advanced features like real-time translation and multi-modal interactions, expanding the AI's utility across various contexts.

## Immediate Goals

- Increase Model Performance increase model performance with further fine-tuning and Retrieval-Augmented Generation (RAG)
- Expand Language Support by including high-demand languages such as Chinese, Spanish, French, and Korean.
- Introduce support for image and audio inputs/outputs to diversify user interaction modes.
- Work on improving the AI's ability to understand nuances in dialects and creoles, collaborating with linguistic experts to refine responses.

## Future Goals

- Regularly update the model with new technologies and features, ensuring it remains relevant and competitive.
- Expand the product's availability to more regions and industries, democratizing AI usage and providing value to a wider range of users.
- Further develop premium services and explore additional revenue streams, ensuring sustainable growth and continuous improvement.



## Long-Term Goals

- Partner with AI startups to integrate the latest technologies, keeping the product at the cutting edge of innovation.
- Launch premium service tiers to generate income, with a focus on quality assurance and customer satisfaction.
- Diversify applications by applying the model to other fields beyond tourism, such as healthcare, education, and customer service, to broaden the user base and impact.



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# Thank You

[https://youtu.be/9lw\\_3Q3laMM](https://youtu.be/9lw_3Q3laMM)

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