



# Generatiivisen tekoälyn vaikutukset matkailuliiketoimintaan

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# Agenda

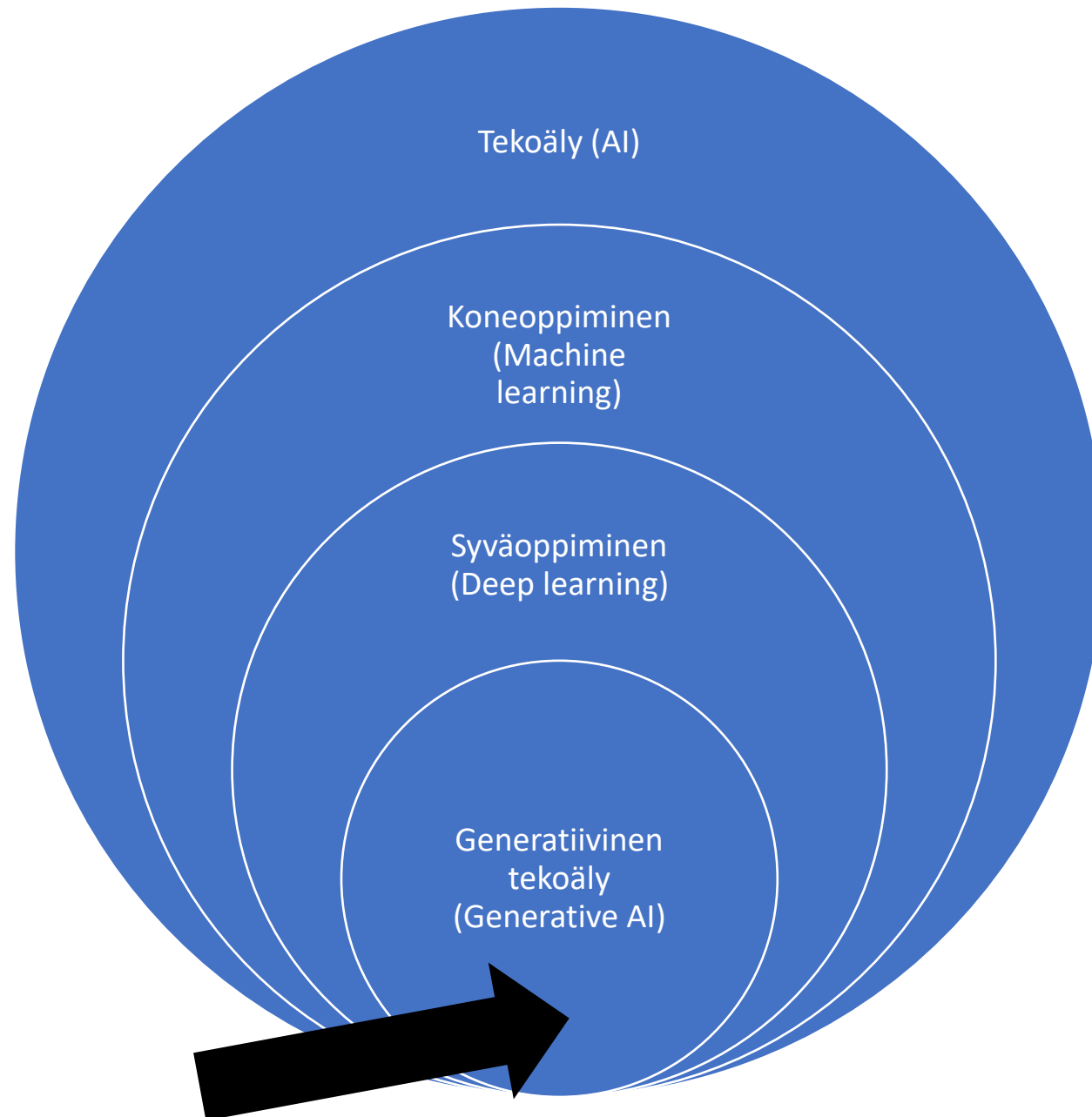
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1. Generatiivinen tekoäly
2. Vaikutukset matkailijoiden kokemuksiin
3. Vaikutukset matkakohteisiin ja yrityksiin
4. Yhteenveto



# 1. Mitä on tekoäly?





Transformereihin perustuvat laajat kielimallit (Large Language Models)



2. Asiakaskokemuksen  
muutokset



# Personoitu tiedon etsintä ja varaus





Babelin kala mukana

A large group of skydivers is captured in mid-air, falling in a circular formation against a clear blue sky. The skydivers are wearing various colorful suits, including red, yellow, blue, green, and black. They are arranged in a large circle, with some in the center and others on the perimeter. The skydivers are in various poses, some with arms outstretched, some with legs spread, and some with hands on their hips. The overall scene is dynamic and visually striking.

Personoidut kokemukset



The image is a conceptual representation of digital security. It features a dark, metallic padlock in the center, which is partially obscured by a semi-transparent credit card. The credit card is tilted and shows various numbers and logos, including what appears to be a Visa logo. The background is a complex network of glowing orange and yellow lines, resembling a circuit board or a data network. The overall tone is dark and technical, emphasizing the theme of digital protection and security.

# Turvallisuus

# Algoritmit ja kestävä matkailu

## What's your goal?

Choose the most important thing for you right now.

Be more present and focused

Be productive and energetic

Improve my athletic performance

Develop my learning skills and  
creativity

Manage stress levels

Improve my health

Continue

# Virtuaalimatkailu

A virtual reality simulation of a lush jungle. In the center, a man and a woman stand on a dirt path. The man is wearing a dark t-shirt and light-colored pants, and the woman is wearing a blue top and dark pants. They are positioned in front of a semi-transparent yellow grid that covers the background. The jungle is filled with dense green foliage, including ferns and various trees. Several butterflies are visible, including a large orange and black monarch butterfly on the right. A yellow parrot is flying in the upper center, and a toucan is perched on a branch on the right. The overall atmosphere is immersive and naturalistic.

# Kokemusten jakaminen





# 3. Merkitykset matkailuliiketoiminnalle?

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“AI to AI” markkinointi

A long, empty railway tunnel with tracks and overhead power lines, illuminated by warm lights. The perspective is from the center of the tracks, looking down the length of the tunnel. The structure is made of dark metal beams and supports. The floor is made of wooden planks. The tracks are in the center, and there are overhead power lines. The lighting is warm and yellow, creating a sense of depth and perspective. The text "Alustojen yhteensopivuus" is overlaid in the center of the image.

Alustojen yhteensopivuus



# Personoitu markkinointi ja sisällöntuotanto







# Ennustavat analyysit



Asiakkaiden palveleminen ja  
heistä huolehtiminen

A blue ballpoint pen is positioned diagonally on the left side of the image, resting on a document. The document features a bar chart with several blue bars of varying heights. The background is a light blue color with a subtle grid pattern. The text 'Liiketoiminnan johtaminen' is centered in the middle of the image in a white, sans-serif font.

# Liiketoiminnan johtaminen

A collection of colorful wooden blocks in various shapes (I, O, T, L, Z) scattered on a wooden surface. The blocks are in shades of purple, blue, green, orange, red, pink, yellow, and brown. The text "Eettiset kysymykset" is overlaid in the center.

Eettiset kysymykset



## 4. Lopuksi

# Hypen huipulla?

## Tech world in 2023



AI  
Search term

metaverse  
Search term

nft  
Search term

bitcoin  
Search term



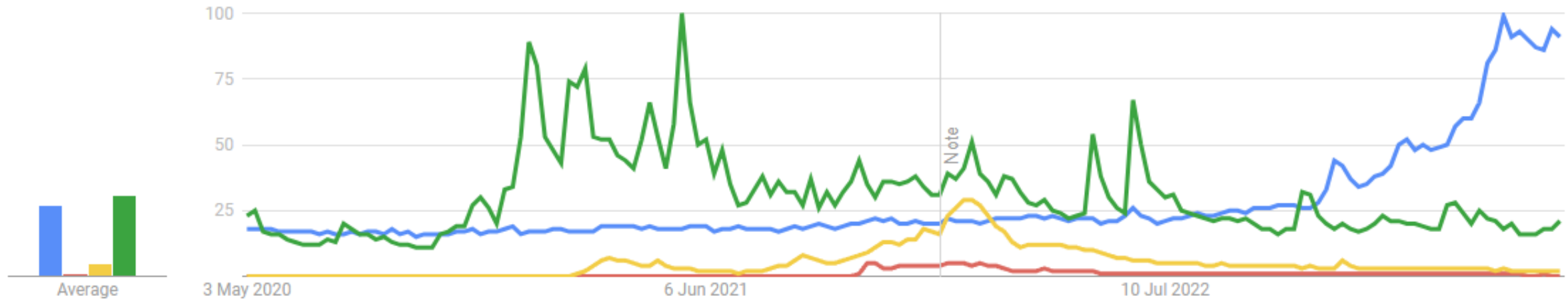
Worldwide

01/05/2020 - 28/06/2023

All categories

Web Search

### Interest over time ?



A futuristic, metallic robot arm is shown in a dark, blue-toned environment. The arm is reaching down towards a glowing, digital interface that appears to be a control panel or a data display. The interface is composed of a grid of small, glowing points and lines, with some larger, brighter elements. The background is dark with some blurred lights, suggesting a high-tech or industrial setting. The overall mood is futuristic and technological.

Teknologia on vielä  
alkutaipaleella



The background features a dark blue, semi-transparent overlay. Underneath, a ruler with white markings and numbers is visible, angled diagonally. In the background, there are faint, light blue binary digits (0s and 1s) scattered across the scene.

Pitkän aikavälin vaikutukset  
aliarvioidaan



# *Kiitos!*

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