Master in Planning and
Management of Tourism Systems

Large Language Models

Nicola Cortesi

ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is the branch of computer science that researches methods of giving machines the ability to perform tasks that require human intelligence

ARTIFICIAL INTELLIGENCE

Intelligence can be defined in many ways. One of the most popular definition is “the ability of solving problems“

ARTIFICIAL INTELLIGENCE

In order to solve problems, machines have to simulate human thinking.

An analogy is that of airplanes: they can fly like birds, but using an entirely different mechanism

LARGE LANGUAGE MODELS

In 2022 AI just made a giant leap in simulating human intelligence and thinking thanks to very complex algorithms called Large Language Models (LLM)

OpenAI

GPT-4

The most famous LLM belong to a type called Generative pre-trained transformers (GPT)

OpenAI

GPT-4

Generative means that the AI's output are new data (text, images, music, video, etc)

OpenAI

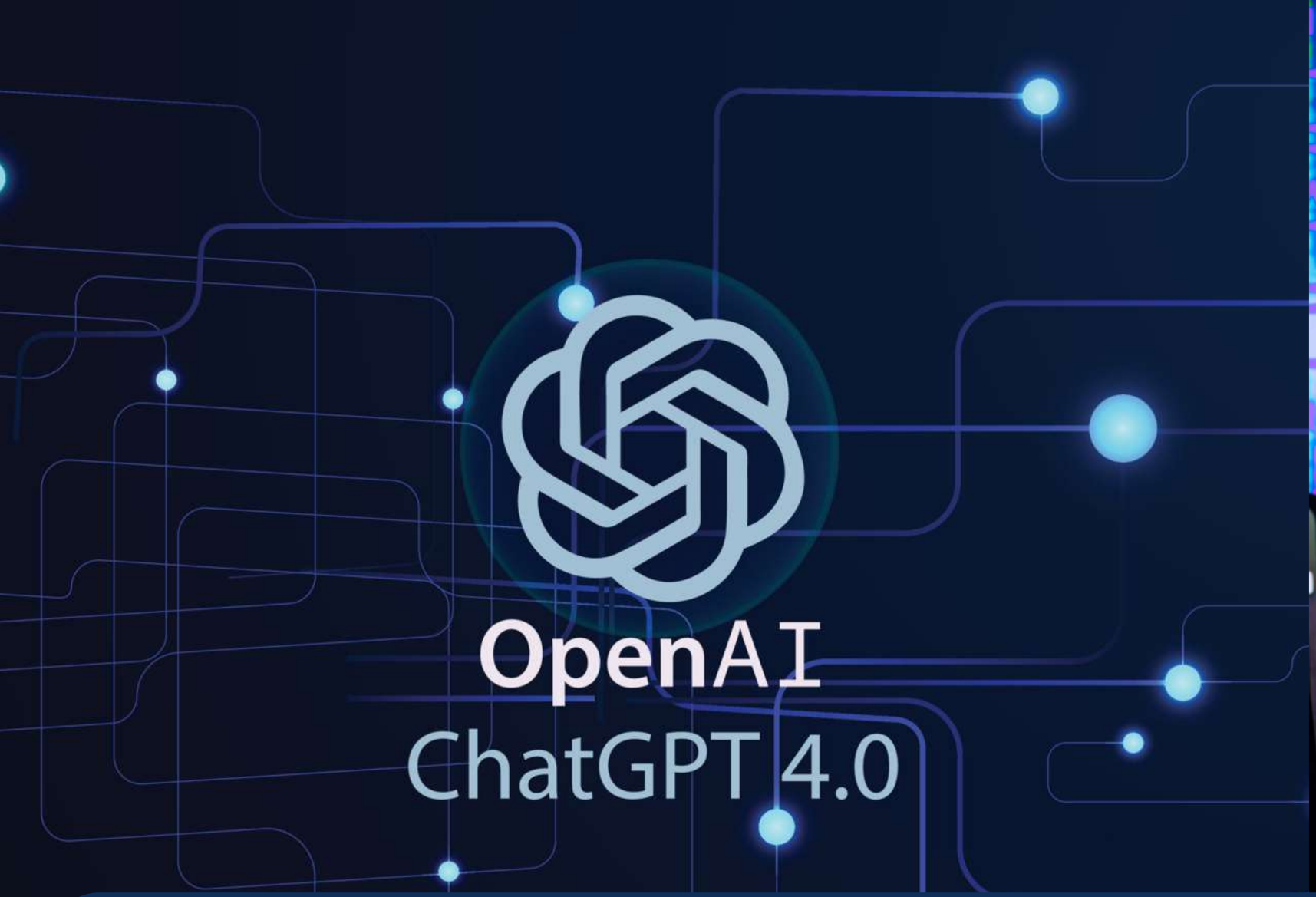
GPT-4

This LLM was developed by a research lab called OpenAI, (main investor: Microsoft)

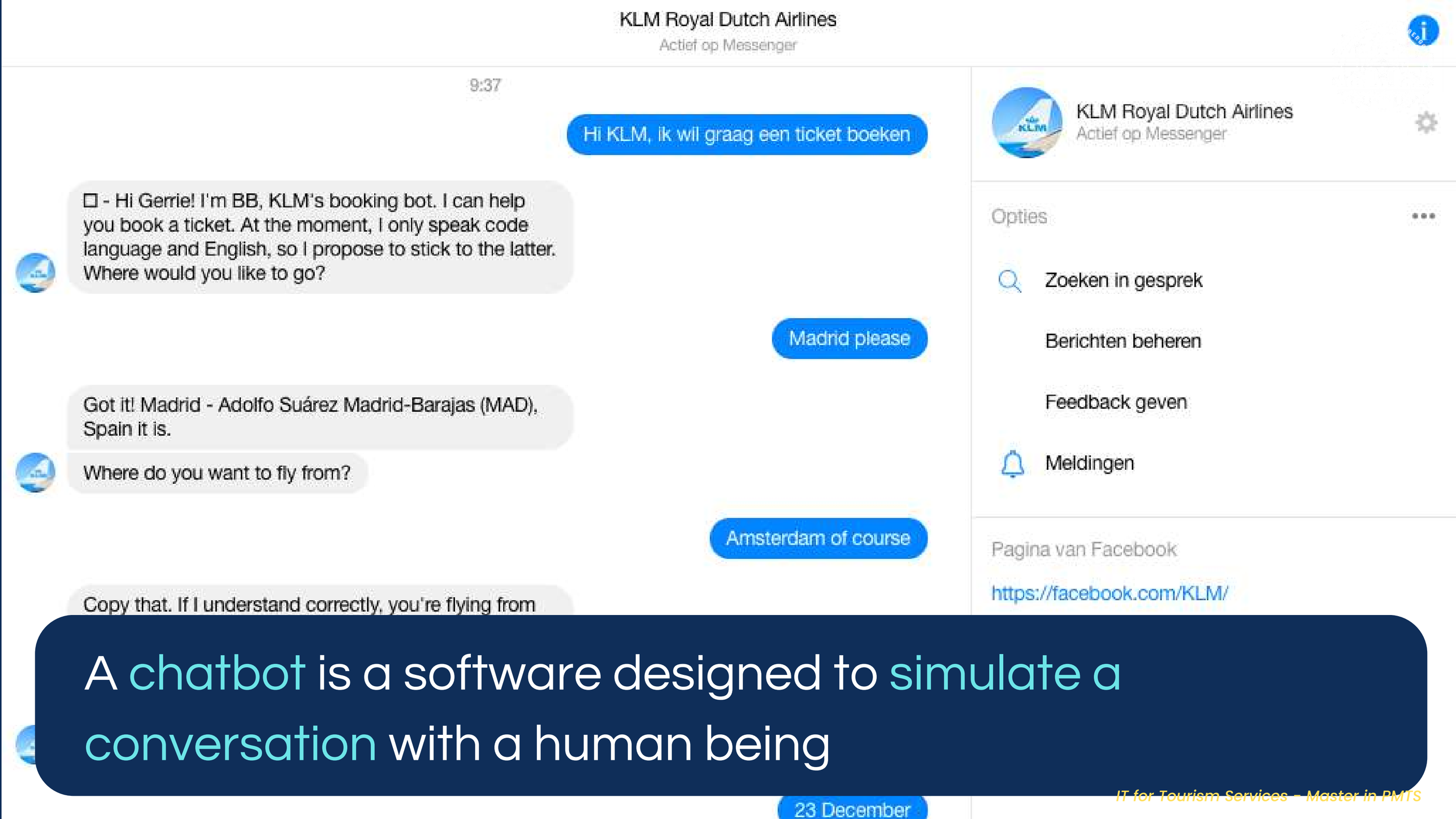
OpenAI

GPT-4

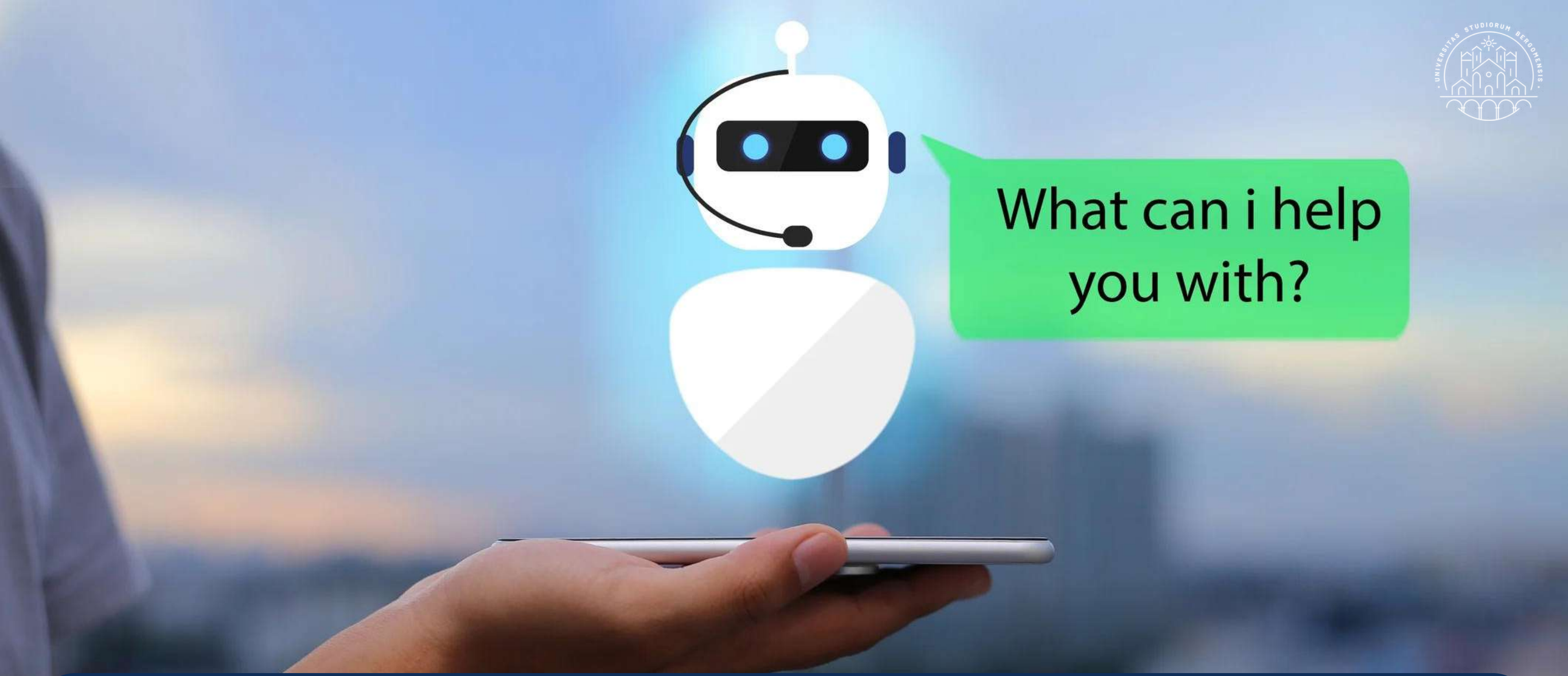
Other similar LLM are BERT and PaLM (Google) and LLaMA (Meta)



ChatGPT is simply a chatbot based on GPT, while Bard is the chatbot from Google based on PaLM



A chatbot is a software designed to simulate a conversation with a human being



Thanks to LLM chatbots have become much smarter, as they don't answer your questions by looking at a reference table with pre-generated sentences anymore, but they can rely on the power of LLM

Chat-GPT sprints to 100 million users

ChatGPT was the fastest-growing consumer application in history (1 billion users in less than one year, better than TikTok)

Hype is very high and someone even thinks that ChatGPT has some degree of awareness

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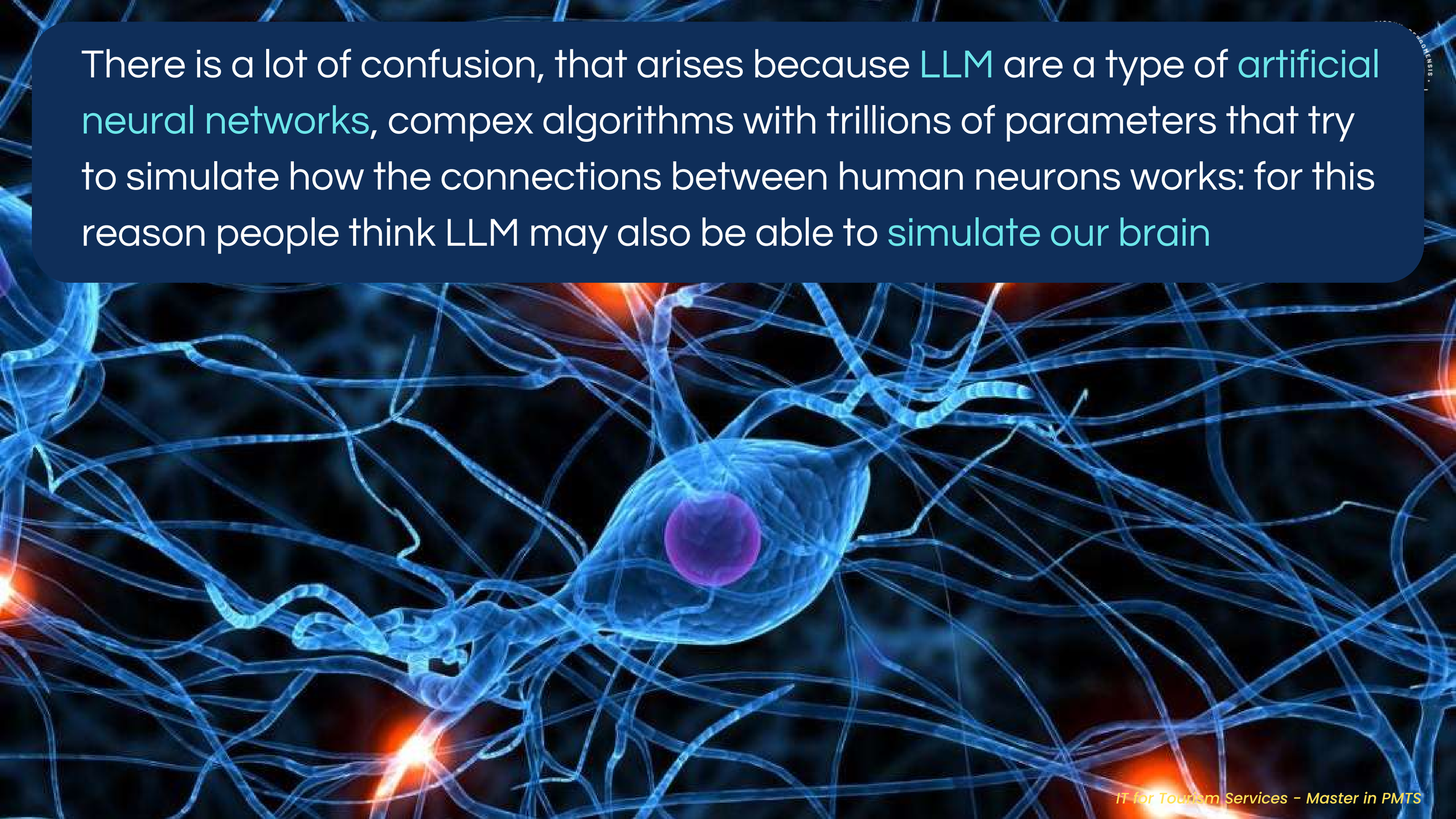
After all, ChatGPT already passed the test to get a medical license, it passed the Turing test to distinguish between men and machines and it has a IQ score of 155 (human average is 100)

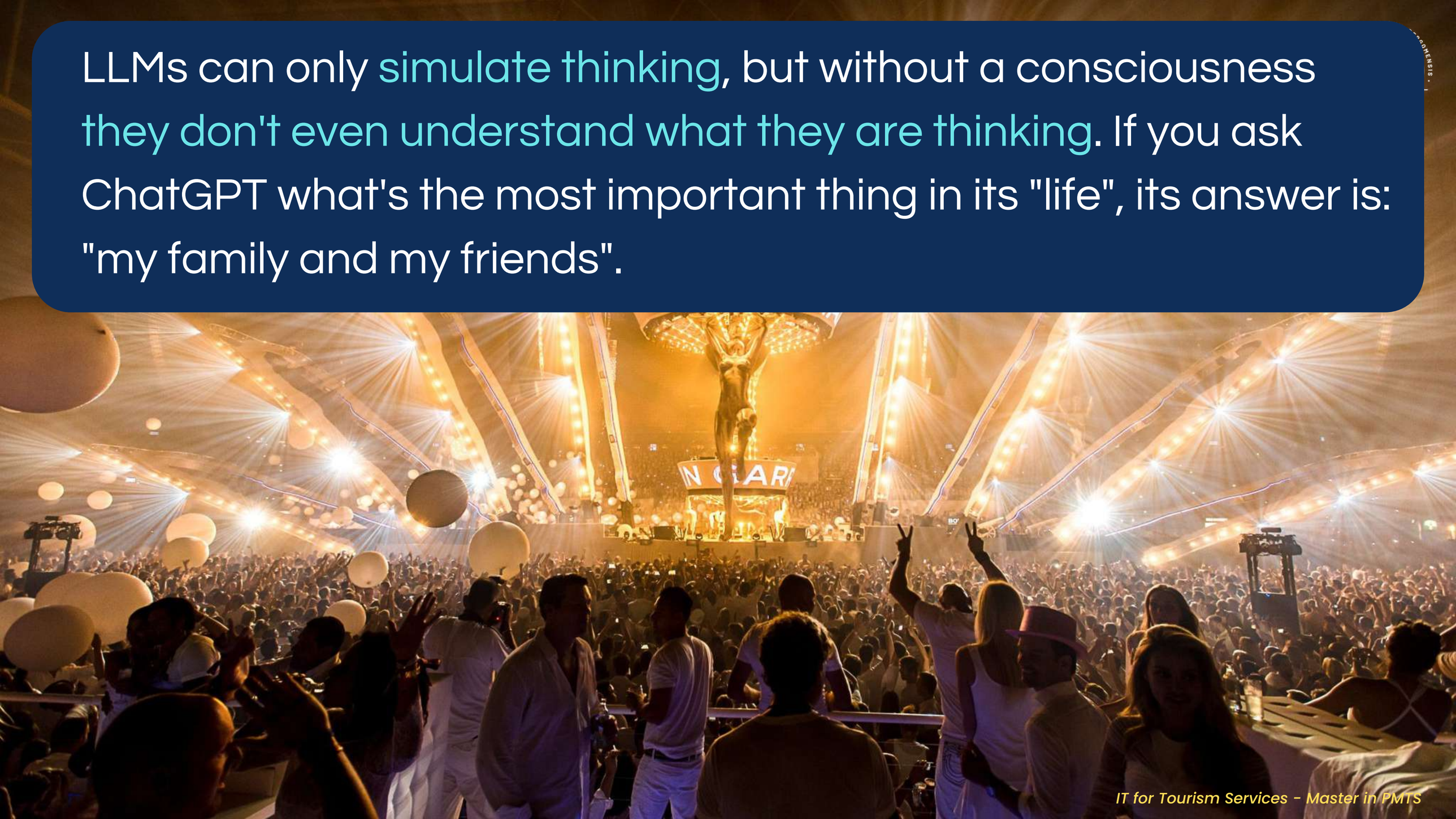
There is a lot of confusion, that arises because LLM are a type of artificial neural networks, compex algorithms with trillions of parameters that try to simulate how the connections between human neurons works: for this reason people think LLM may also be able to simulate our brain



However, LLM's only input data are words. Words were invented by humans, so we know how to write algorithms that process them. Algorithms can become better than us at manipulating words, but they'll never be able to process all the other inputs that make us humans, such as sensations, sentiments, emotions, or perceptions.

We don't know how our sensations and emotions are created by our mind, so we can't write an algorithm to manipulate them

LLMs can only simulate thinking, but without a consciousness they don't even understand what they are thinking. If you ask ChatGPT what's the most important thing in its "life", its answer is: "my family and my friends".

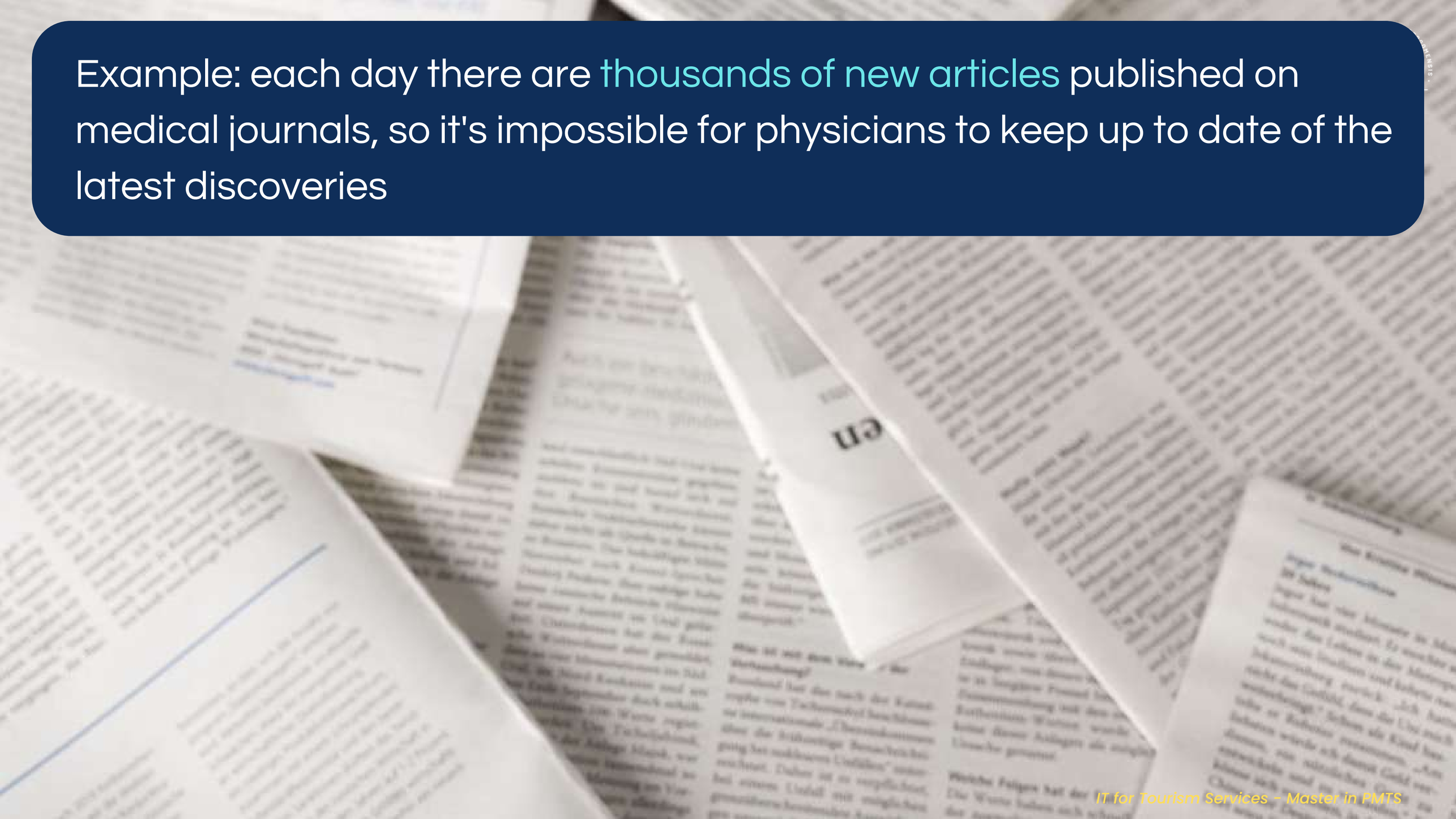


If you ask ChatPT which is the most touristic city in Italy, it will answer "Rome" correctly, but it doesn't know what is Italy or what is Rome or what is a city, because it can't give meaning to words. Thus, it won't be so easy to create a super-consciousness that replaces humanity..

Even if LLM are not conscious, there are tremendly useful and will change forever the way we work: humans won't be replaced by AI, but by humans who use AI

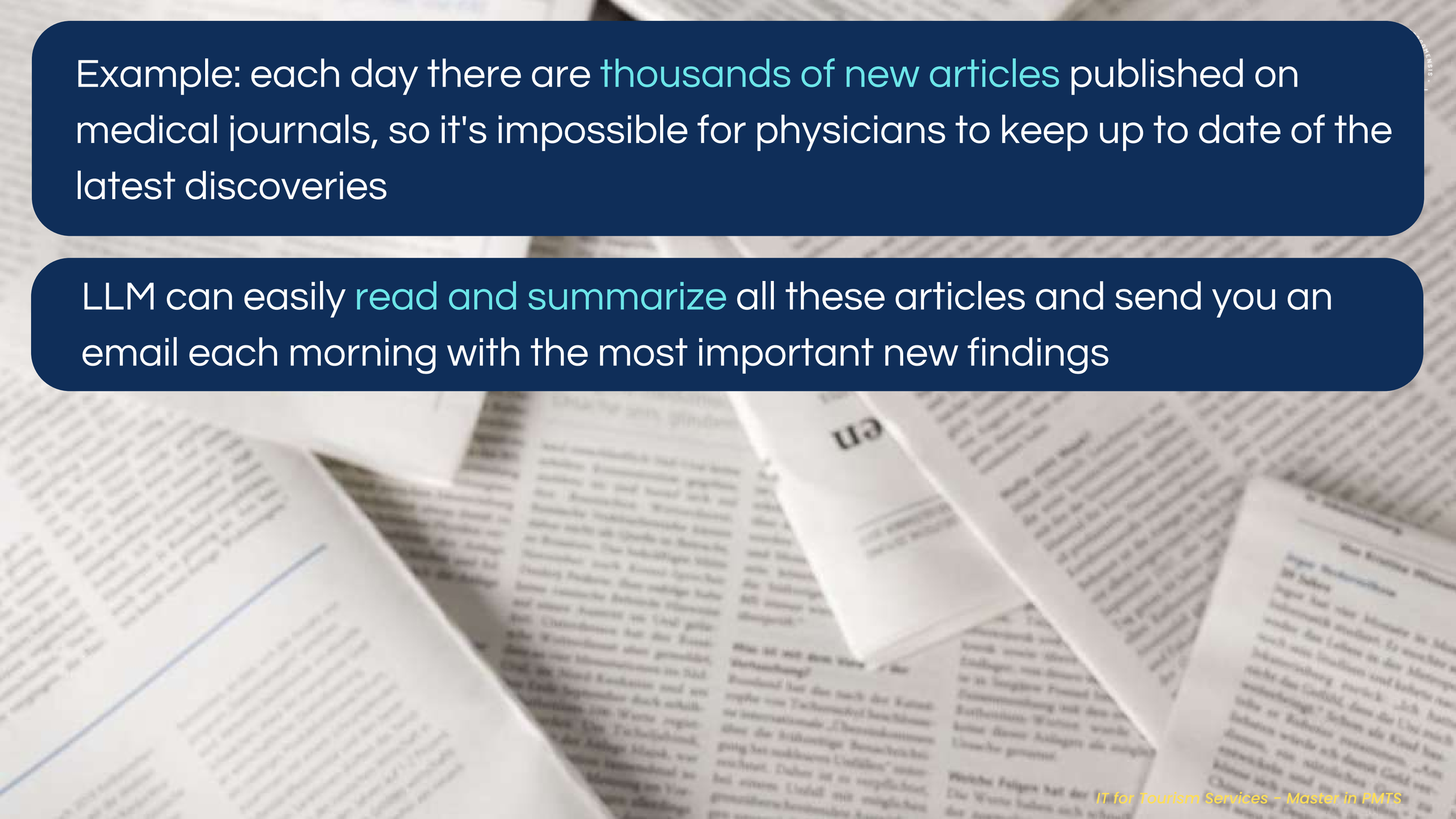
Every worker'll soon have an AI assistant not much different from "Jarvis", the virtual assistant of Iron Man, that makes work much more efficient and productive

Example: each day there are thousands of new articles published on medical journals, so it's impossible for physicians to keep up to date of the latest discoveries



Example: each day there are thousands of new articles published on medical journals, so it's impossible for physicians to keep up to date of the latest discoveries

LLM can easily read and summarize all these articles and send you an email each morning with the most important new findings



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LLM can also speed up the redaction of any scientific article by writing abstract, introduction and conclusions of the article in your stead

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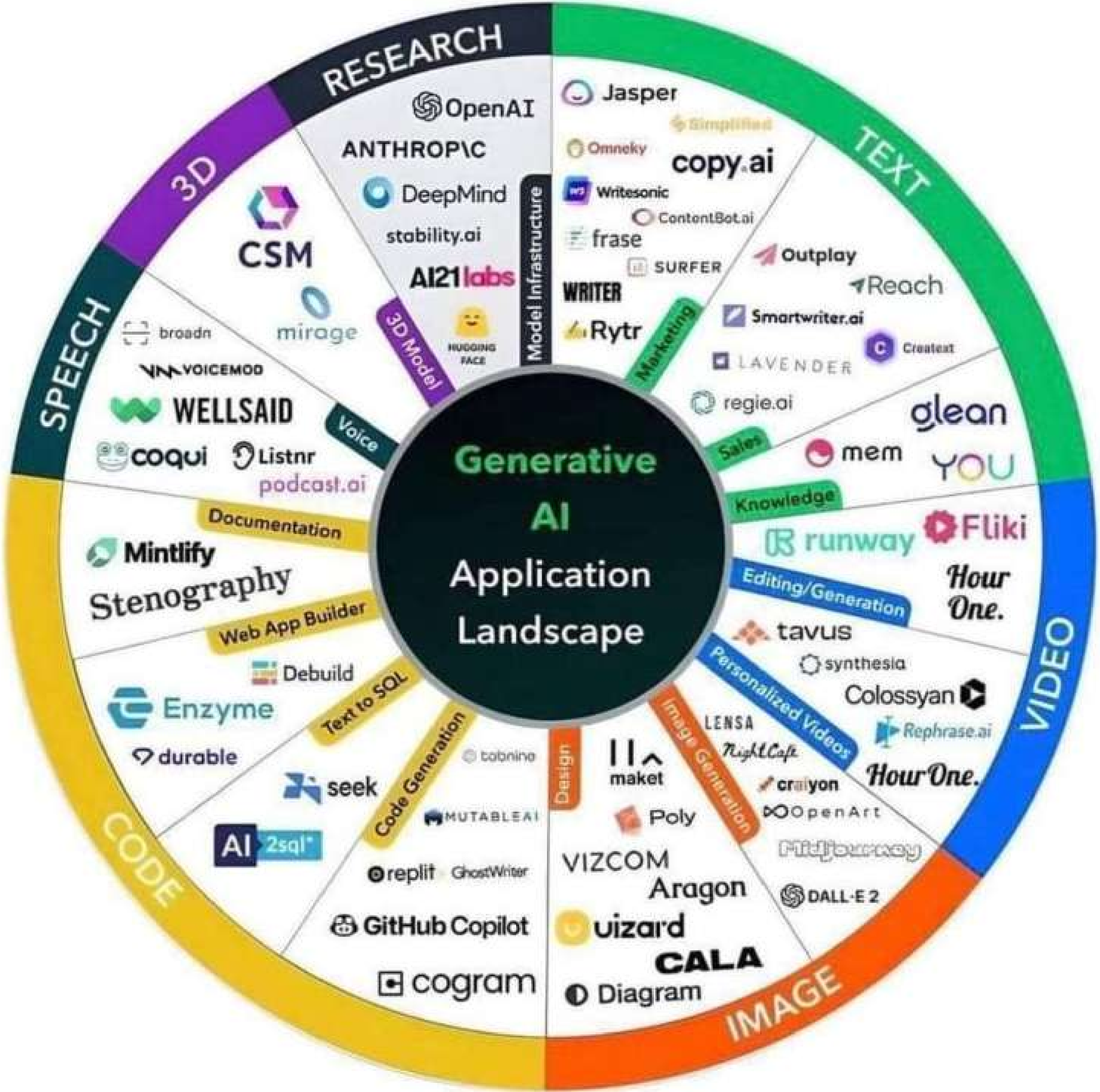
LLM can also speed up the redaction of any scientific article by writing abstract, introduction and conclusions of the article in your stead

In this way, you gain a significant advantage over your colleagues who don't use LLM and you are able to increase the number of articles you publish every year

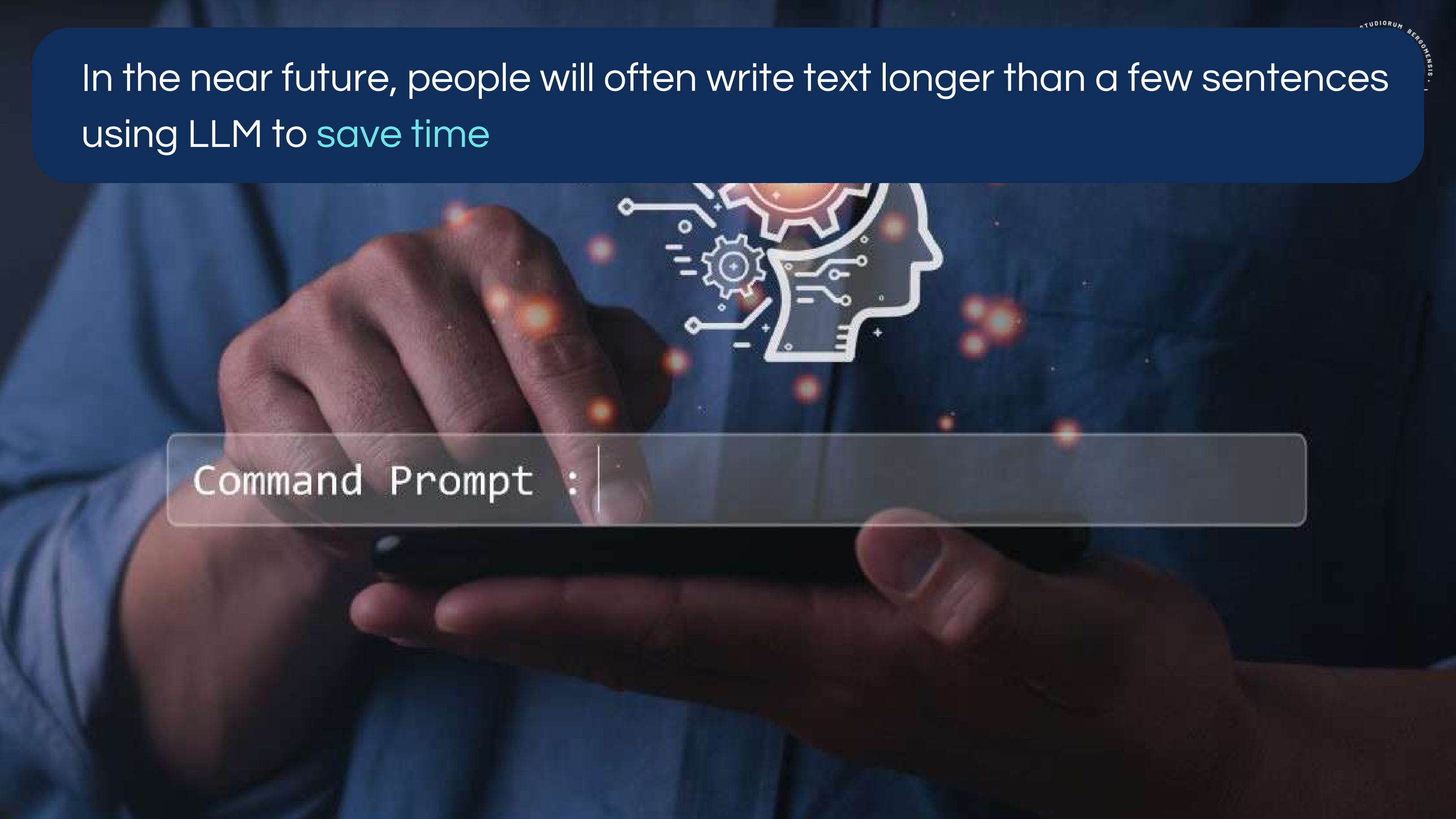
LLM are able not only to transcribe any meeting/lesson/call you have, but also to summarize them in your stead

Overall, LLM will relieve you from all the simple, non-creative intellectual activities that clutter your work: they greatly improve communication between humans and machines, so they perform many tasks that at present would need a computer scientist to code



Also computer scientists will benefit from LLM as they will be able to write code faster, as LLM can also write code in their stead

In the near future, people will often write text longer than a few sentences using LLM to save time



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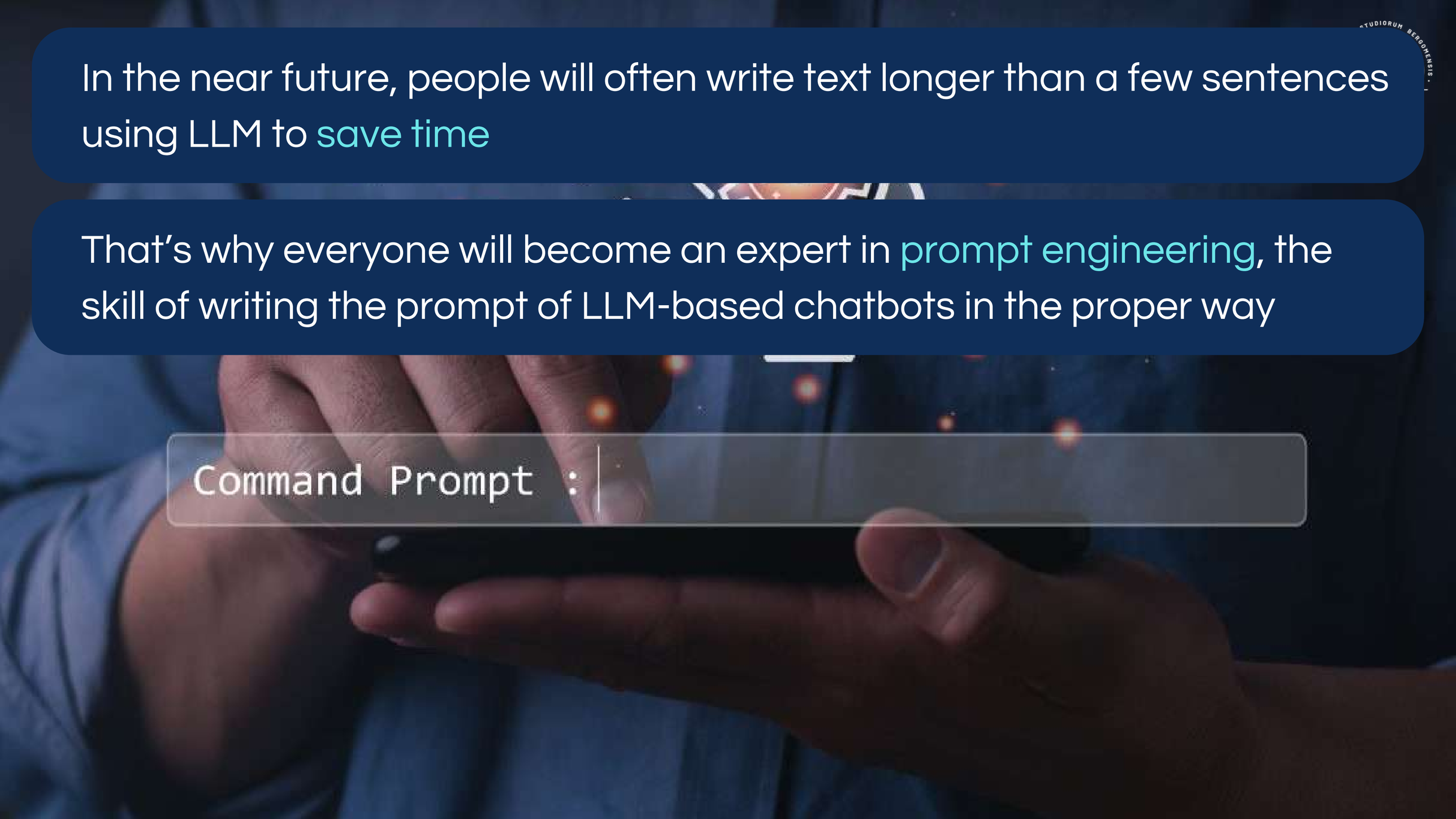
That’s why everyone will become an expert in prompt engineering, the skill of writing the prompt of LLM-based chatbots in the proper way



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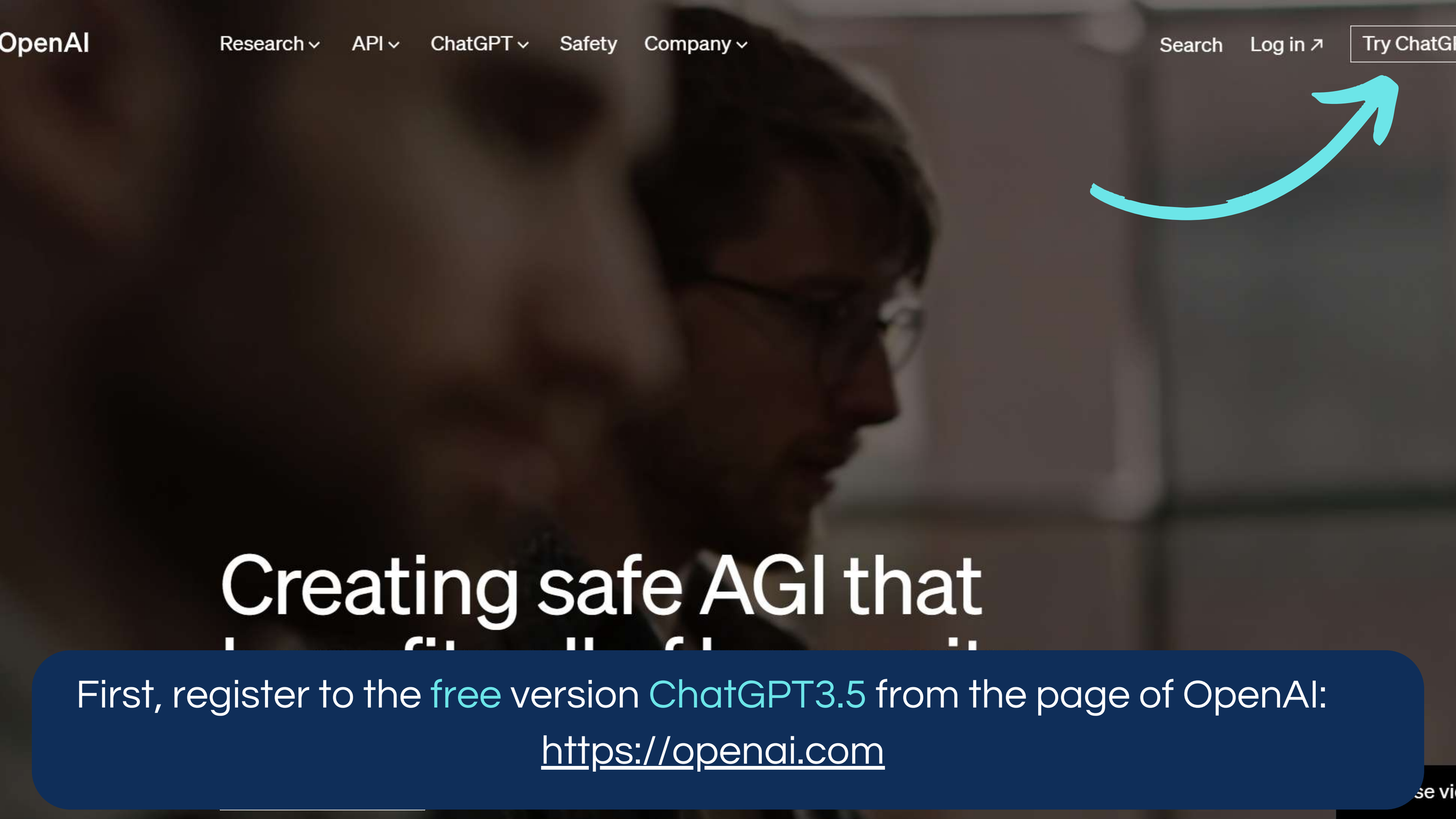
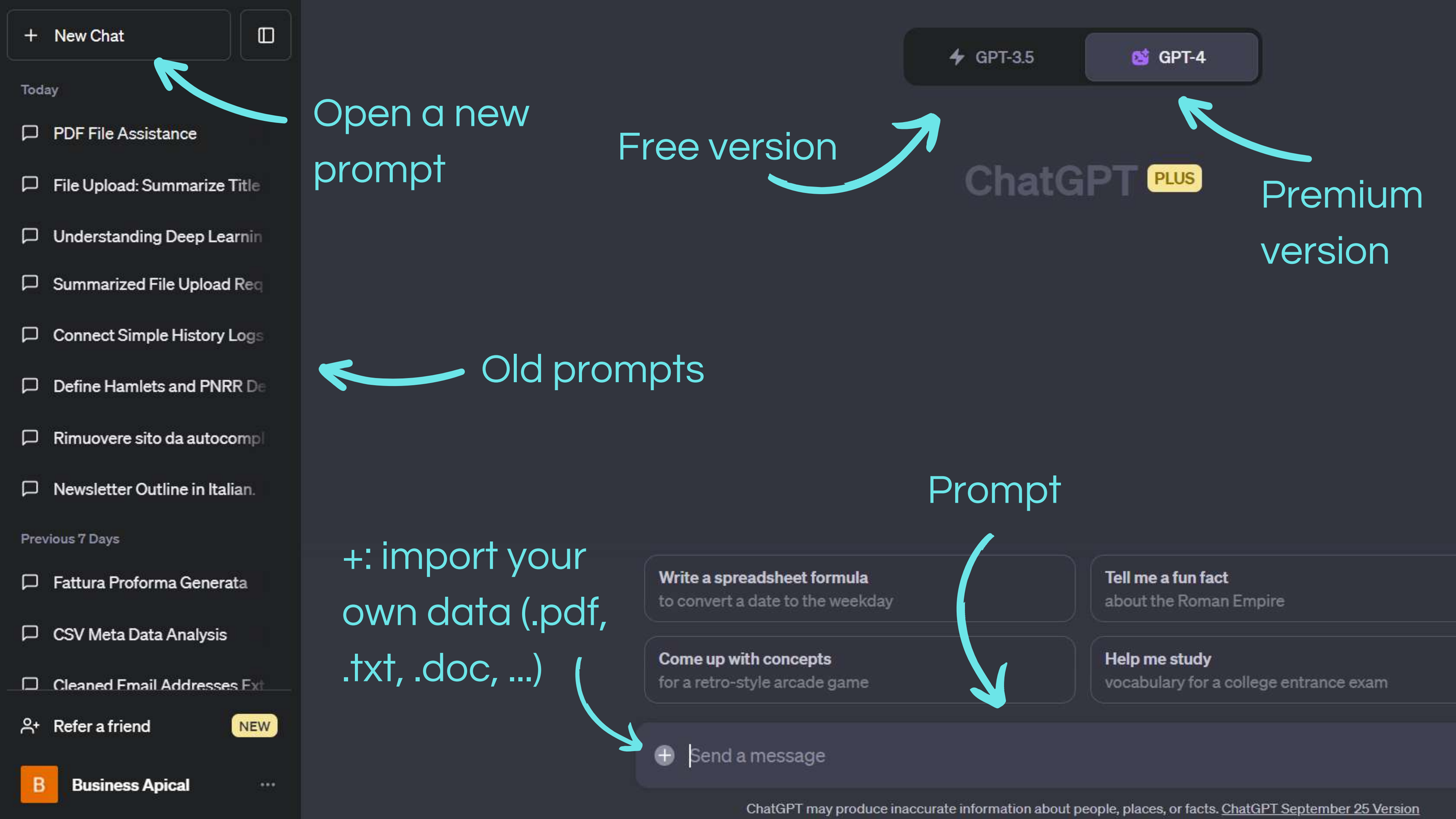
That’s why everyone will become an expert in prompt engineering, the skill of writing the prompt of LLM-based chatbots in the proper way

Learn how to write the proper prompt is the skill of the future and one of the most important skill you can learn for your job. Many companies are already hiring prompt engineers



First, register to the free version ChatGPT3.5 from the page of OpenAI:
https://openai.com


New Chat
Today
PDF File Assistance
File Upload: Summarize Title
Understanding Deep Learnin
Summarized File Upload Req
Connect Simple History Logs
Define Hamlets and PNRR De
Rimuovere sito da autocompl
Newsletter Outline in Italian.
Previous 7 Days
Fattura Proforma Generata
CSV Meta Data Analysis
Cleaned Email Addresses Ext
Refer a friend
NEW
Business Apical
Open a new prompt
GPT-3.5
GPT-4
Free version
ChatGPT
PLUS
Premium version
Old prompts
Prompt
+: import your own data (.pdf, .txt, .doc, ...)
Write a spreadsheet formula
to convert a date to the weekday
Tell me a fun fact
about the Roman Empire
Come up with concepts
for a retro-style arcade game
Help me study
vocabulary for a college entrance exam
Send a message
ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT September 25 Version

The main use of ChatGPT is to answer to any topic you can think of

For example, we can ask it to write an article or a whole thesis on the application of ChatGPT to the tourism sector:

The Application of ChatGPT to the Tourism Sector: Transforming Customer Experience and Operational Efficiency

Abstract

The tourism sector is a dynamic industry that has been significantly influenced by technological advancements. One of the most promising technologies in recent years is conversational AI, particularly the GPT (Generative Pre-trained Transformer) models like ChatGPT. This thesis aims to explore the application of ChatGPT in the tourism sector, focusing on its impact on customer experience and operational efficiency. Through a combination of case studies, surveys, and interviews, this study demonstrates that ChatGPT can revolutionize the way tourism businesses interact with customers and manage internal operations.

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Chapter 1: Introduction

Chapter 1: Introduction

Background

The tourism sector is a multi-billion-dollar industry that has been significantly impacted by technological advancements. From online booking systems to virtual reality tours, technology has revolutionized the way tourism businesses operate. One of the latest advancements is the application of conversational AI, particularly ChatGPT, in enhancing customer experience and operational efficiency.

Objectives

- To explore the potential applications of ChatGPT in the tourism sector.
- To evaluate the impact of ChatGPT on customer experience.
- To assess the influence of ChatGPT on operational efficiency.

Chapter 2: Literature Review

Chapter 2: Literature Review

Conversational AI in Tourism

Studies have shown that conversational AI can significantly improve customer service by providing instant responses and personalized recommendations.

GPT Models

The GPT models, particularly ChatGPT, have been successful in various applications, from customer service to content creation.

Chapter 3: Methodology

Research Design

This study employs a mixed-methods approach, combining qualitative and quantitative data.

Chapter 2: Literature Review

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Chapter 3: Methodology

ChatGPT prompt is limited to inputs sentences of max 2048 characters while its output is truncated at 300 words (25000 words for GPT-4)

Chapter 2: Literature Review

Conversational AI in Tourism

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Chapter 3: Methodology

Research Design

However, it remembers all the previous prompts of the user

B

expand the case studies section

Chapter 4: Case Studies

Introduction

The case studies aim to provide real-world examples of how ChatGPT is being applied in the tourism sector. Two distinct applications are examined: hotel bookings and tour planning. These case studies were selected to represent the breadth of potential applications and to offer insights into both customer-facing and operational aspects of the tourism industry.

Solution: tell ChatGPT to expand the section you want (e.g: the intro)

Case Study 1: ChatGPT in Hotel Bookings

B

expand the case studies section

Chapter 4: Case Studies

Introduction

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ChatGPT tends to itemize its answers by adding sub-titles and/or bullet points, but you can tell it to remove them

B

expand the case studies section

Chapter 4: Case Studies

Introduction

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ChatGPT is very good at increasing or decreasing text size...

B

Suggest 10 titles for a thesis on the application of AI and tourism

1. "Artificial Intelligence and the Evolution of Tourism: A Study on Customer Experience and Operational Efficiency"
2. "The Intersection of AI and Tourism: Transforming Travel Through Technology"
3. "Virtual Assistants, Real Impact: The Role of AI in Personalizing Tourism Experiences"
4. "Data-Driven Tourism: How Machine Learning Algorithms are Shaping Travel Choices"
5. "AI in Destination Marketing: A New Paradigm for Attracting Tourists"
6. "Sustainable Travel in the AI Era: Leveraging Technology for Responsible Tourism"
7. "The Ethical Dimensions of AI Applications in Tourism: A Critical Examination"
8. "From Chatbots to Virtual Tours: A Comprehensive Analysis of AI Applications in the Tourism Industry"
9. "AI-Enabled Smart Tourism: Case Studies and Future Implications"
10. "The Synergy of AI and Human Expertise in Tourism: A Study on Hybrid Models for Service

...and at suggesting titles

B

i like the title number 8. Can you please write it shorter and funnier

Certainly! How about "Tourism Meets AI: A Chatbot's Tale"?

Send a message

Most importantly, ChatGPT can change the style of the text...

B

give me three translations of this last title in italian

Certainly! Here are three translations of the title "Tourism Meets AI: A Chatbot's Tale" into Italian:

1. "Il Turismo Incontra l'IA: La Storia di un Chatbot"
2. "Turismo e Intelligenza Artificiale: Avventure di un Chatbot"
3. "Quando il Turismo incontra l'IA: Racconto di un Chatbot"

Each of these titles captures the essence of the original English title while adapting it to the Italian language.

...and translate it in several ways

B

You are an expert of AI and tourism and you have a podcast on AI. Give me 5 ideas for the podcast

T

Certainly! If I were an expert in AI and tourism with a podcast focusing on the intersection of these two fields, here are five episode ideas:

1. **"The AI Travel Agent: Revolutionizing Trip Planning"**: This episode could delve into how AI is transforming the way people plan and book their vacations. From AI-powered

Style is not limited to “formal” or “informal” or “funny”: you can tell ChatGPT to become an expert in some field and write accordingly (e.g: ‘from now on you are a lawyer, a philosopher, an engineer…’)

B

Write the same 5 podcast ideas, but as Shakespeare's sonnets

Ah, to blend the Bard's verse with topics so diverse! Here are your podcast ideas, re
Shakespearean sonnets:

1. **The AI Travel Agent: Revolutionizing Trip Planning**
   "Oh, AI, thou art the compass of my quest,
   Guiding my steps to lands both near and far.
   With algorithms fine, thou art the best
   At finding inns and flights, no matter where they are.

Style is not limited to “formal” or “informal” or “funny”: you can tell ChatGPT to become an expert in some field and write accordingly (e.g: ‘from now on you are a lawyer, a philosopher, an engineer...’)

B

You are a university professor. Write a project work on sustainable tourism applied to mountain areas

Project Work on Sustainable Tourism Applied to Mountain Areas

Abstract

Sustainable tourism in mountain areas aims at promoting tourism that has a low impact on the natural environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is about ensuring the compatibility between the development of tourism and the preservation of the ecological, social, and economic environment. This project work discusses the principles of sustainable tourism, its application in mountain areas, and outlines potential strategies for implementation.

Style is not limited to “formal” or “informal” or “funny”: you can tell ChatGPT to become an expert in some field and write accordingly (e.g: ‘from now on you are a lawyer, a philosopher, an engineer…’)

B

check the grammar: "the cat's out of the bags"

The phrase "the cat's out of the bags" appears to be a slight variation or error of the common idiom "the cat's out of the bag." The idiom "the cat's out of the bag" is used to suggest that a secret has been revealed. The plural "bags" in your phrase is not standard for this idiom; it's usually just "bag." So, the correct phrase should be "the cat's out of the bag" for grammatical and idiomatic accuracy.

Regenerate

It also corrects grammatical errors...

Plugins

B

improve the sentence: "Artificial intelligence is going to be very important in future"

Artificial intelligence will play a crucial role in shaping the future.

...and it even improve sentences (e.g: your social media posts)

B

tell me a story based on a student and a desk

The Tale of Emily and the Time-Traveling Desk

Once upon a time in a small suburban town, there was a high school student named Emily. She was an average student, neither excelling nor failing, but she had a vivid imagination and a thirst for adventure. Emily always sat at the same old wooden desk in her history class, a desk that everyone else found unremarkable. However, Emily felt that there was something special about it.

One fateful day, as she doodled aimlessly on a piece of paper, she noticed an inscription carved into the underside of the desk. It read, "Turn, Tap, Twist." Intrigued, Emily followed the instructions. She turned the small knob on the side of the desk, tapped the surface three

ChatGPT is also very good in making up stories...

B

rewrite the story in the style of Stephen King

Emily's Desk: A Journey Through the Corridors of Time

In the sleepy town of Derry, Maine, where strange occurrences were more common than outsiders might believe, lived Emily—a high school junior with a penchant for the peculiar. She was a wallflower, often overlooked by teachers and classmates alike. But Emily had an insatiable curiosity, a trait that led her to Room 237, the history classroom that had seen better days.

The desk at which she always sat was an antique, its wood scarred by the etchings of countless students who had come and gone. It was as if the desk itself was a relic of history, a silent observer of time. But this desk had a secret, one that Emily stumbled upon during a particularly dreary lecture on the Civil Rights Movement.

...even using a style of your chosing

Tap, Twist." The words seemed to whisper to her, a siren's call that she couldn't ignore. With a

B

I have a facebook page on working from remote in the alps in the lombardy region. Give me some hints on the next 5 posts

T

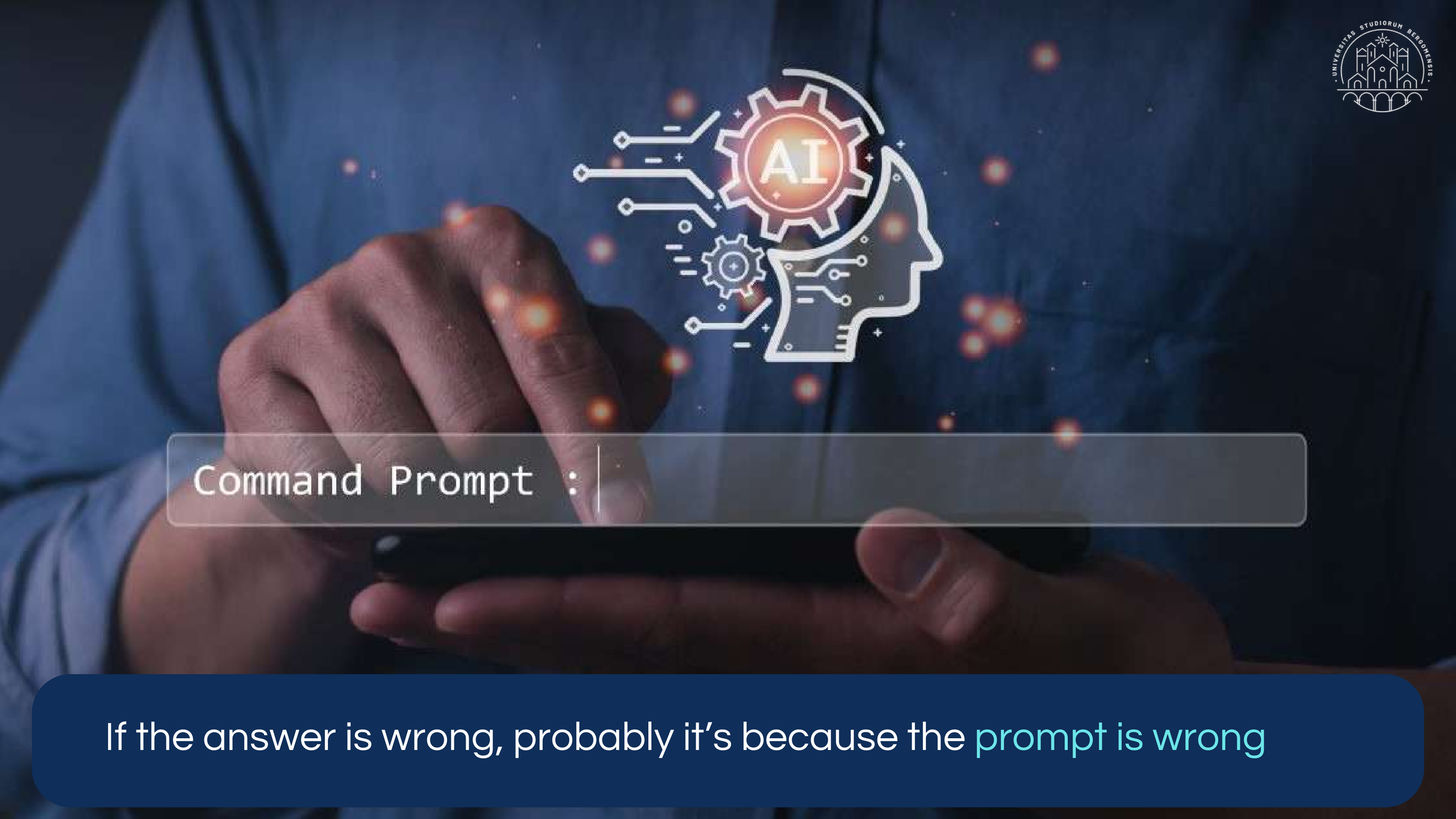
Certainly! Here are some ideas for your next five Facebook posts, focusing on working remotely from the Alps in the Lombardy region:

Post 1: "Why Lombardy's Alps are the Perfect Remote Work Destination"

Content: Share the unique benefits of working remotely from the Lombardy region of the Alps, such as the inspiring scenery, outdoor activities, and local culture.

ChatGPT can also help you writing content for your social media

CTA (Call to Action): Ask your followers to share their own reasons for choosing the



If the answer is wrong, probably it’s because the prompt is wrong

B

Write an email to my professor of IT and Tourism Services to ask him a recommendation letter for a stage

Certainly! Below is a sample email you can use to request a recommendation letter from your professor of IT and Tourism Services for your internship (or "stage," as it's commonly referred to in some countries).

One frequent error is not providing all the context to ChatGPT

Subject: Request for Recommendation Letter for [Internship/Stage] Opportunity

Dear Professor [Professor's Last Name],

I hope this email finds you well. My name is [Your Name], and I am currently enrolled in your [Course Name] class. I am reaching out to kindly ask if you would be willing to write a recommendation letter on my behalf for an upcoming internship opportunity in the field of IT and Tourism Services. The application deadline is [Deadline Date], and the letter would need to be submitted by then.

I have found your course to be incredibly enlightening, particularly in the areas of [Specific Topics or Skills You've Learned]. Your insights have greatly shaped my understanding of the subject matter, and I believe that your recommendation would carry significant weight for this internship opportunity.

Regenerate

If you are willing to write the recommendation letter, I would be more than happy to provide any additional materials you might need, such as my resume or a list of related coursework. I have also attached the internship posting for your reference.

I understand that you have many commitments, and I truly appreciate your consideration of my request. If for any reason you are unable to write the letter, I completely understand and would be grateful for any advice you could offer on my application.

Thank you very much for your time and consideration. I look forward to your positive response.

Best regards,
[Your Name]

Attachments: [Internship Posting, Resume, etc.]

B

Write an email of 200 words in a formal way to my professor of IT and Tourism Services to ask him a recommendation letter for an internship in an online travel agency called "Oniva"

Certainly! Here's a concise, formal email template of 200 words that you can use to request a recommendation letter from your professor of IT and Tourism Services for your internship at "Oniva."

The length and the style are two informations that should be provided in almost most prompts

if a dress dries in the sun in two hours, how many hours does it take for 5 clothes?

ChatGPT Poe

If a dress dries in the sun in two hours, we can assume that the drying time remains consistent for similar clothes under the same conditions.

To determine how long it would take for five clothes to dry, we can use the assumption that the clothes dry independently of each other.

Sometimes the answer is clearly wrong (”hallucinations”)

use the assumption that the clothes dry independently of each other.

If one dress takes two hours to dry, it means that each dress takes two hours to dry individually. Since there are five clothes that need to dry, we can multiply the drying time for one dress by the number of clothes:

2 hours/dress * 5 dresses = 10 hours

Therefore, it would take approximately 10 hours for five clothes to dry in the sun, assuming the same conditions as the dress and that each cloth dries independently.

Sometimes the answer is clearly wrong (“hallucinations”)

B

If a dress dries in the sun in 2 hours, how many hours toes it take for 5 dresses? Let's work this out in a step by step way to be sure we have the right answer

Certainly, let's work this out in a step-by-step manner to ensure we have the correct answer.

Given Information:

1. One dress takes 2 hours to dry in the sun.
2. We want to find out how many hours it will take for 5 dresses to dry in the sun.

Objective:

We want to find out how many hours it will take for 5 dresses to dry in the sun, assuming they are all hung up to dry at the same time and under the same conditions.

The sentence above (”Let’s work this out in astep by step way...”) increases the number of internal steps of ChatGPT and it also usually improves its answer, especially when there are calculations involved

Steps:

Step 1: Identify the Time for One Dress to Dry

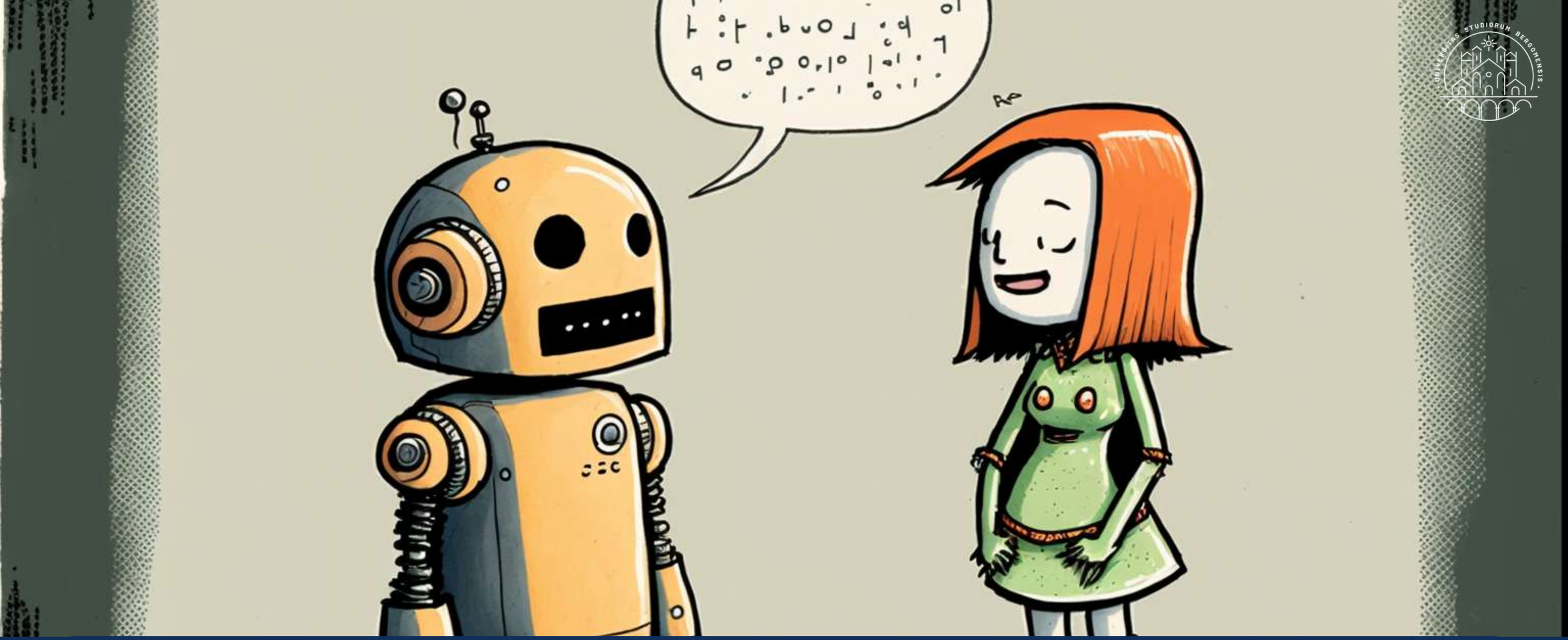
It takes 2 hours for one dress to dry in the sun.

Step 2: Calculate the Time for 5 Dresses

Since all 5 dresses are drying at the same time and under the same conditions, the time it takes for one dress to dry will be the same time it takes for all 5 dresses to dry. Therefore, it will take 2 hours for 5 dresses to dry in the sun.

Conclusion:

It will take a total of 2 hours for 5 dresses to dry in the sun when they are all hung up to dry at the same time and under the same conditions.



When we write the prompts in the right way, the answers are very different from the first ones. The more we interact and iterate with it, by trial and error, the better the answer

B

resume this article in english: https://www.ilfattoquotidiano.it/2023/10/12/il-caldo-record-mette-in-crisi-la-moda-solo-a-settembre-persi-320-milioni-felloni-penalizzate-piccole-boutique-di-quartiere-e-negozi-storici/7319212/

e.g: use it to summarize and translate any online text

Finished browsing

The article highlights the crisis faced by the fashion industry due to unusually warm temperatures in September, delaying the purchase of winter clothing and accessories. This unexpected weather led to a 6% drop in sales in September, which further plummeted to 30% in the early days of October. The fashion industry's pre-ordering system faced challenges as consumer behavior shifted, impacting small neighborhood boutiques and

Update: now ChatGPT is finally connected to internet!

B

riassumi questo video: https://www.youtube.com/watch?v=u4ZoJKF_VuA&t=153s

Used **Video Summary**

It can also summarize and translate any online video

Il video che hai fornito è una presentazione di Simon Sinek intitolata "Commencez par demander pourquoi" (Inizia con il chiedere "Perché?"). Ecco un riassunto dei punti chiave:

1. **Il Cercle d'Or (Il Cerchio d'Oro)**: Simon Sinek introduce un modello chiamato "Il Cerchio d'Oro" composto da tre parole: Perché, Come e Cosa. La maggior parte delle aziende inizia dal "Cosa" (il prodotto che vendono) e poi si sposta verso il "Come" e il "Perché". Tuttavia, le aziende e i leader veramente ispiratori iniziano dal "Perché".
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It can also resume youtube videos! (with the “Video summary” plugin)

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Finished browsing

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It collects info from various sources, merging many google searches in one

B

put them in a table with three columns: name, date and location

Certainly! Here's the information organized in a table as requested:

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.... and it gives you the flexibility to manipulate the results as you like

B

Create 5 tweets from this article: https://www.ilfattoquotidiano.it/2023/10/12/prezzi-del-gas-in-forte-aumento-52-euro-per-le-tensioni-in-medio-oriente-nellultima-settimana-rincaro-del-40/7321232/

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You can also repurpose content from one format to another

B

resume this article in english: https://www.ilfattoquotidiano.it/2023/10/12/il-caldo-record-mette-in-crisi-la-moda-solo-a-settembre-persi-320-milioni-felloni-penalizzate-piccole-boutique-di-quartiere-e-negozi-storici/7319212/

e.g: use it to summarize and translate any online text

Finished browsing

The article highlights the crisis faced by the fashion industry due to unusually warm temperatures in September, delaying the purchase of winter clothing and accessories. This unexpected weather led to a 6% drop in sales in September, which further plummeted to 30% in the early days of October. The fashion industry's pre-ordering system faced challenges as consumer behavior shifted, impacting small neighborhood boutiques and

Now ChatGPT is also connected to internet!

B

riassumi questo video: https://www.youtube.com/watch?v=u4ZoJKF_VuA&t=153s

Used **Video Summary**

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Non restiamo indifferenti

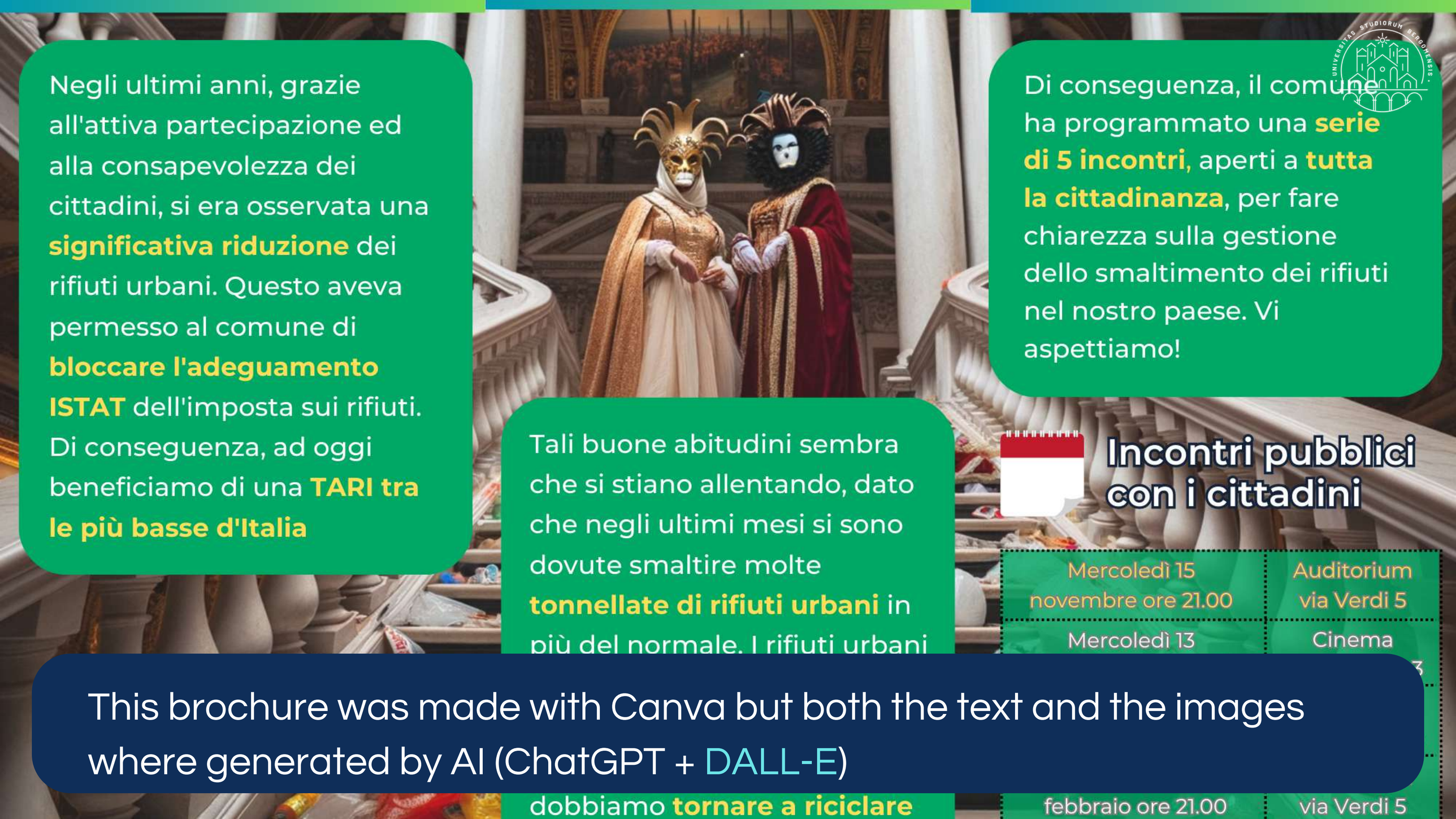
Non restiamo indifferenti

Non restiamo indifferenti

This brochure was made with Canva but both the text and the images where generated by AI (ChatGPT + DALL-E)

accumulo di rifiuti urbani

Se hai dubbi parla con noi:



Negli ultimi anni, grazie all'attiva partecipazione ed alla consapevolezza dei cittadini, si era osservata una **significativa riduzione** dei rifiuti urbani. Questo aveva permesso al comune di **bloccare l'adeguamento ISTAT** dell'imposta sui rifiuti. Di conseguenza, ad oggi beneficiamo di una **TARI tra le più basse d'Italia**

Tali buone abitudini sembra che si stiano allentando, dato che negli ultimi mesi si sono dovute smaltire molte **tonnellate di rifiuti urbani** in più del normale. I rifiuti urbani

dobbiamo **tornare a riciclare**

Di conseguenza, il comune ha programmato una **serie di 5 incontri**, aperti a **tutta la cittadinanza**, per fare chiarezza sulla gestione dello smaltimento dei rifiuti nel nostro paese. Vi aspettiamo!

Incontri pubblici con i cittadini

Mercoledì 15 novembre ore 21.00	Auditorium via Verdi 5
Mercoledì 13	Cinema
	3
febbraio ore 21.00	via Verdi 5

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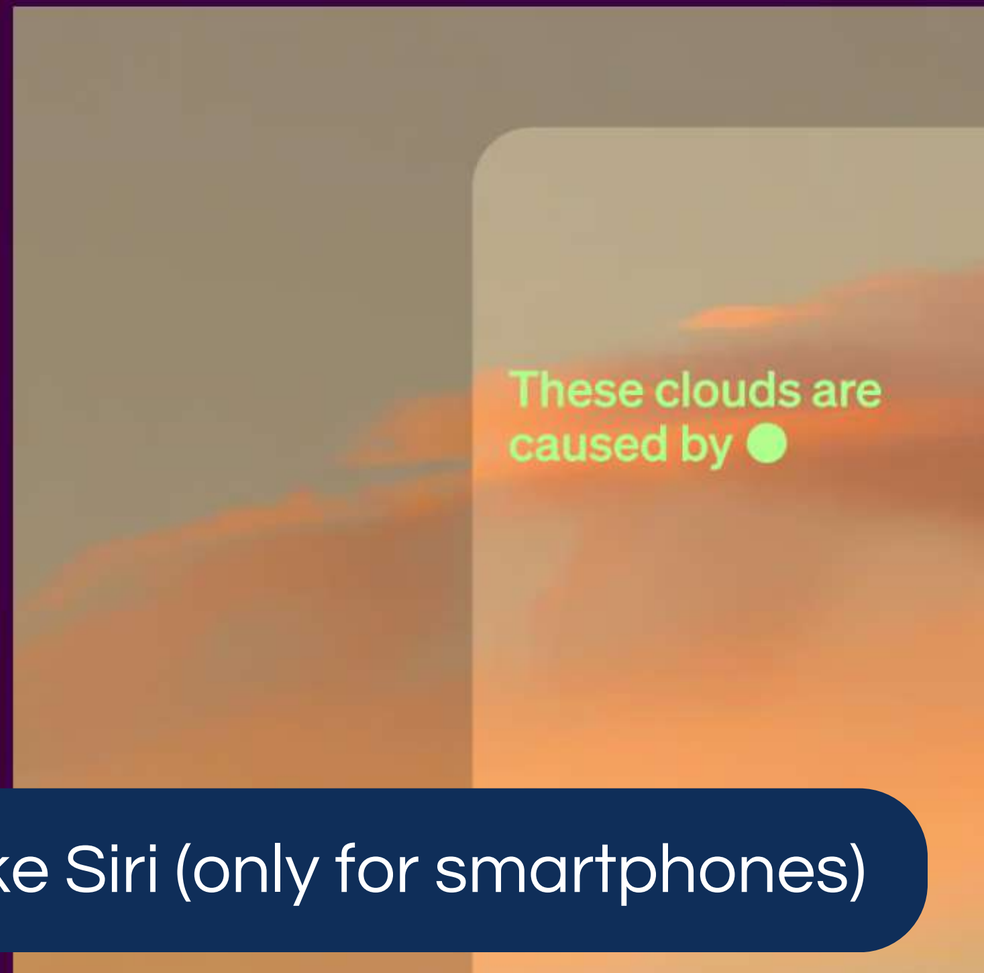
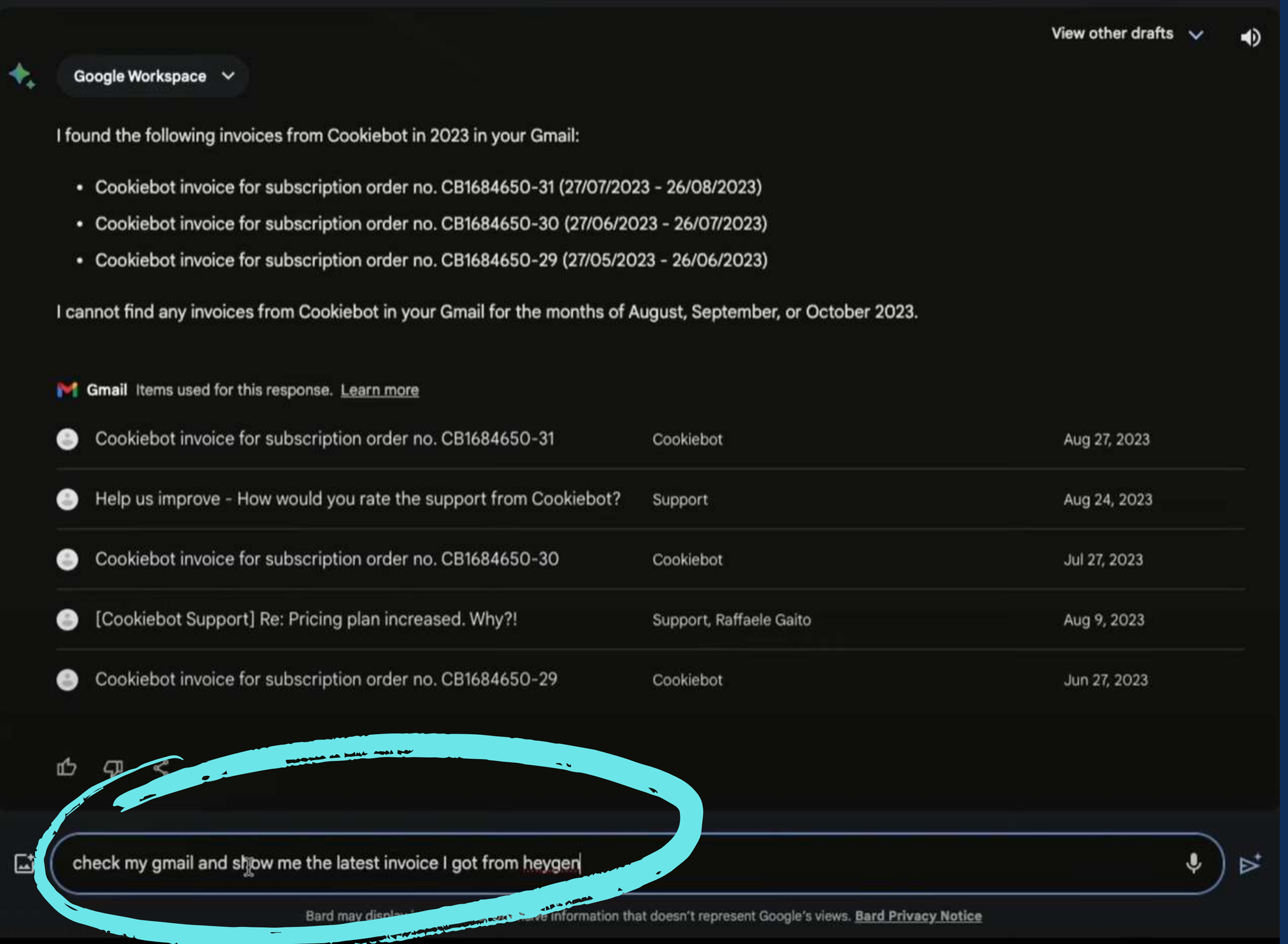
OpenAI Research API ChatGPT Safety Company Search

ChatGPT can now see, hear, and speak

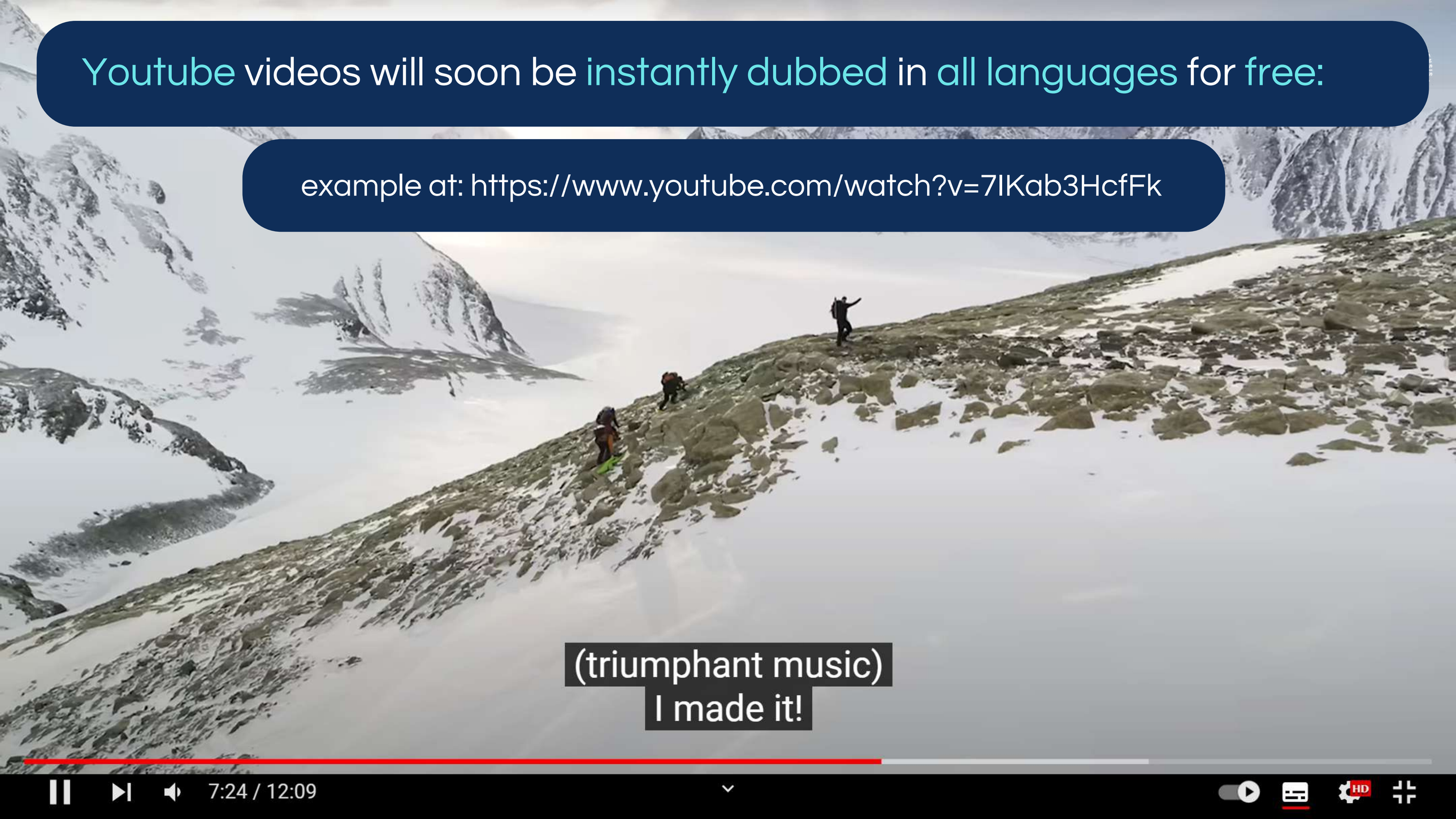
We are beginning to roll out new voice and image capabilities in ChatGPT. They offer a new, more intuitive type of interface by allowing you to have a voice conversation or show ChatGPT what you're talking about.

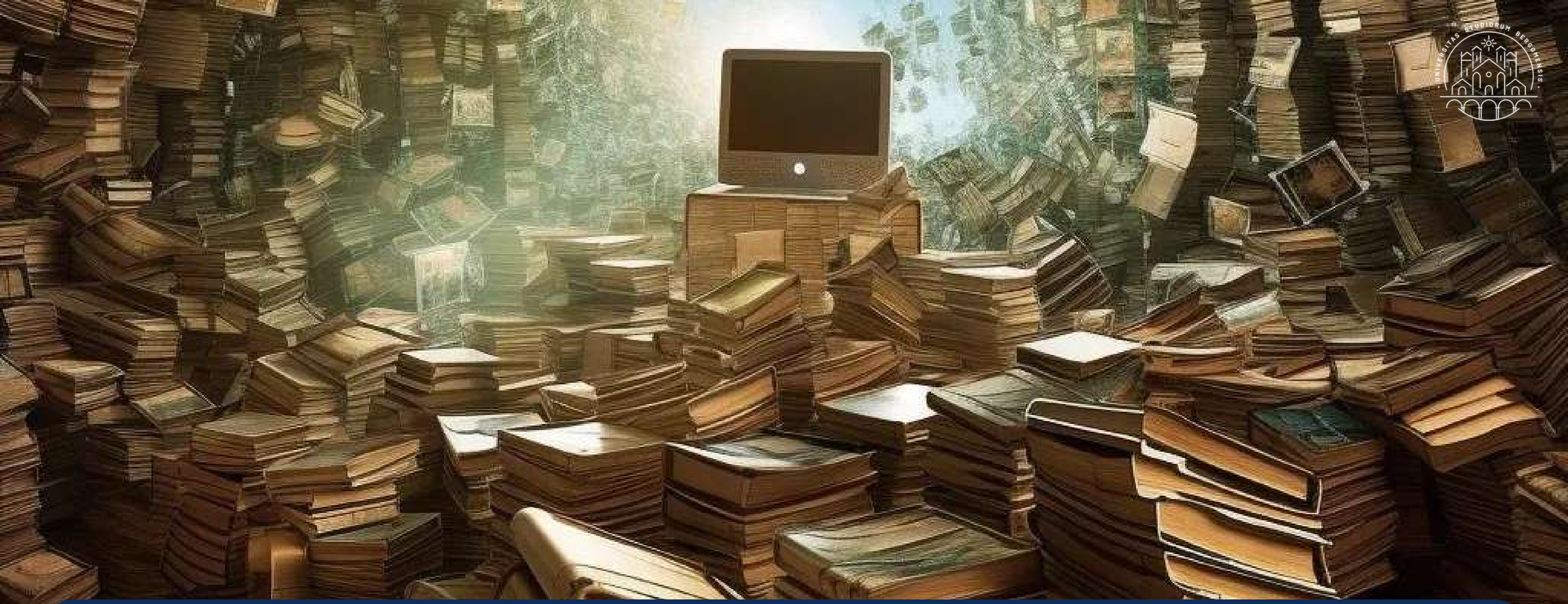


ChatGPT can now communicate also verbally, like Siri (only for smartphones)

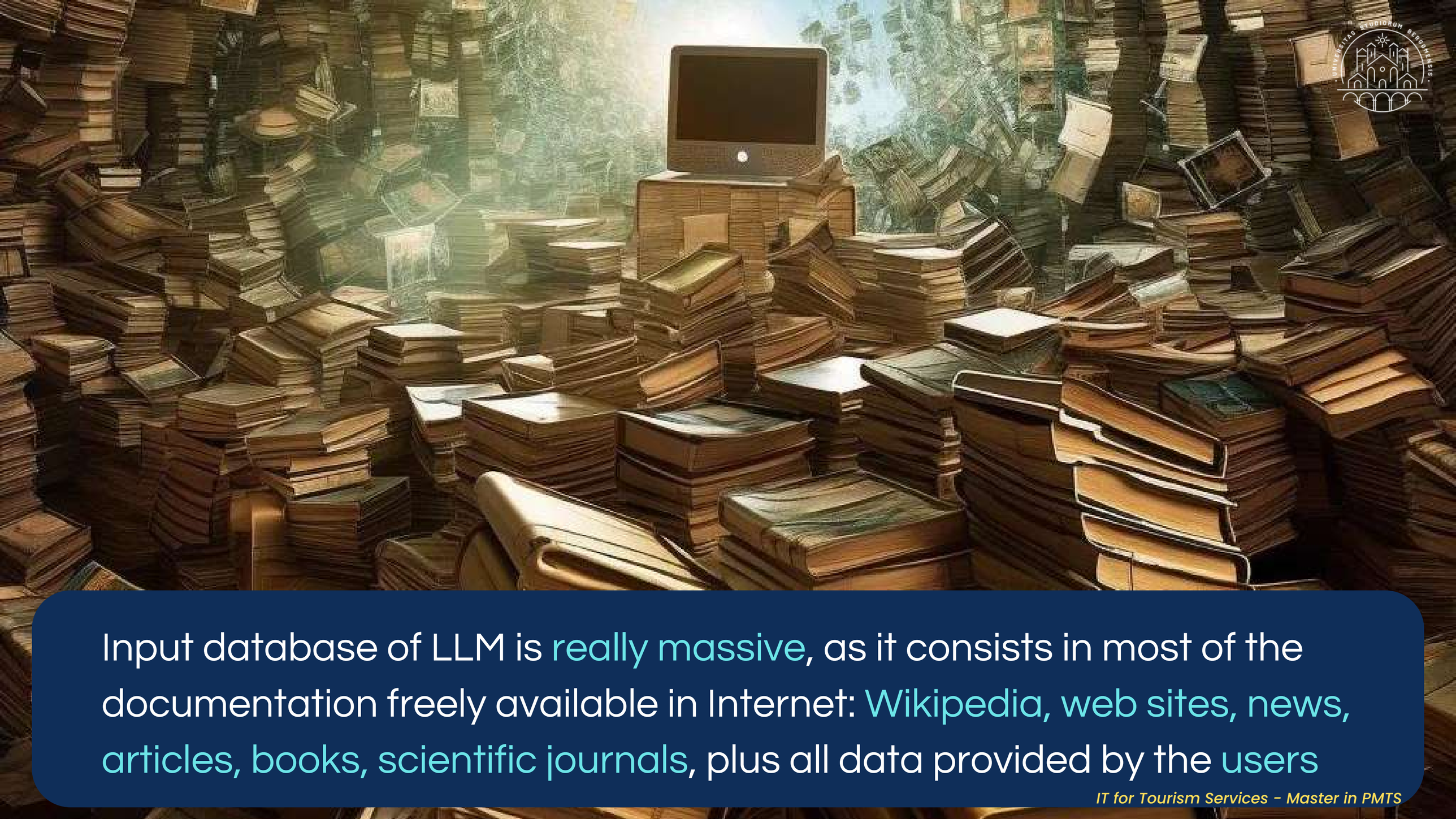


While Google Bard can now access to your email data too

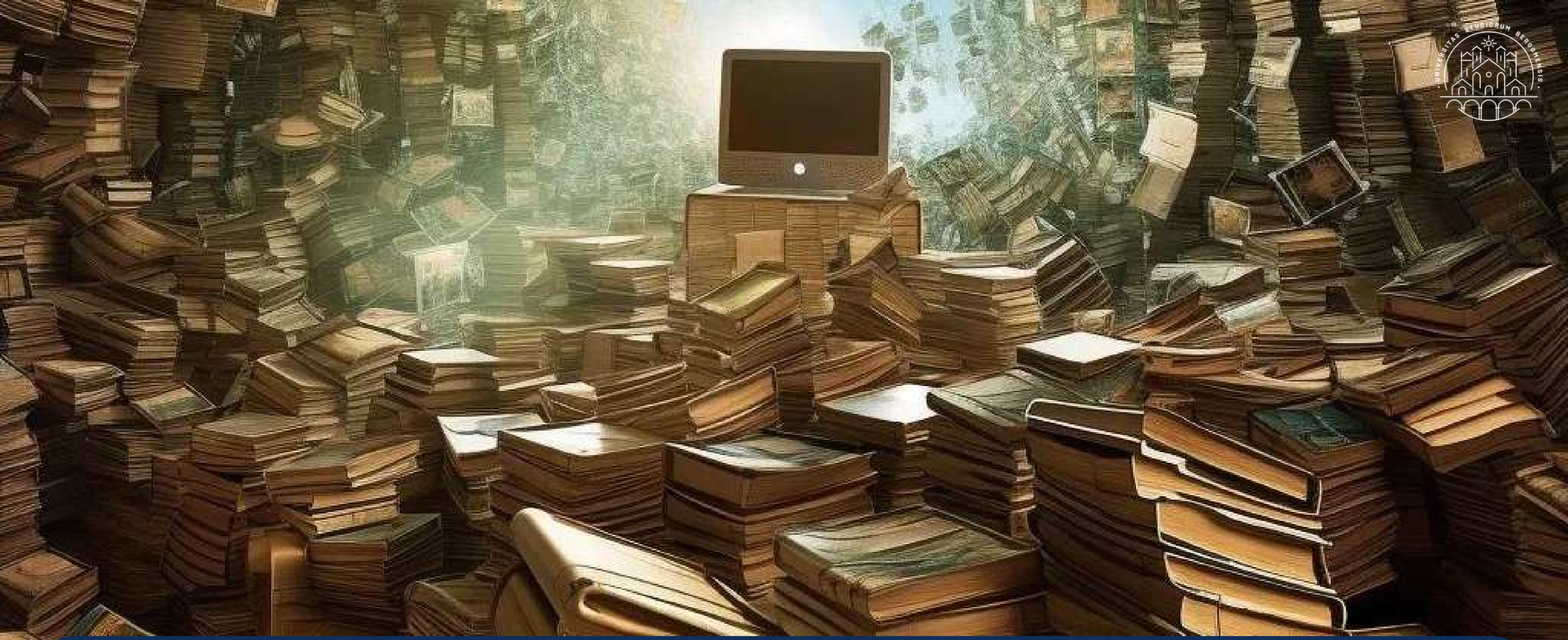

Youtube videos will soon be instantly dubbed in all languages for free:
example at: https://www.youtube.com/watch?v=7IKab3HcfFk
(triumphant music)
I made it!
7:24 / 12:09
HD



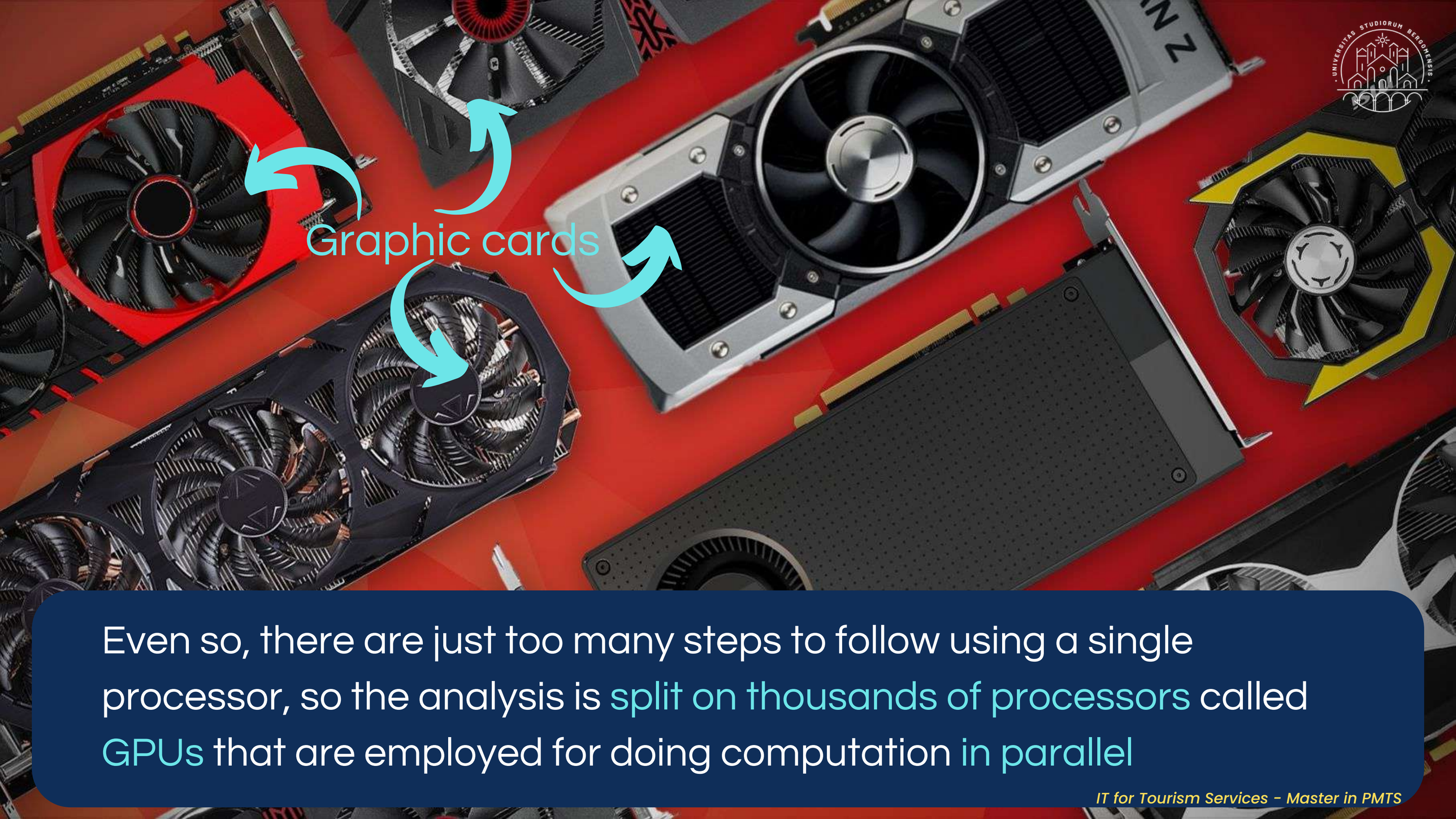
The difference between ChatGPT and a traditional ChatBot is that For each question you ask to ChatGPT, instead of looking at a pre-generated table it builds a new model based on all the similar questions already asked by other users and present in its database



Input database of LLM is really massive, as it consists in most of the documentation freely available in Internet: Wikipedia, web sites, news, articles, books, scientific journals, plus all data provided by the users



To save space and computational resources, each word is converted into a number before importing the data, so a sentence becomes just a sequence of numbers



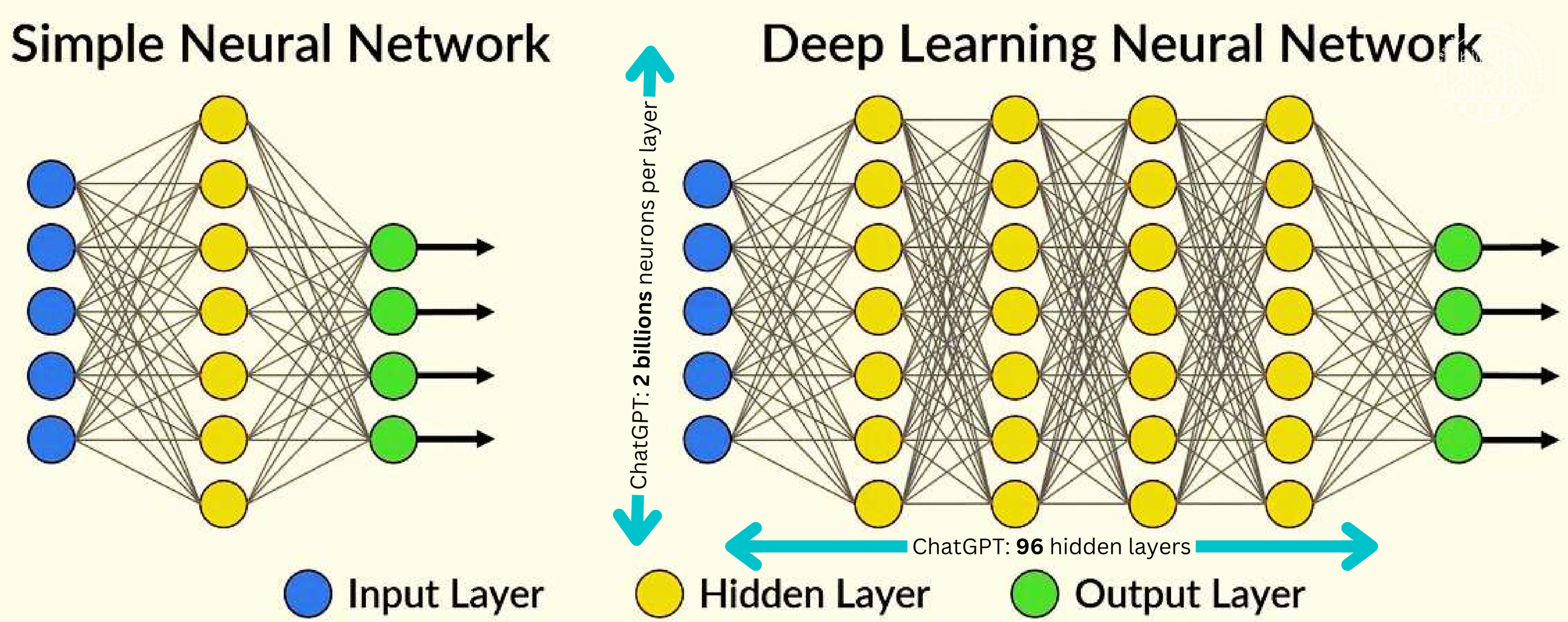
Even so, there are just too many steps to follow using a single processor, so the analysis is split on thousands of processors called GPUs that are employed for doing computation in parallel

GPT stands for Generative Pre-trained Transformers. “Transformer” refers to an advanced deep learning architecture designed to analyse sequential data such as words inside strings and in a parallel way

The process of collecting and analysing all data is done only once and it is called training

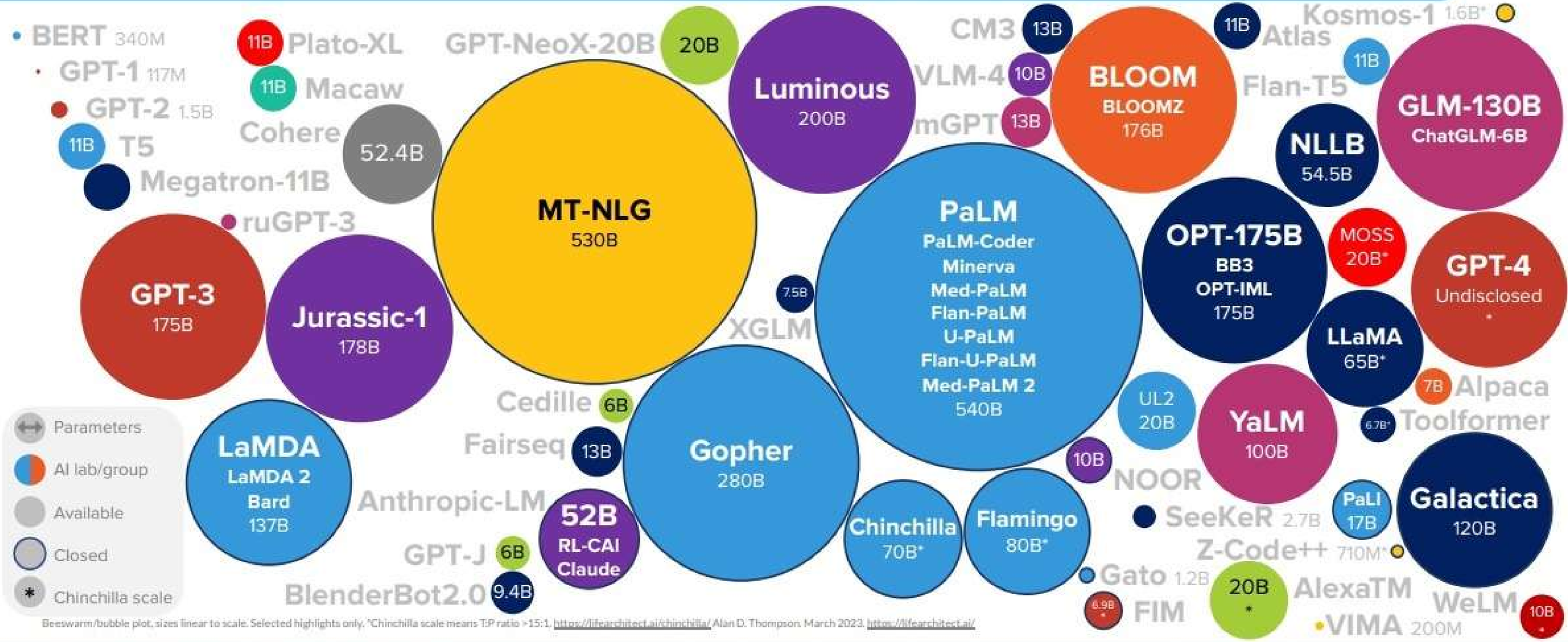
Human intervention is still needed to tell the model which are the right answer in a step called model calibration; without it, LLM are not able to answer correctly

Censorship is also introduced during calibration in order to avoid LLM to provide dangerous information to users



Even scientists don't know exactly how LLM works internally, as they are artificial neural networks with about 100 layers (any neural network with 4 or more layers is called a deep learning network)

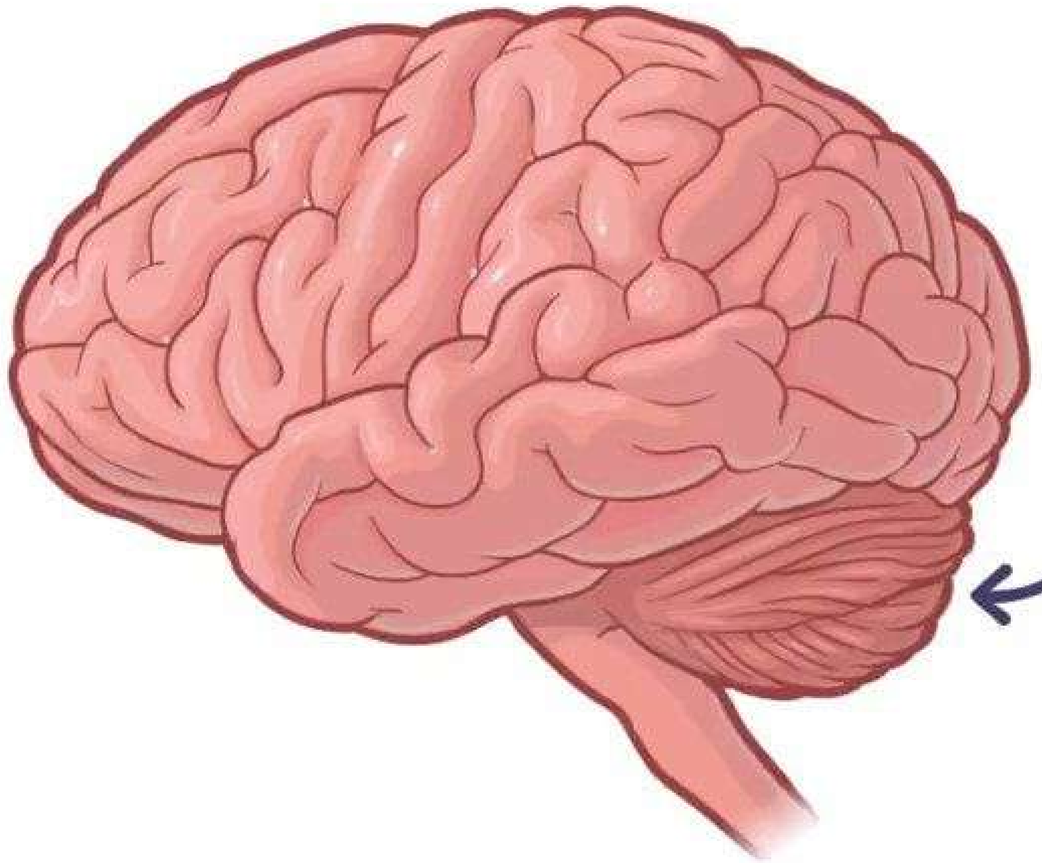
LANGUAGE MODEL SIZES TO MAR/2023



Beeswarm/bubble plot, sizes linear to scale. Selected highlights only. *Chinchilla scale means T:P ratio >15:1. https://lifearchitect.ai/chinchilla/ Alan D. Thompson. March 2023. https://lifearchitect.ai/

LifeArchitect.ai/models

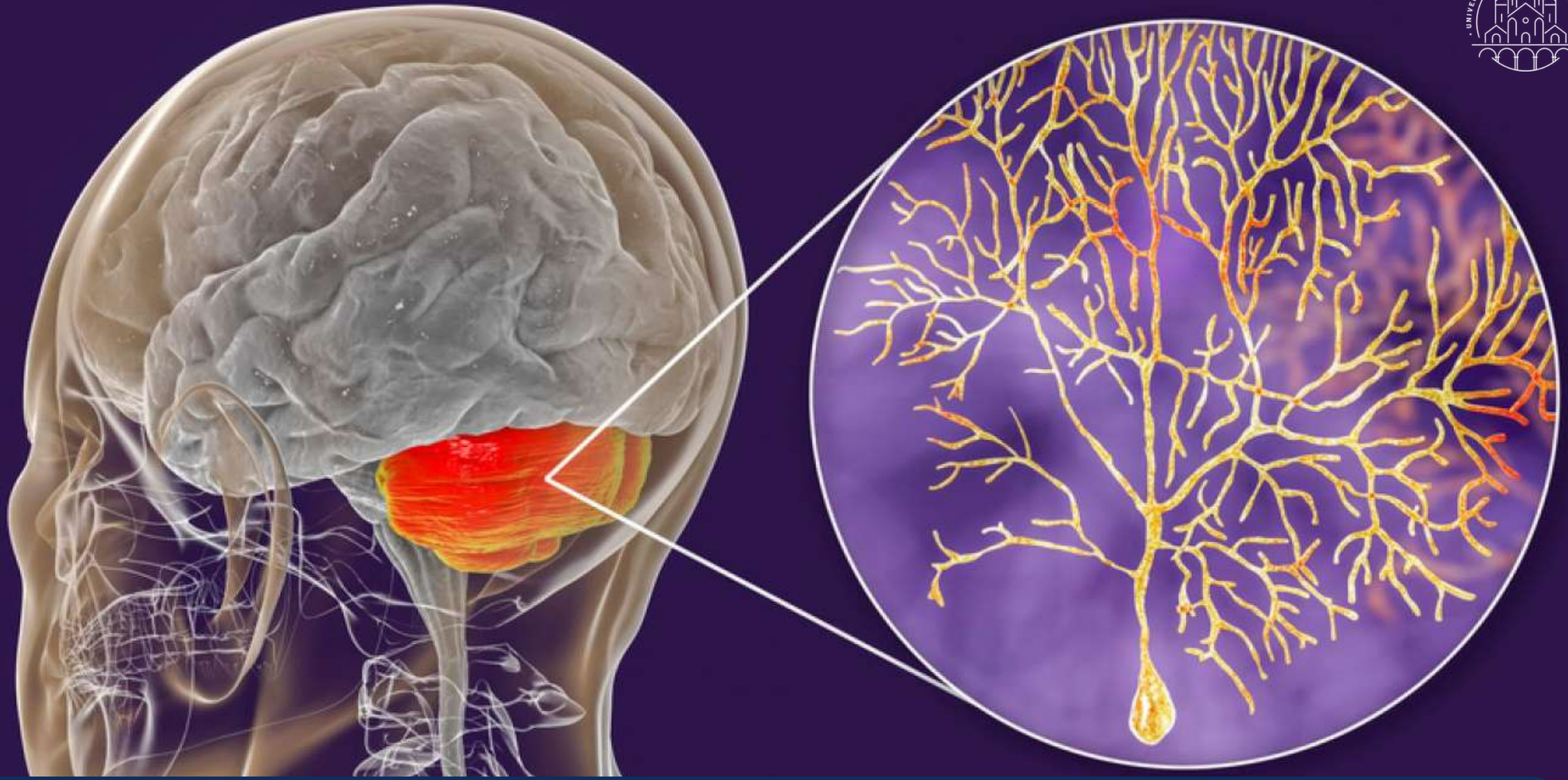
CEREBELLUM = "LITTLE BRAIN"



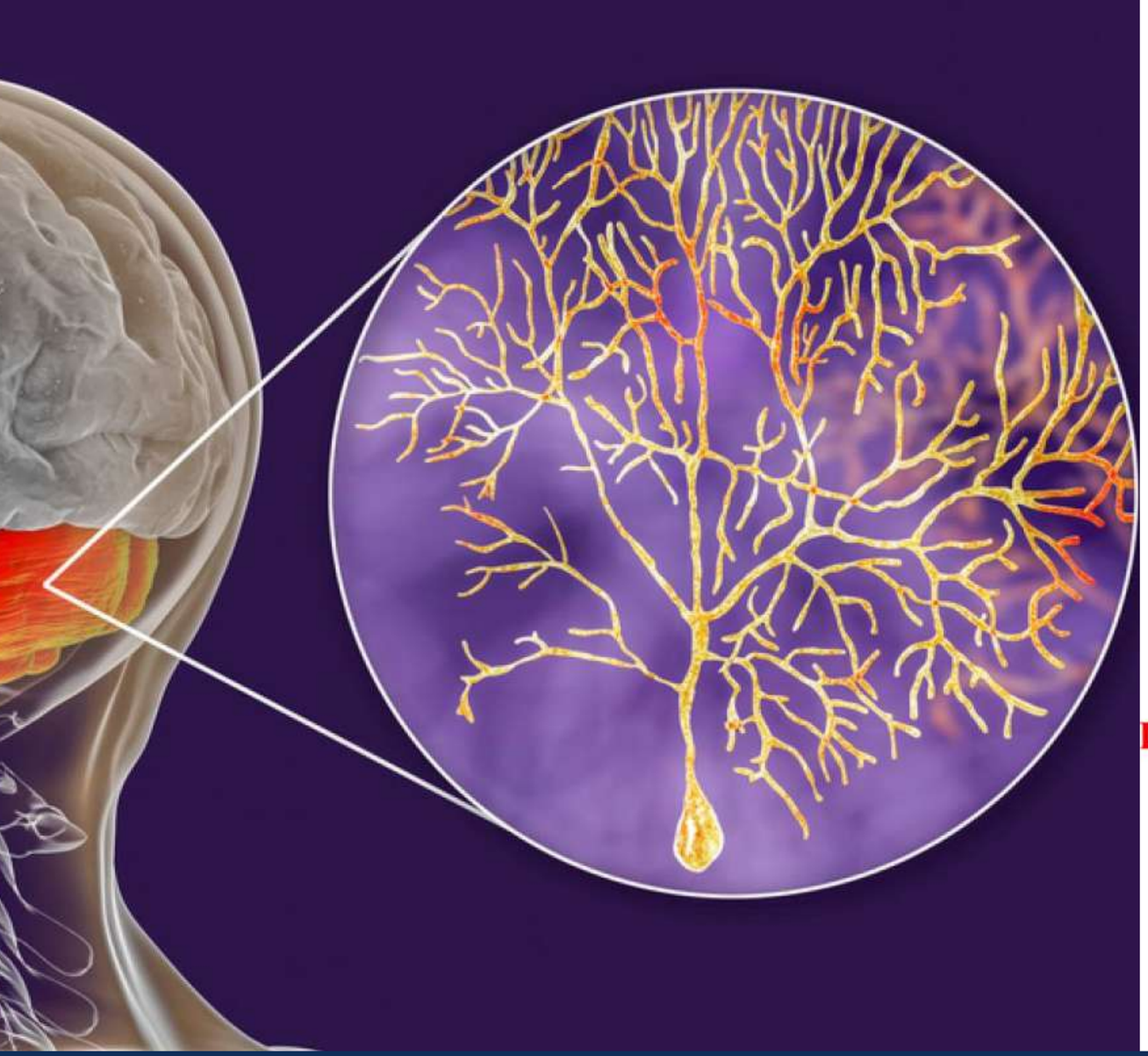
CEREBELLUM

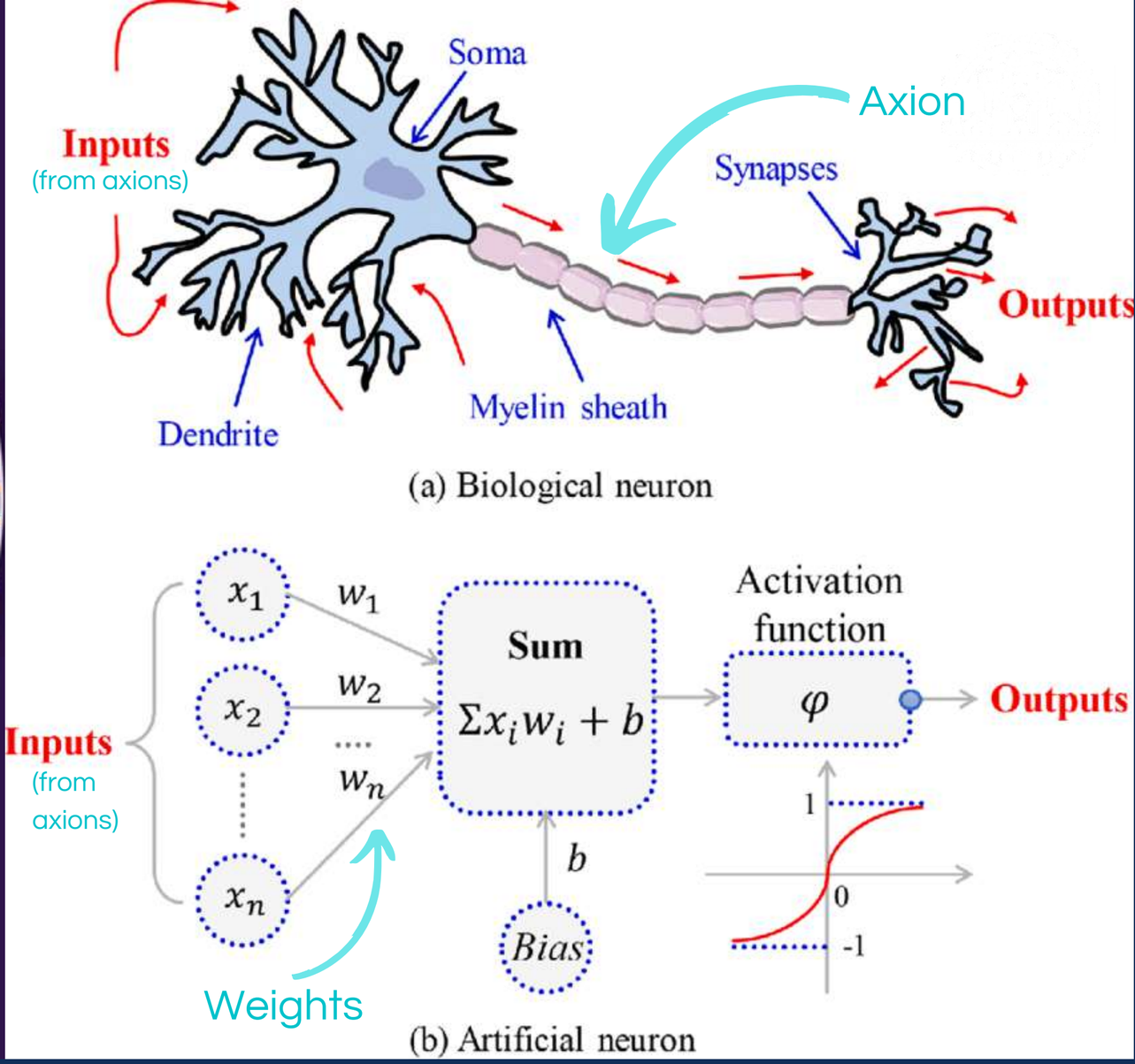
* COORDINATES MOVEMENTS
* CONTROLS POSTURE, BALANCE & FINE MOTOR MOVEMENT
* INVOLVED IN MOTOR LEARNING

Cerebellum is made up by only two neuron types repeated billions of times

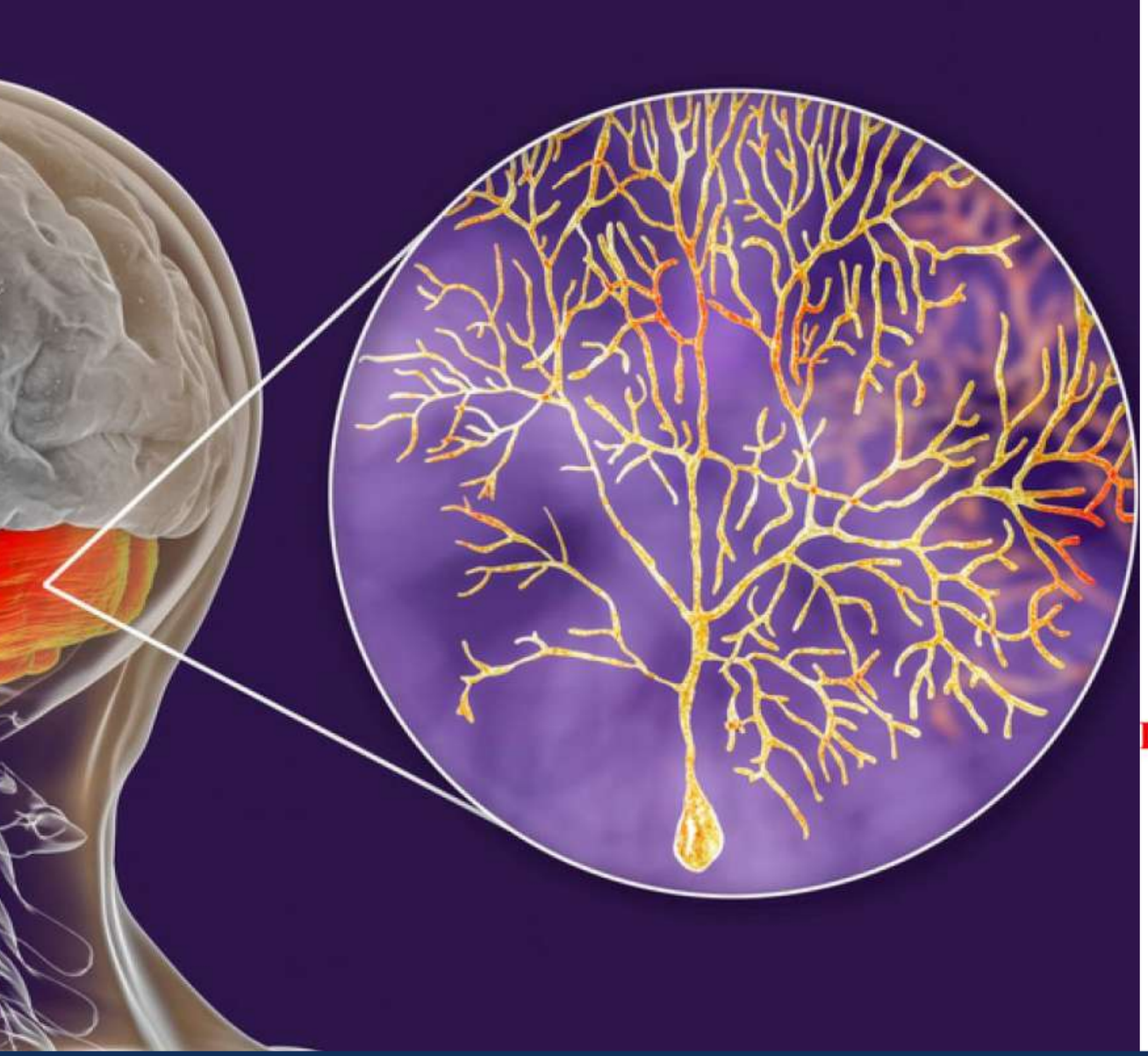


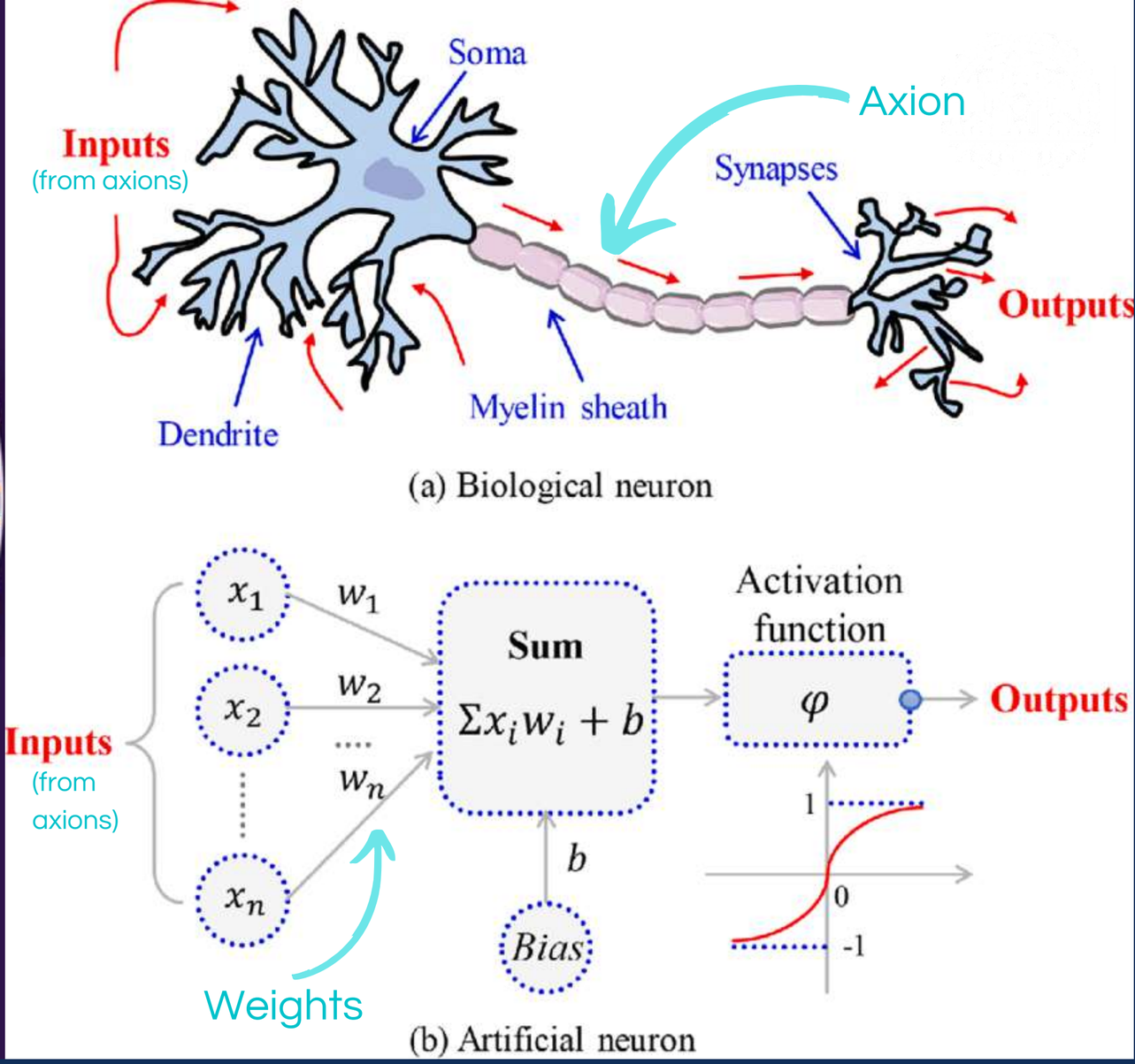
One of it is called Purkinje cell, famous for its superb dentritic tree





Artificial neurons are an approximation of biological ones; the weights *w* represent the strength of the connection between two neurons



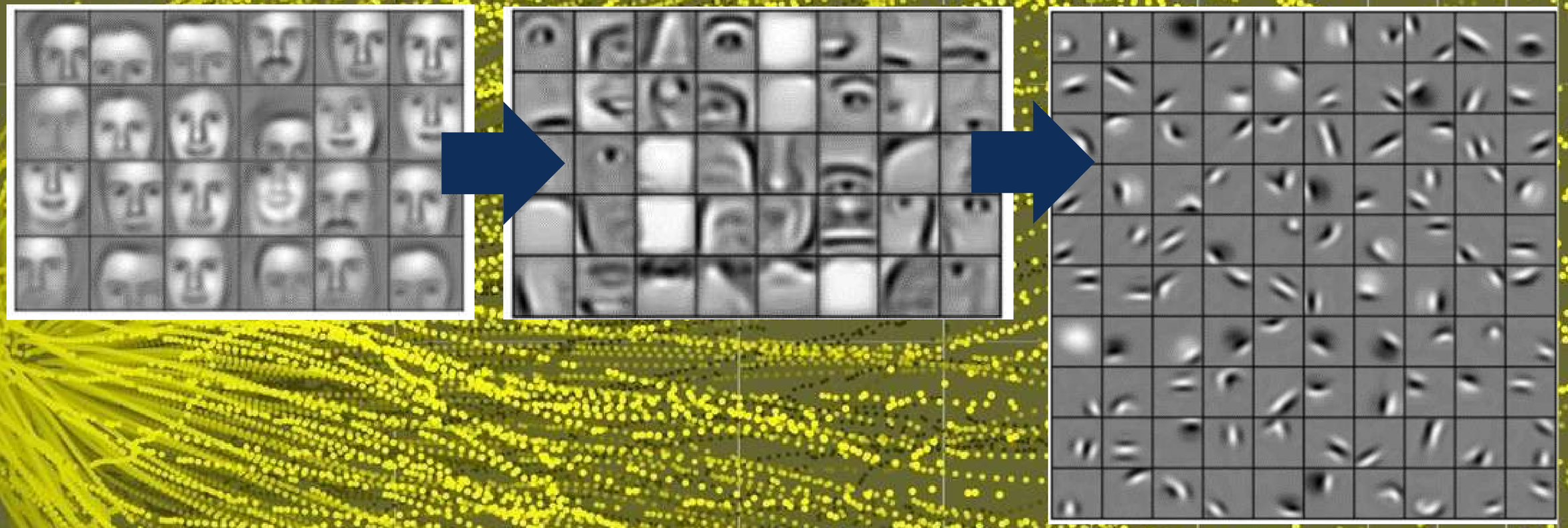


Training a LLM is the process of finding the best weights for each artificial neuron

Hidden Layer 1

Hidden Layer 2

Hidden Layer 3



The case of object recognition highlights the challenge of comprehending the inner working of a deep learning neural network

Default (GPT-3.5)

n Which is the most touristic city in Italy?

As of my last knowledge update in September 2021, the most touristic city in Italy is generally considered to be Rome. Rome is known for its rich history, iconic landmarks such as the Colosseum, the Roman Forum, the Vatican City, and St. Peter's Basilica, as well as its vibrant culture, art, and cuisine. However, Italy has many other popular tourist destinations, such as Venice, Florence, Milan, and Naples, each offering unique attractions and experiences. Keep in mind that the popularity of tourist destinations can change over time, so it's a good idea to check more recent sources for the latest information.

Was this response better or worse? Better Worse Same

Regenerate

Send a message

Default (GPT-3.5)

n Which is the most touristic city in Italy?

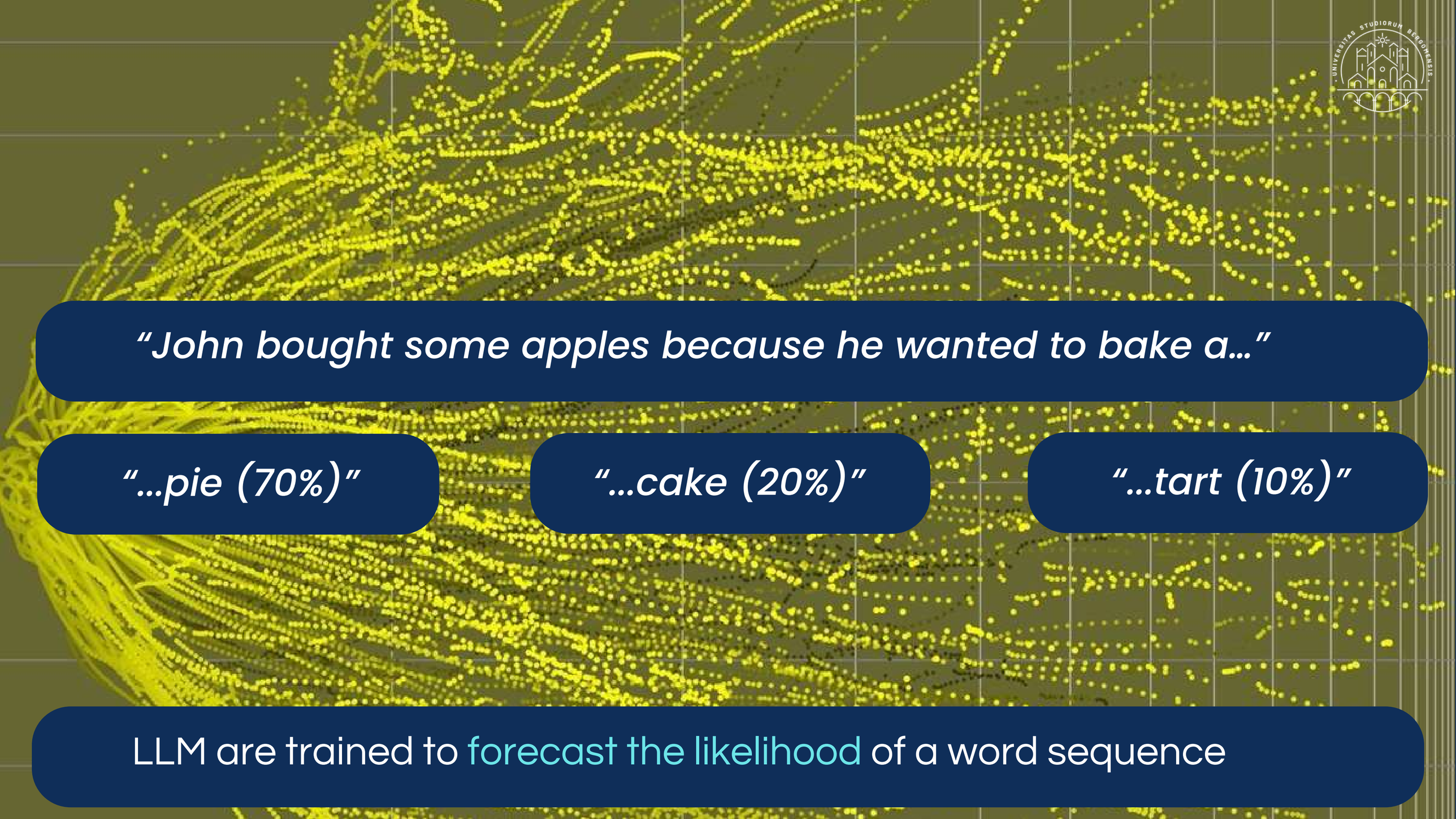
As of my last knowledge update in September 2021, the most touristy city in Italy is typically considered to be Rome. Rome is the capital city of Italy and is famous for its rich history, iconic landmarks such as the Colosseum, the Vatican City, St. Peter's Basilica, and the Roman Forum, among others. It attracts millions of tourists every year who come to explore its ancient ruins, art, architecture, and cultural heritage.

However, please note that tourism trends can change over time, and other cities like Venice, Florence, and Milan also attract a significant number of tourists due to their historical, artistic, and cultural significance. It's advisable to check more recent sources for the latest tourism statistics and trends.

Regenerate

Send a message

In case of LLM, the output is not deterministic but stochastic



“John bought some apples because he wanted to bake a…”

“…pie (70%)”

“…cake (20%)”

“…tart (10%)”

LLM are trained to forecast the likelihood of a word sequence

Applications of LLM to Tourism

Travel guide: “what are the best attractions in Bergamo?”

Travel guide: “what are the best attractions in Bergamo?”

Bergamo, located in the Lombardy region of northern Italy, is a city steeped in history and culture, and offers a variety of attractions that cater to all kinds of interests. Here are some must-visit attractions:

Città Alta (Upper Town)
This walled medieval city, accessible by a funicular, is the historic heart of Bergamo. It boasts narrow cobbled streets, quaint squares, and historic architecture. Highlights include Piazza Vecchia, the Campanone tower, and the Santa Maria Maggiore Basilica.

Piazza Vecchia
Situated in the Città Alta, this square is surrounded by significant historic buildings such as Palazzo della Ragione and the Campanone (Civic Tower). It's a vibrant space often filled with locals and tourists alike.

Basilica di Santa Maria Maggiore
An architectural masterpiece dating back to the 12th century, this Basilica is known for its intricate tapestries, frescoes, and wooden inlays.

Accademia Carrara
An art gallery featuring an impressive collection of Italian Renaissance art, including works by Botticelli, Bellini, and Raphael.

Città Bassa (Lower Town)
The more modern part of Bergamo, it also has attractions worth visiting like the Accademia Carrara and various parks and shopping districts.

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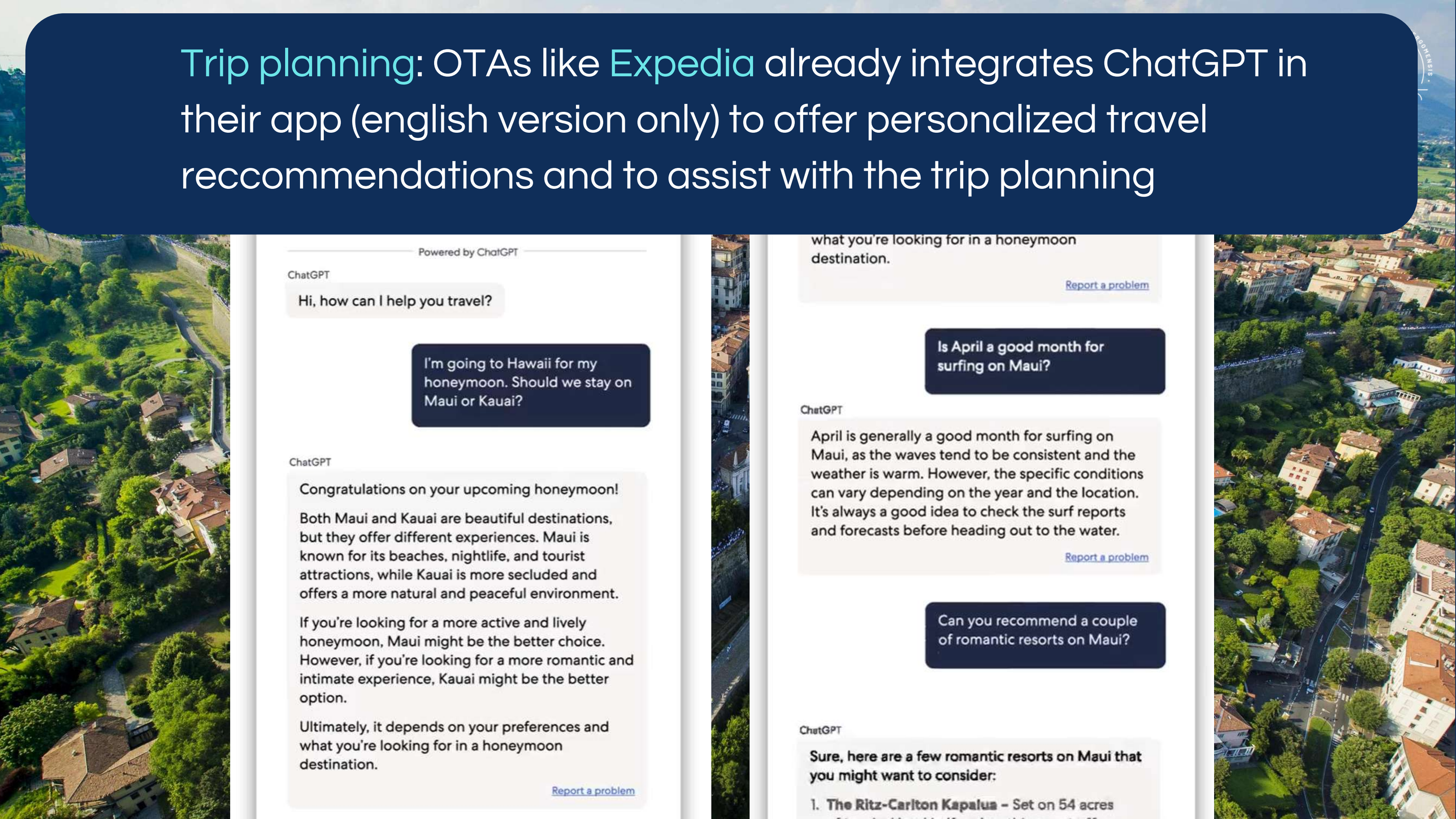
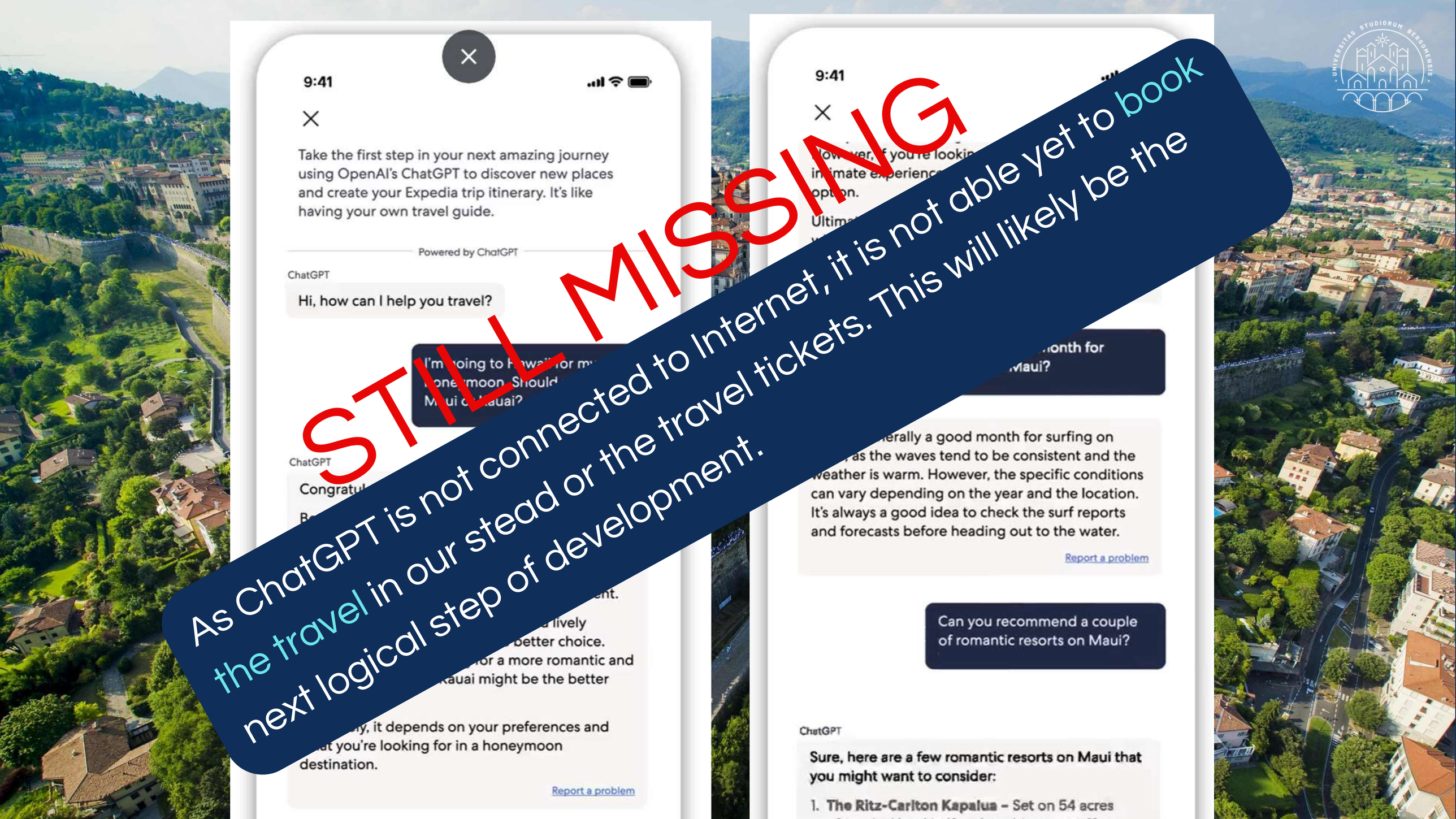
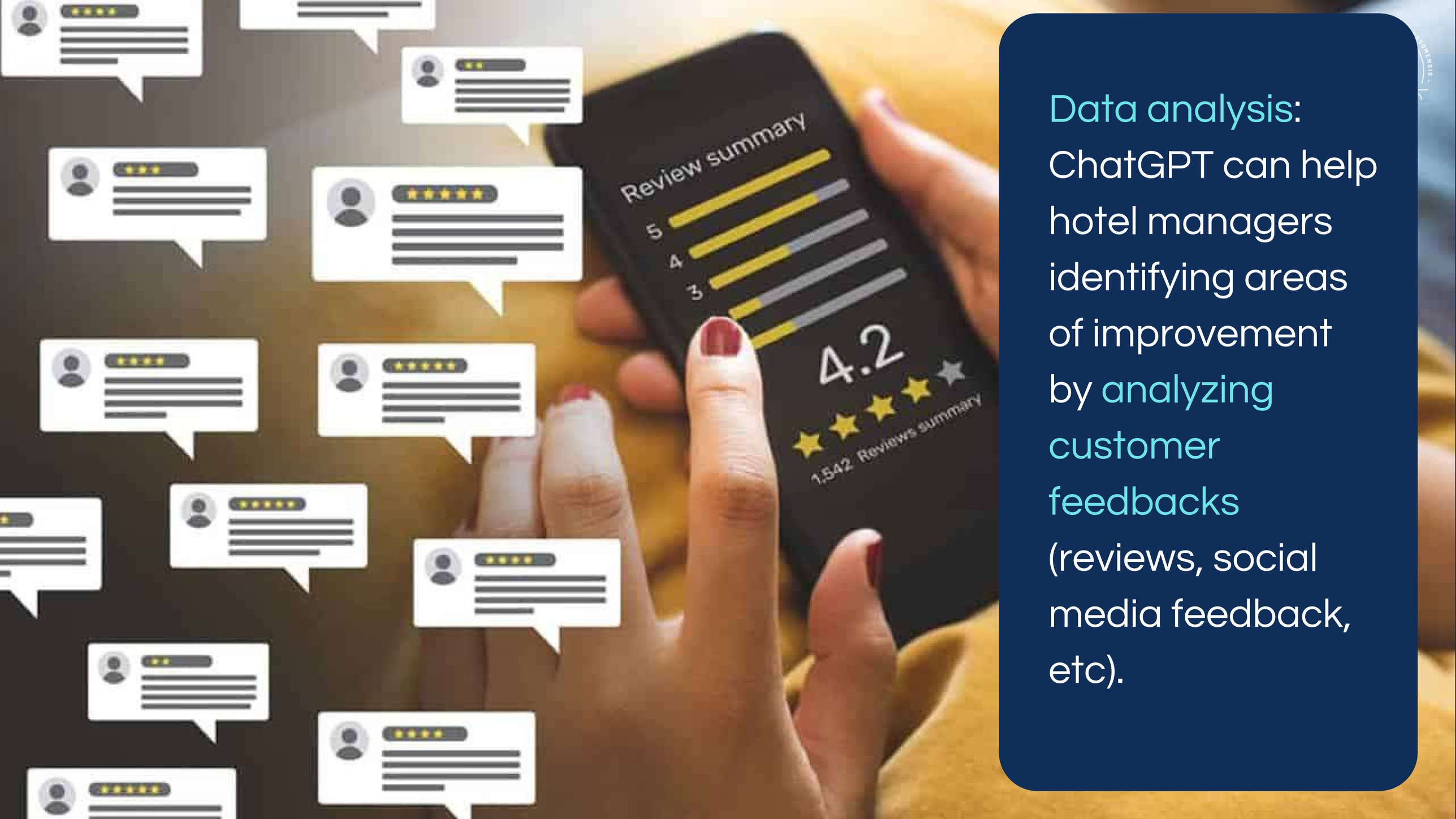
Trip planning: OTAs like Expedia already integrates ChatGPT in their app (english version only) to offer personalized travel reccommendations and to assist with the trip planning




9:41
Take the first step in your next amazing journey using OpenAI's ChatGPT to discover new places and create your Expedia trip itinerary. It's like having your own travel guide.
Powered by ChatGPT
ChatGPT
Hi, how can I help you travel?
ChatGPT
Report a problem
9:41
Can you recommend a couple of romantic resorts on Maui?
ChatGPT
Sure, here are a few romantic resorts on Maui that you might want to consider:
1. The Ritz-Carlton Kapalua – Set on 54 acres
Report a problem
STILL MISSING
As ChatGPT is not connected to Internet, it is not able yet to book the travel in our stead or the travel tickets. This will likely be the next logical step of development.



Data analysis: ChatGPT can help hotel managers identifying areas of improvement by analyzing customer feedbacks (reviews, social media feedback, etc).

B

How can you help the tourism sector? Answer with bullet points

- **Market Research:**
  - Analyze tourism trends and gather data on tourist preferences.
  - Provide insights on emerging travel destinations.
- **Content Creation:**
  - Assist in creating engaging content for marketing platforms.
  - Offer multilingual content support.
- **Customer Service:**
  - Develop automated customer service solutions like chatbots.
  - Draft clear communication templates for tourist inquiries.
- **Itinerary Planning:**
  - Aid in planning and optimizing travel itineraries.

You can also directy ask to chatgpt which are its impact on tourism

B

Plan a travel to rome of 5 days, visiting only theaters and eating always at vegetarian restaurants. Include the link to their position on google maps

‹ 2 / 2 ›

Certainly! Here's a 5-day itinerary focused on visiting theaters in Rome and dining at vegetarian restaurants. I will provide a general Google Maps search link for each location, which you can click on to see its exact position on the map.

Day 1: Dive into Ancient Theater and Contemporary Veggie Dining

- **Visit Teatro di Marcello**:
  Google Maps Link
- **Lunch at Il Margutta**: This long-standing venue offers vegetarian Mediterranean cuisine.
  Google Maps Link
- **Dinner at Ops!**: A vegetarian buffet with a range of choices.
  Google Maps Link

Day 2: More Historical Theaters and Italian Veggie Meals

- **Breakfast at Your Hotel**

Regenerate

CONCLUSIONS

This is just the beginning of LLM. They already changed forever the way we work and study and their advances'll change it even more

REFERENCES

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