

# FIT FOR THE FUTURE OF WORK

Explore artificial intelligence, why it matters in today's Travel & Tourism workplace, and how to start using it with confidence.

# Workshop Plan

01

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## What is AI?

A clear, jargon-free introduction to artificial intelligence and how it works.

03

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## Presentations & Documents

Using AI to create polished presentations and discussion documents faster.

05

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## Task & Project Management

Practical tools to organise your work, track projects, and save time.

02

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## Why Fluency Matters

How AI skills are becoming a competitive edge, especially in travel & tourism, and how others are using the technology.

04

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## Data & Analytics

Leveraging AI to extract valuable insights from data and enhance analytical capabilities.

# What is AI?

## Artificial Narrow Intelligence (ANI)



Stage-1

### Machine Learning

- › Specialized in one area and solves one problem



Siri

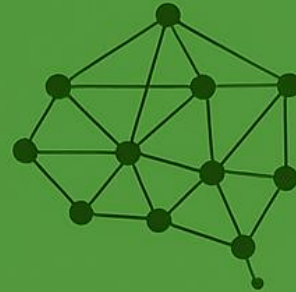


Alexa



Cortana

## Artificial General Intelligence (AGI)



Stage-2

### Machine Intelligence

- › Refers to a computer that is as smart as a human across the board



## Artificial Super Intelligence (ASI)



### Machine Consciousness

- › An intellect that is much smarter than the best human brains in practically every field

# Why AI Fluency is Your Competitive Edge

In travel & tourism, digital skills aren't just nice to have, they're becoming essential to staying relevant and effective.

## Productivity Boost

Move away from repetitive administration to focus on activities that grow business or improve customer engagement.

## Stay Ahead of the Competition

AI gives colleagues and competitors real advantages, while humans provide the trust and assurance customers seek.

## Instant Access to Information

Gain instant insights for research and market trends, but always verify the information found through AI.

## Speed in Sales

Quicker qualification, faster responses, and sharper quotes provide a competitive advantage in every sales stage.

## Levelling the Playing Field

Voice-to-text and AI writing tools transform the experience for those who struggle with spelling, writing, or dyslexia.

# AI Is Already All Around Us

Many of you felt you don't really use AI — but the truth is, it's quietly powering the tools and services we rely on every single day.



## Shazam

Identifies songs instantly using audio recognition AI.



## Spotify

Personalises your music recommendations based on listening habits.



## Netflix

Predicts what you'll watch next using viewing data and behaviour.



## Instagram & Facebook

Curates your feed, targets ads, and detects content using AI.



## Maps & Navigation

Traffic prediction and route optimisation for every rideshare and shuttle transfer



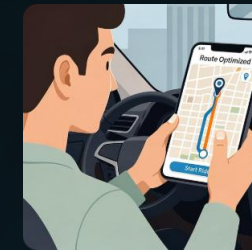
## Predictive Text

Autocorrect and suggestions on every phone and laptop keyboard



## Voice Assistants

Siri, Google Assistant, and Alexa, CRM's, Apple voice for texts etc



## Ride-Sharing Apps

Driver matching and route optimisation — used by airport transfer operators daily



# AI Applications in Travel & Tourism

The travel industry is finding meaningful ways to apply AI — not just for efficiency, but for sustainability and guest experience.

## Waste Reduction

AI monitors waste patterns in hospitality operations, helping properties reduce food and resource waste significantly.

## Lighting & Energy Conservation

Smart systems automatically adjust lighting and HVAC based on occupancy and time of day, cutting energy costs.

## Itinerary Planning

AI tools can generate personalised, detailed travel itineraries in seconds — tailored to a client's interests, budget, and pace.

## Hospitality Chatbots

Handle FAQs, bookings, local recommendations, and itinerary queries around the clock

# AI at Work

Whether you're at a hotel reception, a tour booking counter, an airline check-in desk, or a cruise terminal—these tools make every shift smoother.



## AI-Assisted CRM

Lead scoring and follow-up prioritisation for tour operators, cruise sales teams, and travel agents



## AI Email Drafting

Built into Outlook and Gmail—draft professional replies in seconds



## Knowledge-Base Q&A

Instant answers from your SOPs, property info, or tour guides



## Real-Time Translation

Multilingual guest support across chat, email, and in-person interactions



## Content Generators / Canva / Gamma / LLMS

Social posts, email campaigns, and ad copy—ready in minutes for any promotion



## Dynamic Pricing Engines

Demand prediction for accommodation, flights, cruise cabins, and tour packages


# Gamma.app — AI-Powered Presentations



## Create Beautiful Documents

Gamma uses AI to instantly transform your ideas into polished, professional presentations or documents.

- No design experience needed
- Generate slides from a prompt or outline

 This presentation was built with Gamma; see it in action!

# Data Analysis & Reporting

AI tools are revolutionising data analysis and reporting, providing faster insights and making complex information more accessible.

## [Julius.AI](#)

This AI-powered tool allows users to upload spreadsheets and ask questions in plain English for instant charts and insights.

## Excel (with Microsoft Copilot)

Excel, enhanced with AI via Microsoft Co-pilot, can summarise data, generate formulas, and create comprehensive reports.

## Perplexity

Perplexity is an advanced AI research tool for quickly finding market data and industry statistics; Claude/Gemini often provide stronger analytical responses than ChatGPT for this.

# AI for Project & Task Management

1	Contract Issued - Fisher and Paykel S...	Fisher and Paykel Sales	Contract Issued
2	Contract received - Fisher and Paykel...	Fisher and Paykel Sales	Contract received
3	Deposit Raised via Kylie - Fisher and ...	Fisher and Paykel Sales	Deposit Raised via Kylie
4	Training Calendar invite sent - Fisher ...	Fisher and Paykel Sales	Training Calendar invite sent
5	Details added to Training tracker - Fis...	Fisher and Paykel Sales	Details added to Training tracker
6	Design meet conducted - Fisher and ...	Fisher and Paykel Sales	Design meet conducted
7	Room Requirements sent - Fisher an...	Fisher and Paykel Sales	Room Requirements sent

All Docs

Templates

- Project Overview**  
Summarize goals, scope, and milestones
- Meeting Notes**  
Capture an agenda, notes, and action items
- Wiki**  
Organize information in one place

Filters | Sort | Tags: View all

Name	Location	Tags	Date updated	Date viewed
Project Notes 2	Team Space	-	Sep 3	-

## Project Roadmap

Timeline | Table | Completed

August 2025 | September | October | November

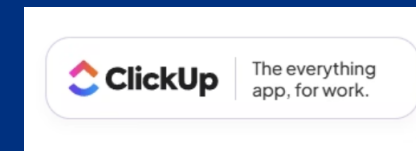
11 18 25 1 8 15 22 29 6 9 13 20 27 3 10

- 8 Interviews - industry and community experts
- ★ Analysis of interview information - Two full weeks **Completed**
- Design of Survey Questions
- Design of documentation and participant lists for surveys **Completed**
- Launch Survey - 6 weeks **Completed**
- Collate and analyse survey responses **Completed**

## Tools to Explore



Flexible database and project tracker with smart automations.



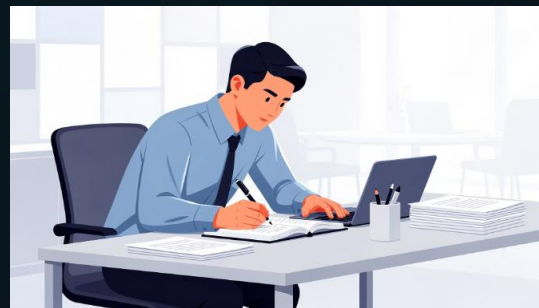
The all-in-one work app — tasks, docs, goals, and timelines in one place.



AI-enhanced workspace for notes, wikis, and project documentation.

# What Makes a Good Prompt?

A good prompt gives AI the right information to do its best work. Think of it as giving directions, the clearer you are, the better the outcome.



## Context

Explain your situation or goal.

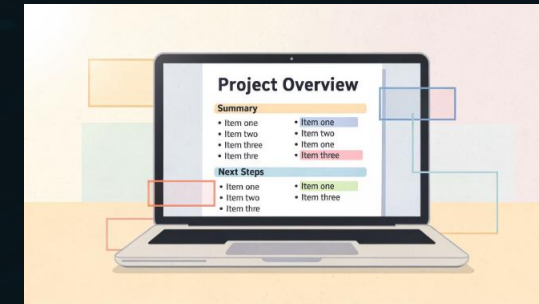
“I’m a marketing manager writing a LinkedIn post about our new sustainability project in NZ.”



## Clarity

Be specific about what you need and for whom.


“Make it sound friendly and professional, under 100 words.”



## Structure

Ask for a clear format or layout.

“Provide a headline, intro sentence, and three bullet points.”

 **Tip:** This is a nice simple but robust framework for prompting your AI tool which will provide good results. The more detail you include, the less the AI has to guess, and the better your results will be.



# Modality

## Text

Type clear, structured prompts.

“List three ways AI can improve customer service in retail.”

## Voice

Use voice-enabled apps (ChatGPT mobile, Gemini, Copilot).

“Summarise today’s meeting in plain language.”

## Image

Upload or take a photo for the AI to describe or edit.

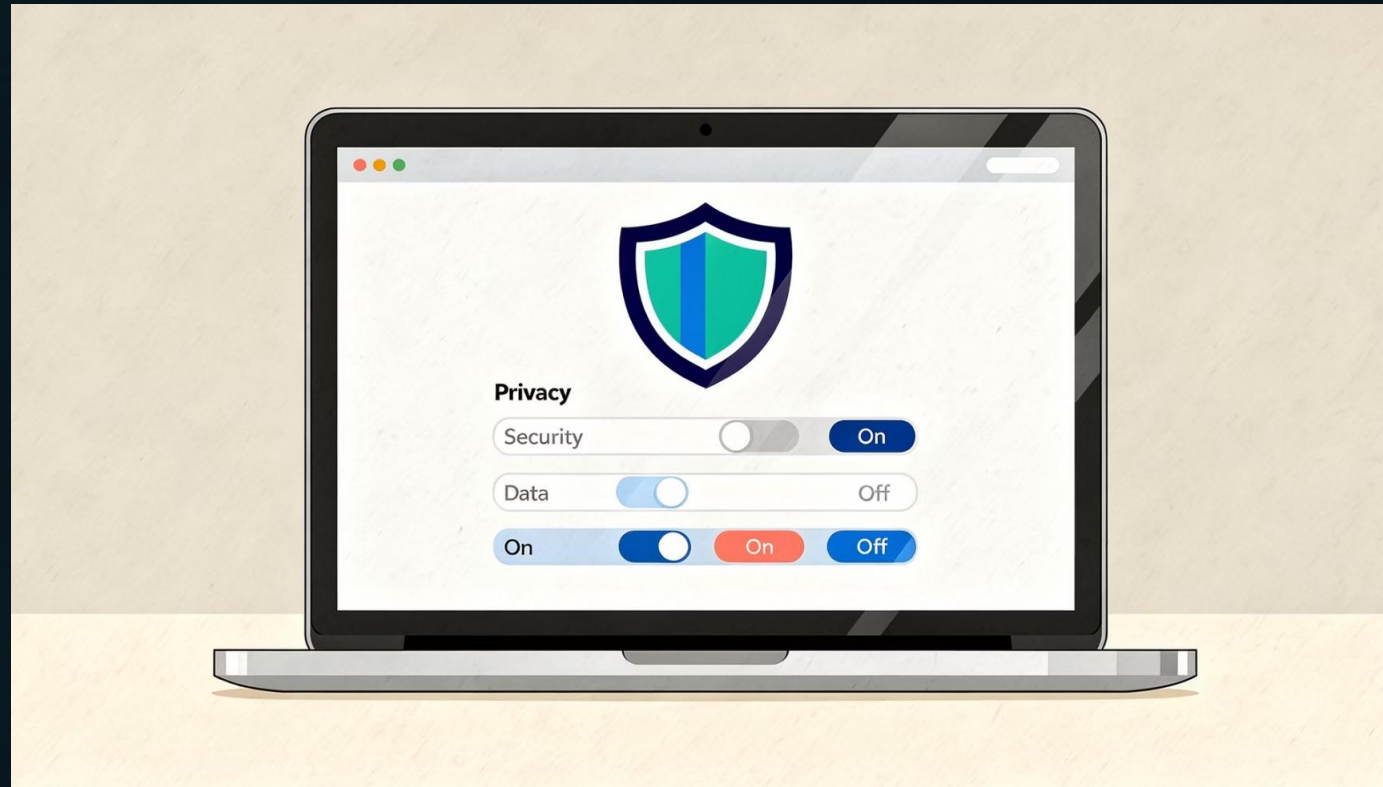
“Improve lighting and crop this photo for LinkedIn.” “Convert the attached image to text.”

## Video

Use AI tools like Sora or Canva Video to create scripts or clips.

“Create a 30-second intro video script for our training.”

# Safety, Security & Privacy



## Simple changes, big protection

Whether you're managing guest data at a hotel, tour, airline check-in, or cruise terminal, these settings matter for every team.

### Turn Off Training

Disable "use my data to improve the model" wherever possible in tool settings

### Separate Accounts

Use dedicated work accounts, never mix personal browsing with guest or customer data

### Anonymise Details

Use "family of four from Sydney" not full names, booking refs, or passport numbers

### Treat AI as a drafter: verify

key facts, prices, and information before they reach a guest or customer



Strengthen your knowledge muscle

Dashboard Assessment Log In

Aotearoa's 1st AI Learning Gym

# Get Fit for the Future of Work

Whether you're new to the workforce, shifting careers, or wanting to stay ahead in your current role. Understanding and using AI should be easy and relevant - so more Kiwi's can access the opportunities.

The AI Gym guides you through short, practical AI "workouts" which help you understand, apply, and benefit from AI in your everyday mahi, no tech experience required.



Sign up today

Strengthen your knowledge muscle



# Will I Have a Job?

AI is reshaping work, not simply replacing it. The real impact is **task transformation**: roles are evolving fast, especially in white-collar, routine-heavy industries. New roles like AI engineers, ethics leads, and prompt designers are emerging alongside the change.

**170M**

**New Jobs Created**

New opportunities  
expected by 2030

**92M**

**Roles Displaced**

Positions transformed or  
eliminated

**78M**

**Net Job Growth**

Overall positive impact on  
employment

**70%**

**Skills Will Shift**

AI literacy and human skills  
become essential

❏ **Key challenge:** How do we prepare for jobs that don't exist yet? The answer is continuous learning, adaptability, and staying curious — not remaining static.