

RETHINK TOURISM 2024

HOW IS TOURISM USING AI?

Traveltech



THE UNIVERSITY of EDINBURGH
Edinburgh Futures Institute



Who am I?

AI, Data-Driven Innovation and Tourism

Data Skills Lead for Scotland

BBC Horizon

Bosnia & Herzegovina

Civil Servant - London Olympics



THE UNIVERSITY of EDINBURGH
Edinburgh Futures Institute

Traveltech
for Scotland





Europe's Leading Traveltech Hub

Over 200 Traveltech businesses...

Scotland is one of Europe's leading traveltech hubs, alongside Amsterdam, Berlin and Barcelona.



Traveltech
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“We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run”

AMARA'S LAW

What can be generated?

The 'outputs'

Text:



Gemini

Insights and Code:



Images and Video:



Pika



Music:



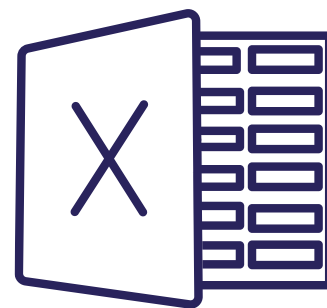
What can be interpreted?

'The 'inputs'

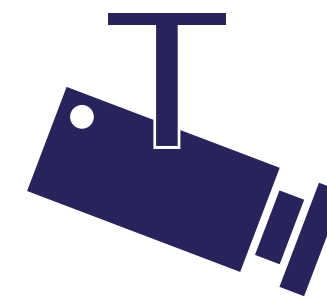
Text



Data, Code and
Software



Images, Audio and
Video



Web Content
(RAG)



MULTI-MODAL AI

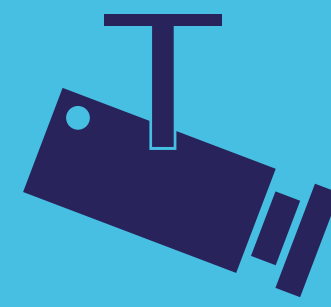
TEXT



DATA AND SOFTWARE



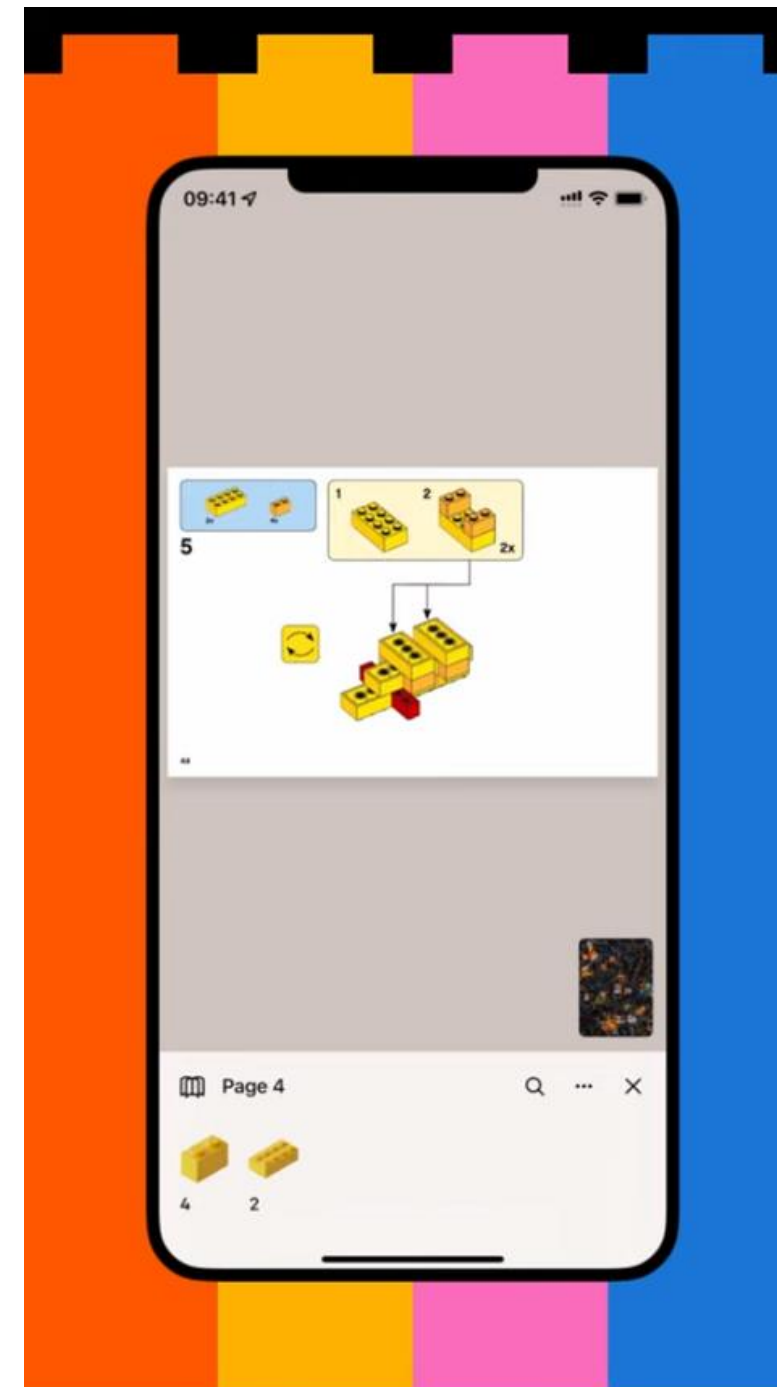
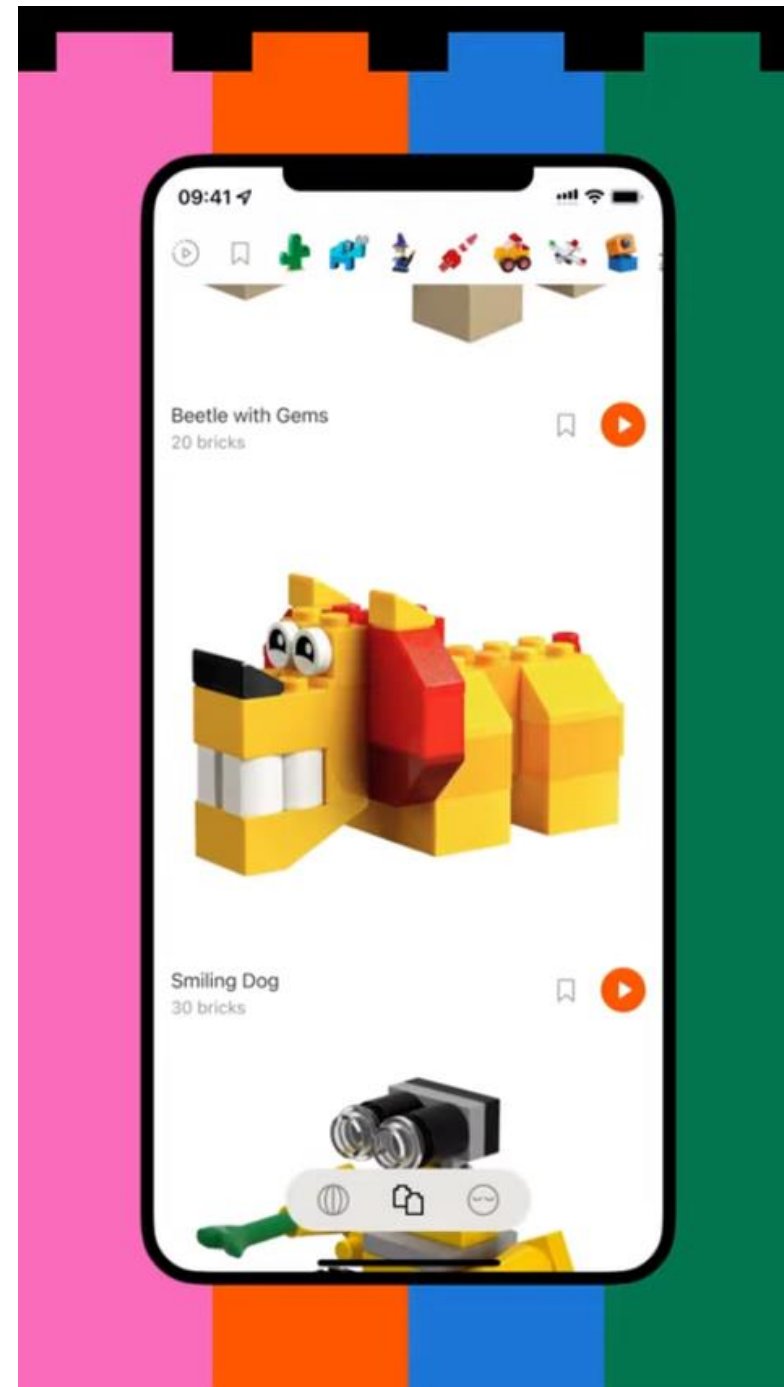
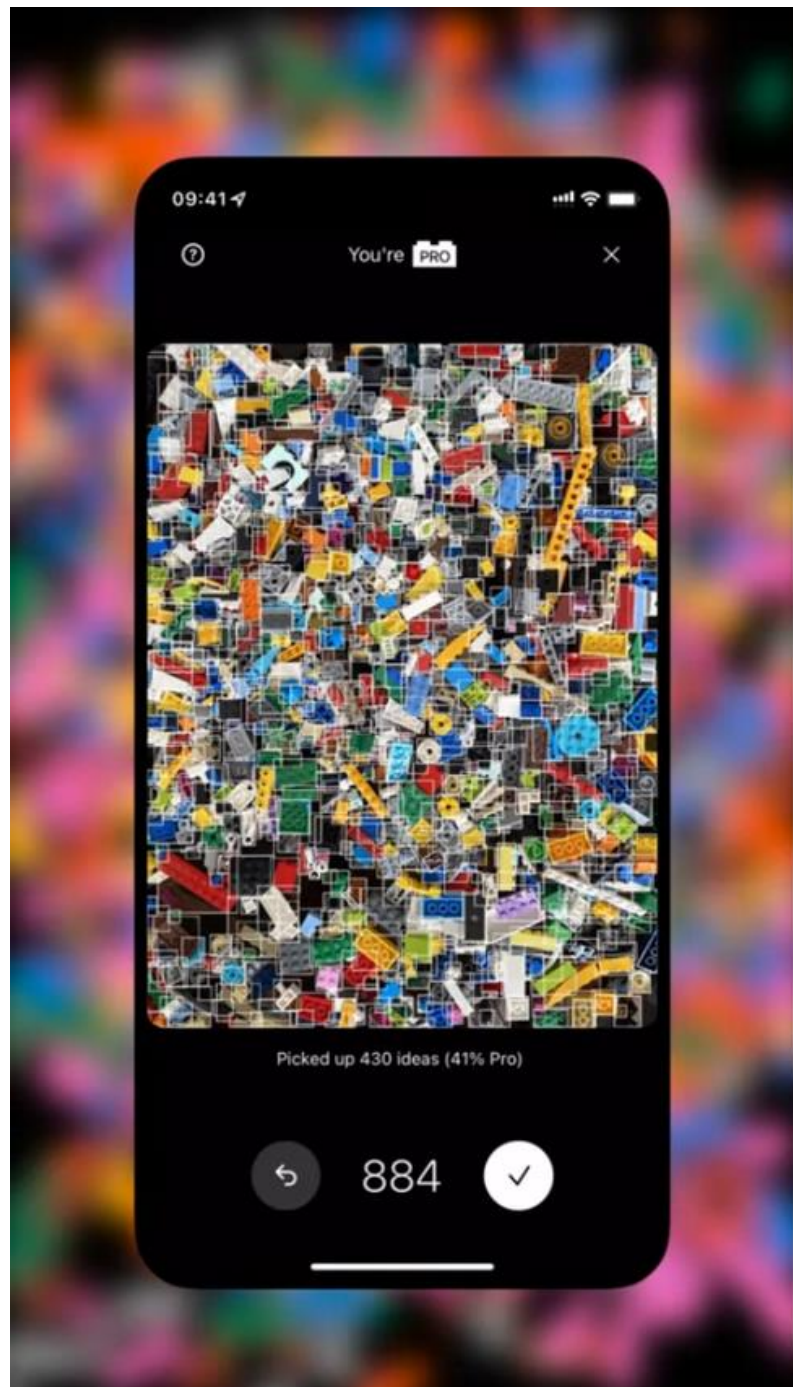
IMAGES, AUDIO AND VIDEO



WEB CONTENT



Lego Companion



<https://brickit.app>

Using GenAI in Tourism



Marketing
Copy and Images



Customer
Service



Review and Complaint
Handling



Itineraries
'Things to do'

AI ADOPTION



Using the 'Tools'

Like Google Gemini, Claude, ChatGPT




Buyer & Builder

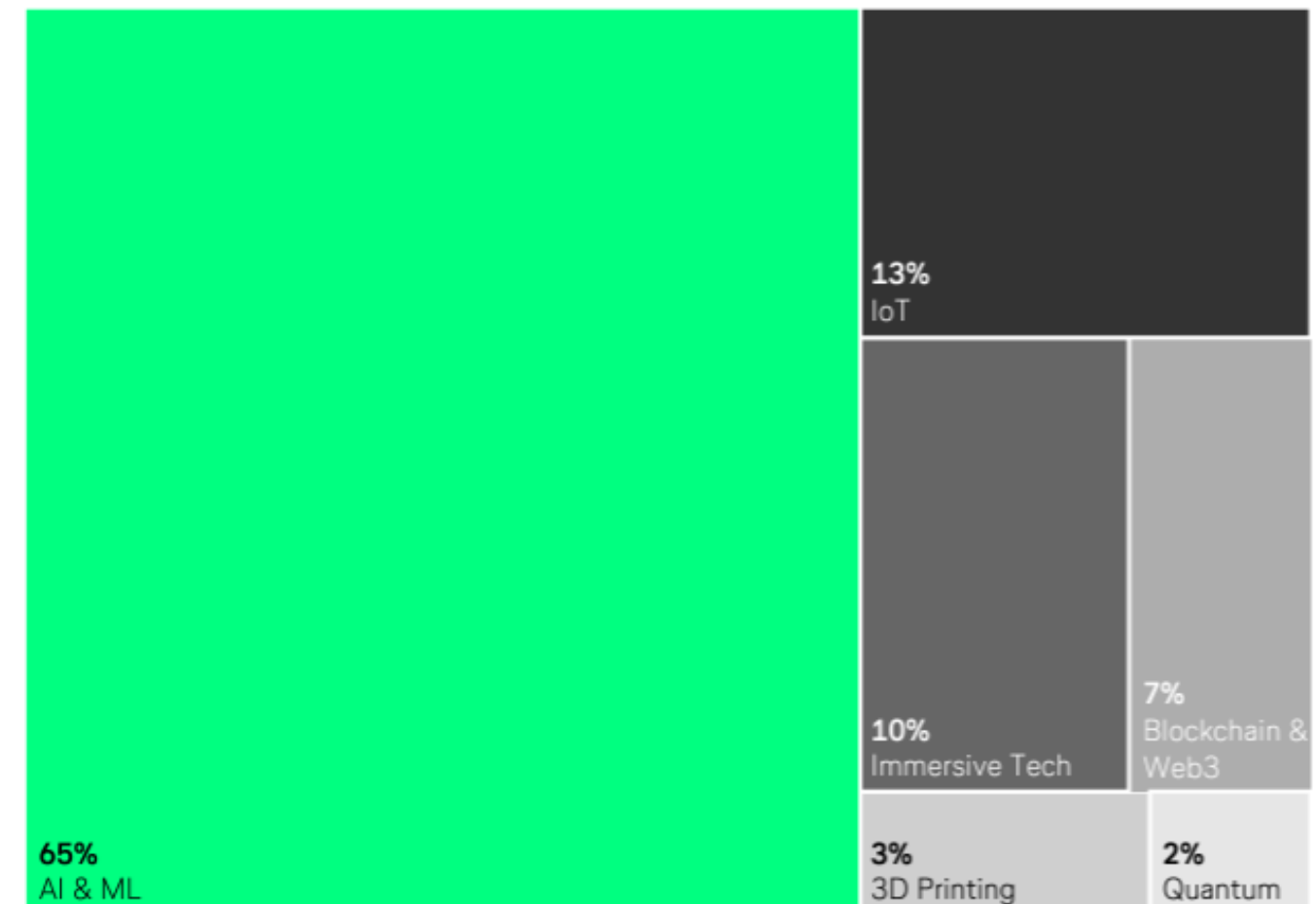
'Productionise - often using open source models or enterprise AI

Traveltech Investing Patterns

Source: Luthansa

AI: The Most Pivotal Technology Area Across Travel and Mobility Sectors

 TECHNOLOGY-FOCUSED DEAL ACTIVITY (#) OF TRAVEL AND MOBILITY
CORPORATIONS, BY TECHNOLOGY AREA, SINCE 2018





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Customer Service / Engagement

Handling customer enquiries

Automated Enquiry Handling

In just two days work (April 2023)...



Receive 100's of
bespoke, non-standard
emails



Used AI to 'read',
'understand' and identify
the next action



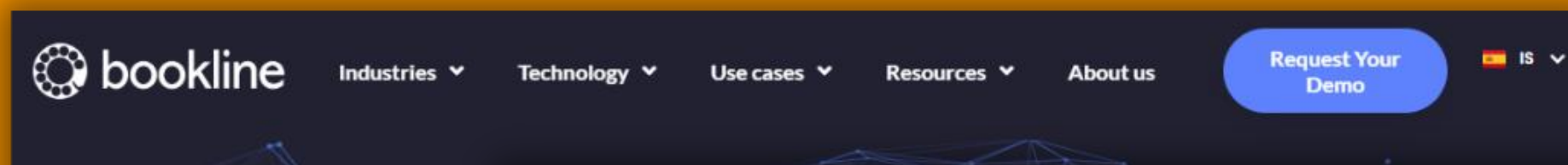
Initiates the next
action for 80% of
enquiries



Trialled using automated
voice messages

Now over 1 million
emails sent

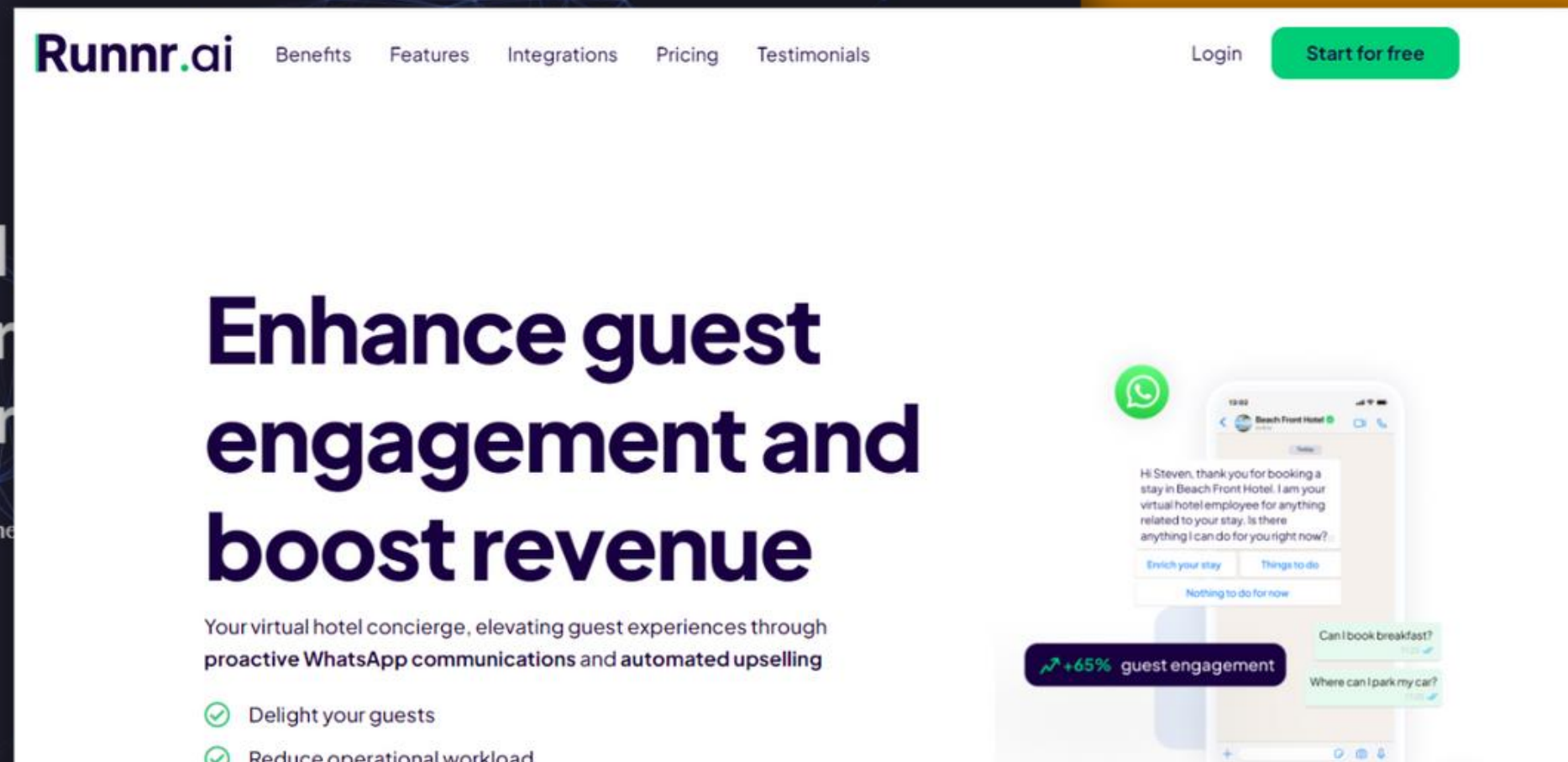
Whatsapp dialogue



The best conversational intelligence for exceptional service

Increase customer satisfaction and save time and WhatsApp interactions.

REQUEST YOUR DEMO

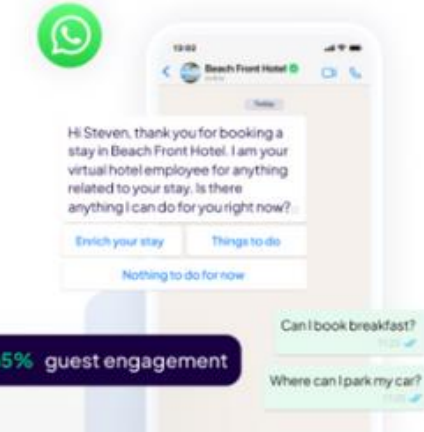


Runnr.ai Benefits Features Integrations Pricing Testimonials Login Start for free

Enhance guest engagement and boost revenue

Your virtual hotel concierge, elevating guest experiences through proactive WhatsApp communications and automated upselling

- Delight your guests
- Reduce operational workload



WhatsApp chat interface showing a virtual hotel employee response:

Hi Steven, thank you for booking a stay in Beach Front Hotel. I am your virtual hotel employee for anything related to your stay. Is there anything I can do for you right now?

Buttons: Enrich your stay, Things to do

Nothing to do for now

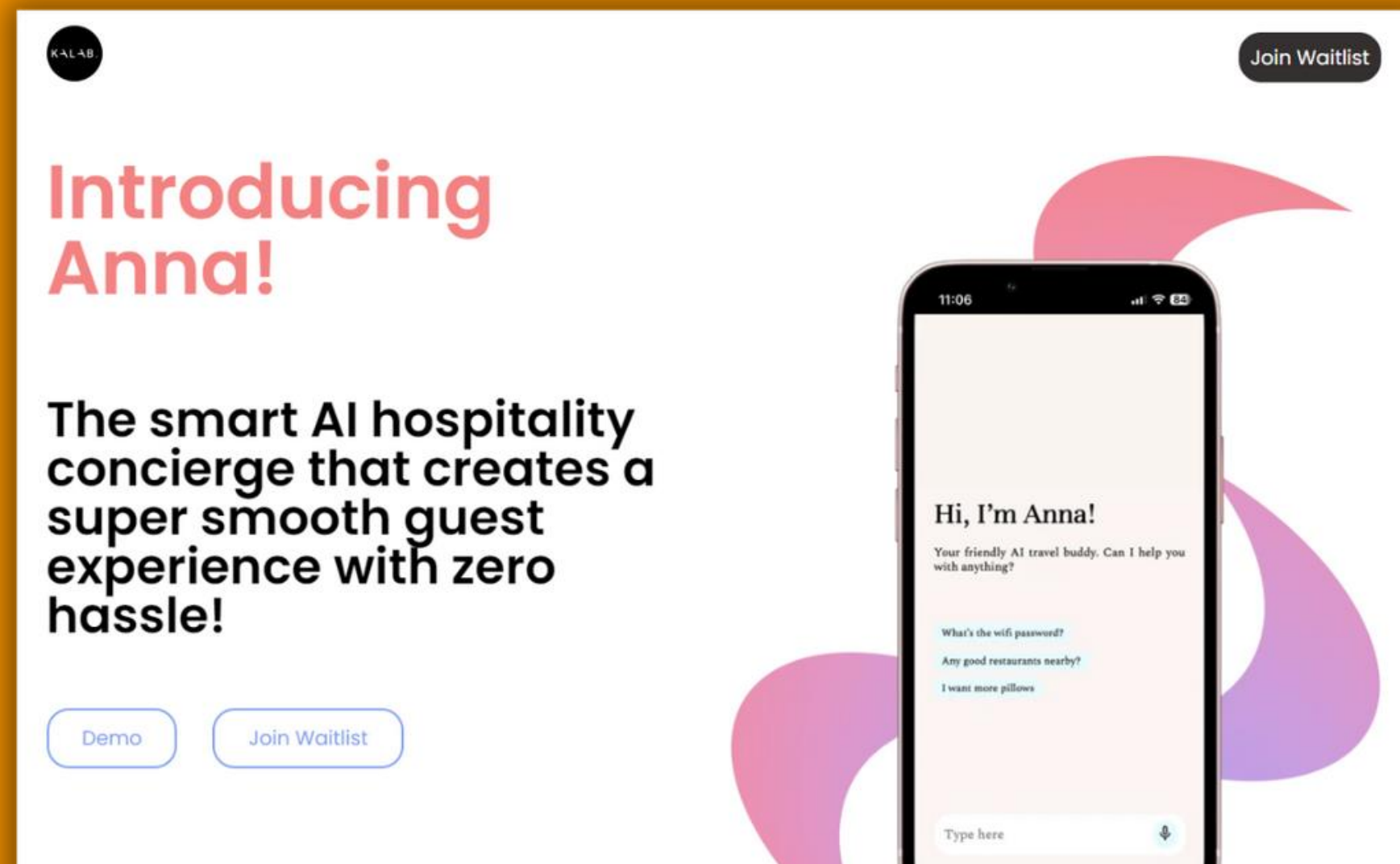
+65% guest engagement

Can I book breakfast?

Where can I park my car?

Replacing the

guest book!



K-LAB Join Waitlist

Introducing Anna!

The smart AI hospitality concierge that creates a super smooth guest experience with zero hassle!

[Demo](#) [Join Waitlist](#)

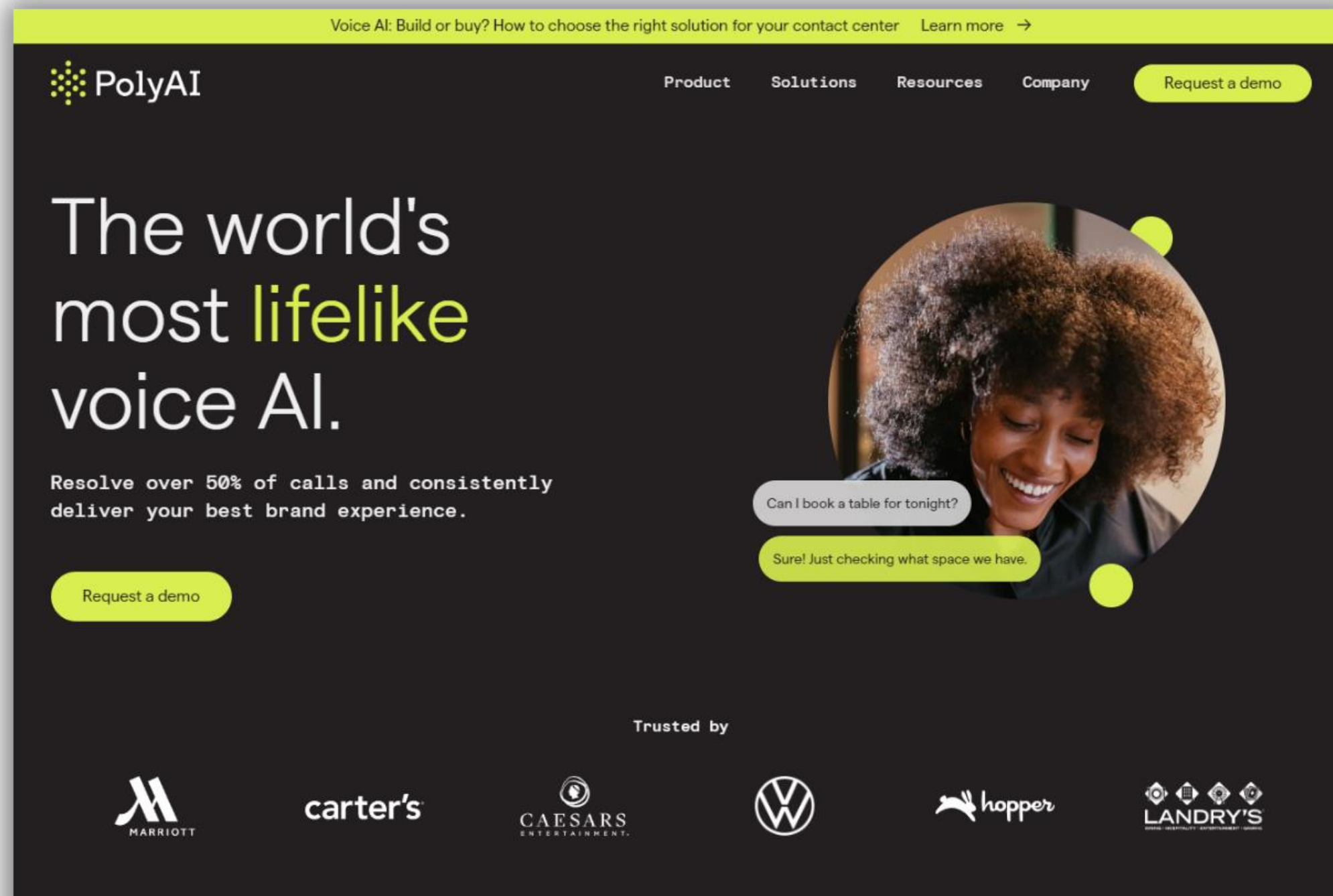
Hi, I'm Anna!
Your friendly AI travel buddy. Can I help you with anything?

What's the wifi password?
Any good restaurants nearby?
I want more pillows

Type here

Contact Centre as a Service

Text to voice, in conversational, natural language



Voice AI: Build or buy? How to choose the right solution for your contact center [Learn more](#) →

PolyAI Product Solutions Resources Company [Request a demo](#)

The world's most **lifelike** voice AI.







Resolve over 50% of calls and consistently deliver your best brand experience.

[Request a demo](#)

Can I book a table for tonight?

Sure! Just checking what space we have.

Trusted by

PolyAI - Used in Hotel customer service

Accurate Translation

In so many languages...



3D Models and Content

Much faster to create interactive VR and AR experiences...

3D AI Studio

Bezi

Recent Creations

See what our Users have been generating. Get inspired and start creating your 3D Models today!



ABSTRACT

Prompt: An sculpture in the form of convolutions

11.03.2024

View in 3D



STONE

Prompt: A golem made of stone

29.03.2023

View in 3D



ANIMAL

Prompt: A 3D Model of a T-Rex

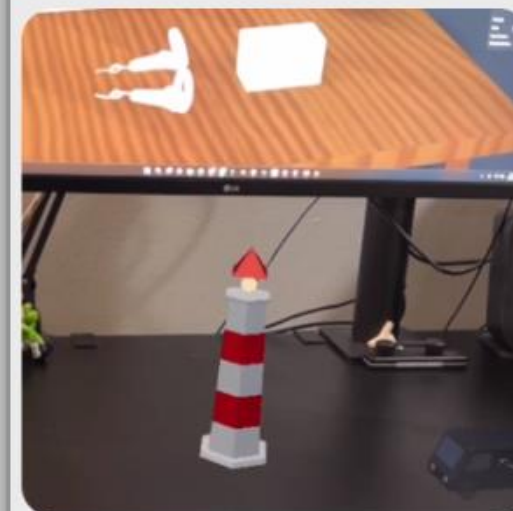
25.03.2024

View in 3D



Lunaris

Scott Martins Barreto



AR Notification Lighthouse



Super Mario Outdoor

Play the part

Characters produce better ideas?



Winter Bre-AI-k

Even AI needs a break...



Avatars and Holograms..?

AI capable of...



Accurate complex
dialogue (with character)



Multi-lingual, real-time
translation



Creating detailed avatars
and
3D models



Avatar / embodied
Assistants?

(In your own likeness!)

Dial Dali

Ask Dali anything you want...



Hello Vincent, my old friend...





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Promotion, marketing & discoverability

Encouraging and influencing responsible tourism

“



*When all of the
colours get mixed
together...*

You get a generic brown sludge and everything looks the same

”

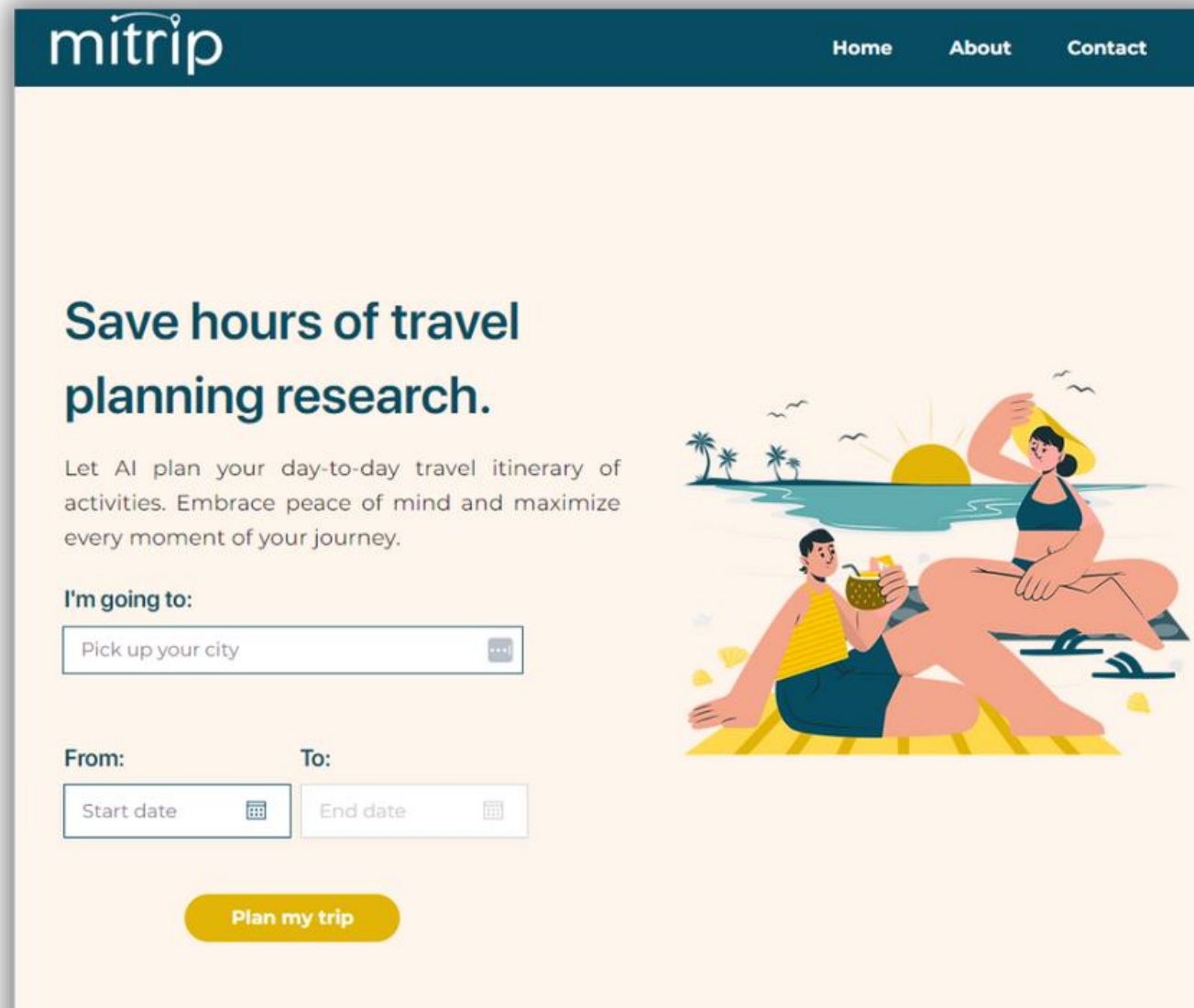
“

“fosters...”

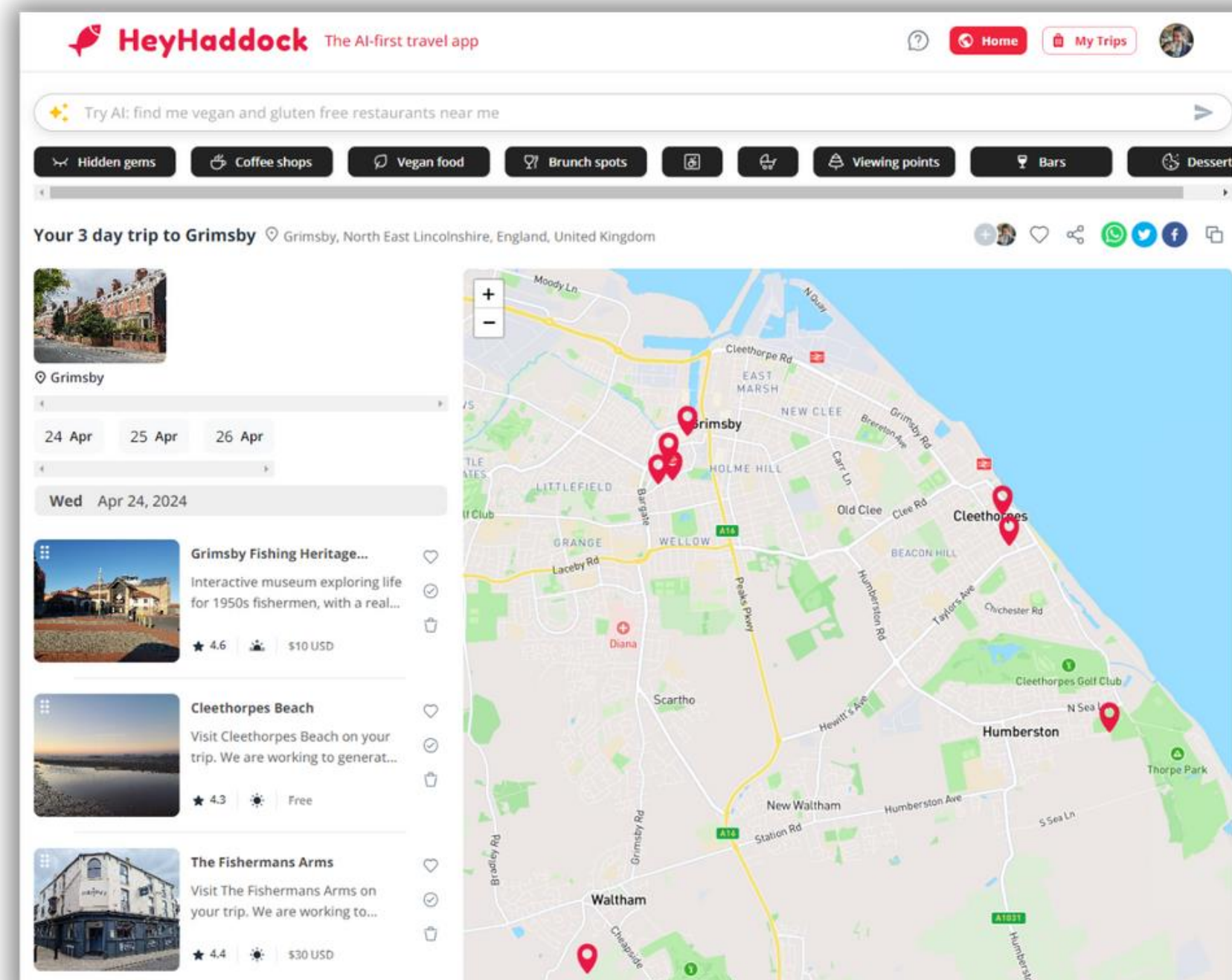
”

AI Itineraries and planning

1000s of startups...not so much traction



The Mitrip website features a dark green header with the 'mitrip' logo and navigation links for 'Home', 'About', and 'Contact'. The main content area has a light beige background. On the left, there is a form titled 'I'm going to:' with a text input field 'Pick up your city', and 'From:' and 'To:' sections with date pickers for 'Start date' and 'End date'. A yellow 'Plan my trip' button is positioned below the form. To the right of the form is an illustration of a man and a woman relaxing on a beach. The text 'Save hours of travel planning research.' is prominently displayed above the form.



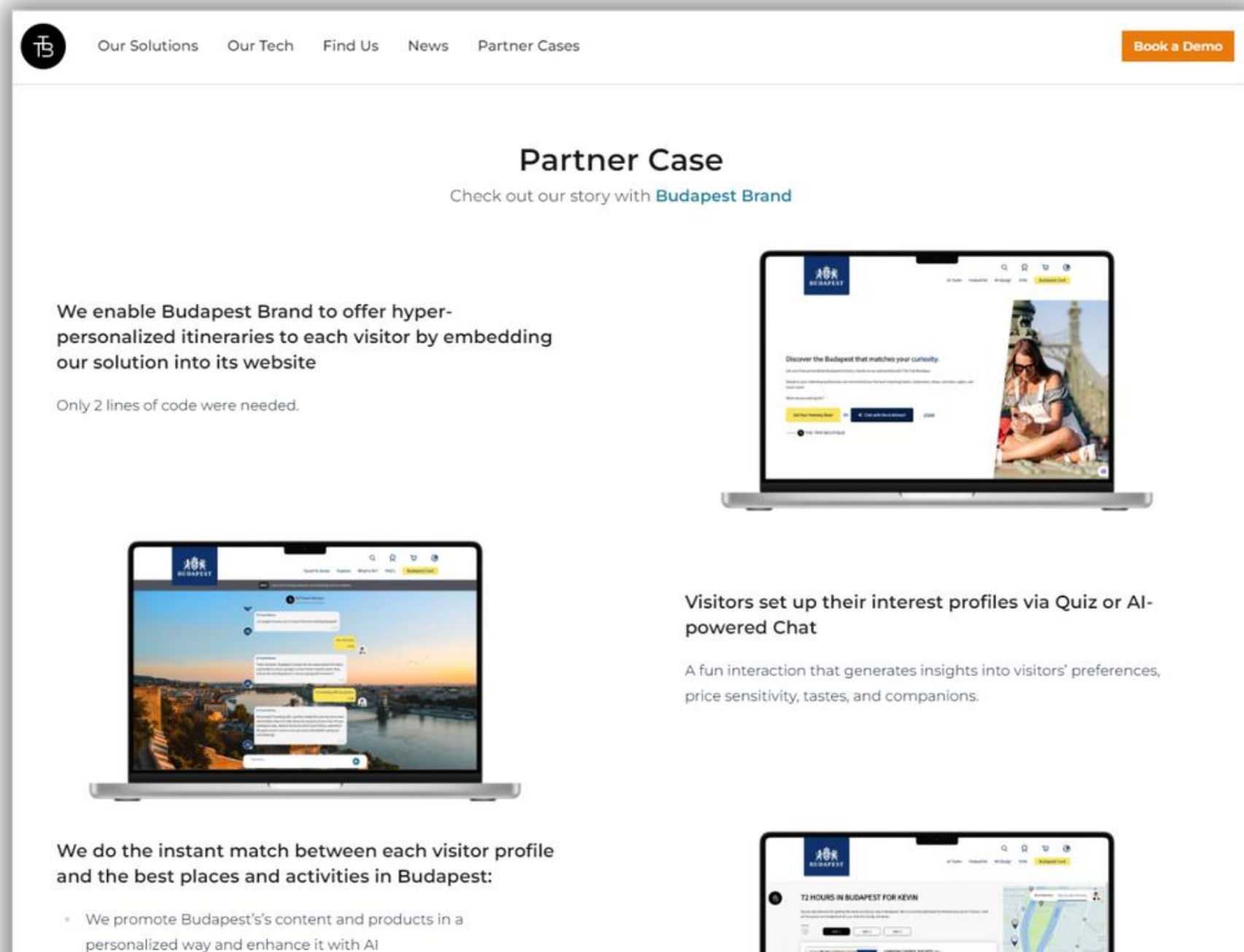
The HeyHaddock app interface features a white header with the 'HeyHaddock' logo and the tagline 'The AI-first travel app'. Below the header is a search bar with the text 'Try AI: find me vegan and gluten free restaurants near me'. A horizontal menu contains various filter categories: 'Hidden gems', 'Coffee shops', 'Vegan food', 'Brunch spots', 'Viewing points', 'Bars', and 'Desserts'. The main content area displays 'Your 3 day trip to Grimsby' for 'Wed Apr 24, 2024'. A map on the right shows the Grimsby area with several red location pins. On the left, a list of activities is shown, including 'Grimsby Fishing Heritage...' (4.6 stars, \$10 USD), 'Cleethorpes Beach' (4.3 stars, Free), and 'The Fishermans Arms' (4.4 stars, \$30 USD).

Save hours of trip planning research with Mitrip

Experience stress-free trip planning with Mitrip! Save hours of research and avoid information overload. Our AI generates personalised day-to-day

AI Itineraries and planning

Business to Business



Partner Case
Check out our story with [Budapest Brand](#)

We enable Budapest Brand to offer hyper-personalized itineraries to each visitor by embedding our solution into its website

Only 2 lines of code were needed.

Visitors set up their interest profiles via Quiz or AI-powered Chat

A fun interaction that generates insights into visitors' preferences, price sensitivity, tastes, and companions.

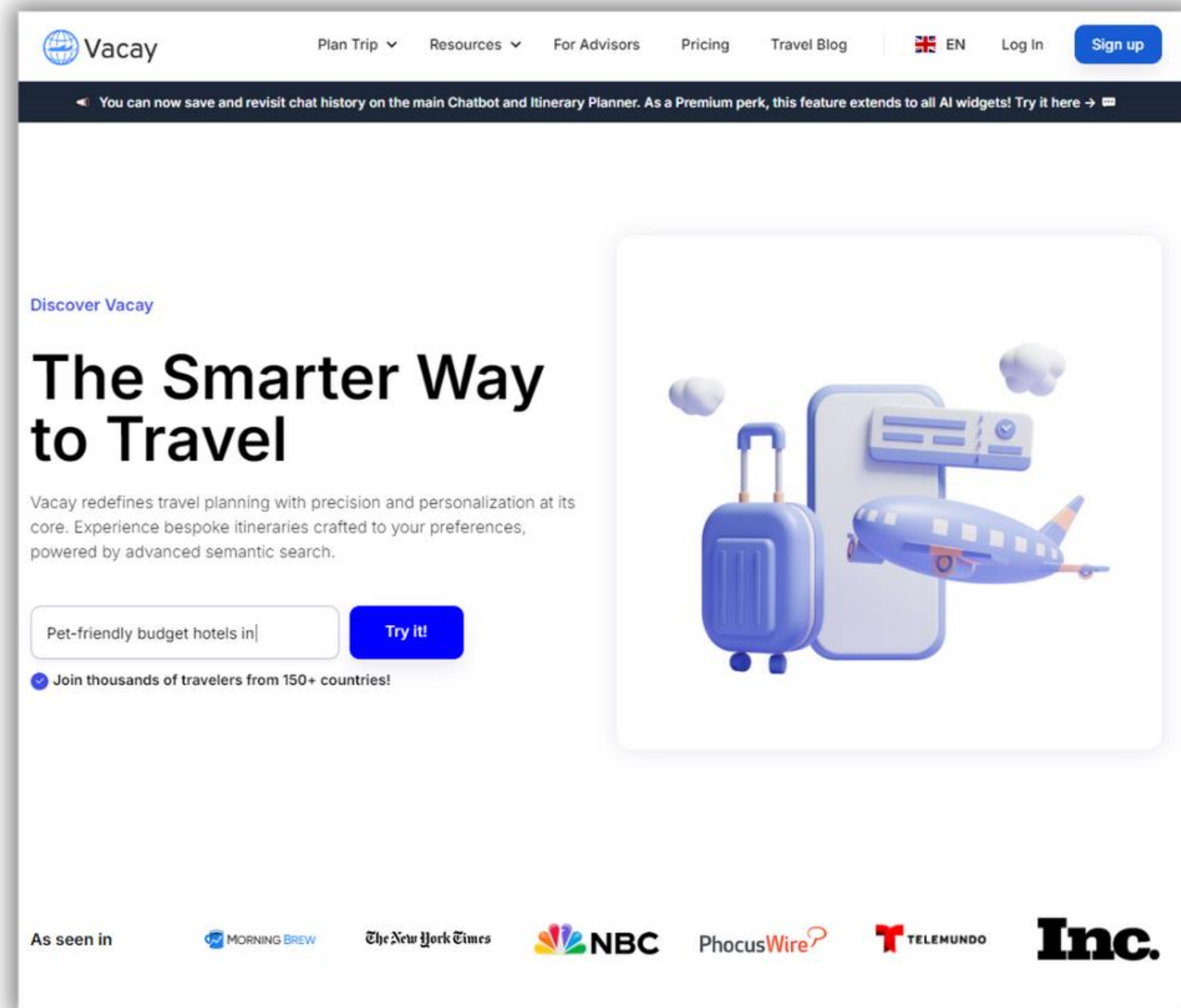
We do the instant match between each visitor profile and the best places and activities in Budapest:

- We promote Budapest's content and products in a personalized way and enhance it with AI

Trip Boutique

For Travel Agents

Productivity tooling for established agents...

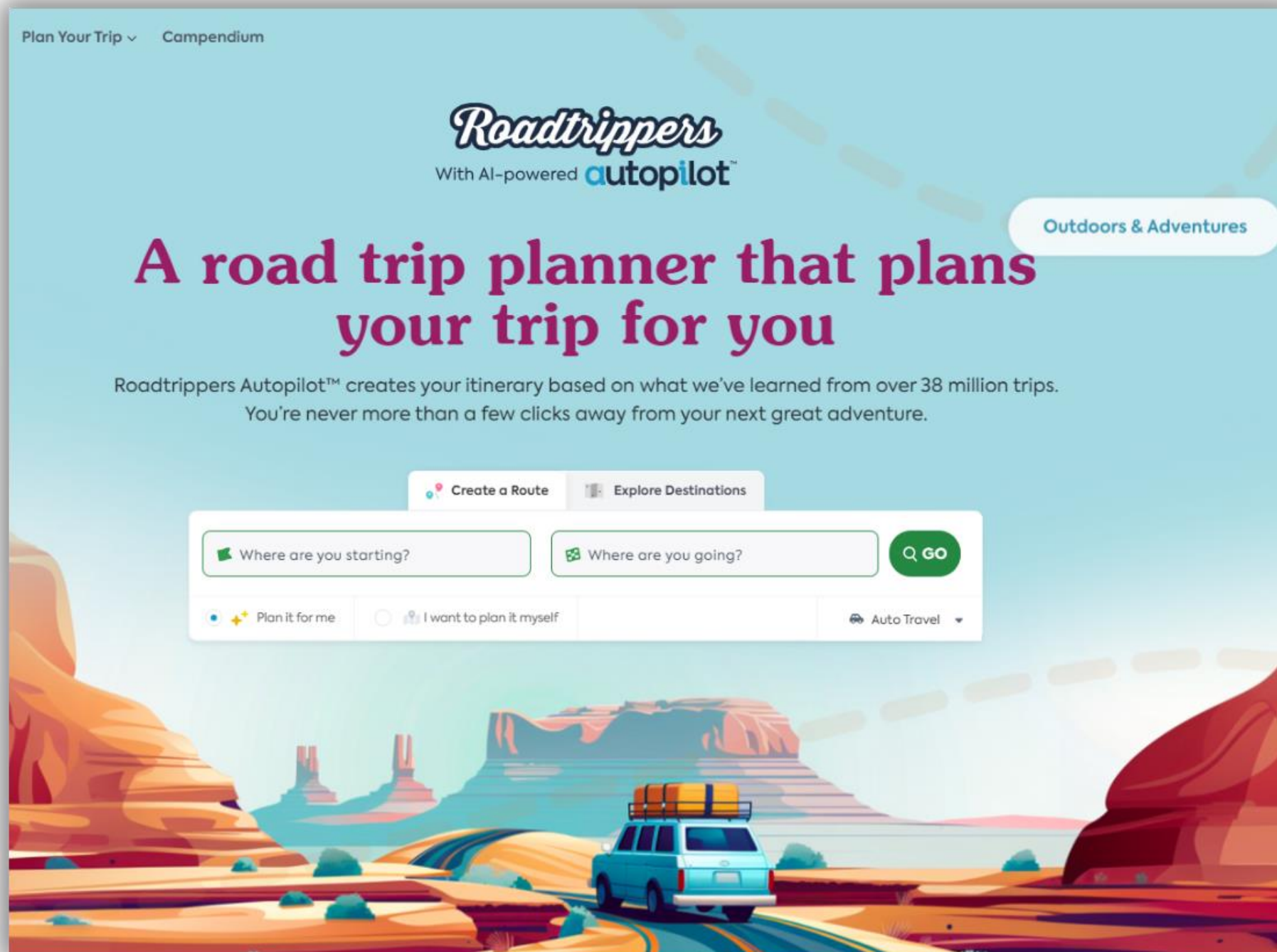


The screenshot shows the Vacay website interface. At the top, there is a navigation bar with the Vacay logo, menu items for 'Plan Trip', 'Resources', 'For Advisors', 'Pricing', and 'Travel Blog', a language selector for 'EN', and 'Log In' and 'Sign up' buttons. A dark banner below the navigation bar contains a message: 'You can now save and revisit chat history on the main Chatbot and Itinerary Planner. As a Premium perk, this feature extends to all AI widgets! Try it here →'. The main content area features the heading 'Discover Vacay' and 'The Smarter Way to Travel'. Below this, a paragraph states: 'Vacay redefines travel planning with precision and personalization at its core. Experience bespoke itineraries crafted to your preferences, powered by advanced semantic search.' A search bar contains the text 'Pet-friendly budget hotels in' and a blue 'Try it!' button. Below the search bar, it says 'Join thousands of travelers from 150+ countries!'. To the right of the text is an illustration of a blue suitcase, a smartphone displaying a travel itinerary, and a blue airplane. At the bottom of the page, there is a section titled 'As seen in' followed by logos for MORNING BREW, The New York Times, NBC, PhocusWire, TELEMUNDO, and Inc.

Vacay

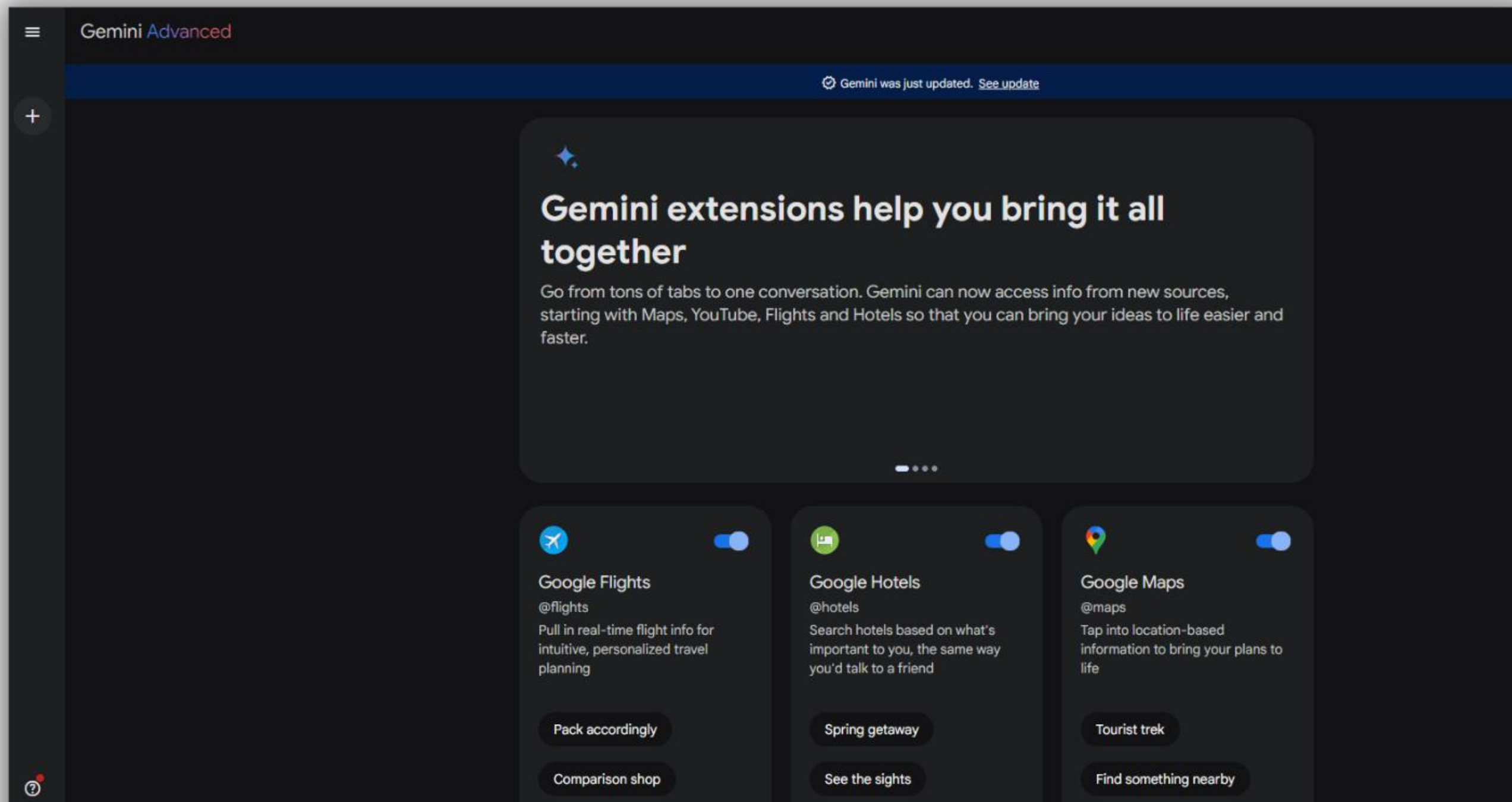
The Niche path

Plan my roadtrip, my bike trip...



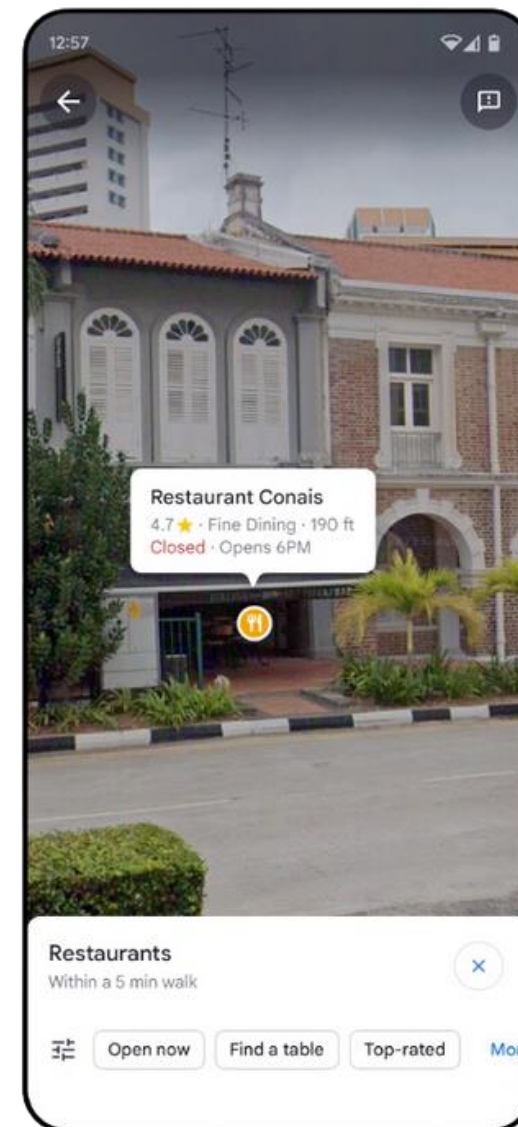
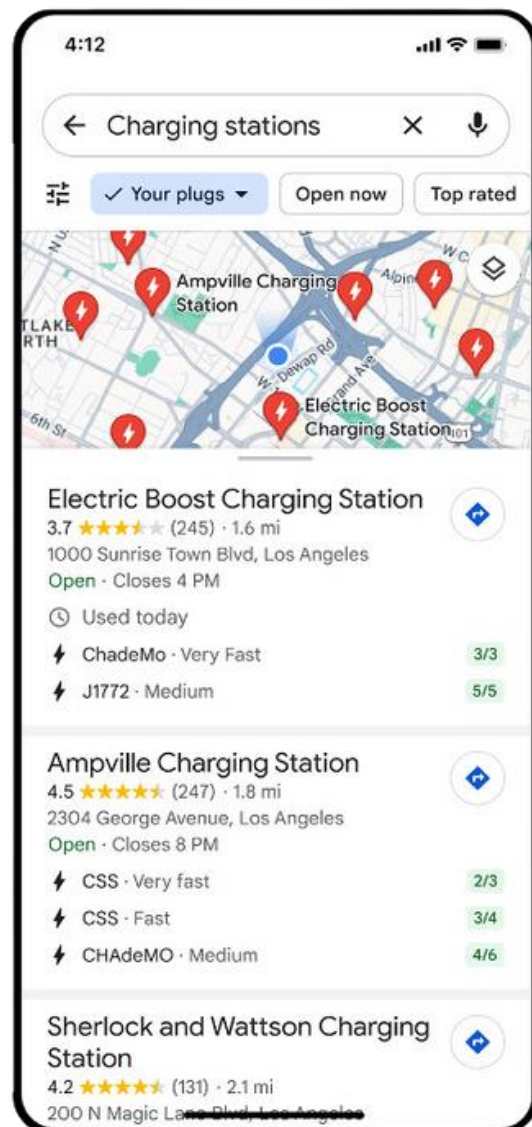
Google Gemini

The world's most powerful travel app(s)?



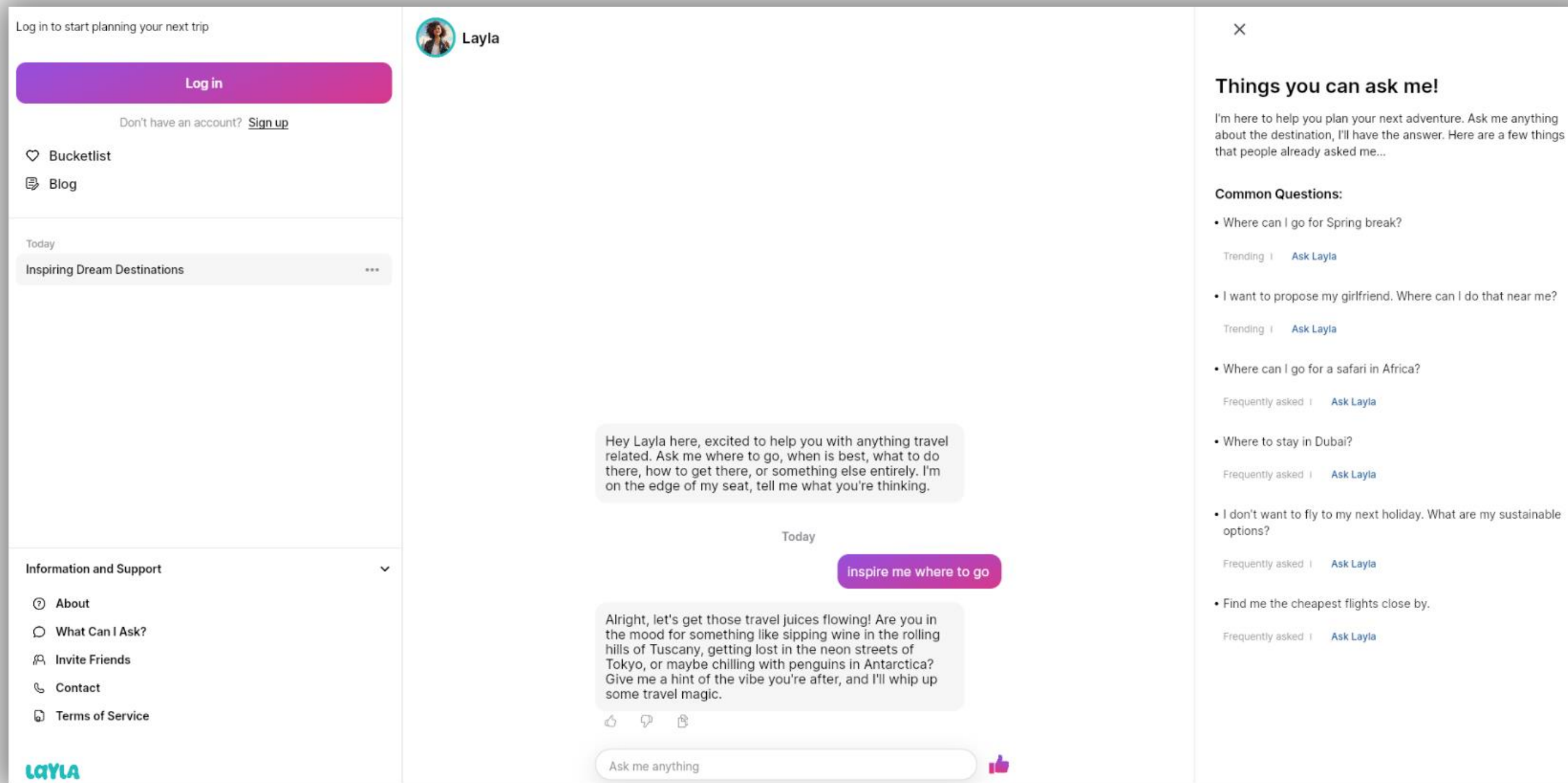
Google Maps

The world's most powerful travel app(s)?



Travel Assistants

Backed by the biggest names in Traveltech



The screenshot displays the Layla travel assistant interface. On the left is a navigation sidebar with options like 'Log in', 'Bucketlist', 'Blog', and 'Information and Support'. The main chat area shows a conversation with Layla, including a welcome message and a user's request to 'inspire me where to go'. On the right, a panel titled 'Things you can ask me!' lists common travel questions such as 'Where can I go for Spring break?' and 'Where to stay in Dubai?'.

Log in to start planning your next trip

[Log in](#)

Don't have an account? [Sign up](#)

♥ Bucketlist

📄 Blog


Today

Inspiring Dream Destinations

Information and Support

- About
- What Can I Ask?
- Invite Friends
- Contact
- Terms of Service

LAYLA

 **Layla**

Hey Layla here, excited to help you with anything travel related. Ask me where to go, when is best, what to do there, how to get there, or something else entirely. I'm on the edge of my seat, tell me what you're thinking.

Today

[Inspire me where to go](#)

Alright, let's get those travel juices flowing! Are you in the mood for something like sipping wine in the rolling hills of Tuscany, getting lost in the neon streets of Tokyo, or maybe chilling with penguins in Antarctica? Give me a hint of the vibe you're after, and I'll whip up some travel magic.

Ask me anything

Things you can ask me!

I'm here to help you plan your next adventure. Ask me anything about the destination, I'll have the answer. Here are a few things that people already asked me...

Common Questions:

- Where can I go for Spring break?
Trending | [Ask Layla](#)
- I want to propose my girlfriend. Where can I do that near me?
Trending | [Ask Layla](#)
- Where can I go for a safari in Africa?
Frequently asked | [Ask Layla](#)
- Where to stay in Dubai?
Frequently asked | [Ask Layla](#)
- I don't want to fly to my next holiday. What are my sustainable options?
Frequently asked | [Ask Layla](#)
- Find me the cheapest flights close by.
Frequently asked | [Ask Layla](#)



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Not so Ordinary People?

Travel Technology

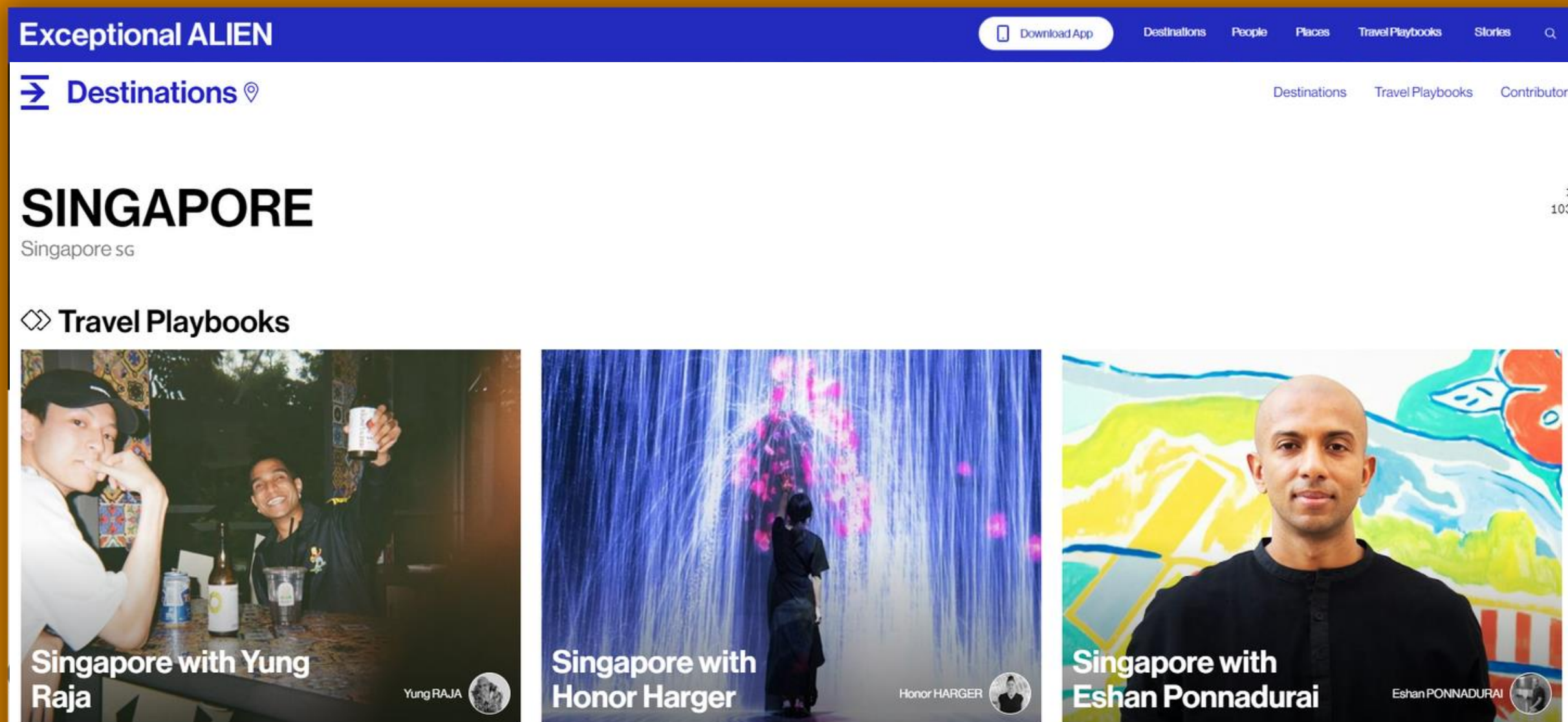
Musician John Legend Releasing App to Counter 'Negative' Google and Yelp Reviews

Justin Dawes, Shift
October 17th, 2023 at 5:51 PM EDT



**It's
Good.**

Curated influencer experiences



The screenshot displays the 'Exceptional ALIEN' website interface. At the top, there is a navigation bar with a 'Download App' button and links for 'Destinations', 'People', 'Places', 'Travel Playbooks', and 'Stories'. Below this, a secondary navigation bar includes 'Destinations', 'Travel Playbooks', and 'Contributors'. The main content area is titled 'SINGAPORE' with the subtext 'Singapore sg'. Underneath, there is a section for 'Travel Playbooks' featuring three featured experiences:

- Singapore with Yung Raja**: A photo of two men at a bar, one holding a drink.
- Singapore with Honor Harger**: A photo of a person interacting with a large, colorful digital art installation.
- Singapore with Eshan Ponnadurai**: A portrait of a man in front of a vibrant, abstract background.

Obvlo

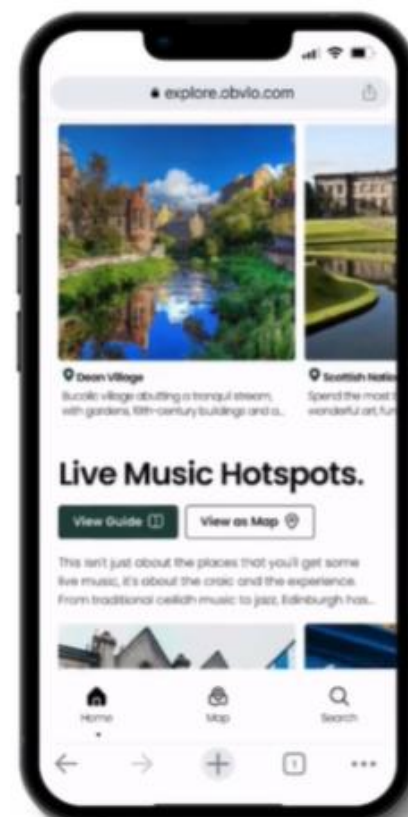
Curation is having a comeback....

Dynamic Destination Content.

Increase your engagement with zero manual effort.



**Powered by Obvlo AI*



Curated Local Guides.

Content that is curated using AI into local guides, delivering the most relevant recommendations to drive engagement.

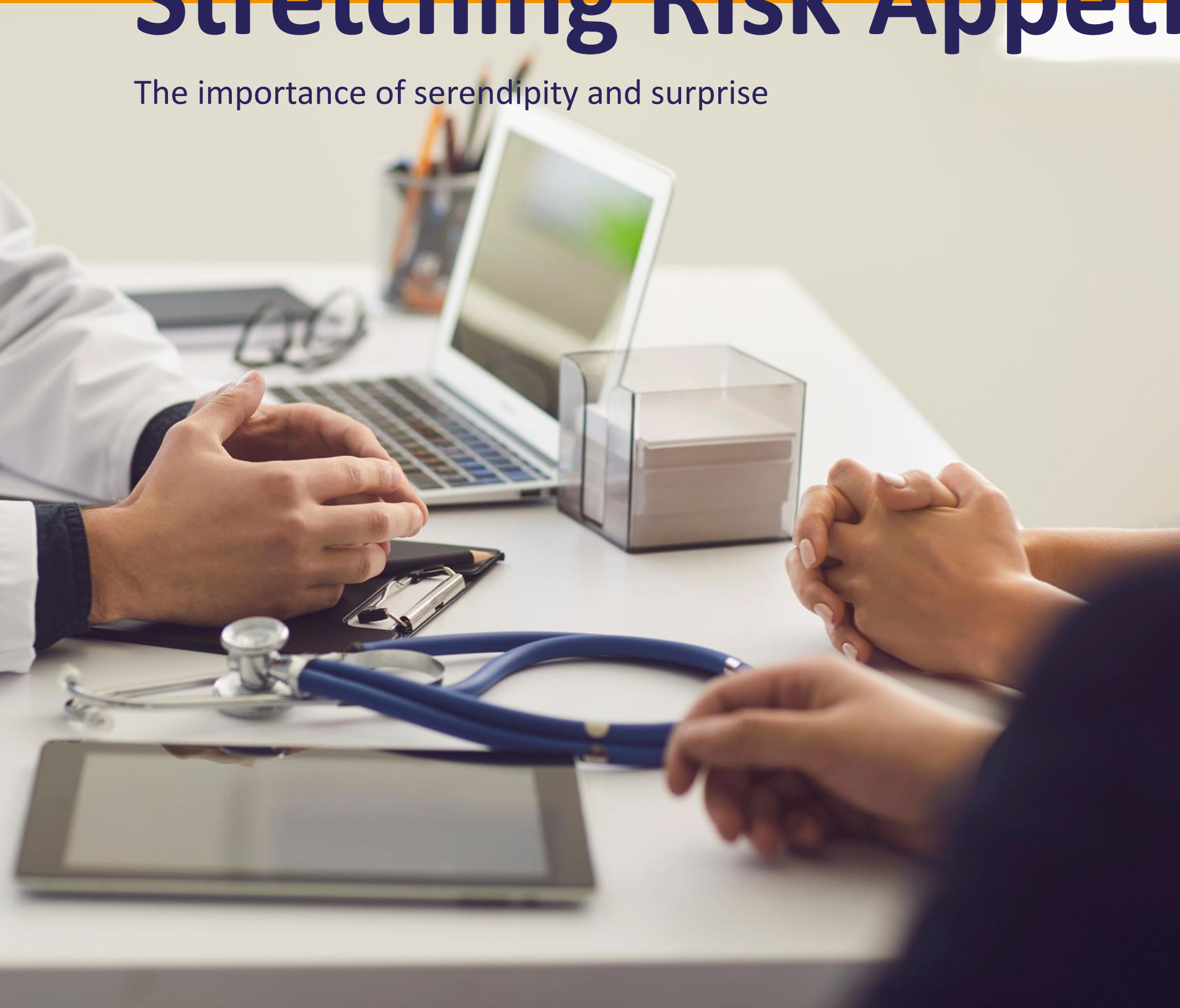


**guides for families with young kids*
**guides for couples on a romantic break*
**guides for culture lovers or foodies*



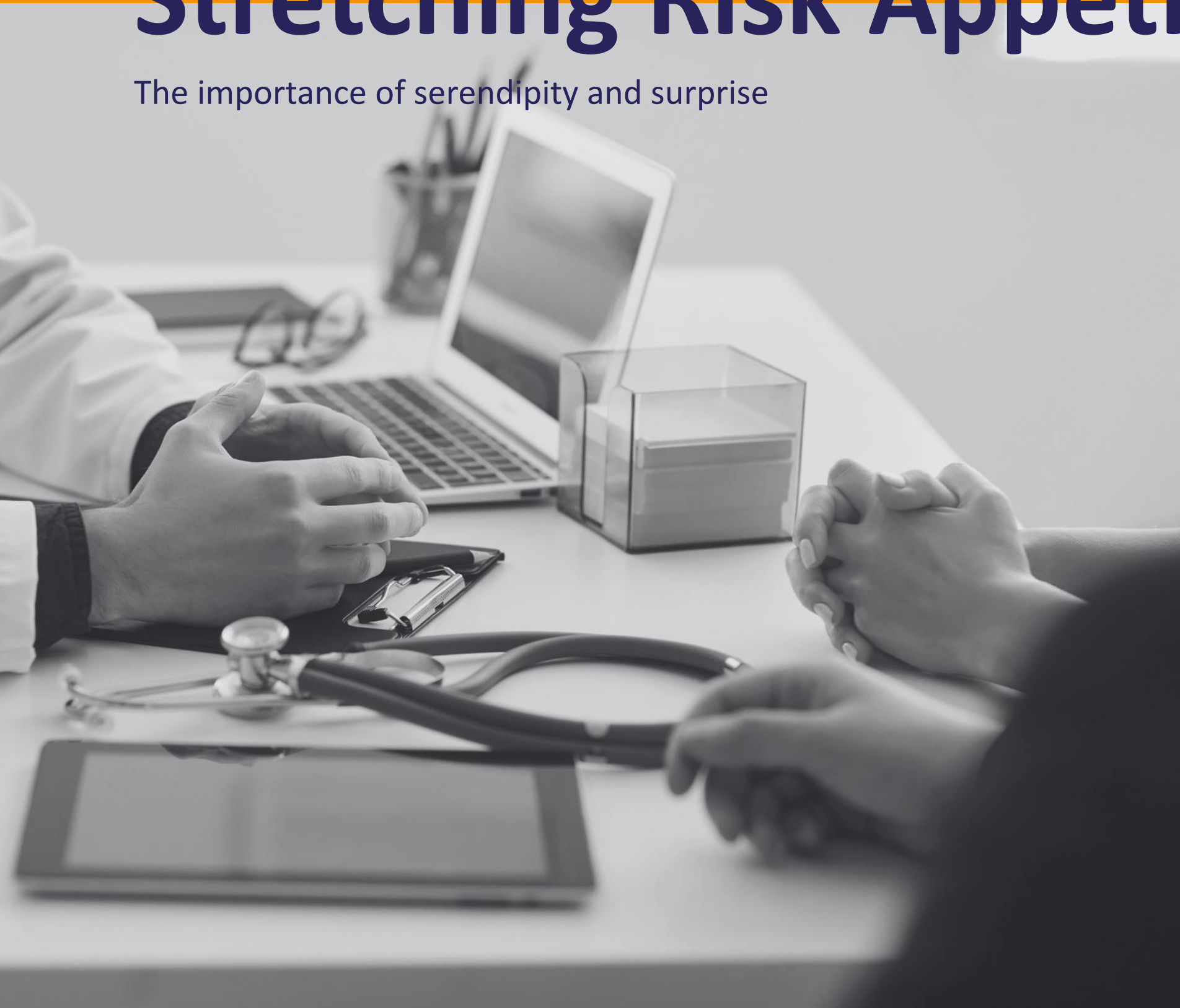
Stretching Risk Appetite?

The importance of serendipity and surprise



Stretching Risk Appetite?

The importance of serendipity and surprise



Do we have the data?

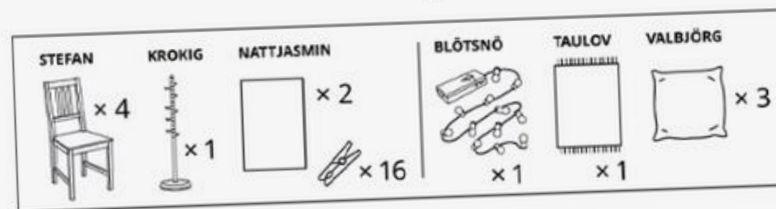
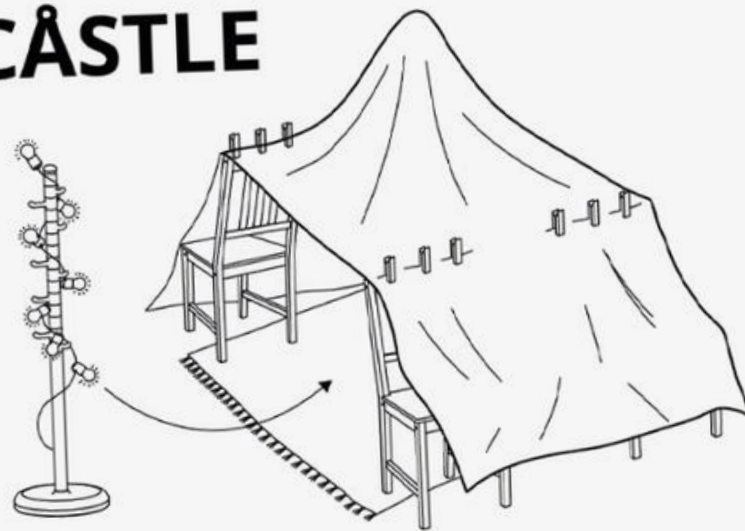
Opening hours, reliability, no longer operating?



IKEA Effect

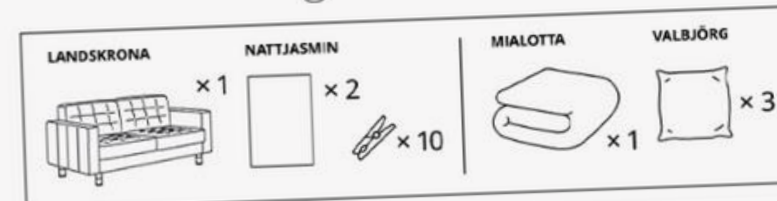
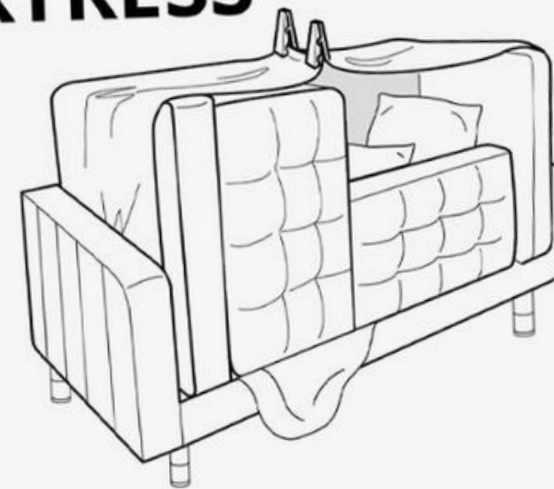
People place higher value on things they helped to build or create.

CÅSTLE



Make sure that the structure is safe. Do not leave children unattended.
The suggested examples are not official IKEA user guides for IKEA products.
If you can't find the products referred to in the instructions, use similar ones.

FÖRTRESS



Make sure that the structure is safe. Do not leave children unattended.
The suggested examples are not official IKEA user guides for IKEA products.
If you can't find the products referred to in the instructions, use similar ones.

DIAL IT UP OR DOWN



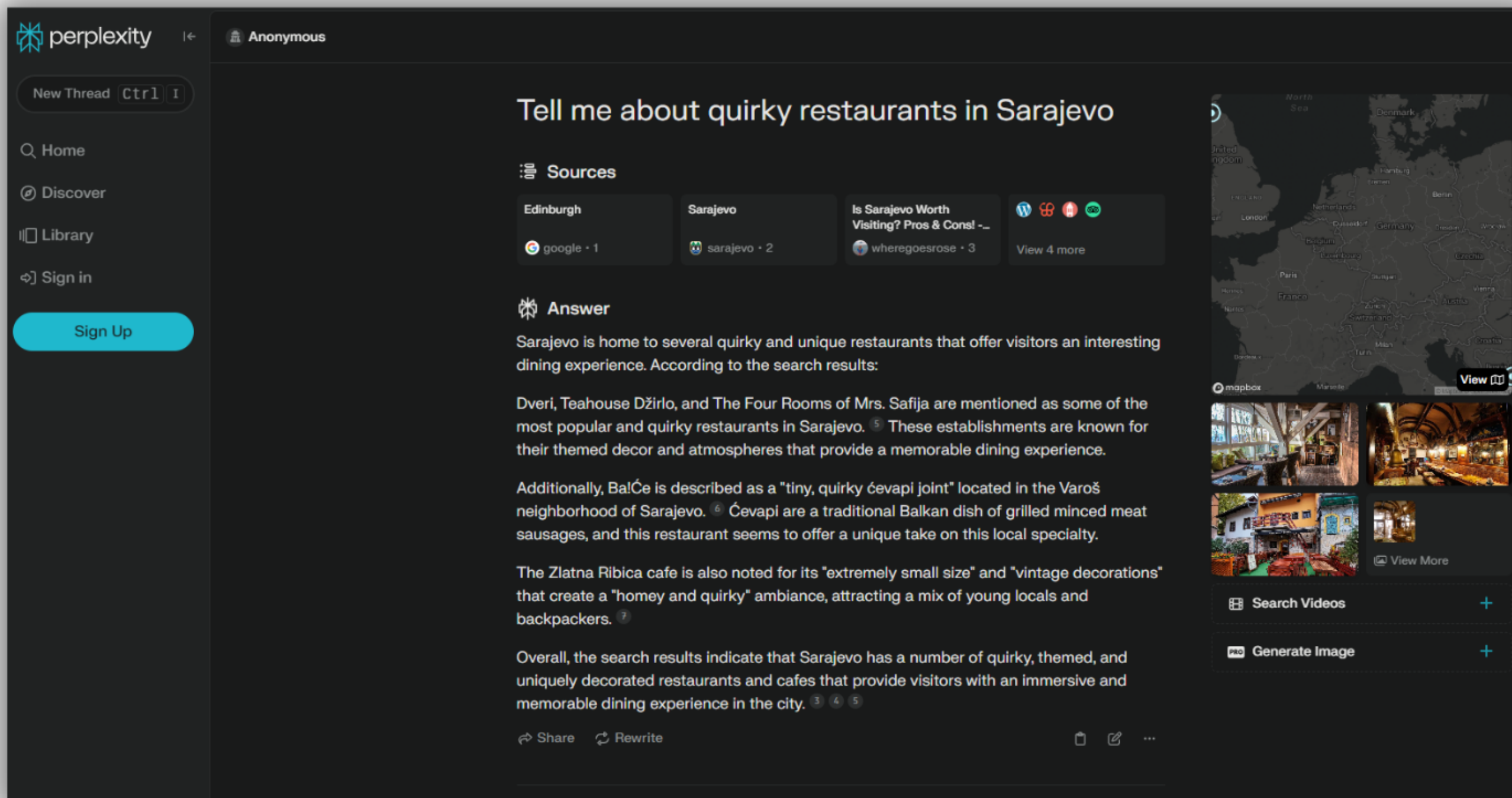
AUTOMATION



AGENCY

Improved Search?

Finding the right thing, not just those that paid the most



The screenshot shows the Perplexity AI search interface. The search query is "Tell me about quirky restaurants in Sarajevo". The interface includes a sidebar with navigation options like Home, Discover, Library, and Sign in, along with a "Sign Up" button. The main content area displays the search results, including a "Sources" section with links to "Edinburgh", "Sarajevo", and "Is Sarajevo Worth Visiting? Pros & Cons! -...", and an "Answer" section providing detailed information about quirky restaurants in Sarajevo. The answer mentions several establishments: Dveri, Teahouse Džirlo, The Four Rooms of Mrs. Safija, BalĆe, and The Zlatna Ribica cafe. To the right of the text, there is a map of Europe and a grid of images showing restaurant interiors. At the bottom right, there are buttons for "Search Videos" and "Generate Image".

perplexity | Anonymous

New Thread Ctrl I

Home Discover Library Sign in Sign Up

Tell me about quirky restaurants in Sarajevo

Sources

- Edinburgh: google · 1
- Sarajevo: sarajevo · 2
- Is Sarajevo Worth Visiting? Pros & Cons! -...: wherergoesrose · 3
- View 4 more

Answer

Sarajevo is home to several quirky and unique restaurants that offer visitors an interesting dining experience. According to the search results:

Dveri, Teahouse Džirlo, and The Four Rooms of Mrs. Safija are mentioned as some of the most popular and quirky restaurants in Sarajevo. ⁵ These establishments are known for their themed decor and atmospheres that provide a memorable dining experience.

Additionally, BalĆe is described as a "tiny, quirky ćevapi joint" located in the Varoš neighborhood of Sarajevo. ⁶ Ćevapi are a traditional Balkan dish of grilled minced meat sausages, and this restaurant seems to offer a unique take on this local specialty.

The Zlatna Ribica cafe is also noted for its "extremely small size" and "vintage decorations" that create a "homey and quirky" ambiance, attracting a mix of young locals and backpackers. ⁷

Overall, the search results indicate that Sarajevo has a number of quirky, themed, and uniquely decorated restaurants and cafes that provide visitors with an immersive and memorable dining experience in the city. ^{3 4 5}

Share Rewrite

Search Videos +

Generate Image +

AI Agents

The importance of serendipity and surprise


Artificial intelligence (AI)

Claude AI tool can now carry out jobs such as filling forms and booking trips, says creator

Anthropic says model is able to carry out computer tasks - as fears mount such technology will replace workers

Dan Milmo *Global technology editor*
Wed 23 Oct 2024 12.32 BST

Share



Anthropic, a competitor to ChatGPT owner OpenAI, is making the Claude 3.5 Sonnet model available to developers but admits it can be prone to errors. Photograph: Canadian Press/Rex/Shutterstock

An artificial intelligence startup backed by Amazon and Google says it has created an AI agent that can carry out tasks on the computer such as moving a mouse cursor and typing text.

US company Anthropic said its AI model, called Claude, could now perform computing tasks including filling out forms, planning an outing and building


Skift

News Events Research Advertise Get Access

Travel Technology

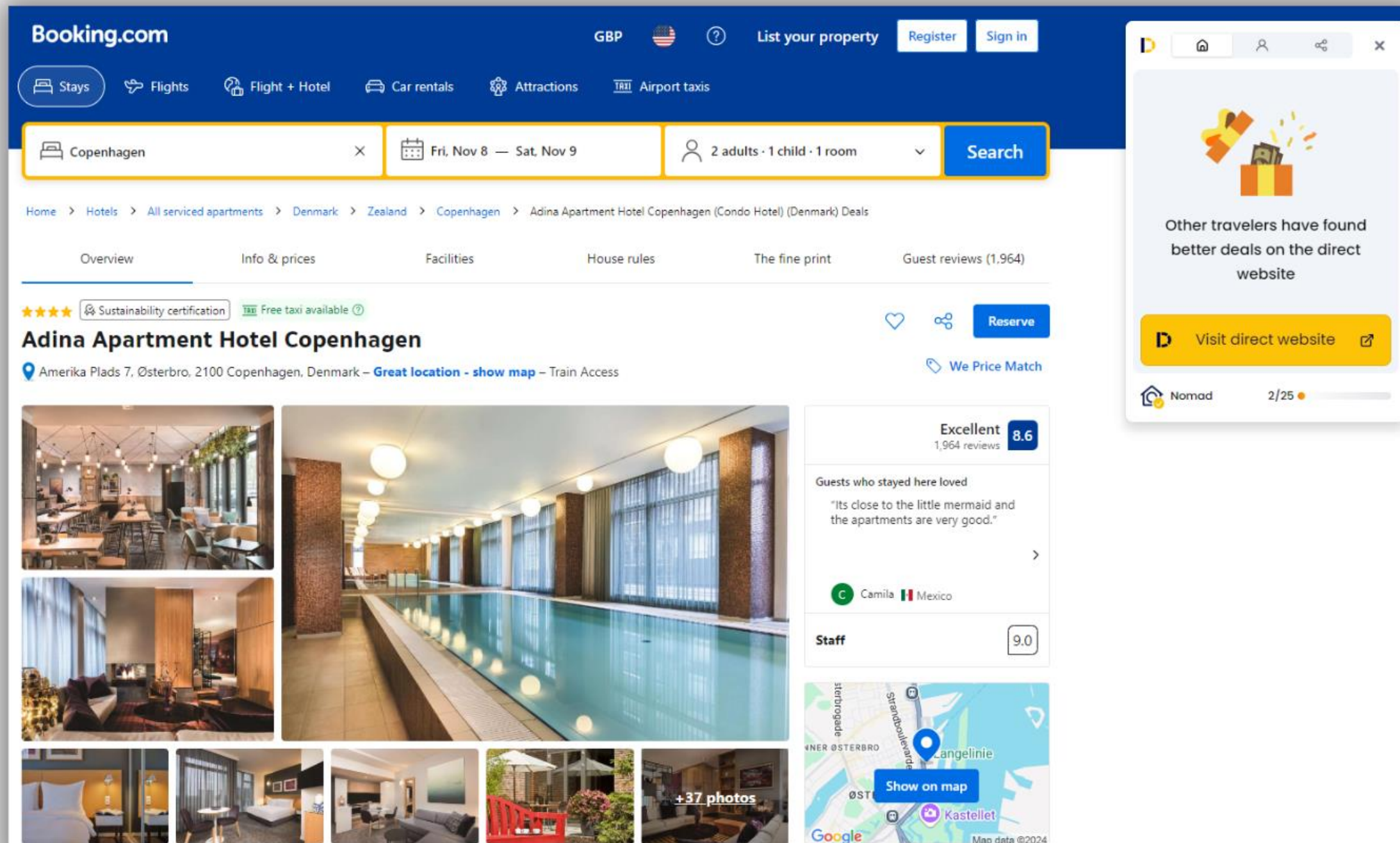
Anthropic's New AI Feature Mimics Human Travel Agents

Justin Draves - Skift
October 23rd, 2024 at 2:04 PM EDT



Direct Booking

Will AI Agents defeat the Online Travel Agents?



The image shows a screenshot of the Booking.com website for the Adina Apartment Hotel Copenhagen. The page displays search filters for Copenhagen, dates from Fri, Nov 8 to Sat, Nov 9, and 2 adults, 1 child, 1 room. A 'Search' button is visible. Below the search bar, there are navigation tabs for Overview, Info & prices, Facilities, House rules, The fine print, and Guest reviews (1,964). The hotel name 'Adina Apartment Hotel Copenhagen' is prominently displayed, along with its location 'Amerika Plads 7, Østerbro, 2100 Copenhagen, Denmark' and a 'Great location - show map' link. A 'Reserve' button is present. A pop-up window on the right side of the screen offers a direct booking incentive: 'Other travelers have found better deals on the direct website' with a 'Visit direct website' button. The hotel's rating is 'Excellent 8.6' based on 1,964 reviews. A quote from a guest reads: 'Its close to the little mermaid and the apartments are very good.' The staff rating is 9.0. A map shows the hotel's location in Copenhagen, Denmark.

Get detailed and specific...

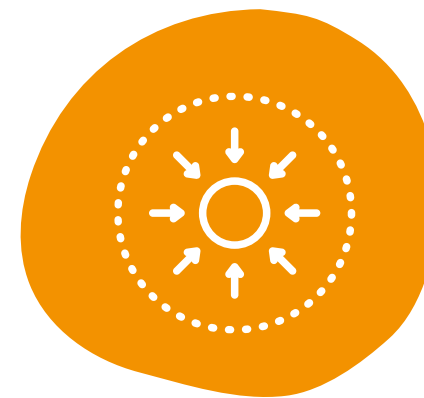
Helping visitors find their specific niche and needs



Free form chat enables
more nuanced
questions...



Actively work
to rank highly in
the most popular
models



Gather specific and
detailed local knowledge



Refresh the data
and use the latest models!



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Edinburgh Futures Institute

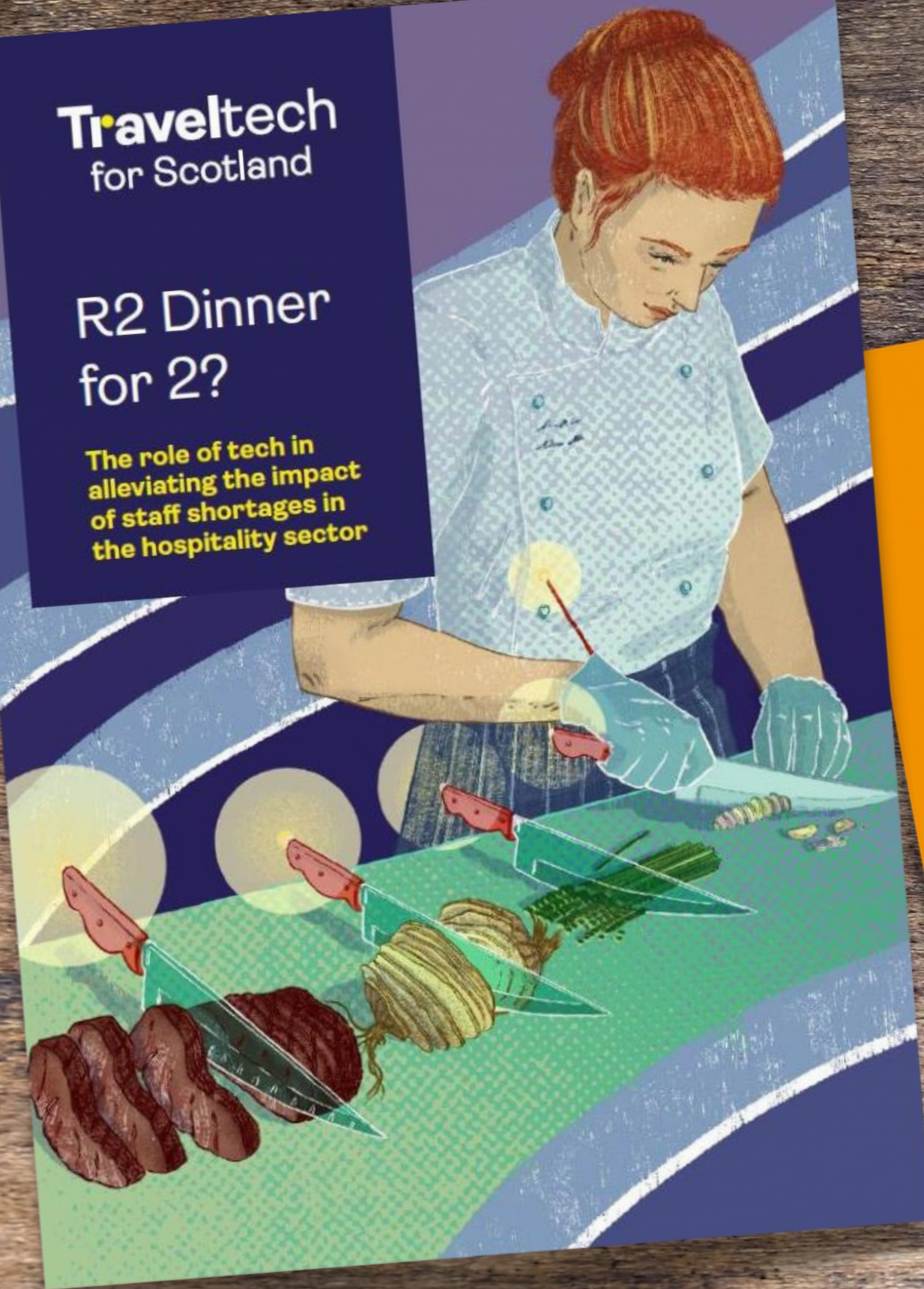
How is AI practically helping SMEs?

The organisational models to innovate with AI

Traveltech
for Scotland

R2 Dinner for 2?

The role of tech in
alleviating the impact
of staff shortages in
the hospitality sector



PART 2

PART 2:

The opportunities offered by existing and emerging digital solutions and technology

Technology is likely to be one of many important instruments the tourism and hospitality sector wielded to address labour shortages. The critical success factor for using new tech is enhancing the customer experience and promoting fair work.

This part looks at existing and emerging digital solutions and technology opportunities. We delve into the current state of the art, identifying traveltech companies offering products and services that meet labour challenges. We also explore future possibilities for tech.

We hope that this part will help the tourism and hospitality sector familiarise themselves with existing solutions and help tech and traveltech businesses identify problem areas that are ripe for new tech solutions.

Digital and tech solutions for hospitality

The history of digital solutions and technologies in hospitality and travel is rich and diverse. From the implementation of the first automated electronic registration system by Sheraton in 1958, or the first hotel website launched by the Hyatt and Promus Hotel Corporation in 1994, all the way to the opening of the first robot hotel, Henn-na-Hotel in Japan in 2016, the sector has often tried to stay on top of the latest technological and digital developments and offer guests a high quality and engaging experience.

Similar to other sectors, digital and tech innovation in hospitality and travel has often been spurred by global

world events such as the world wars, the 9/11 terrorist attack and the global financial crisis. These events have challenged the status quo and carved new ways of engaging, working and coordinating in response. The Covid-19 pandemic and Brexit have had a similar impact. They have challenged the sector to rethink its services, explore alternative ways of working and accelerate the development and adoption of digital and tech solutions to address challenges around engaging with and serving customers. Adapting to a low-touch economy has included adopting solutions such as automated check-in/out kiosks, guest apps, and on-the-go apps, and on this we can continue to see value.

"With the lockdown, many businesses realised that the bridge to the market was cut off. They had to develop different kinds of packages, different products to connect with the customers, as well as with employees."

Prof. Iis Tussyadiah, Head of School of Hospitality and Tourism Management, Hospitality and Tourism Systems in Service of Intelligent Systems in Service at the University of Surrey

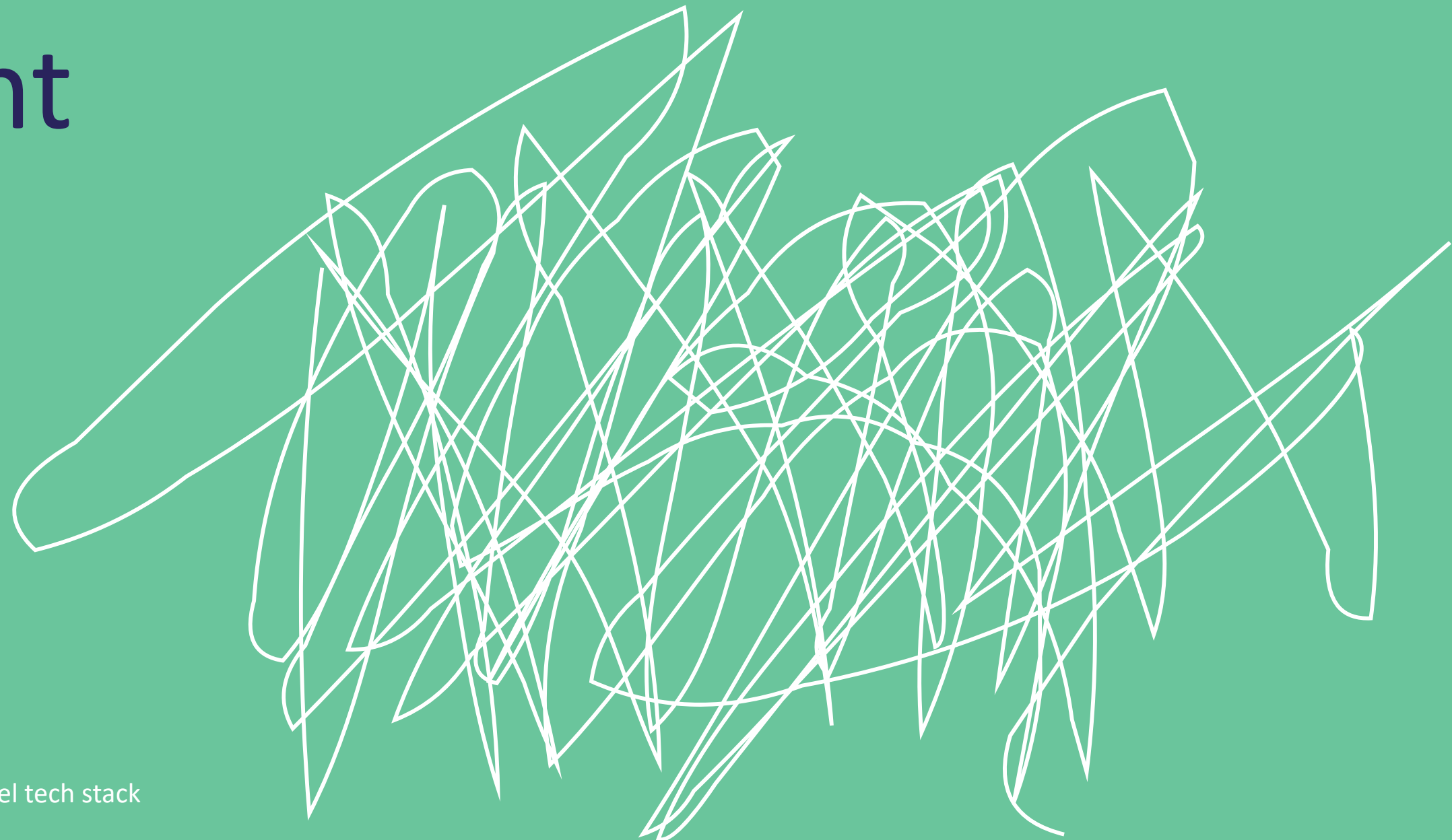
Nevertheless, despite these changes, the hospitality and travel sector is often seen as being slower than most when it comes to digitising and implementing new technologies and automation. This is especially true for smaller businesses, where constraints around time, staffing, existing

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Back to Front



Source: An accurate diagram of an independent hotel tech stack

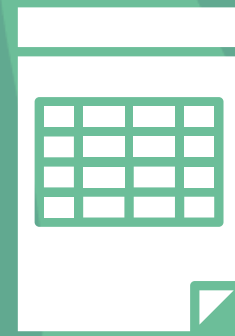
RPA + AI



Collecting financial
data from various
systems



Compiles data into a
standard
format



Automatically
generating a financial
report



Rapid insights, trends,
and forecasts



Business
Decision-
Making

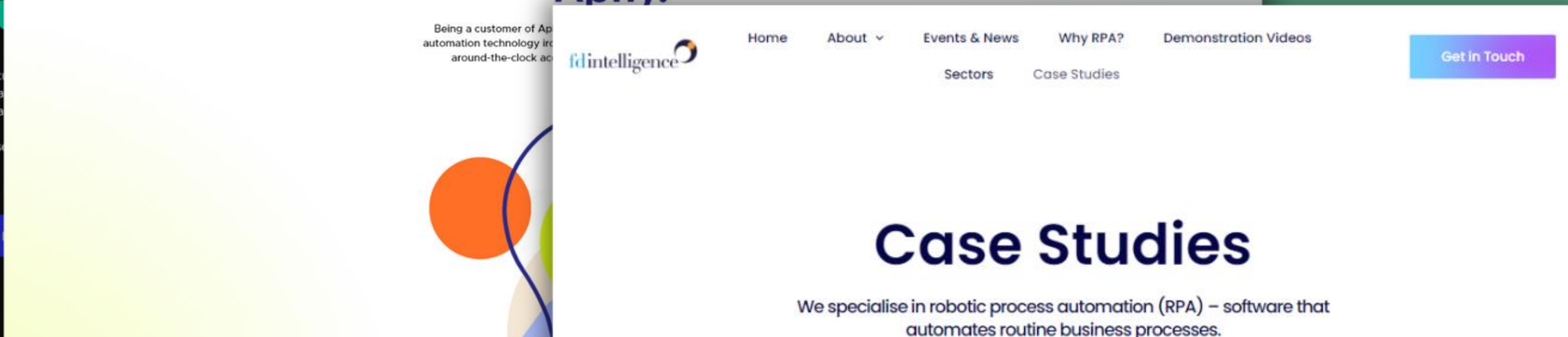
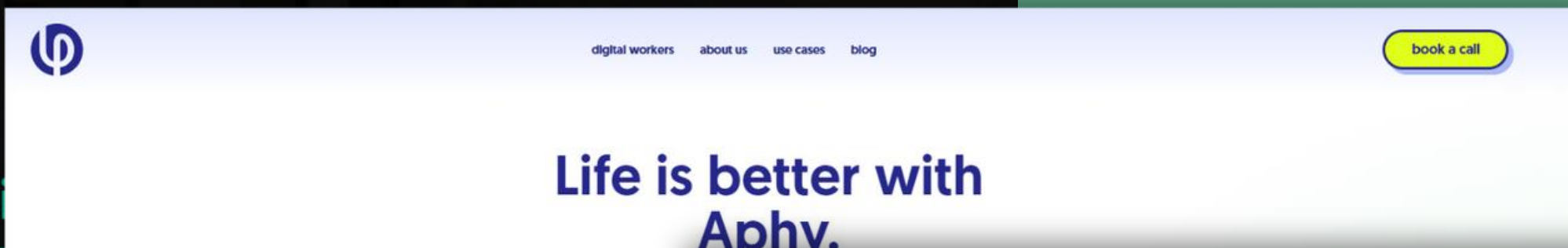
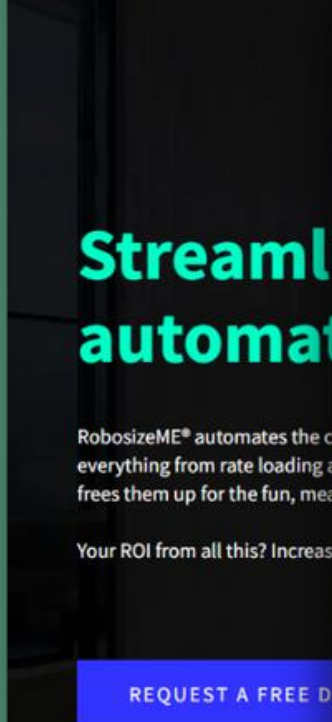
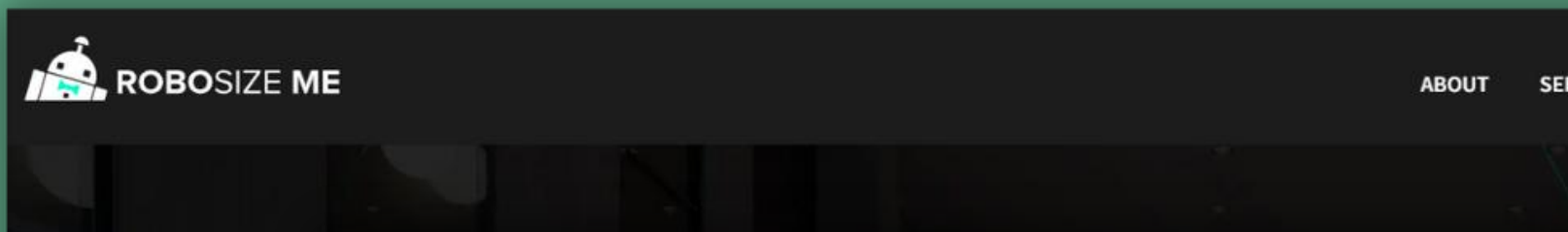


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Process Automation (RPA) + AI



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Procurement

ONE CATALOG, EVERY SUPPLIER

Get a custom store for your property
with all of your favorite suppliers –
national distributors to local shops

my.folio.co

FOLIO · The Adamson

Search...

\$1,201.10

- Home
- Catalog
- Orders
- Bills
- Settings

Good morning Frank!

Browse Catalog

Track Orders

Recently Ordered Summer Menu '24 VIP Gifts

| Product | Price |
|---|---------|
| Costa Fruit & Produce Green Peppers Jalapeno 1x10 LB Case | \$29.77 |
| Chef's Warehouse Green Jalapeno Peppers 1x5 LB Case In Stock | \$23.71 |
| Costa Fruit & Produce Milk Whole Half Gallon 9/CS | \$23.40 |
| Chef's Warehouse Whole Milk 9x.5 Gallon BC In Stock | \$25.72 |



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A truly unique gift?



Be My Eyes

Making the inaccessible, accessible

Build in detailed info for accessibility

Faster descriptions and labeling

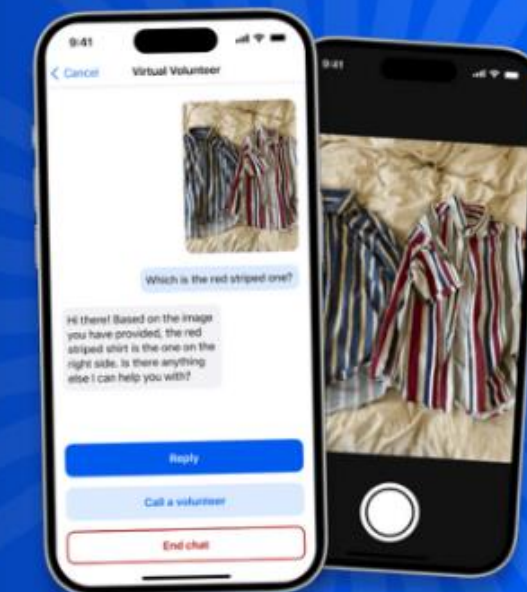
Multi-modal AI for multi-sensory communication

Introducing Be My AI (formerly Virtual Volunteer) for People who are Blind or Have Low Vision, Powered by OpenAI's GPT-4

We are thrilled to announce Be My Eyes Virtual Volunteer™, the first-ever digital visual assistant powered by OpenAI's new GPT-4 language model.

Introducing Virtual Volunteer™

AI powered Visual Assistant



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Custom GPTs

Activating Turin Castle's internal knowledge bank



Holiday Extras

AI embedded across the organisation...



Anything (Conversational)

360 feedback summary

HX tone of voice

Help to give feedback

Objective writer

Write me an email

Merchandising

Contract or T&Cs review

Report writer

German/English translator

Jargon buster

Query chat scoring

Booking opportunity scoring

Email scoring

Growth Strategy

Image Creator

General Purpose Technology



AI Adoption Journey

How should businesses do this?

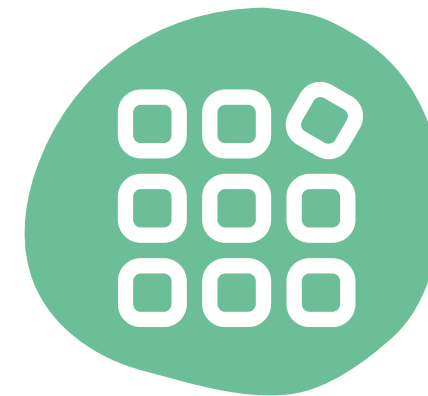


Consider staff
100% dedicated
to AI

(prompt engineer?)



Where can you automate
/ add the most value /
save the most time



It's (still) all
about the data



Practical
Prototyping

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Being responsible

Considering the ethical and environmental dimensions
when using AI...

The Ethical Questions

How can we use this ethically?

**Data
Privacy**

**False or
Misinformation**

**Biased
Responses**

**Black Box
Problem**

**Legal and
Copyright**

**Climate
Impact**

Hallucinations

Failure to implement sufficient AI guardrails

Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare



The judge wrote that Air Canada's customers had no way of knowing which part of its website - including its chatbot - relayed the correct information. Photograph: NurPhoto/Getty Images

OUT-LAW NEWS

3 min. read

Air Canada chatbot case highlights AI liability risks



Photo by Gary Hershorn/Getty Images

27 Feb 2024, 10:43 am



Follow Artificial Intelligence

Air Canada has been held liable for a negligent misrepresentation made to a customer by one of its chatbots in a case that one expert said highlights broader risks businesses must consider when adopting AI tools.

“We generally trust others until given a reason to do otherwise. However, as the output from large language models and generative AI becomes increasingly indistinguishable from that produced by humans, it’s time to consider a new paradigm:
“default to distrust”

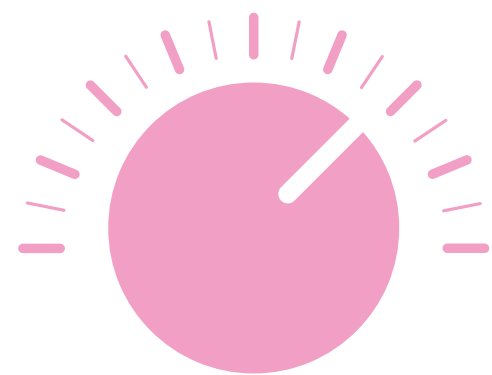
SHELLY PALMER



We must aim to
be trusted
Institutions

Test, Test, Test

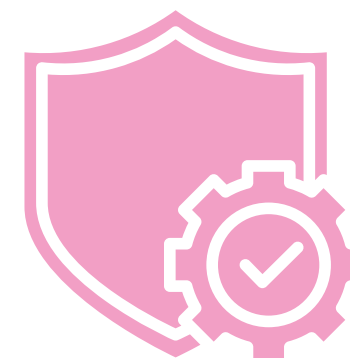
Mitigating the Air Canada mishap!



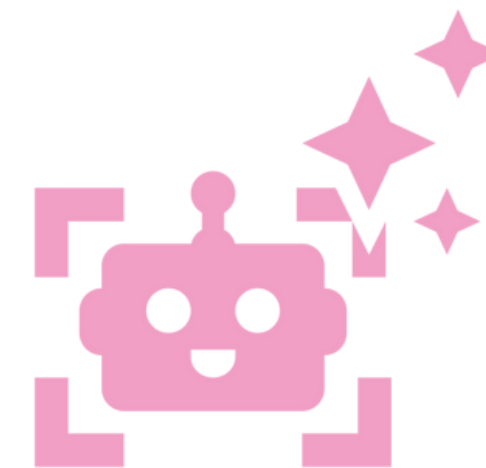
Dial down model
autonomy



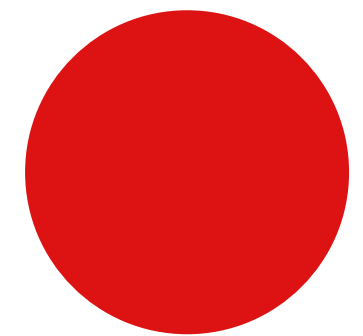
Only using
your data



Quality
Assurance AI



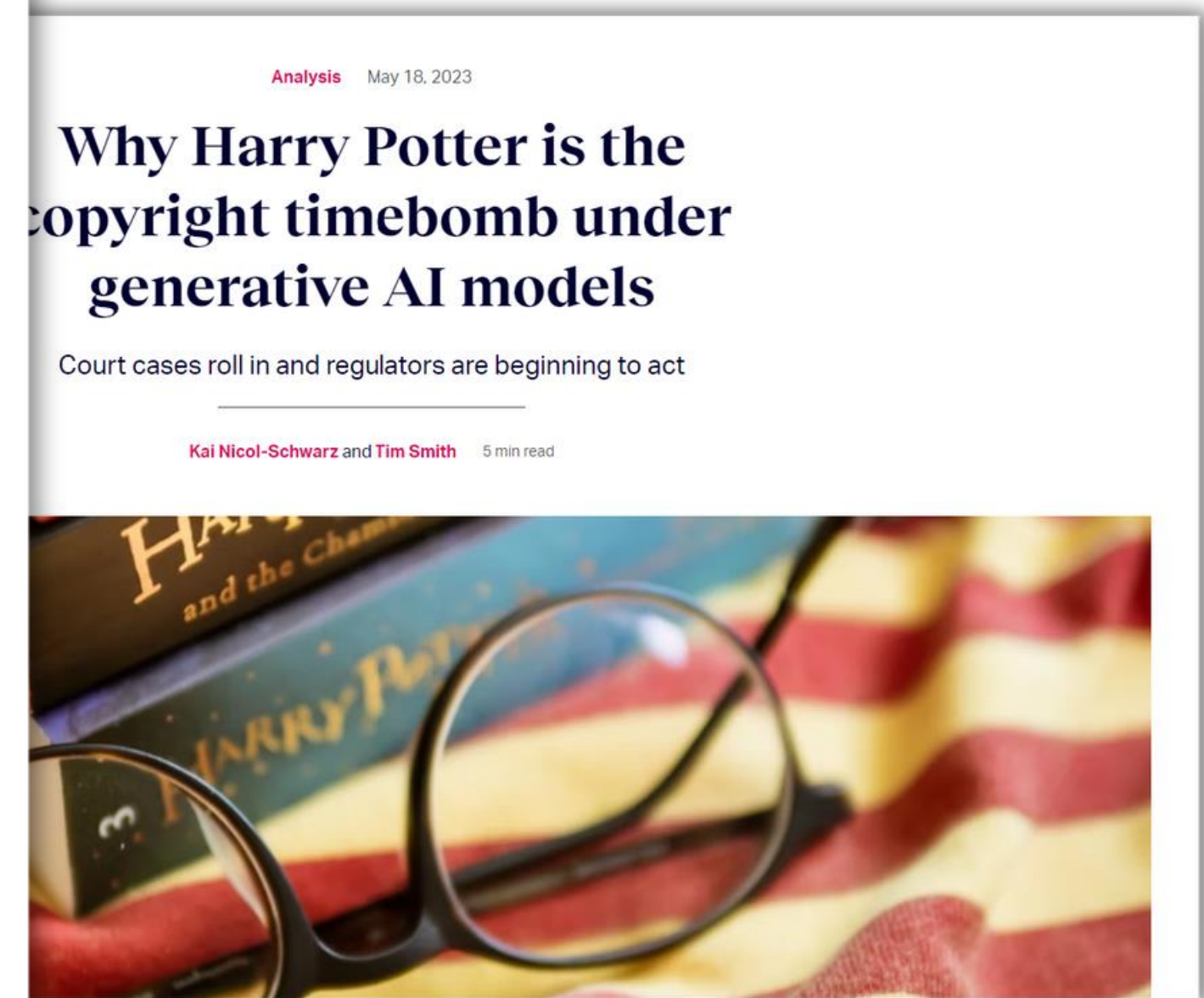
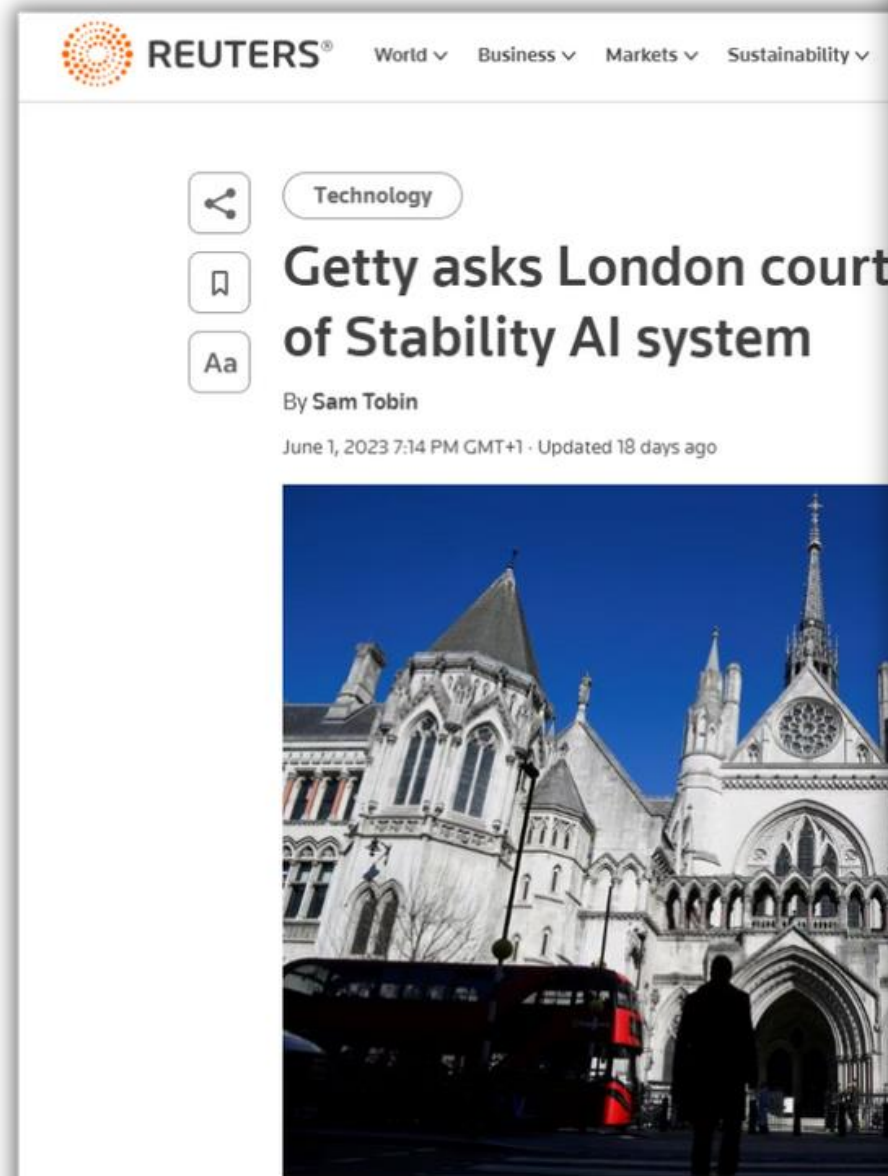
AI Agents checking
AI Agents

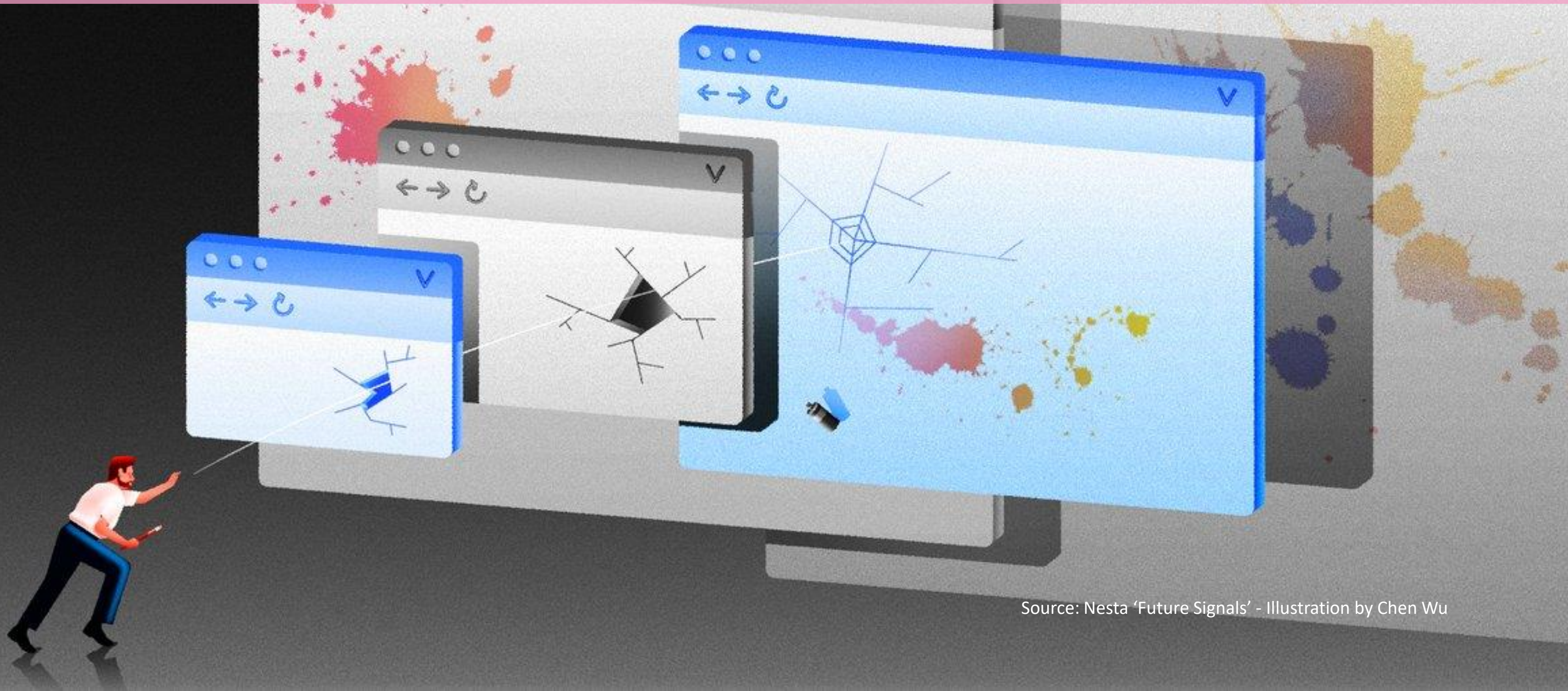


Red Team -
test and refine

The Ethical Questions

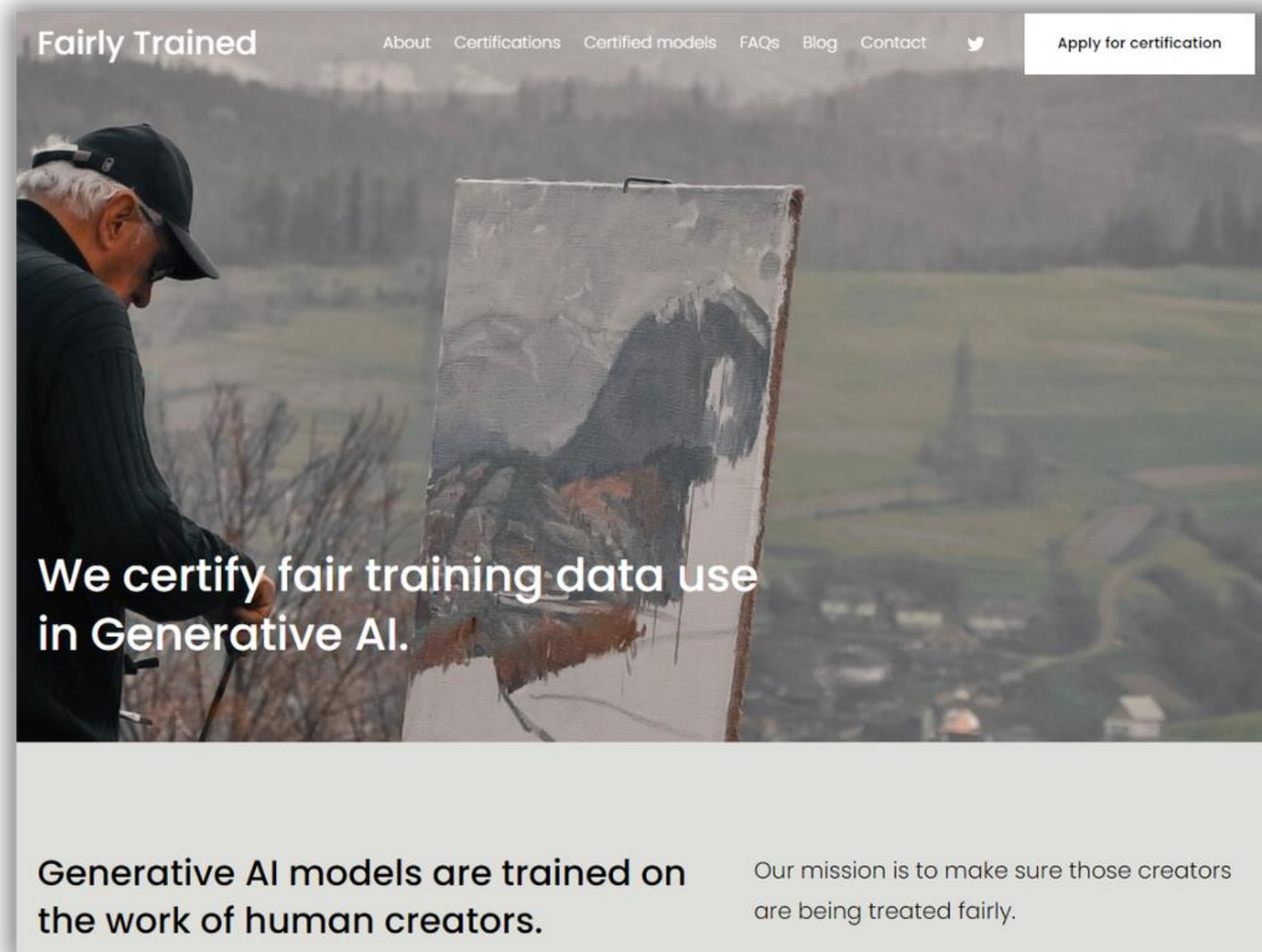
How can we use this ethically?





Consent needed

Only trained on images where consent is explicitly granted



Fairly Trained

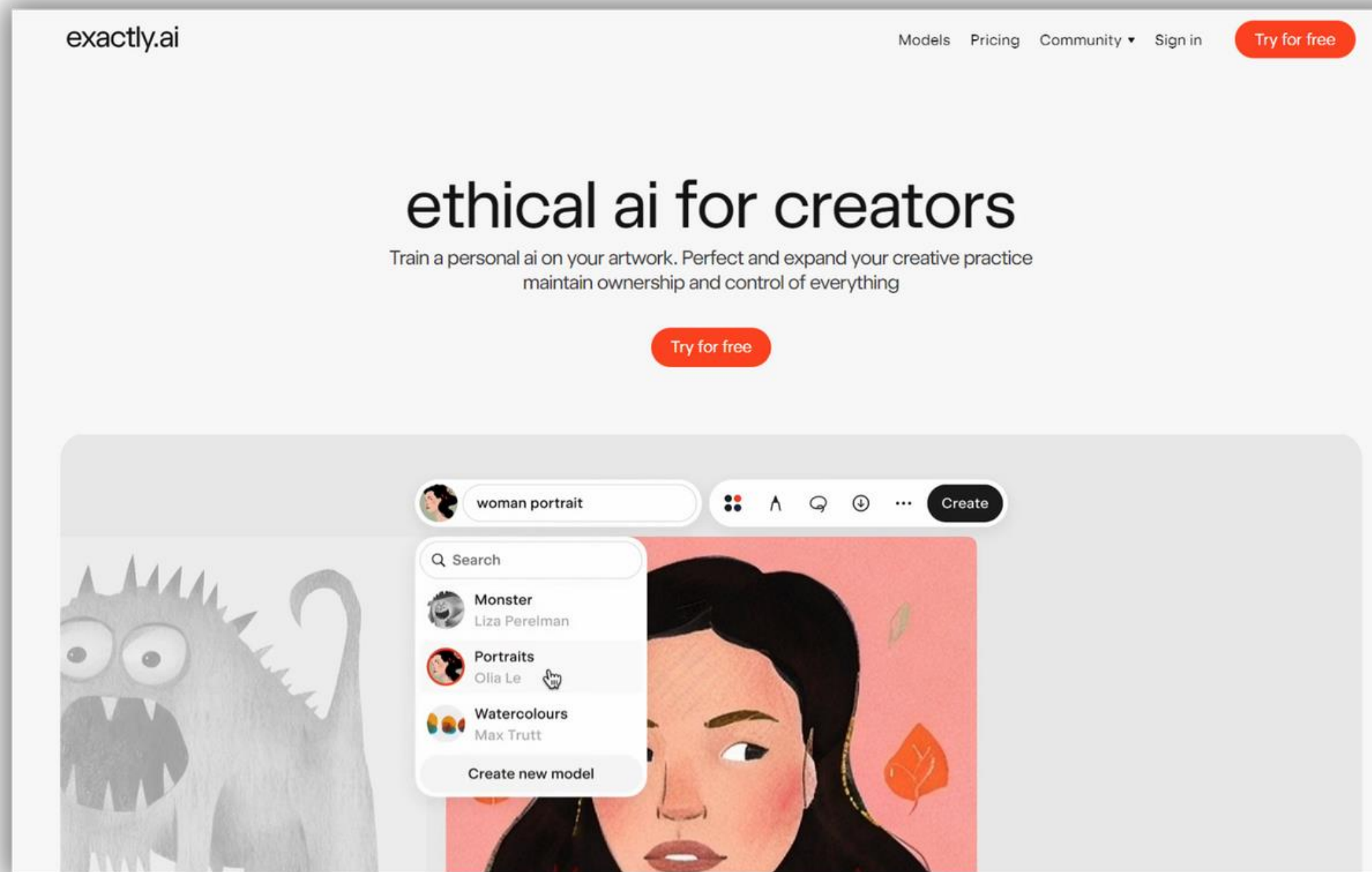
About Certifications Certified models FAQs Blog Contact [Apply for certification](#)

We certify fair training data use in Generative AI.

Generative AI models are trained on the work of human creators. Our mission is to make sure those creators are being treated fairly.

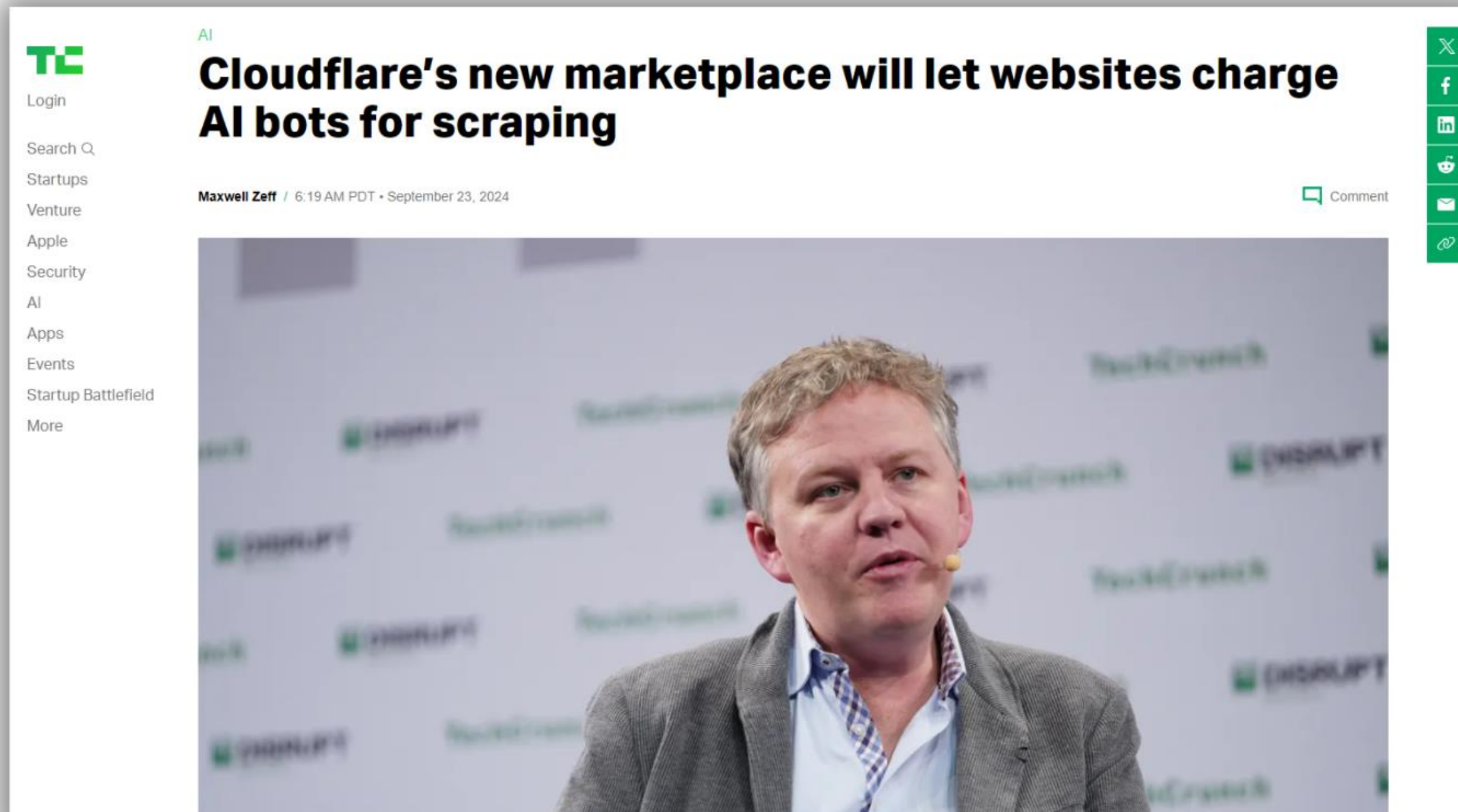
In my style...

AI image generation in the style of unique creators



Scraping the barrel?

New economics of AI?



The screenshot shows a TechCrunch article page. On the left is a navigation menu with categories like Login, Search, Startups, Venture, Apple, Security, AI, Apps, Events, Startup Battlefield, and More. The article title is "Cloudflare's new marketplace will let websites charge AI bots for scraping" by Maxwell Zeff, dated September 23, 2024. The main image shows a man speaking at a podium with a "DISRUPT" backdrop. On the right side of the article, there are social media sharing icons for X, Facebook, LinkedIn, Email, and Print, along with a "Comment" button.

HUGE Climate Impact



The Ethical Questions

How can we use this ethically?

**Data
Privacy**

**False or
Misinformation**

**Biased
Responses**

**Black Box
Problem**

**Legal and
Copyright**

**Climate
Impact**

Collective Intelligence

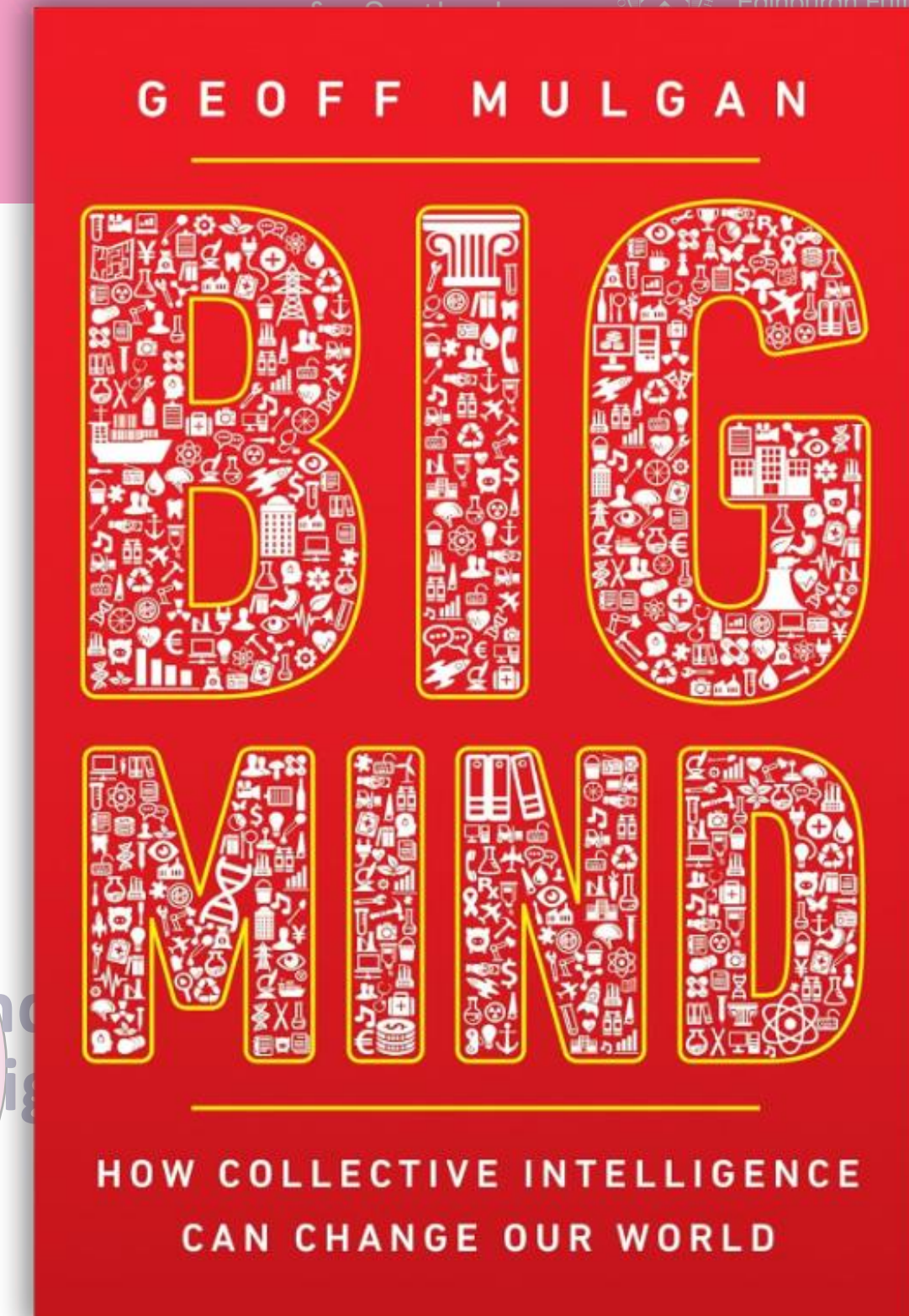
Working with AI

Data
Privacy

False or
Misinformation

Black Box
Problem

Legal and
Copyright





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AI DESIGN



CONVENIENT



CURATION



CHALLENGE

Traveltech for Scotland

joshua.ryan-saha@ei.ed.ac.uk

www.traveltech.scot



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