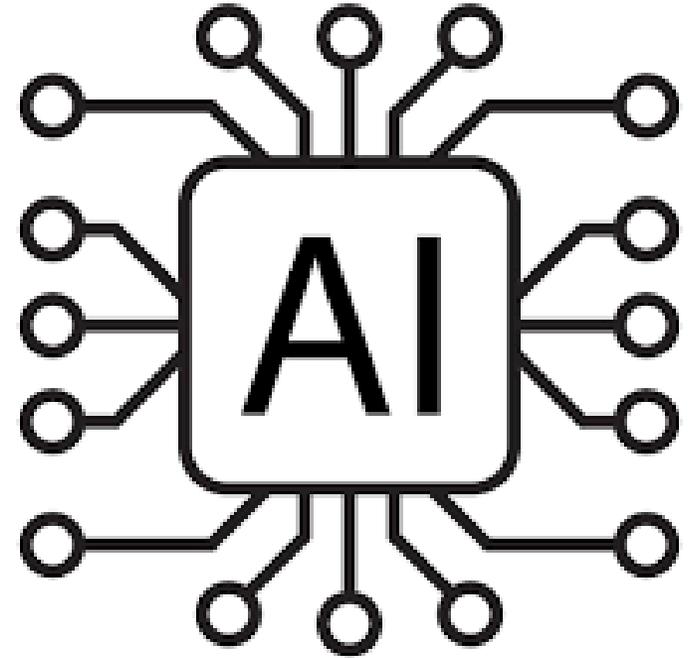


AI for your tourism business

Visit Northumberland conference, 10.02.2026



Dr Yulia Dzenkovska - Service Design North

- 15+ years of leading marketing departments in SMEs (EU)
- B2B / B2C
- Product and service-based businesses
- PhD in Customer Experience Quality (Newcastle University)
- Lecturer in Marketing (Newcastle University)
- BIPC Expert in Residence: AI and customer experience management
- Service Design North Ltd – supporting North East SMEs
 - PNE, Business Gateshead, Business Factory, Millin Charity, RHWE
 - Marketing
 - Customer experience management
 - AI for Better Customer Experiences
 - Human First Responsible AI Pledge
- Mint Stitches CIC – cross-stitch to improve mental health, reduce isolation, and celebrate personal and local heritage
- Natural History Society of Northumbria (NHSN) – business development trustee, AI lead



Simon Laing - Northern Latitude

- 15 years in the tourism and visitor economy
- 12 years running my own SME in the sector
- Specialist in supporting businesses to innovate by developing new products and services
- Tech enthusiast and early adopter
- BIPC Expert in Residence: Tourism
- Rural and coastal enterprise advisor with the Rural Design Centre
- NGB accredited outdoor guide and sports coach



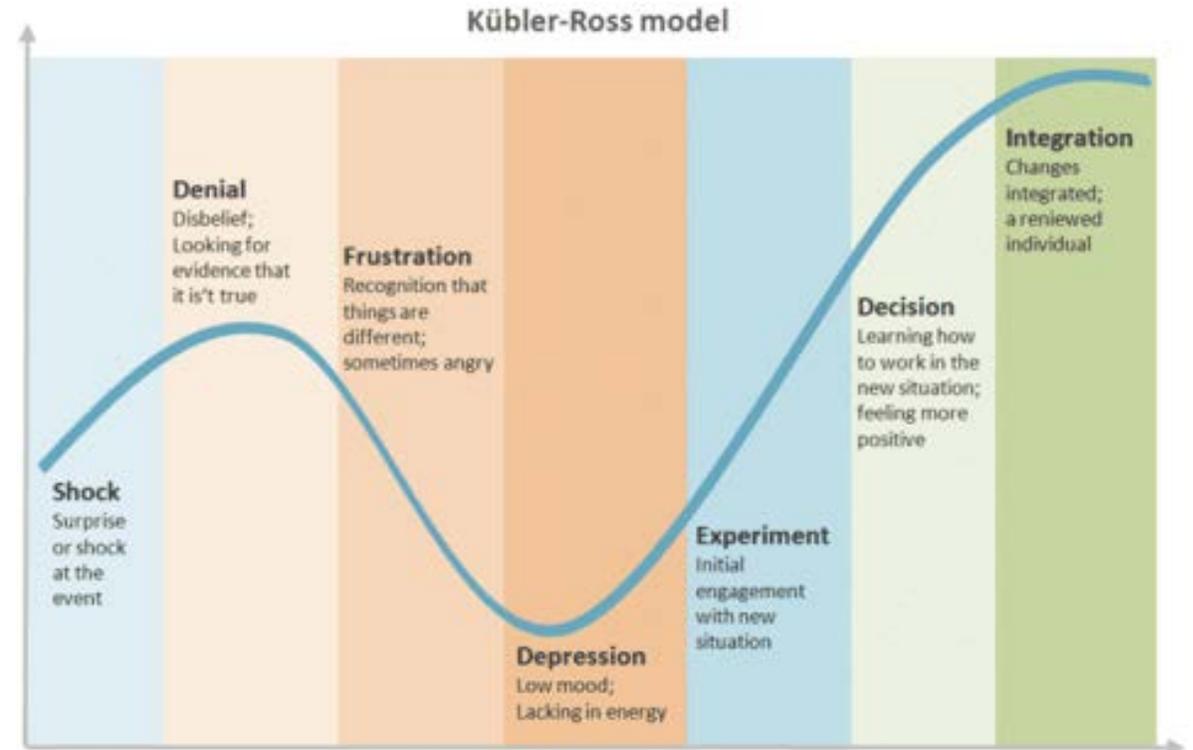
Session overview

1. Understanding AI
2. Common tools and prompts
3. AI ethics
4. Areas where AI can support your job/business role
5. How we can help you

Understanding AI

Where it all started (2023)

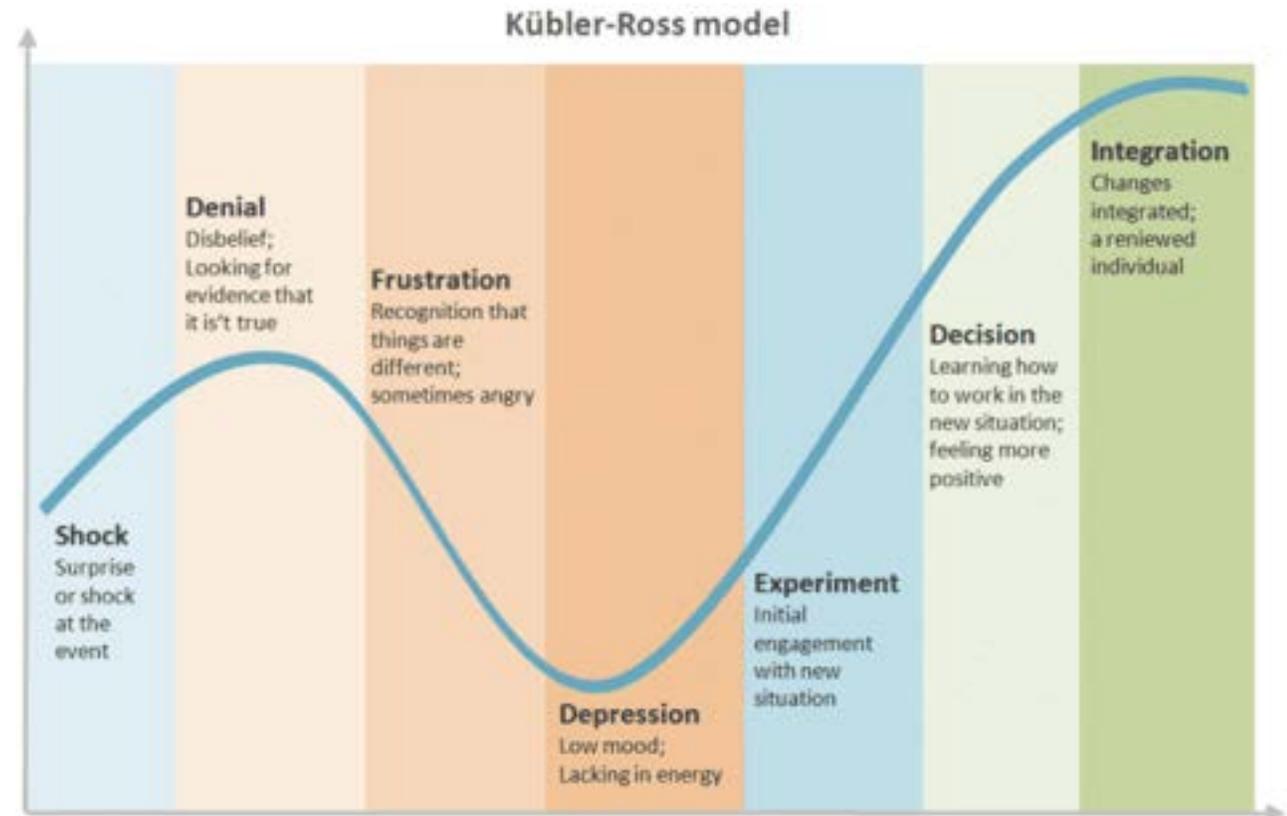
- How can we ensure students don't use ChatGPT to cheat on assignments?
- Will AI take my job?
- Should I be polite to ChatGPT just in case AI takes over the world?
- GenAI use in businesses – 34%



Understanding AI

Where are we now? (2026)

- How can we prepare students for the future employment where AI is commonplace?
- What skills do I and my team need in these changing times?
- How can we leverage AI capabilities to make our processes more efficient?
- How can we innovate with/around AI?
- How can we enhance human performance with AI, and AI performance with uniquely human skills and talents?
- GenAI use in businesses – 78%



Only about 4% have implemented comprehensive AI governance frameworks so far (ethical use of AI policy, etc)

- UK's AI Opportunities Action Plan (2025)
- AI Skills for Business Competency Framework (2024)
- Skills in the Age of AI (2025)
- EU AI Act (2024)

AI in the visitor economy

AI as enabler

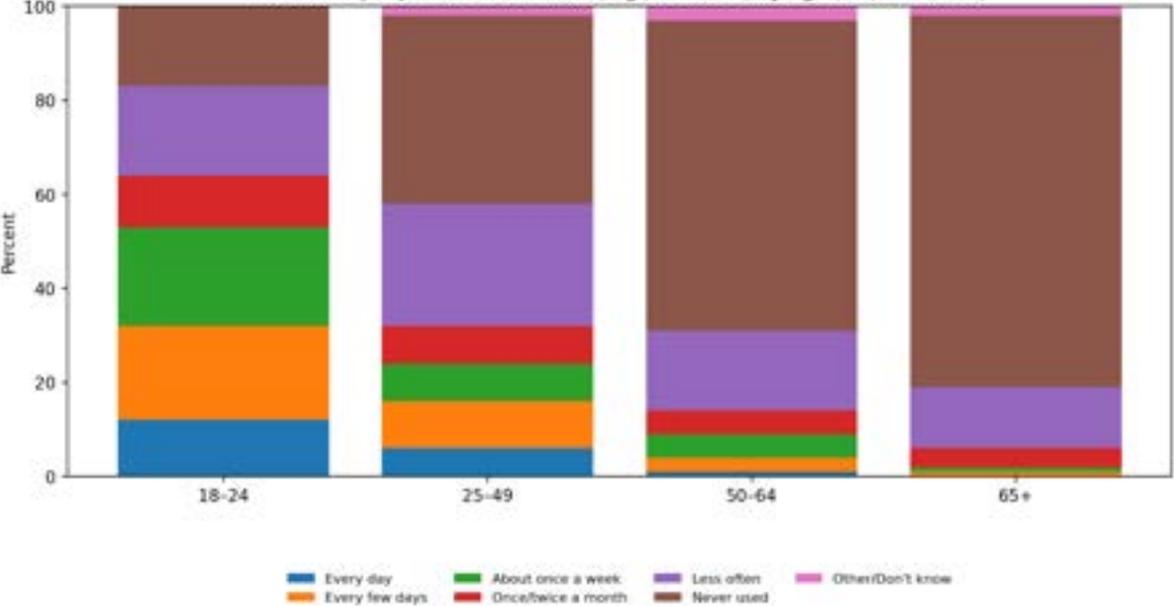
- Enhanced visitor experiences
- Personalised travel planning and services
- Data-driven marketing and decision-making
- Operational efficiency and innovation

AI-related risks and challenges

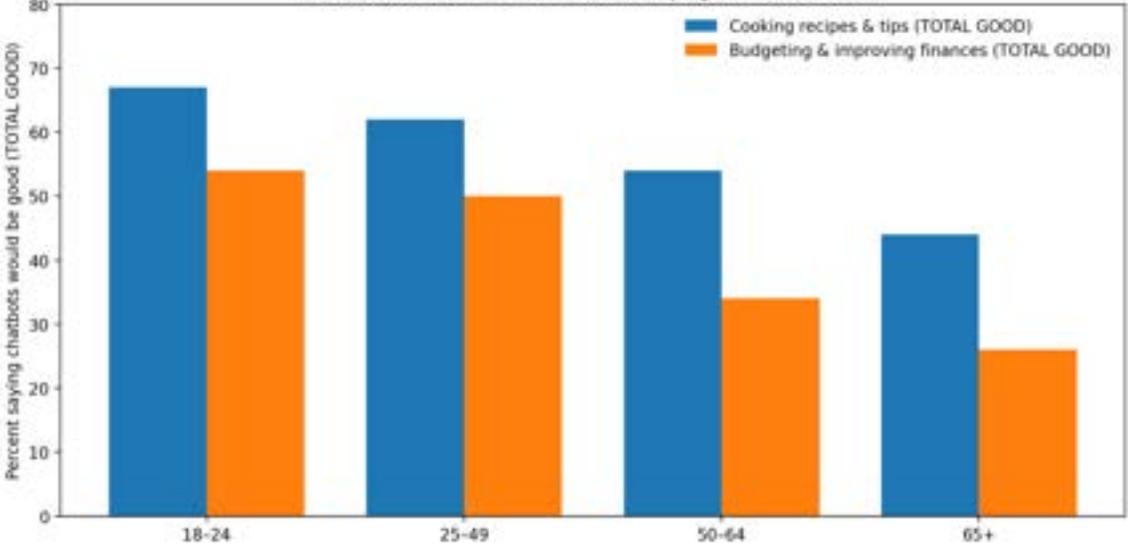
- Workforce impact and skills displacement
- Data privacy and security
- Loss of human touch and over-dependence
- Technological dependency and bias

AI attitudes and use by age

How often people use AI chatbots (e.g., ChatGPT) by age (GB, Mar 2025)



Perceived usefulness of AI chatbots by age (GB, Mar 2025)



YouGov Survey Results (GB adults, fieldwork 23–24 March 2025): How often, if at all, do you use AI chatbots like ChatGPT, Deepseek, and others?

How does AI align with consumer trends?

1. Anti-Algorithm

Consumers are navigating the tension between the convenience algorithms provide and the protection, empowerment, and self-expression they risk losing.

2. The New Young

The timeline of life is being redefined, and so is what it means to be “young.” We’re seeing the rise of an extended middle of life.

3. Affection Deficit

As the social glue of human exchanges erodes, brands face a pivotal choice: nurture human connection or embrace efficiency at all costs.

How does AI align with travel trends?

- Whycations
- Fan Voyages
- Readaways
- Personalized and mindful travel
- Hushpitality
- Comfortable adventure
- "Slow" and nature-immersion
- Sustainable choices
- Edible and sustainable souvenirs
- Road trip revival
- AI integration
- Nostalgia

Tools we are using

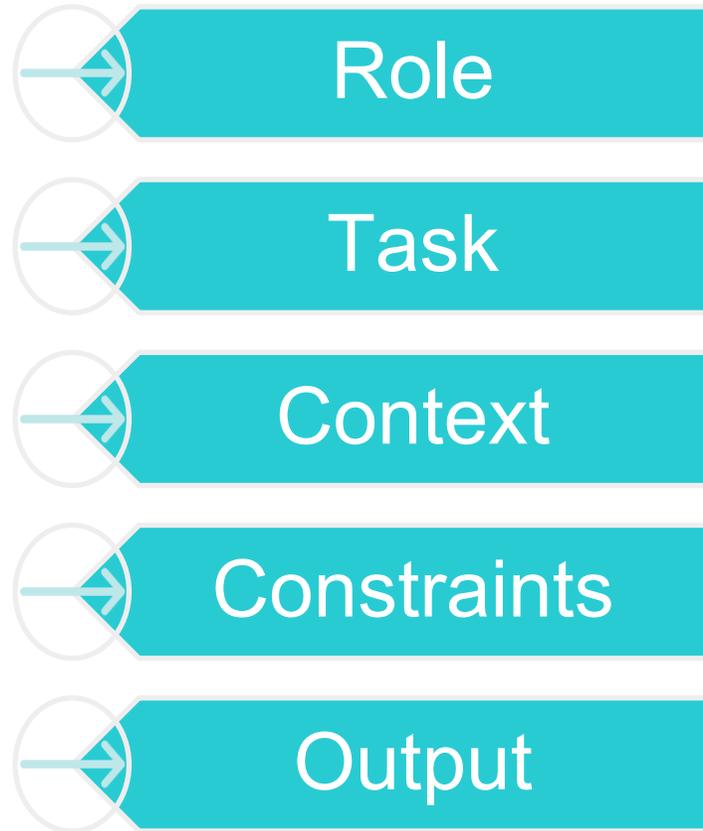
Yulia

- ChatGPT*
- Google Notebook LM
- Zoom
- GetCody AI
- Canva

Simon

- ChatGPT
- Google Notebook LM*
- Fyxr
- Google Colab
- Fareharbor
- Miro AI

Prompt engineering



Bonus

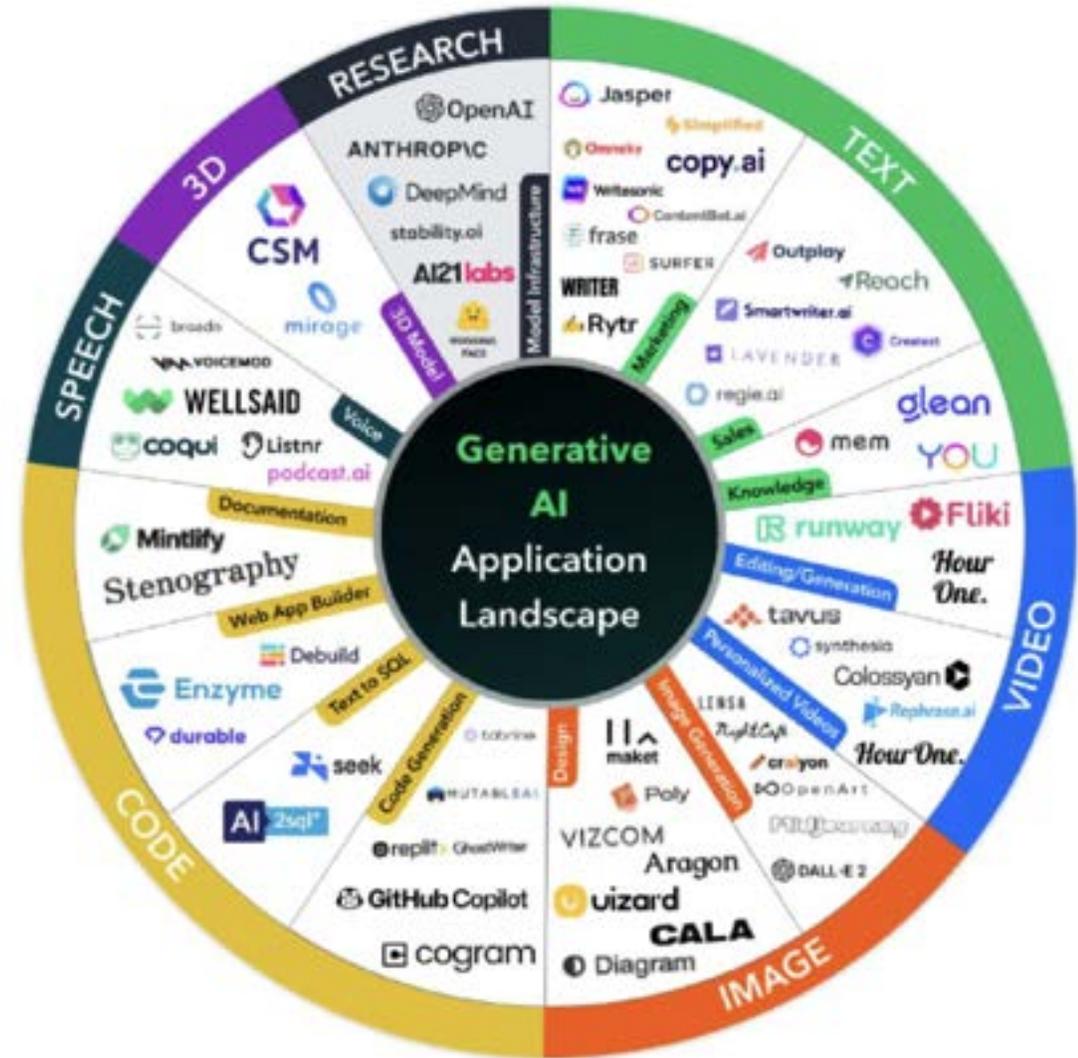
- Provide examples
- Chain-of-thought prompting
- Have a conversation

Examples to download



Other tools to try

- Google Gemini
- Claude
- Perplexity AI
- GetCody AI
- Midjourney
- Sora
- ElevenLabs
- HeyGen



The Human-First Responsible AI Pledge

Putting people, trust, and transparency at the heart of AI adoption

<https://humanfirstresponsibleaipledge.org/>



- UK's AI Opportunities Action Plan (2025)
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- EU AI Act (2024)



Writing with and for AI

“AI-friendly” content is basically good human-friendly, SEO-friendly content. If people can scan it easily and understand what you offer, AI tools and search engines usually can too.

- Who is your persona/audience?
- Clear structure and descriptive headings
- Short paragraphs and bullet points
- Natural, plain language
- Use phrases your visitors actually search for
- Summaries and FAQs
- Clean, up-to-date pages, no contradictions
- For website: show trust signals: reviews, awards, partner logos, good “About” page
- Use ChatGPT to check your own content.

Identify AI use cases – ChatGPT job analysis



<https://chatgpt.com/g/g-6953dfae026c819185d58999b9c4e161-ai-opportunities-explorer>

Design your AI experiment(s)

1. ID the tasks you want/need help with
2. Consider if AI use is appropriate
3. Design an experiment to test
 - a. **AI idea:** (how it helps)
 - b. **Tool(s):**
 - c. **First step:** (tiny; something you can do next week)
 - d. **Risk check:** Any privacy / accuracy risks?
How will you review output?
 - e. **Success looks like:** “I save X minutes a week” “Fewer email back-and-forths”
“Happier guests / clearer info”

Download your free task
audit template and
experiment planner



How can Simon & Yulia support you?

1. For teams - we can **upskill your people**:

- a. Skills audits and diagnostics
- b. Tailored CPD workshops
- c. Short 'lunch & learn' sessions

2. For small businesses - access **BIPC Experts in Residence**

3. For destinations - we are **looking for early adopters**

“How can AI tools be embedded into your destination marketing to improve the visitor experience”

Our impact

The Newcastle AI workshop delivered a substantial and measurable increase in participant confidence.

Average confidence scores rose by 1.27 points on a 5-point scale (from 2.71 to 3.98), representing a 47% improvement relative to baseline levels across the confidence items.

1 day workshop, 15.01.26

Connect with us



Simon Laing

Adventure Tourism Consultant | Founder of Northern Latitude | Rural Business Advisor |...



Yulia Dzenkovska

Chartered Marketer | PhD | Social Entrepreneur | AI | CX

