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Designing...

Trusted Tourism Data for AI

Policy Propositions for the Age of AI



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Travel

(and Traveltech)



Tourism



Festivals

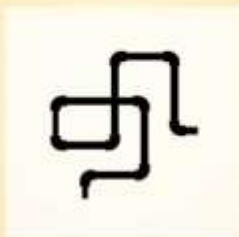




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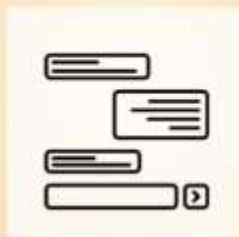
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PAST



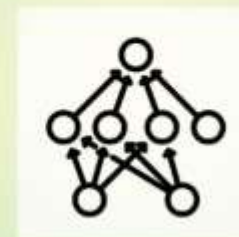
Platforms

PRESENT



GenAI

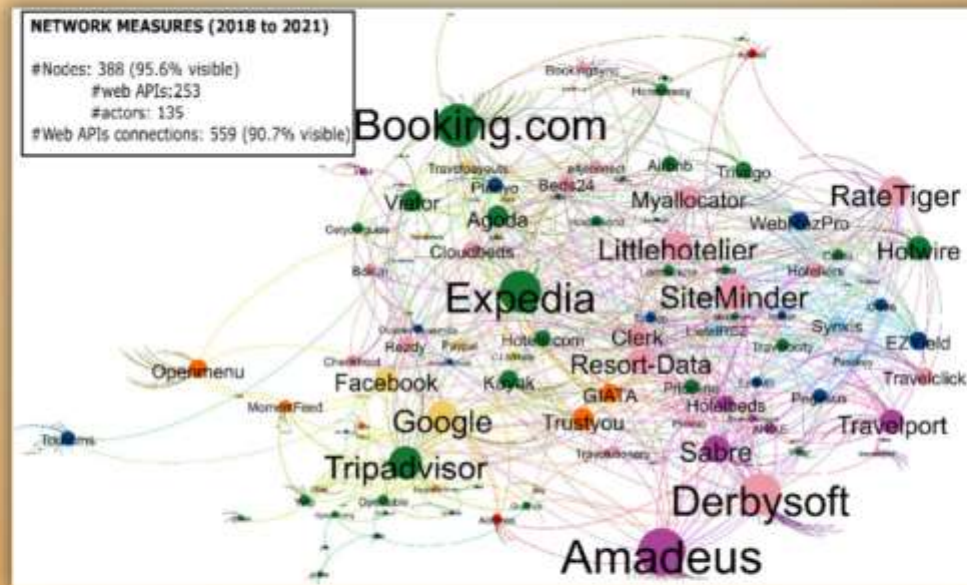
FUTURE



Agentic AI



THE PIPES



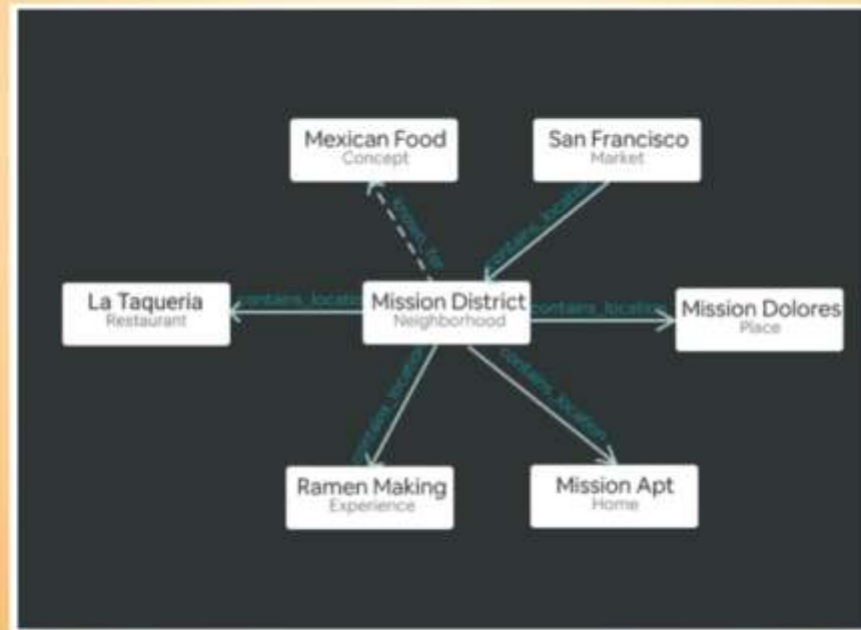


SO WHAT?

**Interfaces and data flows
determine who captures the
value of each booking**



THE LENS





SO WHAT?

Platforms (and their data structures)
determine how places appear in
search, recommendation, and AI
outputs.



62% used AI for their holiday



30-40% used AI for their holiday



15% used AI for their holiday...



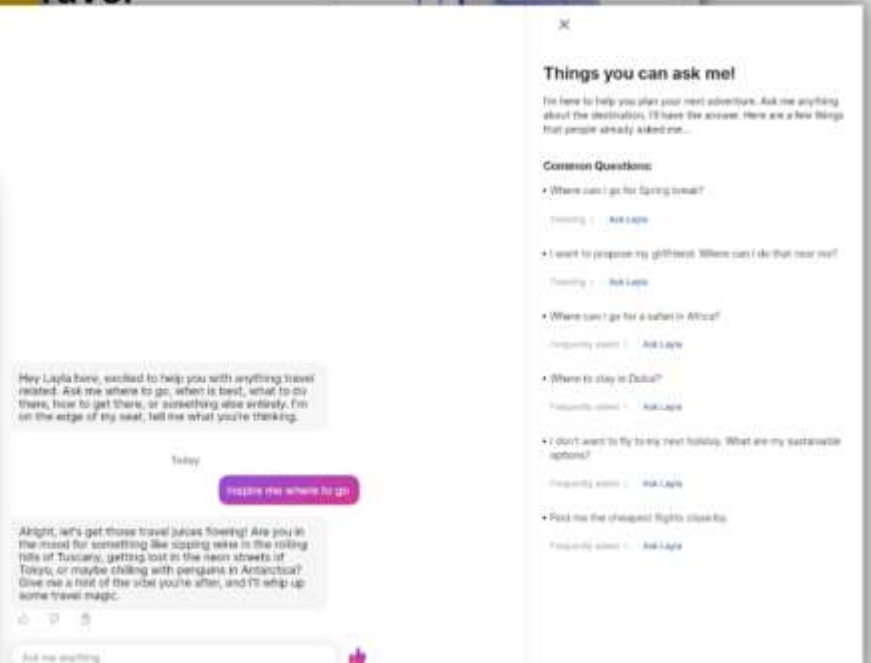


AI Itinerary Builders

Letting AI do the work...



Smarter Way
travel





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1 billion+ fewer visits

Wikipedia monthly traffic decline March 22-March 25

Source: DataReportal



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AI as a Mirror

*Reflections of data taken
from humans*



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AI as a Mirror

*Reflections of data taken
from humans*



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AI as a Mirror

*It isn't the reflection we
want for Scottish Tourism*

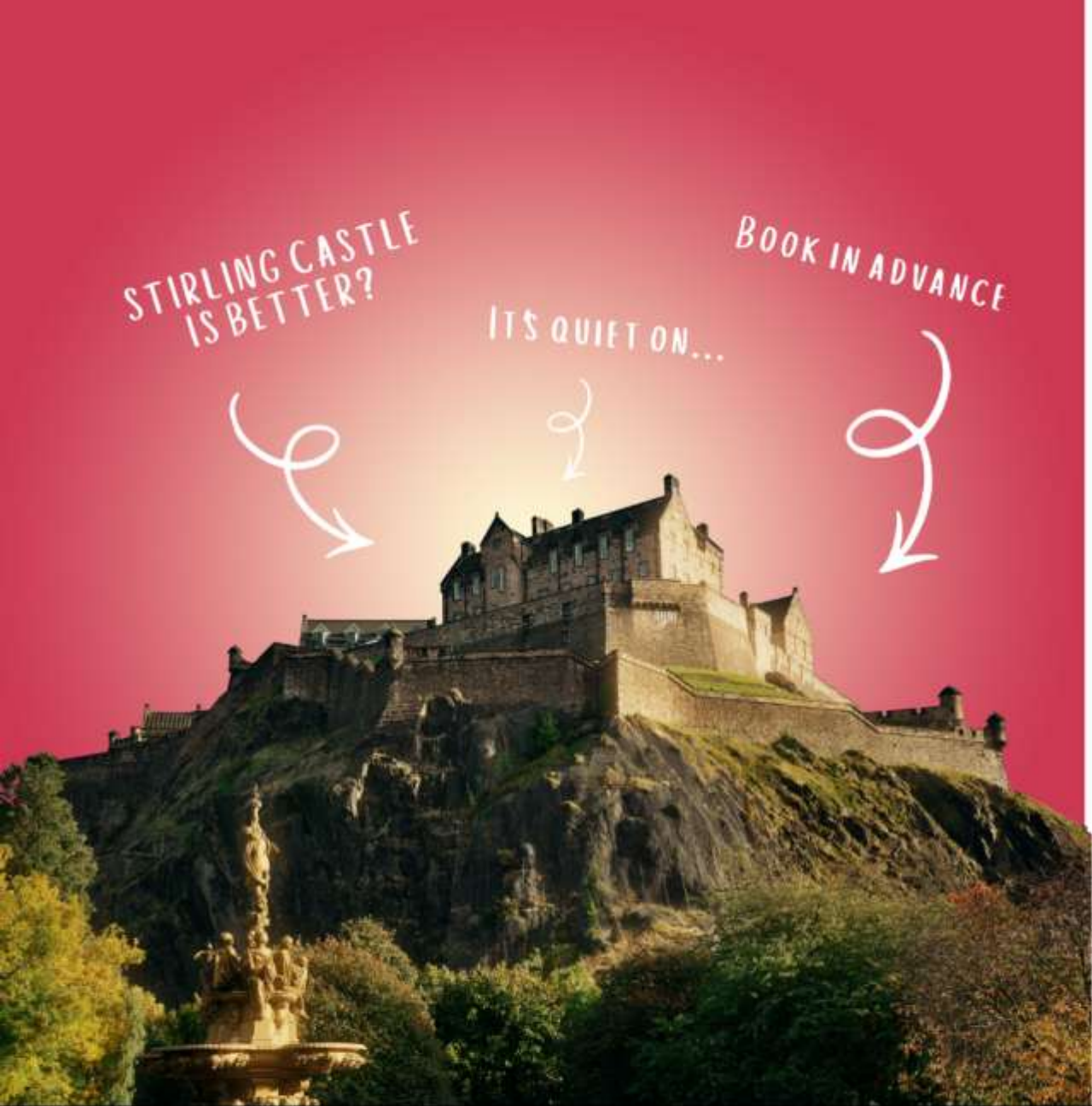


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"Statistical Average"

*Cultural output flattens into a proficient
but indistinguishable mean. It risks
amplifying existing problems*



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Contextual Authenticity

Authenticity is not a fixed property, it is contextually determined, relational, specific to place and moment



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Culturally Homogenous?

*AI represents a series of specific dominant
worldviews*

Authenticity: *Same or New?*



**Fake reviews,
hotels, people,
guidebooks...**

FAKE!





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Digital Sovereignty

Move towards euro-centric solutions?

Seeking €300 billion investment over 10 years





Do we have the data?

Logistics, timetable, reliability, no longer operating?





Do we have the data?

Logistics, timetable, reliability, no longer operating?



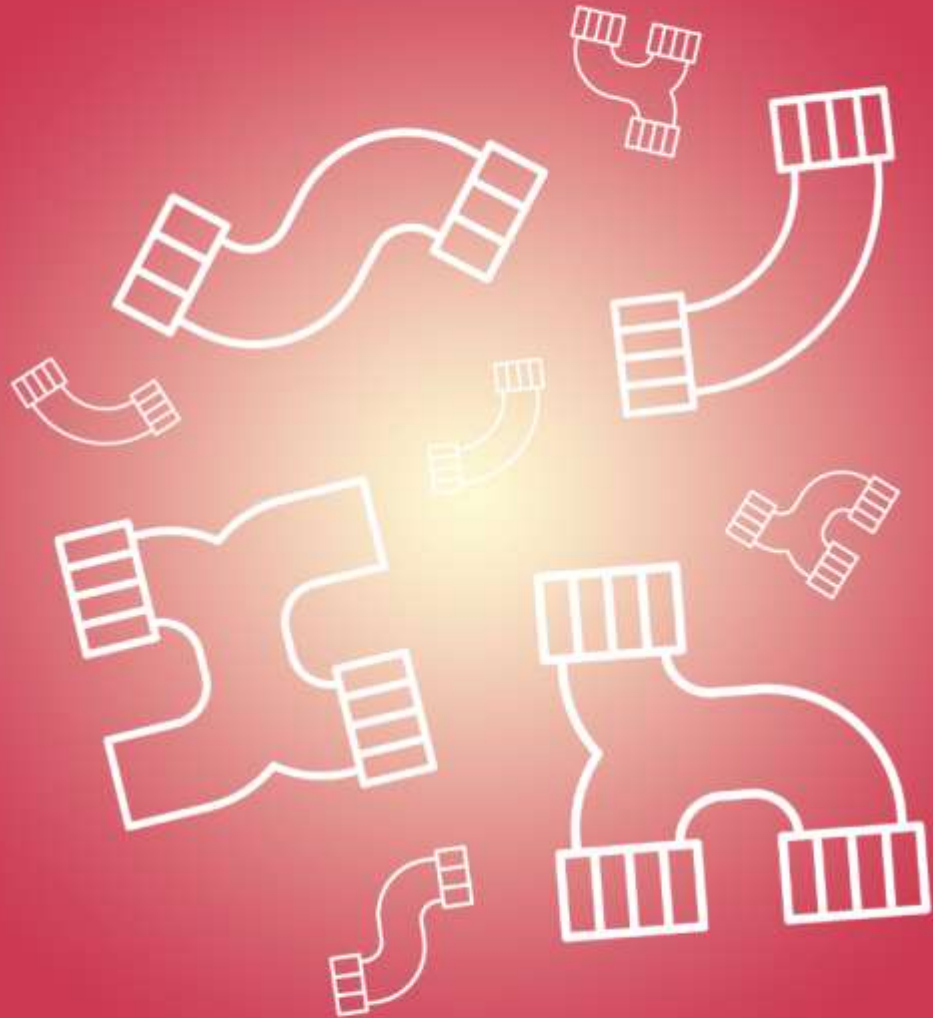
LLMs with Neuro-Symbolic AI

(Rules and Logic)



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Plumbing in Your Data

*Model Context Protocol - 'plug' that
connects data with AI tools*



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Museums to take part in AI marketplace pilot

Creative Content Exchange aims to provide access to public data and cultural assets

7 February 2024 — AI — 20MINUTE



Rebecca Mitchell

View  



Our story with World Traveltech is available as part of the Future's History Podcast. [Watch a sample of 10 episodes on the app](#) or [listen](#)

UK Creative Content Exchange

Ensuring travelers can trust AI-generated cultural information



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SO WHAT?

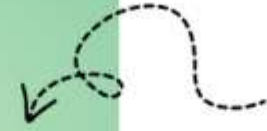
AI Potentially Amplifies Tourism's Problems

Trust could be the new currency?

Context enables trust.

Better data enables context

Agentic AI



Execute a series of tasks to achieve a goal

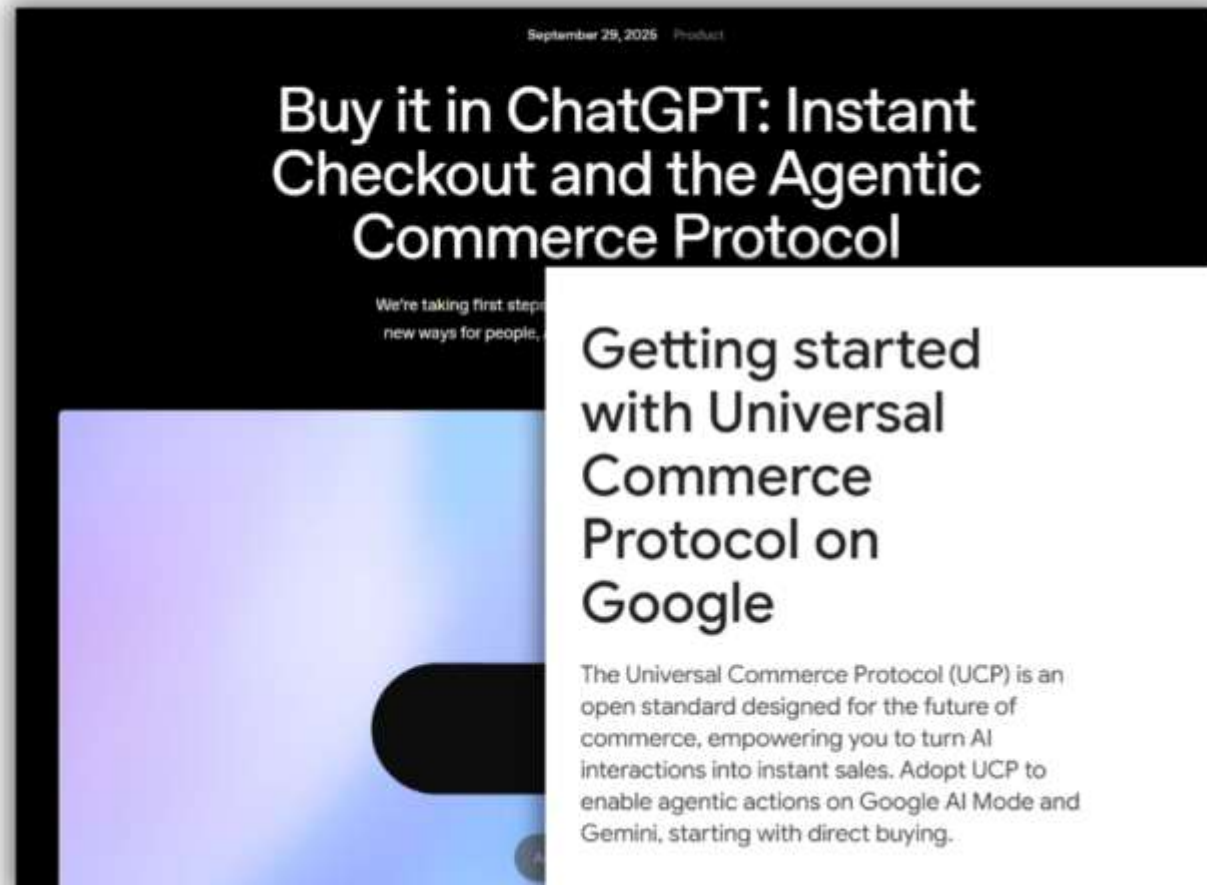
Agentic Orchestration



A team of AI's executing a series of tasks to achieve a goal

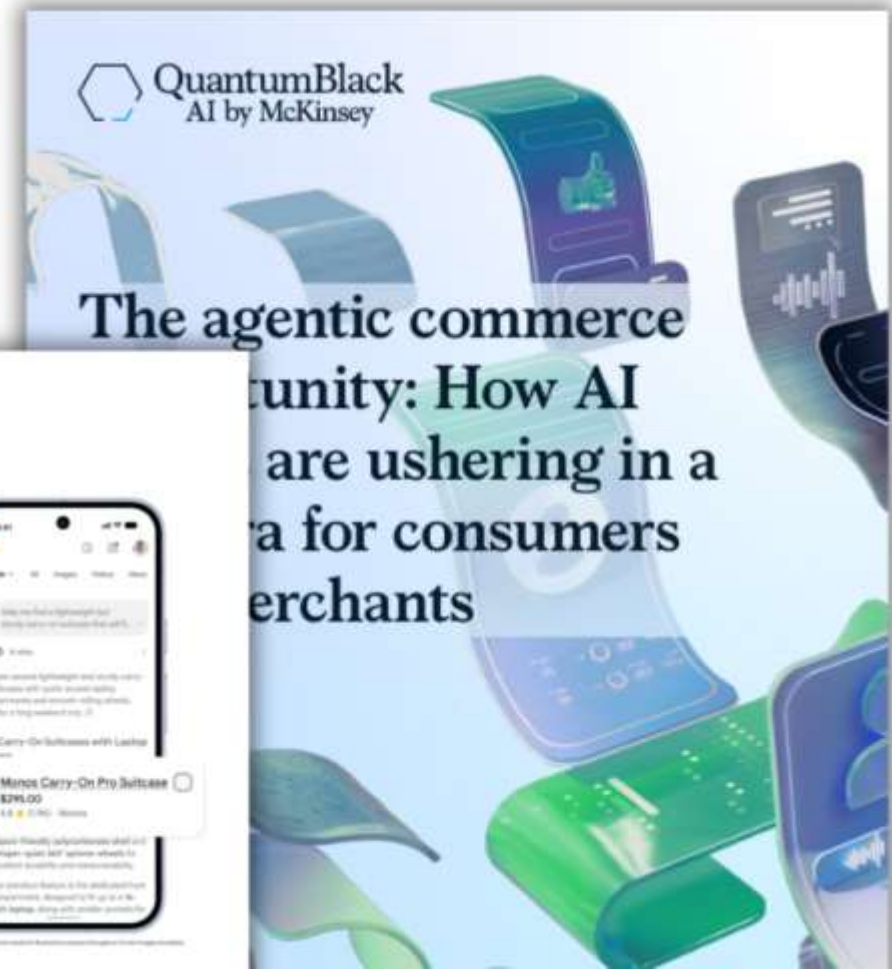
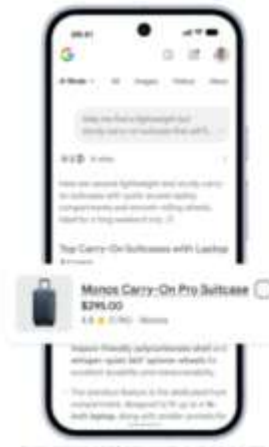


Agents Paying?

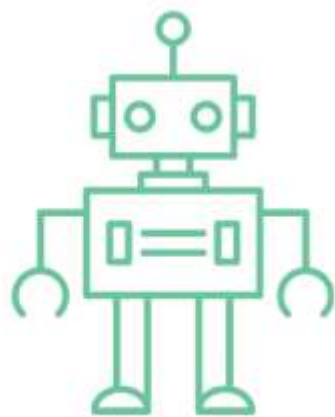


Getting started with Universal Commerce Protocol on Google

The Universal Commerce Protocol (UCP) is an open standard designed for the future of commerce, empowering you to turn AI interactions into instant sales. Adopt UCP to enable agentic actions on Google AI Mode and Gemini, starting with direct buying.



WHO DECIDES?



Your Agent?



You?



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Everything, everywhere, all the time



**Design websites for
Human AND AI**



**Extensive
detailed FAQs**

(in a conversational
tone)



**Precise, well
structured data**

(Use Schema markup)



**Keep everything up-to-
date and consistent**

(Reviews, Google)



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The Filters are Breaking Down

Platform filters flattened everyone
into the same comparable fields. AI
discovery rewards specificity.



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SO WHAT?

AI Agents - the New Intermediation Layer?

Who decides? Will the traveller make the decision, but the agent determines what the traveller sees?

KEY TAKEAWAYS

1

AI and Technology is
not neutral

2

It is designed
and developed to
reinforce the incentives
of those who make it.

3

In acknowledging this, we
can invert it and use it to
tip the scales in service
of certain values.



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A Trusted Data Source

*Create a trusted national data asset that enables AI tools to recommend what's **best for Scotland***

**DIFFERENT KNOWLEDGE GRAPH SCHEMAS ON
THESE THREE PRIORITIES:**

**Community
Empowerment**



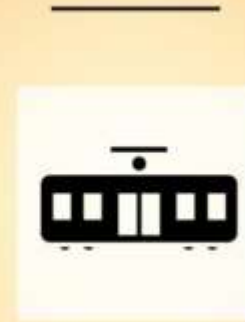
What's best for local residents and locally-owned businesses

**Visitor Flow
Management**



What's the best way to avoid places becoming too busy

**Environmental
Sustainability**



How do we prioritise tourism that is regenerative



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Bringing the Magic back

*Glenfinnan Viaduct - Active in influencing
the information / data layer*

Destination Data Problems



Geographic Granularity

(No data at the local, town or neighbourhood level)



Not Timely Enough

(Often a 1-year delay in survey data and official stats - no forecast)



Cost of Data Acquisition

(Collective action problem)



Poor Access for Tourism Orgs

(Not usable or interpretable by SMEs and micro businesses)



Starting with Card Transaction Data

*Widely recognised as the dataset
with broadest applicability and usefulness
for tourism*





Chatting to tourism data





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We are interested in the potential to build

Scottish Tourism Knowledge Graph

A dynamic, interconnected data asset that links disparate information sources to generate trusted insight into our tourism economy.



AI and Data render the real world digitally, so we need to influence the data to help people **discover destinations as we want them to see it**

THE FUTURE



Opportunity to publish our trusted data through **MCP servers & APIs** to be a trusted travel planner of choice in LLMs



Moving towards **Destination-as-a-Service?**
Destinations as Data Stewards and Trust Brokers

THE FUTURE

ORGANISATIONS

A national destination data standard for AI and Agentic readiness

Destination Data Trusts & Collectives

Workforce Development for AI-connected ecosystem

DESTINATIONS

An authoritative destination content programme for AI training and retrieval

Destination-operated booking and information API for agents

NATIONAL

Building sovereign/national traveltech capability

A regulatory sandbox for AI intermediation in tourism



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