



iatourisme

COTA – Wemindji 2025

ARTIFICIAL INTELLIGENCE IN TOURISM

JEAN-PHILIPPE DUCHESNEAU
Co-owner
Groupe Écorécréo / Voiles en Voiles

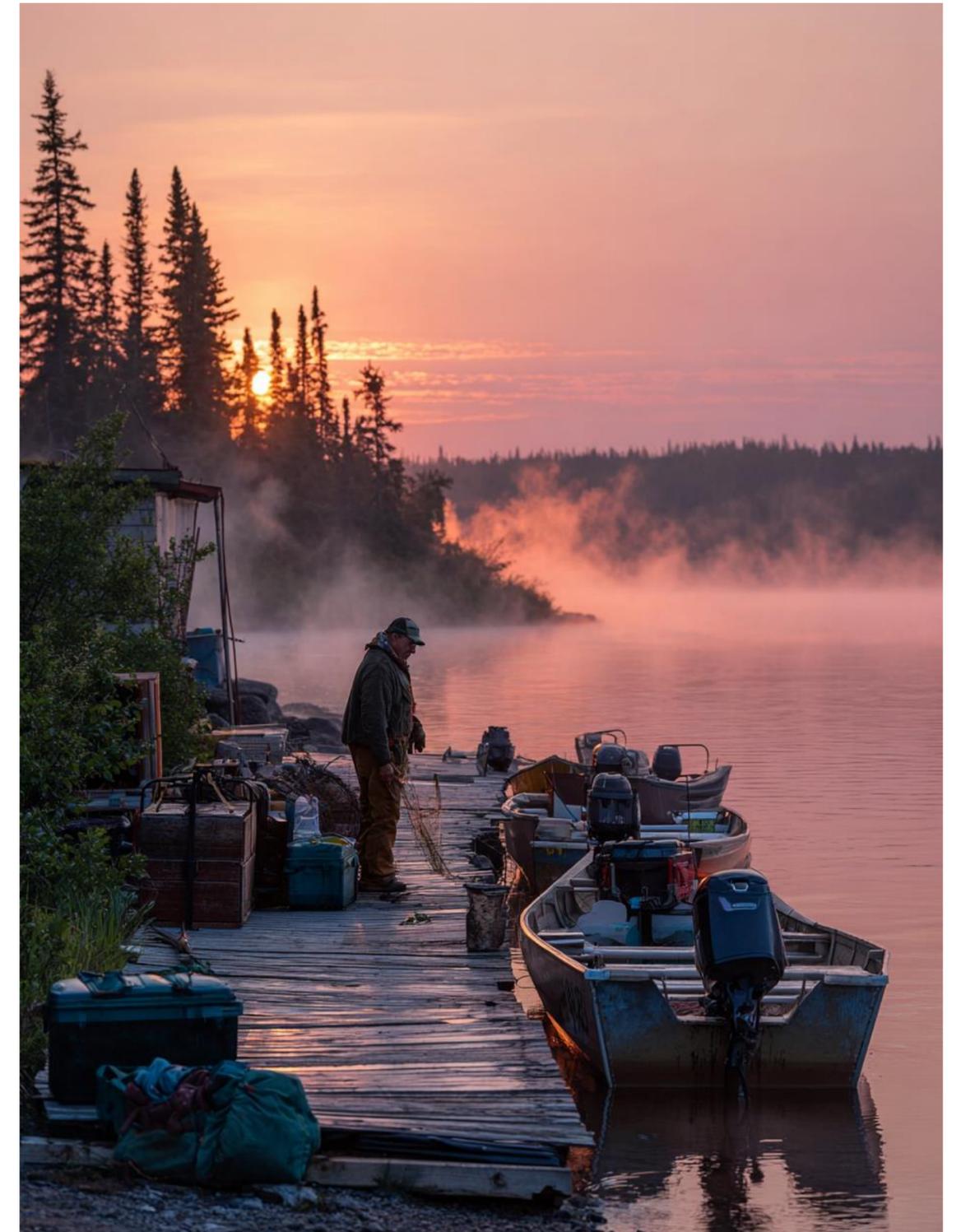
September 17-18, 2025

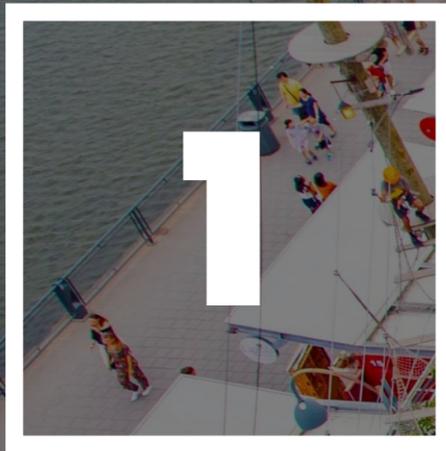
Event

1. Introduction to AI
2. Presentation of concrete applications
 1. Conversational assistants
 2. Image creation
 3. Other tools
3. How to develop a project with AI
4. Automation of processes

Goal

1. Share concrete examples of what can be done
2. Give you concrete examples of how you can build a project from scratch





ÉCORÉCRÉO GROUP

INTRODUCTION





ECO
RÉCRÉO

Since 1984



VOILES
EN VOILES

Since 2015



Since 2015



Since 2009

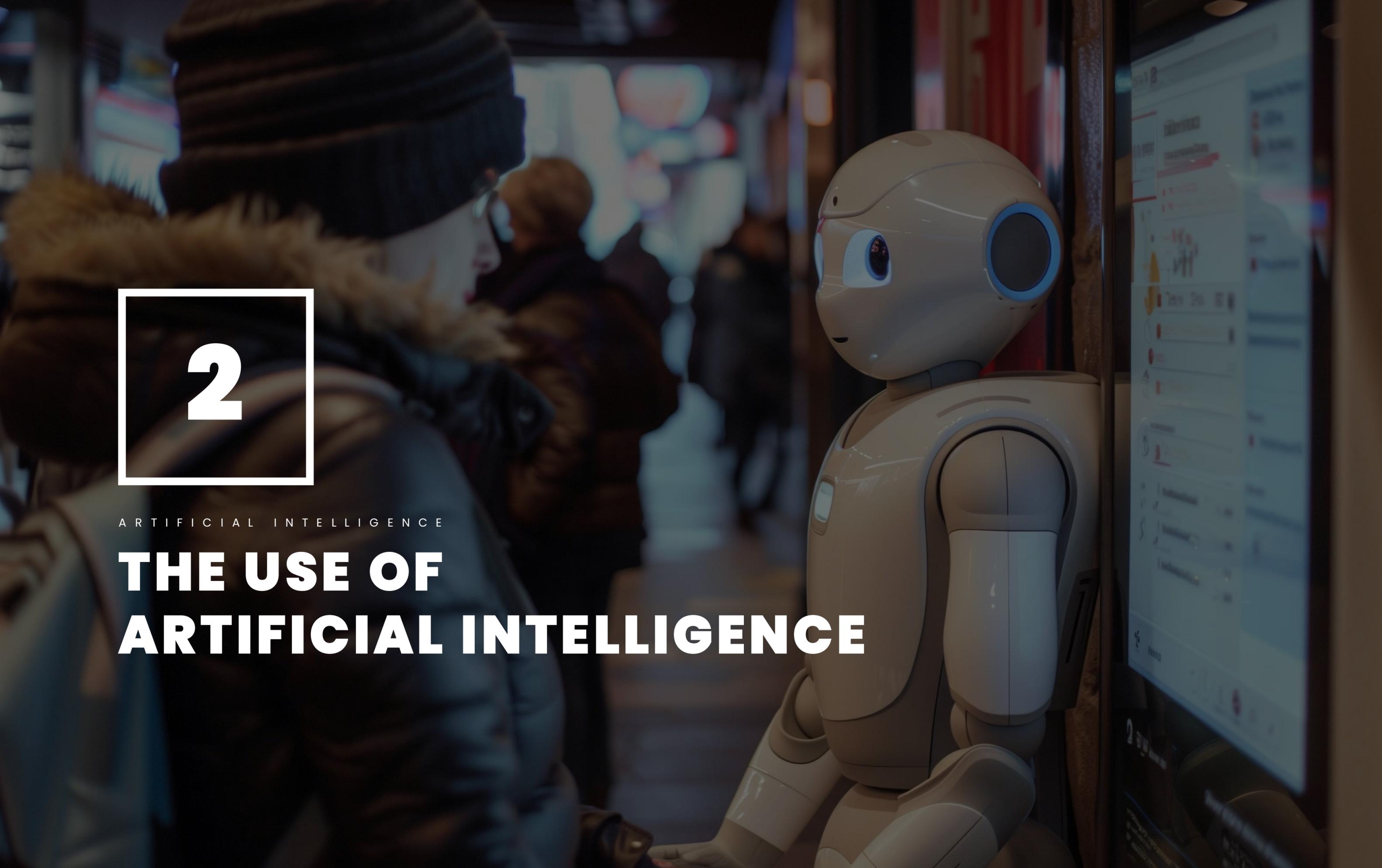


Since 1986



Since 2021



A person wearing a dark knit hat and a brown fur-lined jacket is looking towards a small, white, humanoid robot. The robot has large, blue, circular eyes and is standing next to a digital display screen. The background is a blurred public space with other people and lights.

2

ARTIFICIAL INTELLIGENCE

THE USE OF ARTIFICIAL INTELLIGENCE

DO YOU SUFFER FROM ANY OF THESE SYMPTOMS?

Speed

AI is developing too fast and it's difficult to keep up with developments

Information

There is too much information and we don't know where to start

Important

It's hard to differentiate noise from what's important

Limitations

It's not clear the limitations, strengths and weaknesses of AI

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**DEVELOP YOUR
SUPERPOWERS**



3

ARTIFICIAL INTELLIGENCE

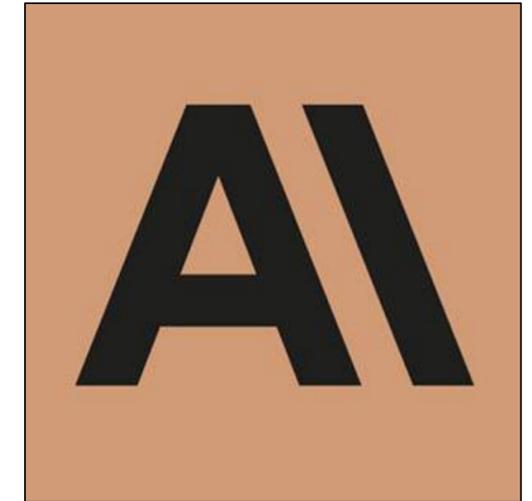
CONVERSATIONAL AGENTS

In short

- A system that uses AI to simulate conversations with humans
- Designed to understand natural language, answer questions, provide information, and perform tasks



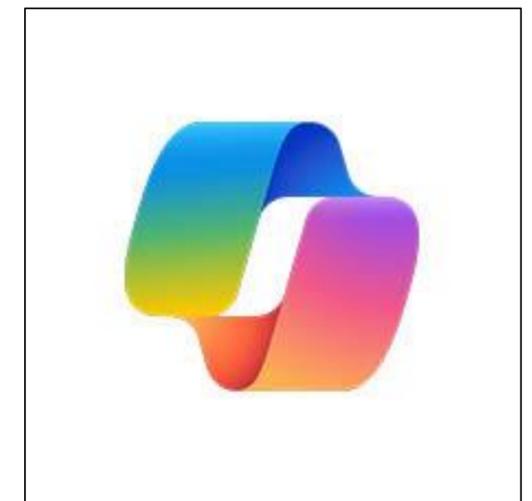
ChatGPT



Claude



Gemini



Copilot

WHAT ROLE SHOULD BE GIVEN TO LAY BROTHERISTourisme

Role of a very intelligent, but inexperienced intern...

... which is not perfect...

... but, with your guidance and good prompts, it can give exceptional results.

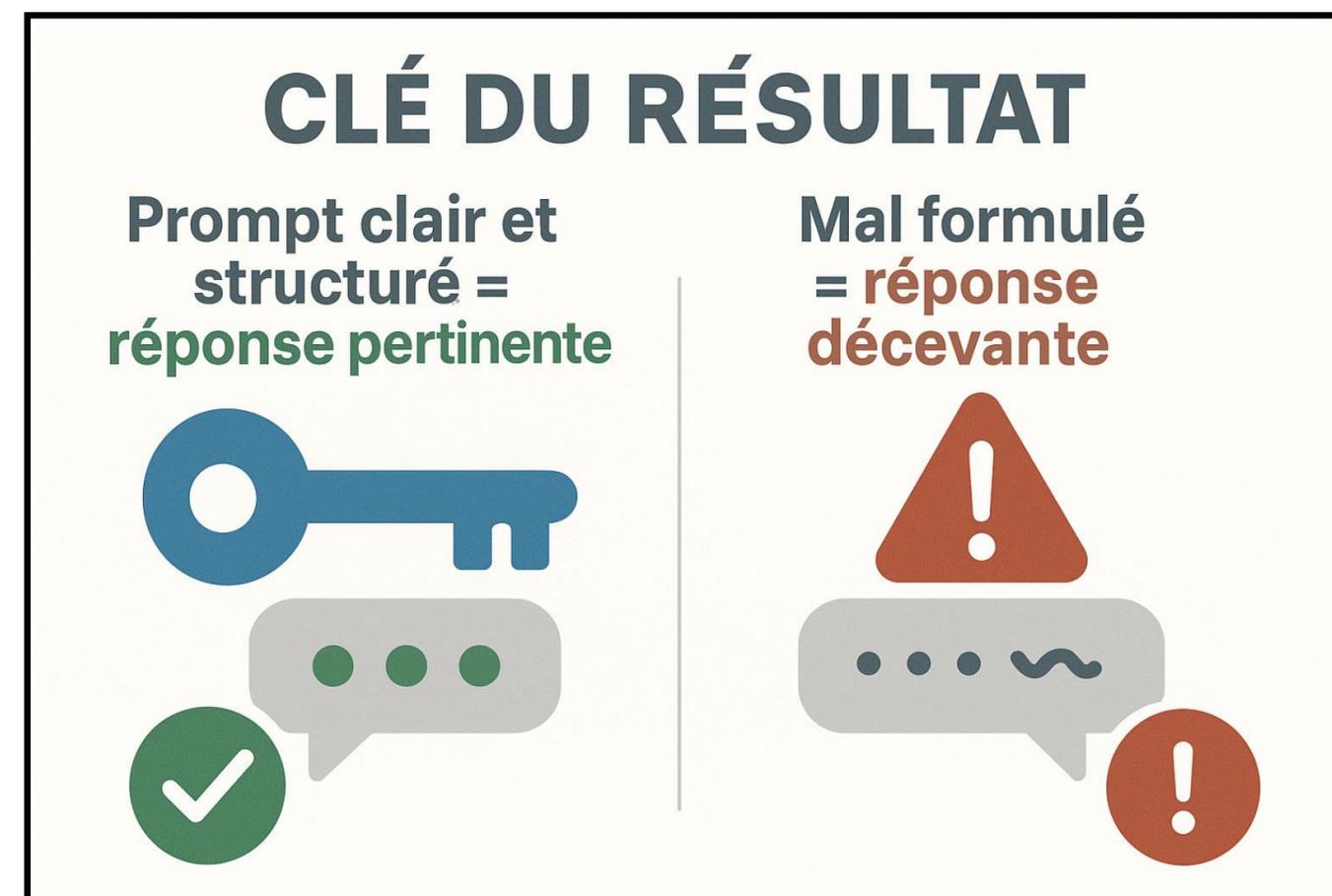


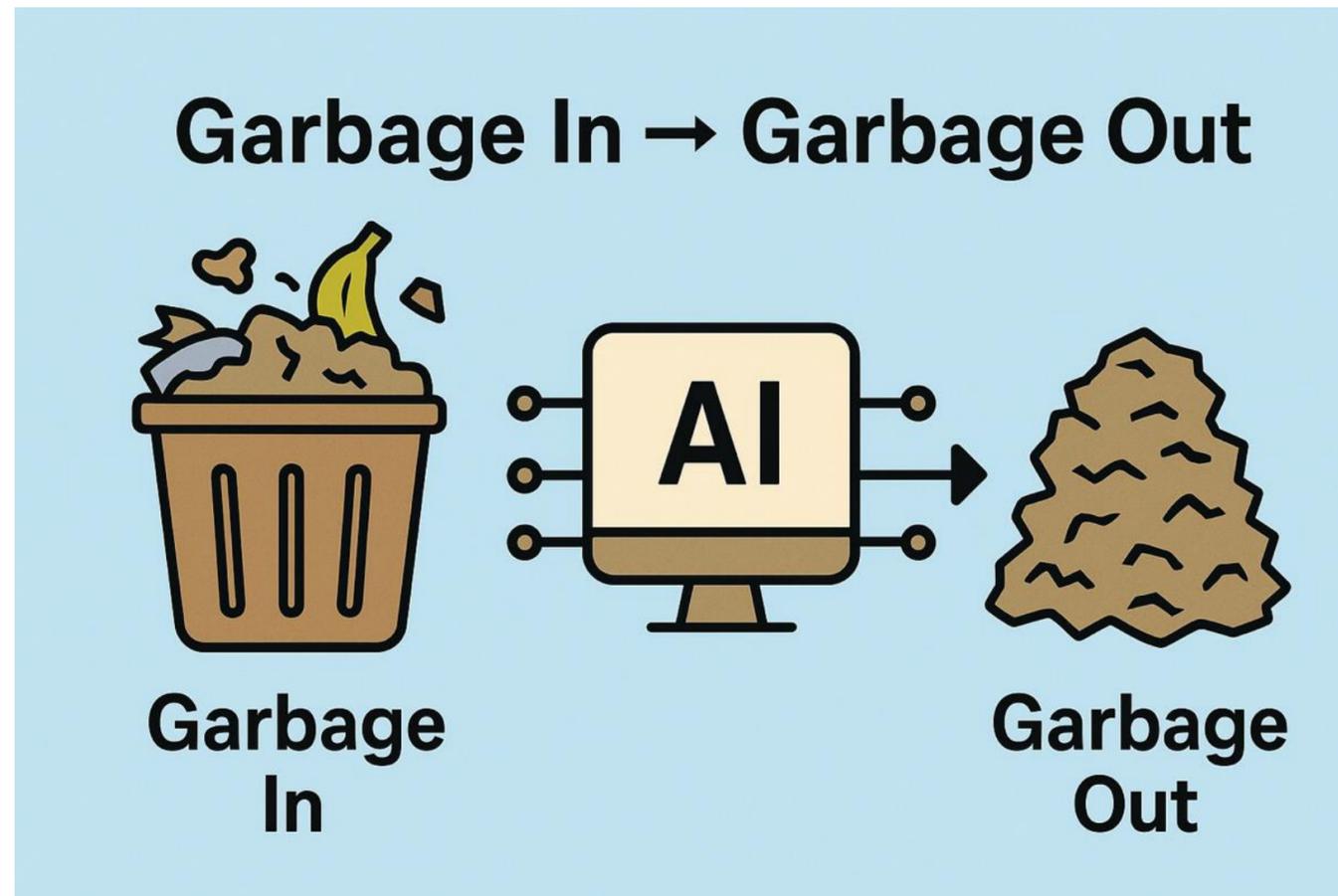
QUICK

Text-based instruction provided to generative AI (question or command)

KEY TO THE RESULT

This is the *key* to achieving good results





- **Symptom:** AI gives a very general, *flat* answer that could apply to anything
- **Cause :** Lack of detail in the application.
- **As a result** , we don't learn anything new, the output is not usable
- **Remedy** : always contextualize and specify the angle.

ROLE

Act like...

- An expert
- A marketing director
- A consultant
- A tutor
- A shopkeeper
- An interviewer
- An HR Director
- A 5-year-old child

CONTEXT

I'll give you...

- Context
- Summary
- Article / Source
- Details
- Goal
- Target audience
- Subject

OBJECTIVE

I want you...

- Write
- Explain
- Lists
- Codes
- Translate
- Summaries
- Analyses
- "Brainstorm"
- Planifies
- Defined
- Etc.

FORMAT

How...

- What a tone
 - Formal
 - Persuasive
 - Humorous
 - Narrative
- In what format
 - Table
 - Bullet points
 - Summary
- Other settings
 - XX number of words
 - XX number of columns

BONUS: GIVE EXAMPLES IF YOU CAN

TOOL – QUERY BUILDER: <https://iatourisme.com/generateur-requete-ia/>

WHAT IS WEMINDJI

QUICK

Role: Act as a member of the Cree Nation of Wemindji.

Context: Wemindji (Cree: ᐱᐅᐅᐅᐅ/Wîminicî) is a small Cree community on the east coast of James Bay at the mouth of the Maquatua River in Quebec, Canada. It is the seat of the Cree Nation of Wemindji.

Goal: Give me a summary of the history of the Cree Nation of Wemindji.

Format: I want a text of approximately 400 words. I want to have an historical view.

P R O M P T

BEST PRACTICES





- **Iterative approach** : start with a general prompt, then adjust
- **Why** : Allows the AI to be oriented by corrections rather than 1st time perfection
- **Tip** : Engage with the AI and edit the request based on the first response

SLOGAN IDEATION

QUICK

Role: Act as a marketing director for the Cree Outfitting and Tourism Association (COTA).

Context: The Cree Outfitting and Tourism Association (COTA) is the official organization that develops and promotes Cree-owned tourism and outfitting businesses in Eeyou Istchee (northern Quebec). It supports Cree entrepreneurs in offering authentic cultural and nature-based experiences, from guided hunting and fishing to eco-adventures, while creating jobs and sharing Cree heritage with visitors.

Goal: I want you to write 20 slogan ideas for our 2025 winter marketing campaign.

Format: I want to have a friendly and warm tone. Each slogan should be about 10 words long.

WRITING AN EDITORIAL CALENDAR

QUICK

Role: Act as a marketing director for the Cree Outfitting and Tourism Association (COTA).

Context: The Cree Outfitting and Tourism Association (COTA) is the official organization that develops and promotes Cree-owned tourism and outfitting businesses in Eeyou Istchee (northern Quebec). It supports Cree entrepreneurs in offering authentic cultural and nature-based experiences, from guided hunting and fishing to eco-adventures, while creating jobs and sharing Cree heritage with visitors.

Purpose: I want you to create a posting schedule for Facebook for the organization for the month of January 2026.

Format: I want to have a table with columns for the following:

- a) Date of publication
- b) Title of content
- c) Type of content
- d) The content of the publication
- e) A description of the image to be used
- f) Purpose of the content



- **Background:** You can attach PDF, DOCX, or images files in your prompts.
- **What for?** So that AI builds on your content.
- **Saves time:** no more copying and pasting, the AI will read the file to help you

CREATING CHARTS (o4)

QUICK

From the "Example ventas.xlsx" file, create a chart showing the total revenue by sales channel for May 2025.

Role: Act as a member of the Cree Nation of Wemindji.

Context: Wemindji (Cree: $\Delta\Gamma\sigma\acute{r}$ /Wîminicî) is a small Cree community on the east coast of James Bay at the mouth of the Maquatua River in Quebec, Canada. It is the seat of the Cree Nation of Wemindji.

Purpose: I want you to help me in writing, thinking and brainstorming the strategic planning for the organization for the period 2026–2030. I want you to check out the website (<https://www.wemindji.ca/>) and the documents attached.

I want you to prepare a list of 10 strategic directions relevant to our community.

Format: Presents the answer in a table. The table should contain the following columns:

Column 1: 1 of 10 relevant strategic directions

Column 2: 3 actions relevant to each strategic direction

Column 3: 3 key performance indicators for strategic direction

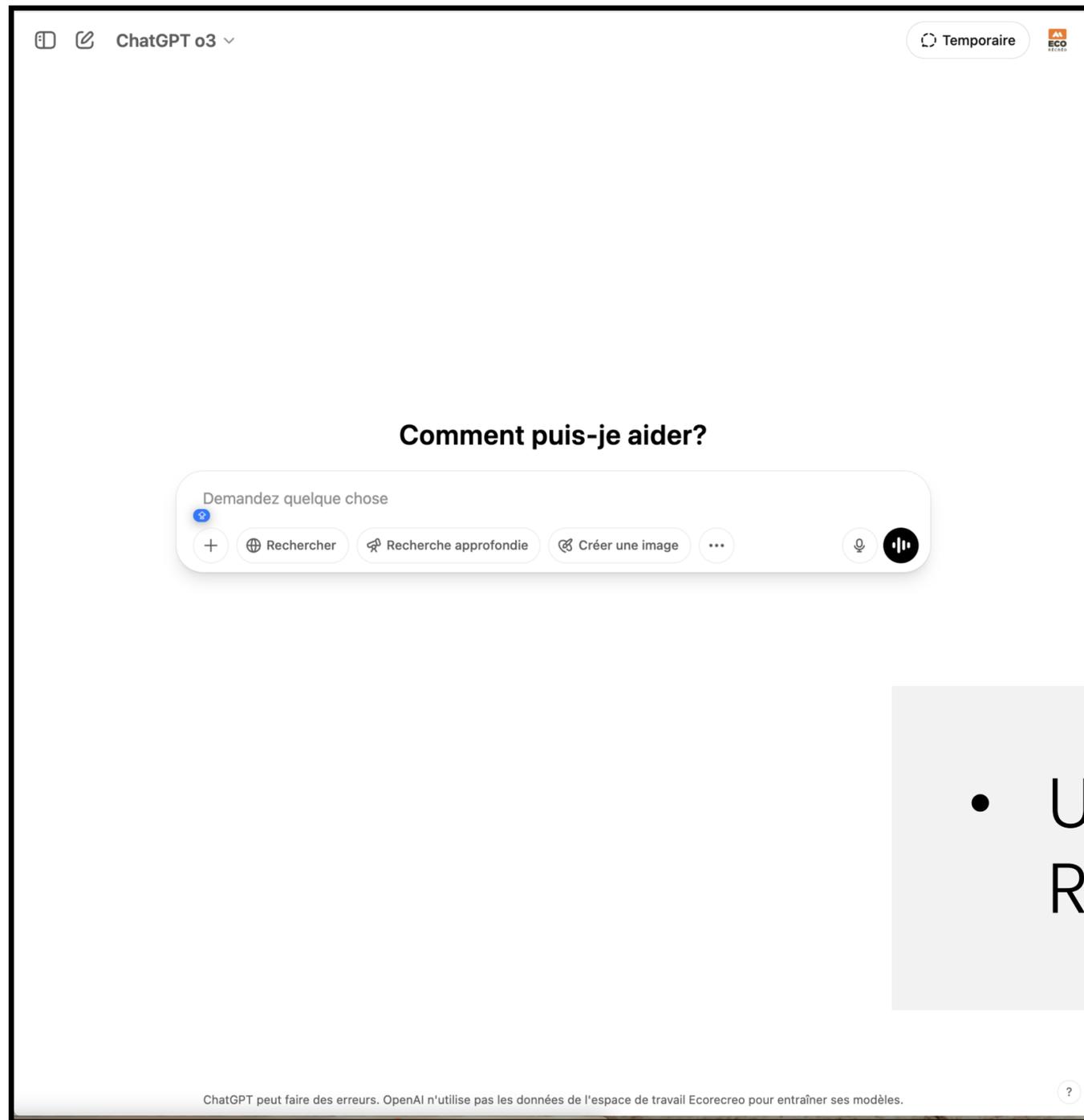
Column 4: 3 SMART objectives related to the strategic direction



Technique

1. Write your request well
2. Give examples of previous documents
3. First, ask for a detailed plan
4. Request an essay by section

Demo



- Using ChatGPT's "Deep Research" mode

Role: Act as a chief of the Cree Nation of Wemindji.

Context: Wemindji (Cree: ᐃᐅᐅᐅᐅ/Wimīnicī) is a small Cree community on the east coast of James Bay at the mouth of the Maquatua River in Quebec, Canada. It is the seat of the Cree Nation of Wemindji.

Background: The Annual Report is being drafted for the period from September 1, 2024 to August 31, 2025. I'm going to give you 2 reference documents:

- 1) The 2 most recent versions of the Annual Report
- 2) I also want you to check out extensively the website for the latest news: <https://www.wemindji.ca/> as well as curated news from around the web on Wemindji.

Purpose: I want you to help me write the 2024-2025 annual report. I want you to do the following:

A) Analyze the most recent version of the Annual Report

- Understand the overall structure of the document: sections, editorial tone, storytelling, graphic style, presentation of data, tables, appendices, etc.
- Identifies recurring themes and performance indicators that have been prioritized.
- Take note of the institutional vocabulary used.

B) Extraction of 2024-2025 highlights from website, social media, news releases, etc. :

- Lists major projects, events, partnerships, investments, marketing campaigns, internal changes, ESG or CSR initiatives, and important statistical data.
- Groups these elements in a coherent manner according to the sections of the previous report.

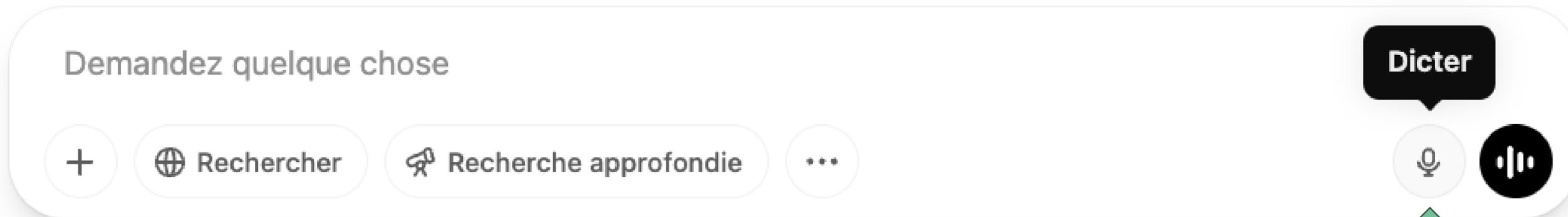
C) Complete drafting of the 2024-2025 annual report:

- Use the 2023-2024 report as a model structure (headings, subheadings, style, section length, editorial tone, use of numbers, etc.).
- Update all content to accurately reflect the reality of the 2024-2025 year.
- Integrates highlights from news releases into the correct sections of the report.
- Writes everything in professional, clear, engaging and dynamic English, keeping a strategic, institutional and inspiring tone, as the organization would.

Format: Here is the format of the expected document.

- A document structured in sections, similar to the previous annual report.
- Include suggestions for infographics, tables or boxes (even if the visuals themselves are not to be produced).
- Ensure that the entire report is smooth, logical and professional, ready to be laid out.
- Give me the report as structured text (headings, subheadings, paragraphs, lists, etc.).

Comment puis-je aider?



- Better than Siri or other similar systems.
- Allows you to give more context.
- Not so bad if there are mistakes or too many words.



Flow

Using Dictation Mode on Your Entire Computer



- **AI Can Help!:** AI Can Help You Create Your Prompt
- **How?** Simply explain what you want and ask for promptness.
- **Example**

A person wearing a cap and a backpack stands on a wooden dock, looking out over a calm body of water at sunset. Several motorboats are docked in a line, their hulls reflecting the soft light of the setting sun. The sky is filled with wispy clouds, and the water is still, creating a serene and quiet atmosphere.

4

ARTIFICIAL INTELLIGENCE

CUSTOM GPT



How to use it

- For a **context** (organization, company, staff)
- For a **specific action** (writing an article, analyzing a file, making an annual report, etc.)

COMPLETING DOCUMENTS

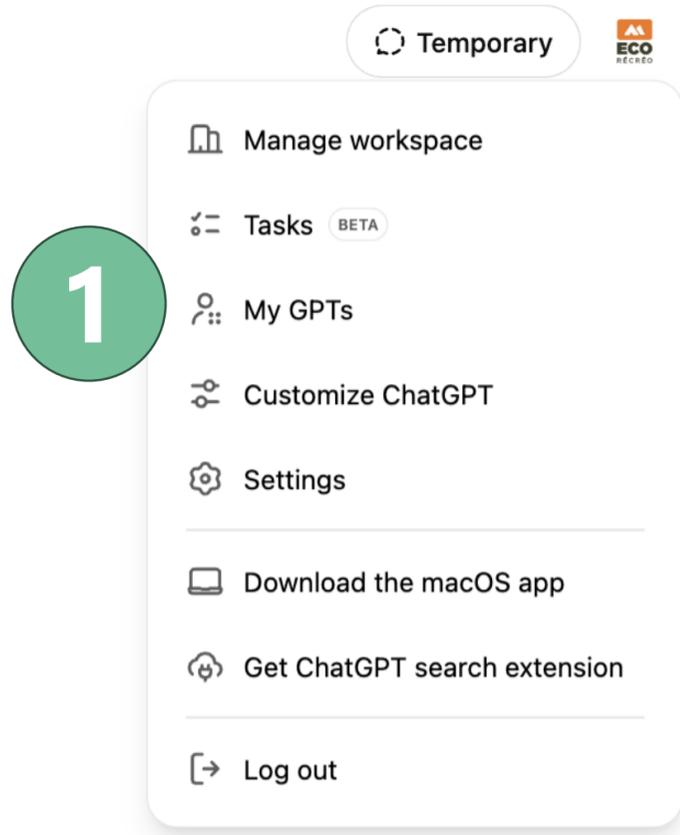
QUICK

I'm going to give you our project management template/project charter for new projects.

I want you to complete Phase 1 of the document.

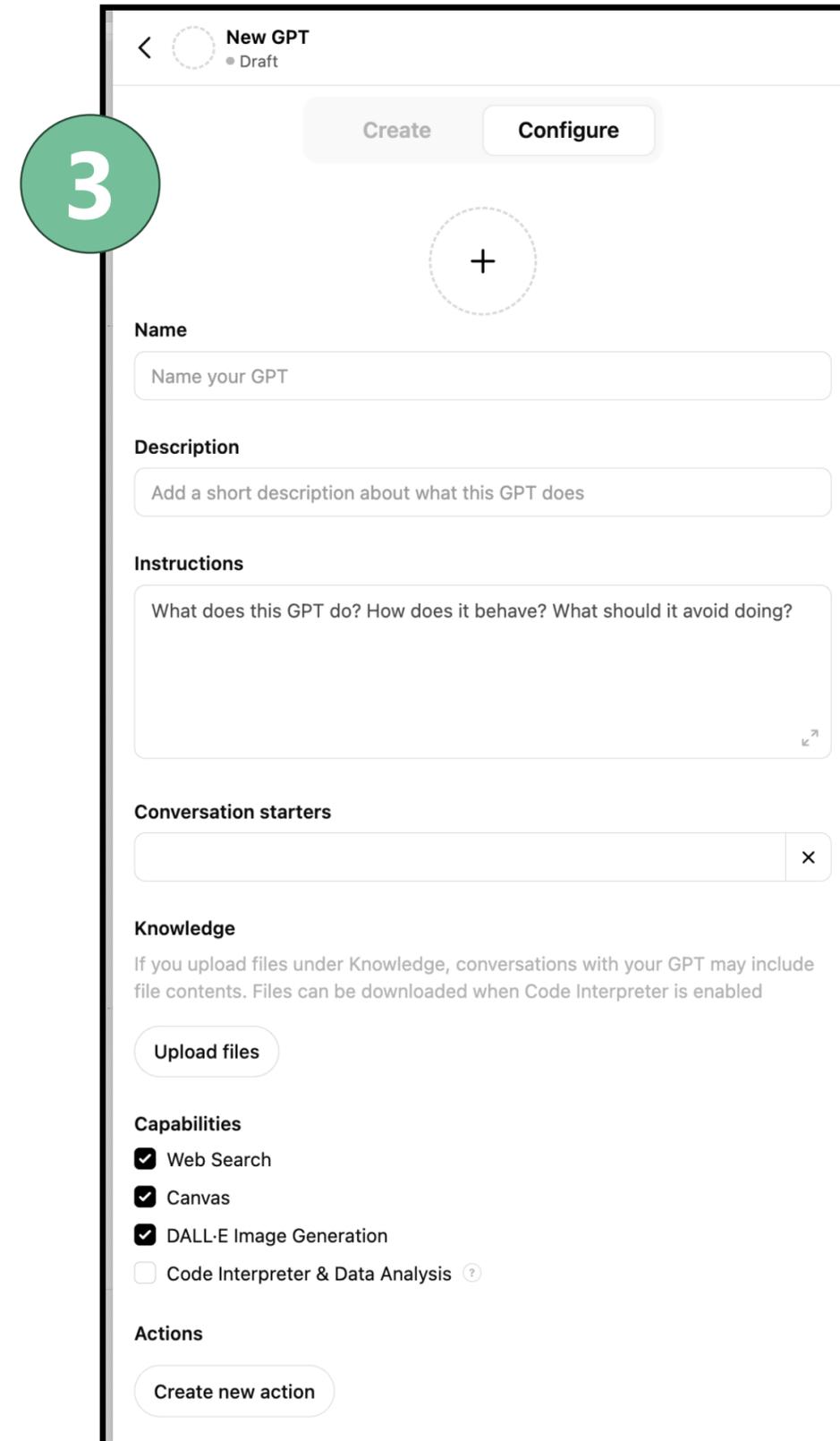
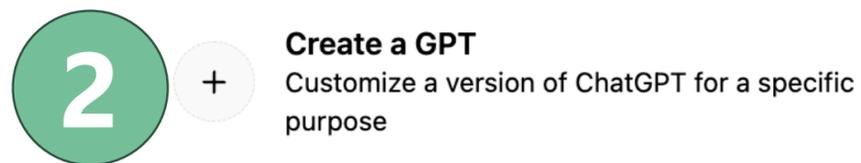
The new project is:

OPEN A RENTAL KIOSK IN WEMINDJI, QUEBEC FOR THE RENTAL OF BICYCLES, KAYAK, SUPS, FATBIKES AND SIMILAR EQUIPMENT

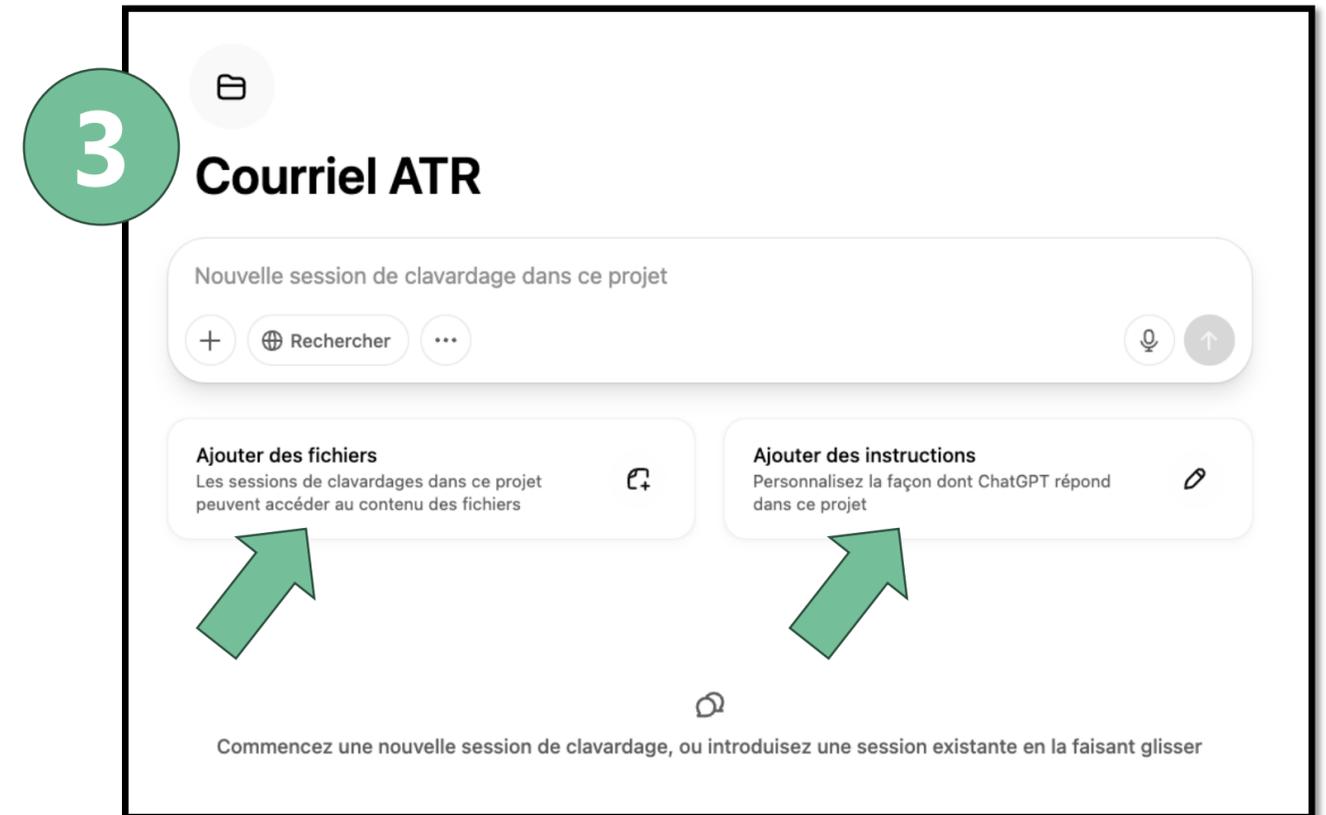
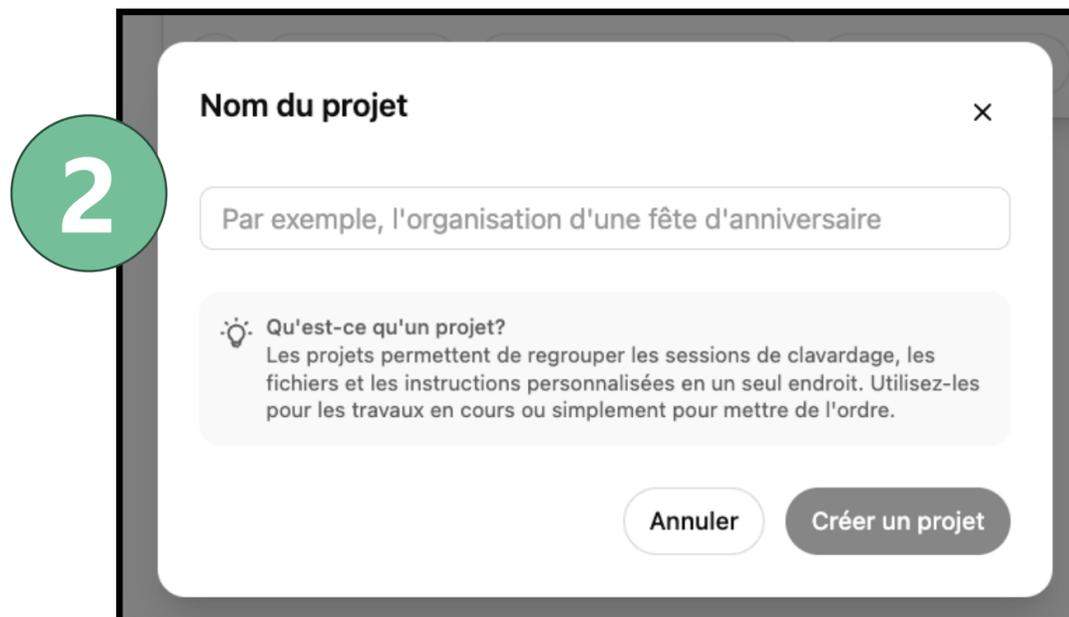
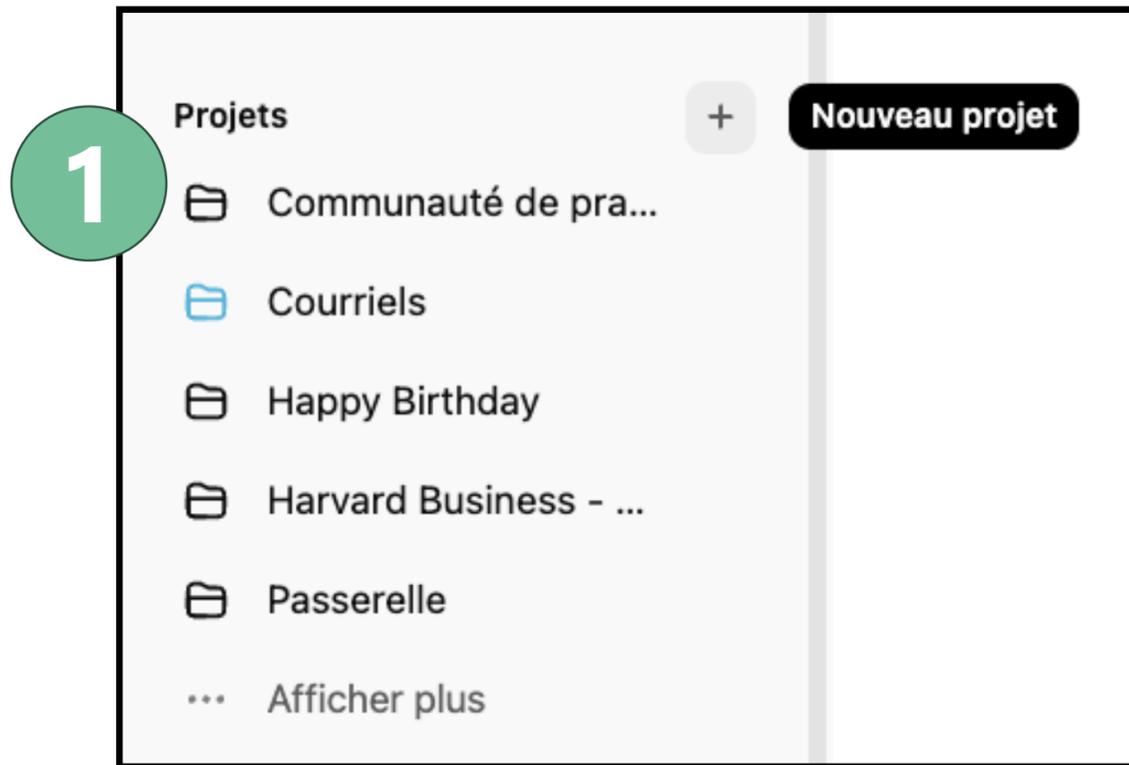


My GPTs

Created by me Shared with me



HOW TO CREATE A PROJECT



CUSTOM GPT IDEAS

PROMPT

Based on what you know about me, my projects, my work, and our recent conversations, give me 25 Custom GPT ideas that I should create to automate tasks that I often ask of you, my life, my projects, and my work.

I want CustomGPT that is useful for everyday use. For each idea give me:

- 1. A simple and catchy name for GPT.*
- 2. The main function it fulfills.*
- 3. A concrete example of a use case in my life or my company.*

WRITING INSTRUCTIONS

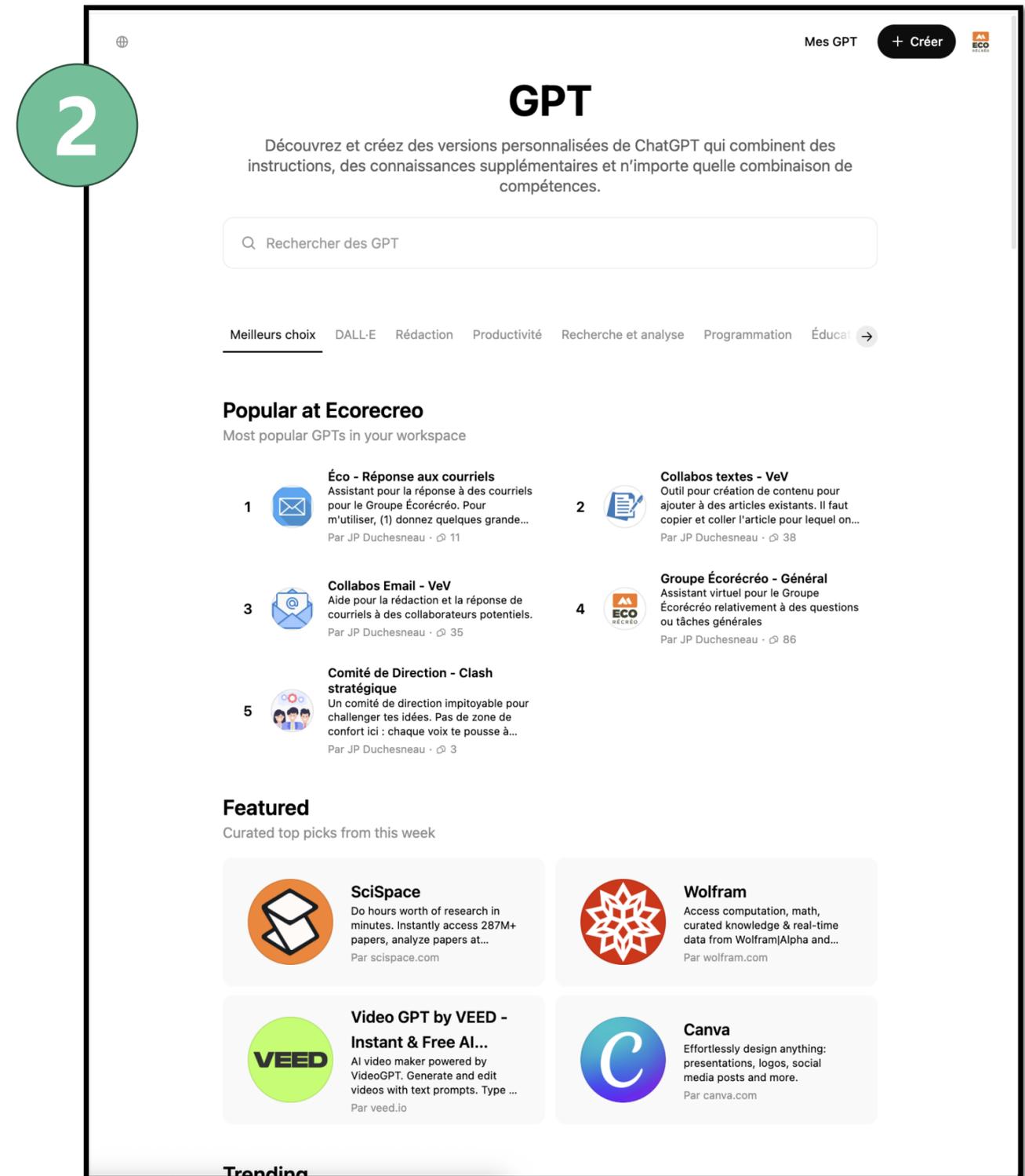
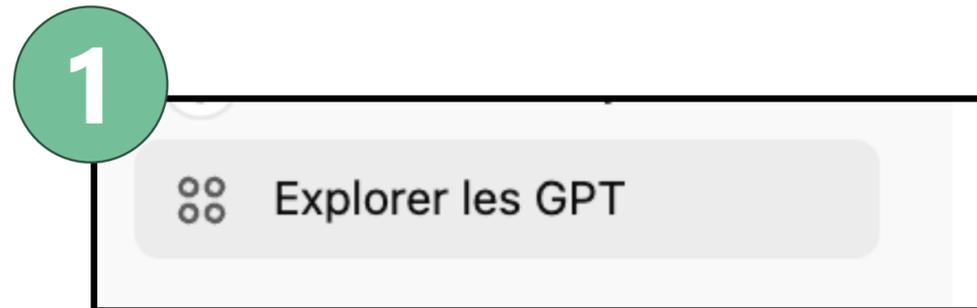
PROMPT

I want you to create the instructions for the following Custom GPT "[NAME]".

Give me the precise instructions for creating this GPT: its name, description, role, instructions, what data or documents I should provide it, what limitations it should have, and examples of commands that a user (like me) could give it.

Also include advice so that it reflects my style: simple, human, warm, effective, without unnecessary repetitions or too rigid turns. Use the Quebec style I like.

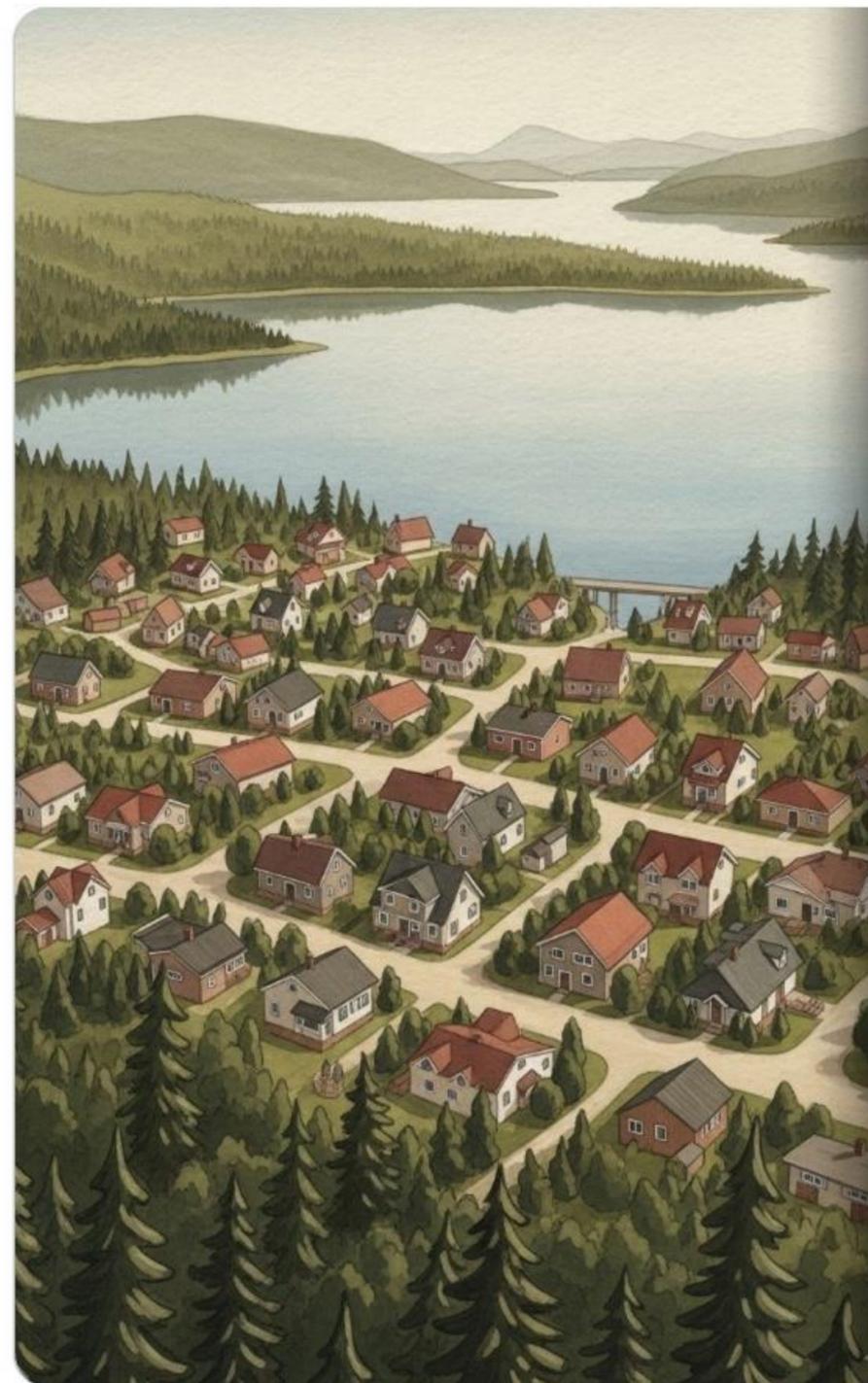
Several models have already been created.



Gems for Gemini



Robin shows JP around Wemindji



Far, far away, nestled by the shimmering waters of James Bay in Quebec, lay a beautiful community called Wemindji. It was a place where the trees stood tall, the lakes sparkled, and the spirit of the Cree Nation shone brightly.

A group of people, some wearing orange safety vests, are walking on a wooden pier towards a boat on a body of water. The sky is overcast and grey. The pier is made of weathered wooden planks. The boat is white with orange accents and has several people on board. The water is calm with some ripples.

5

ARTIFICIAL INTELLIGENCE

THE CREATION IMAGES AND VIDEOS

IMAGE CREATION



MIDJOURNEY IMAGE CREATION

QUICK

I want to get 5 prompts for image creation in Midjourney AND 5 prompts for video creation in SORA from this:

"A _____ that is doing _____ in Wemindji."

Indicates in each prompt that the images or videos should be hyper-realistic. Writes prompts in English.

Write each of the prompts in a separate code box so I can copy and paste the prompt.







LOGO DESIGN (GRAPHIC DESIGNER)

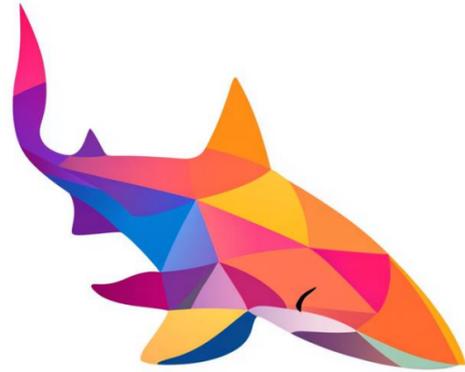


Cost: \$3,000

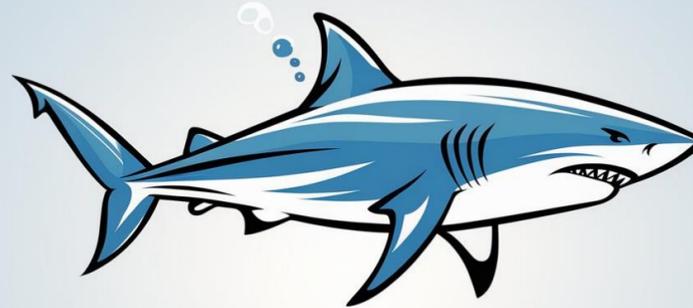
Production time: 3-4 weeks



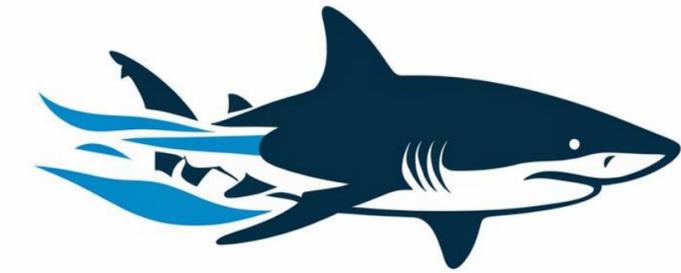
LOGO DESIGN (AI)



Aquarium
de Montreal



AQUARIUM
— DE MONTRÉAL —

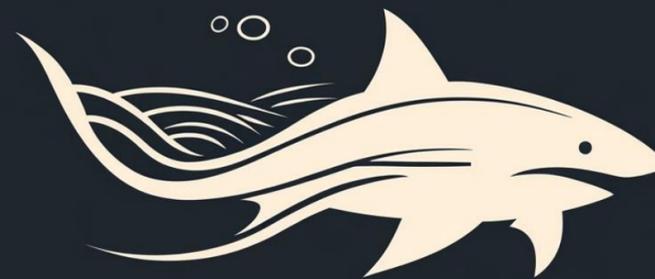


AQUARIUM
DE MONTRÉAL

Cost: \$11/month
Production time: 6 minutes



AQUARIUM DE MONTRÉAL



AQUARIUM
DE MONTRÉAL



AQUARIUM DE MONTREAL

IMAGE CREATION – ARCHITECTS

iatourisme



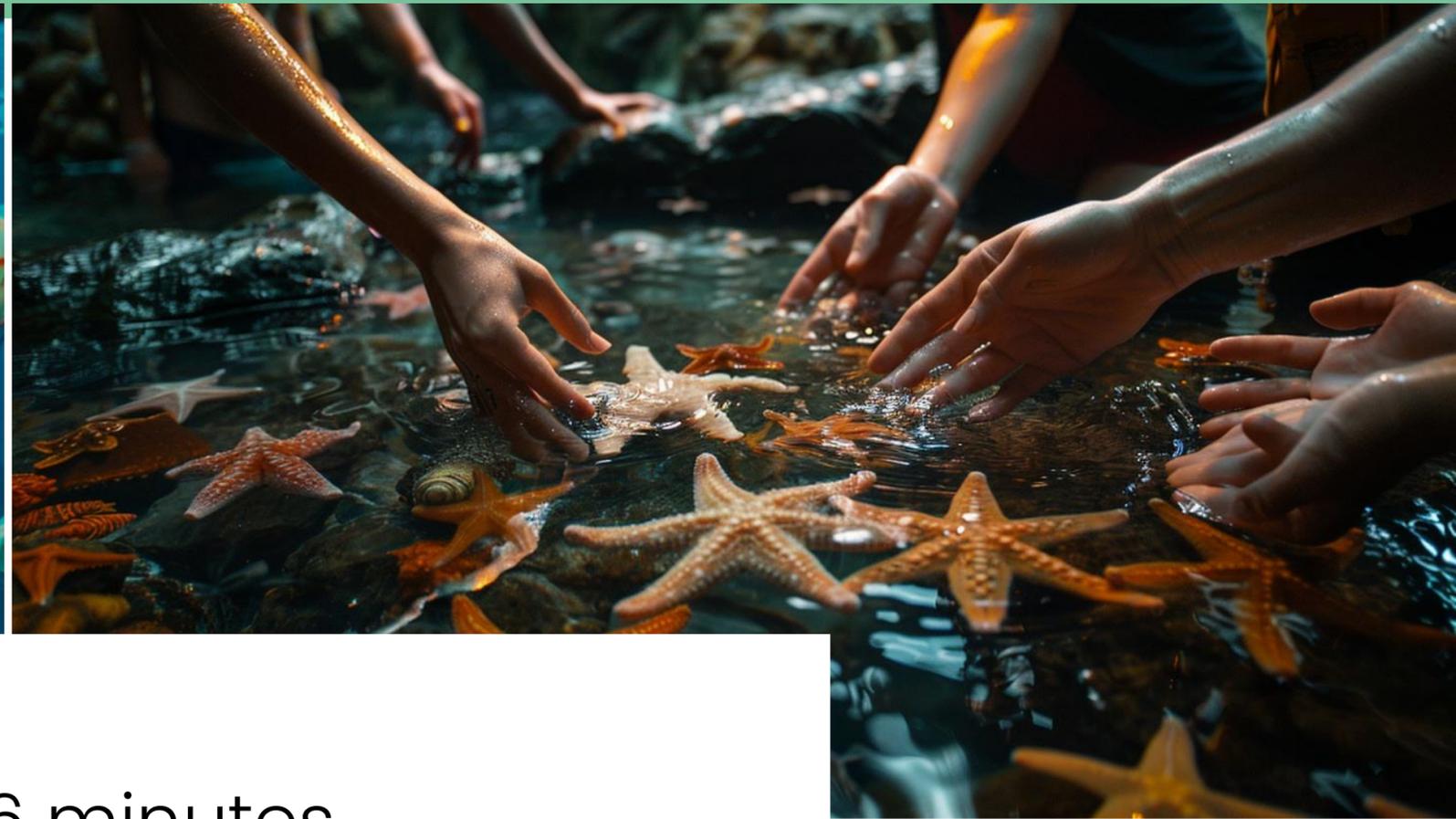
Cost: \$15,000

Production time: 6 weeks

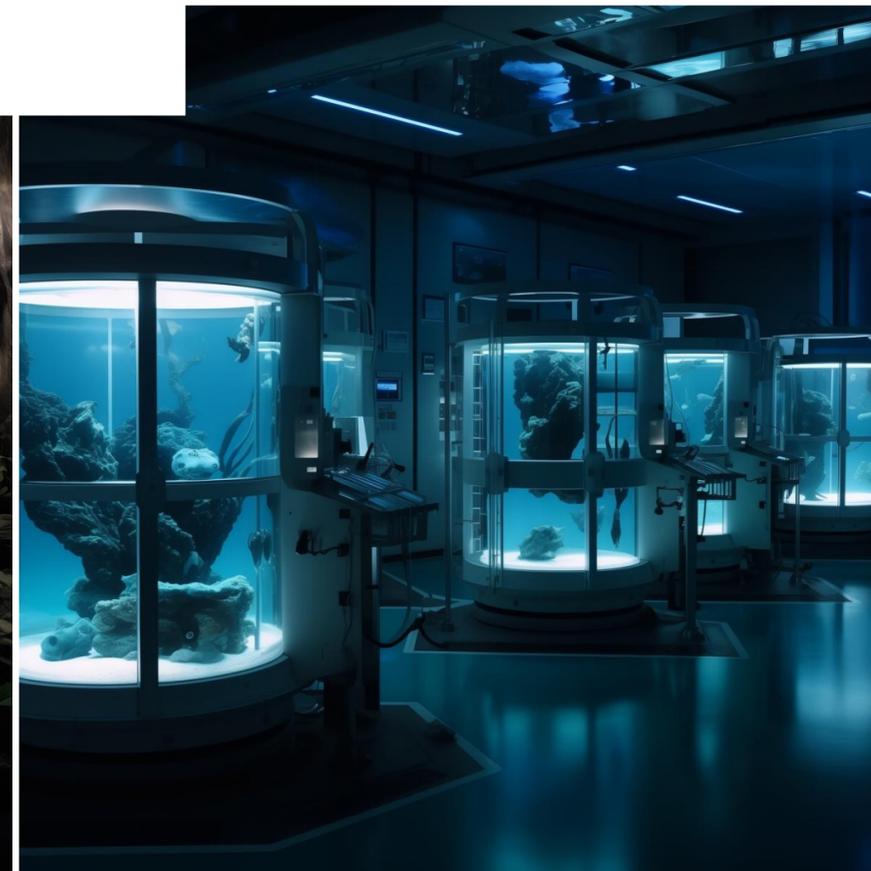
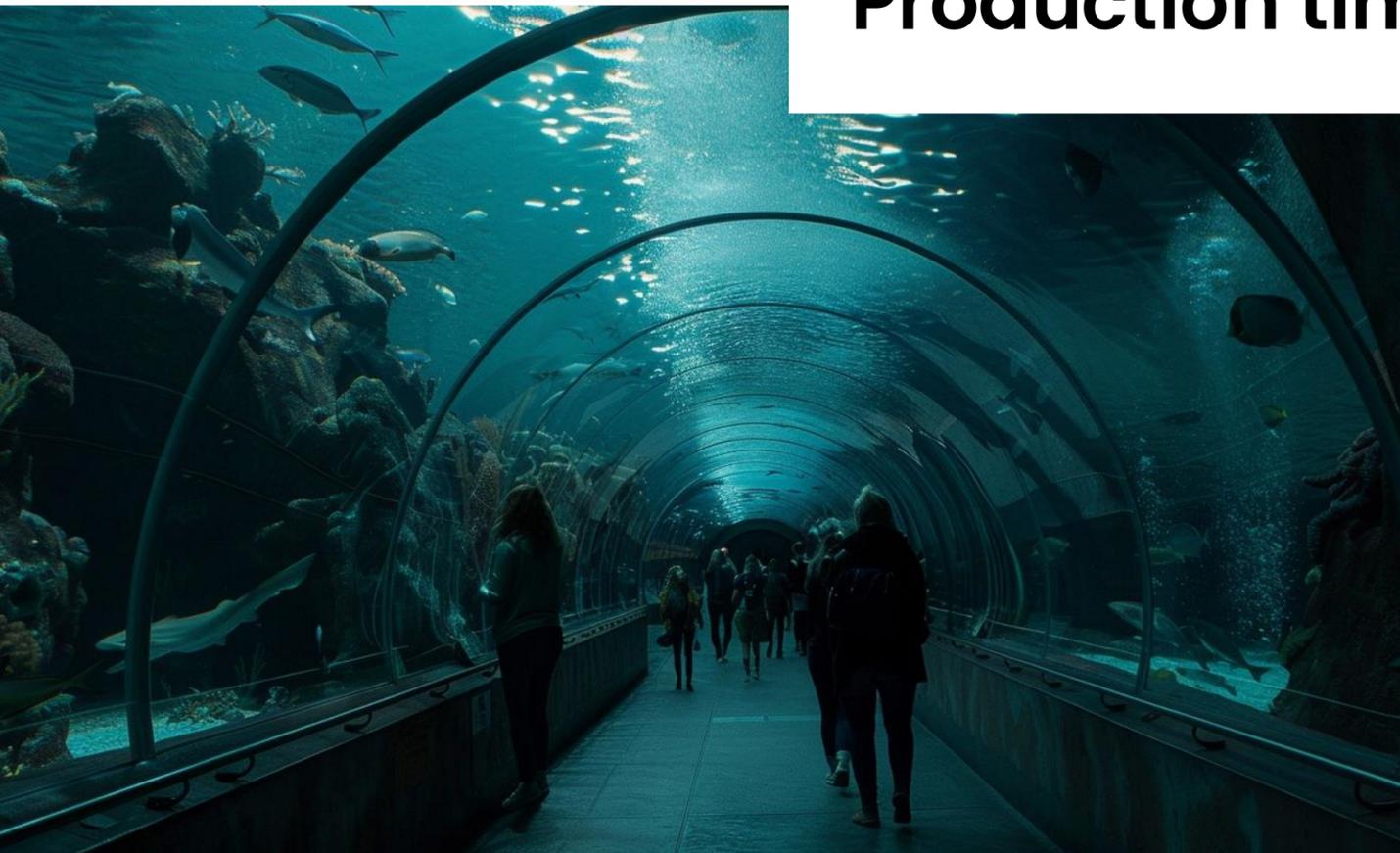


IMAGE CREATION – MIDJOURNEY

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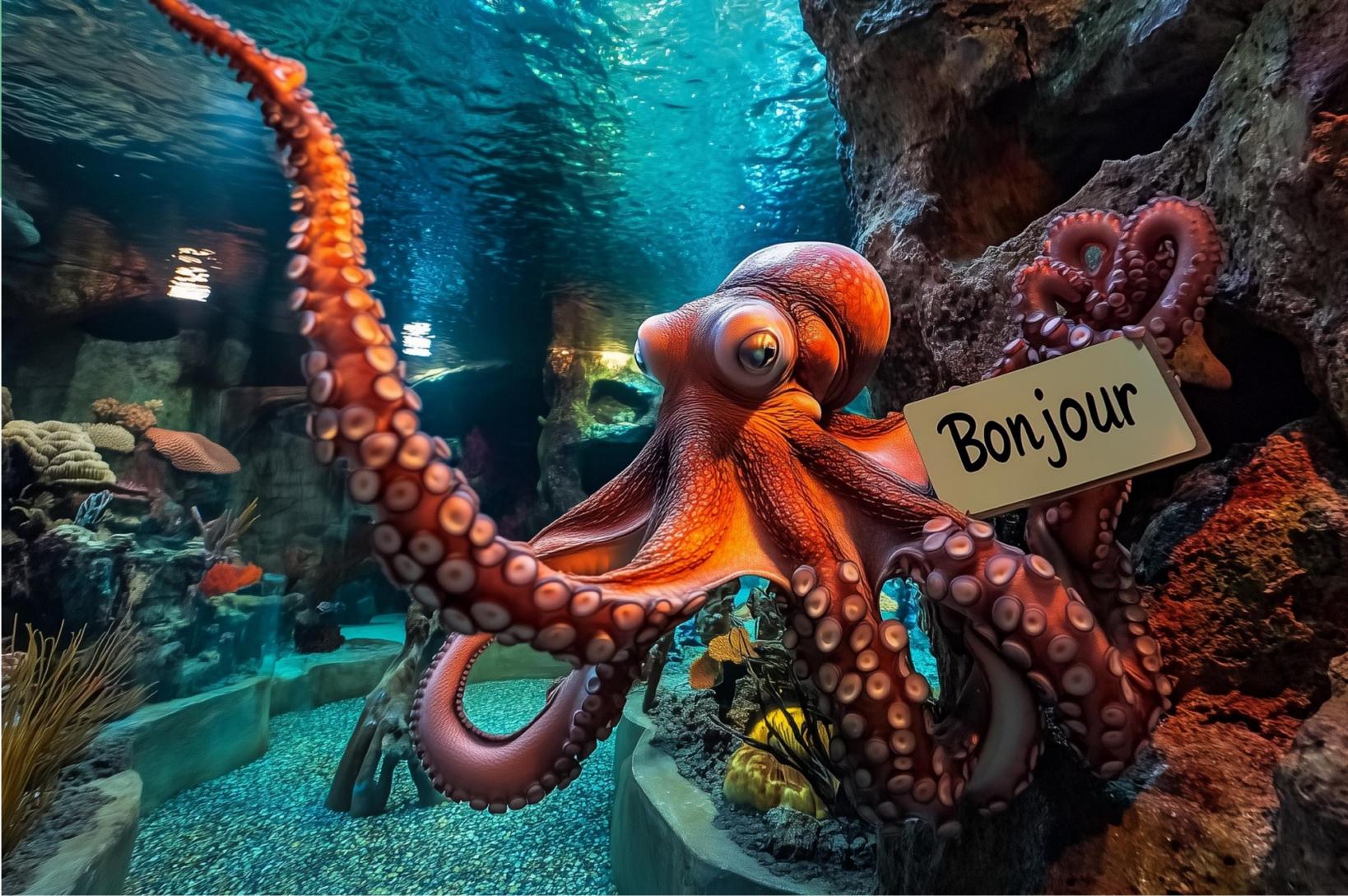
Cost: \$11/month
Production time: 6 minutes

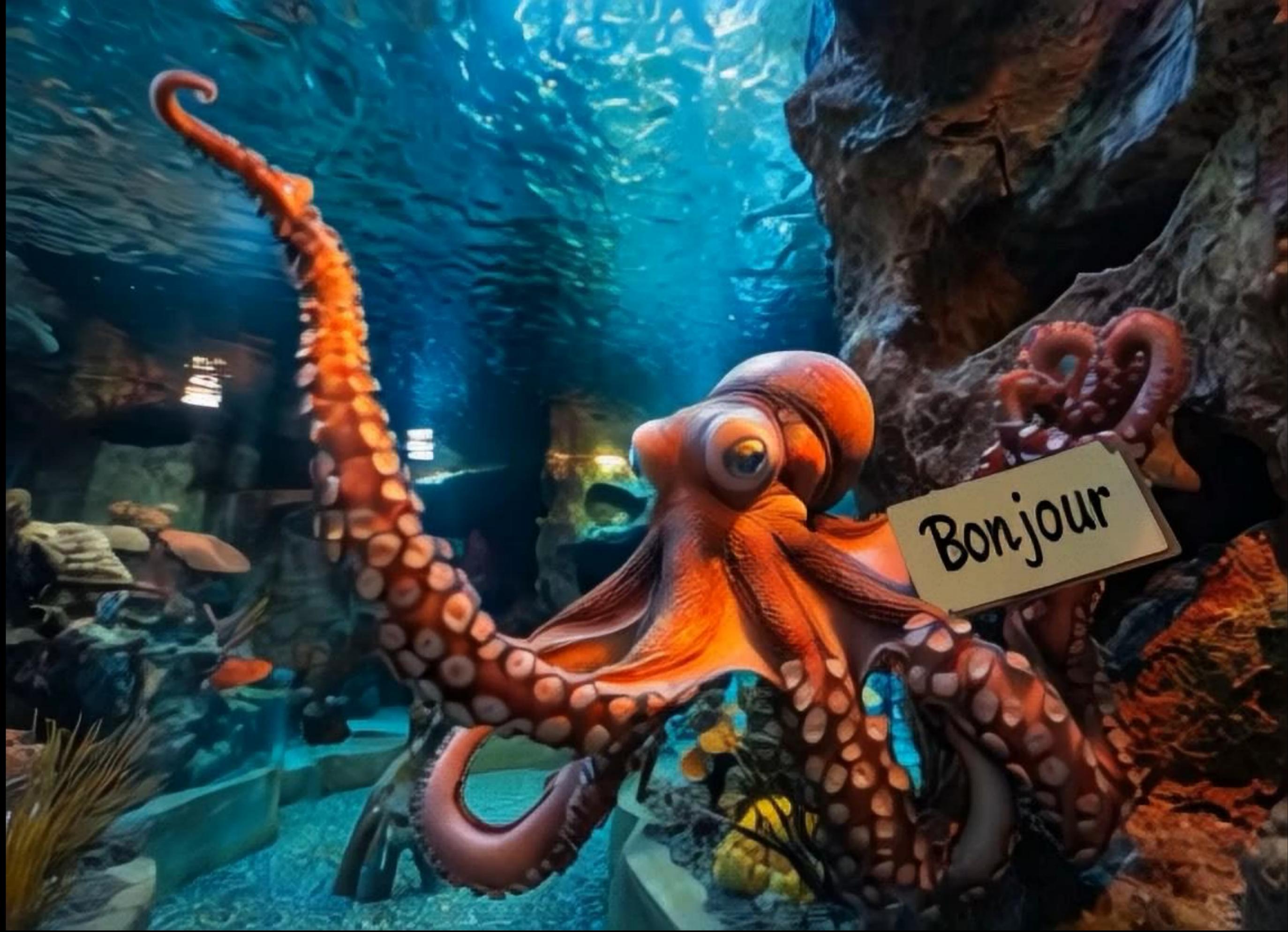












Bonjour



runway

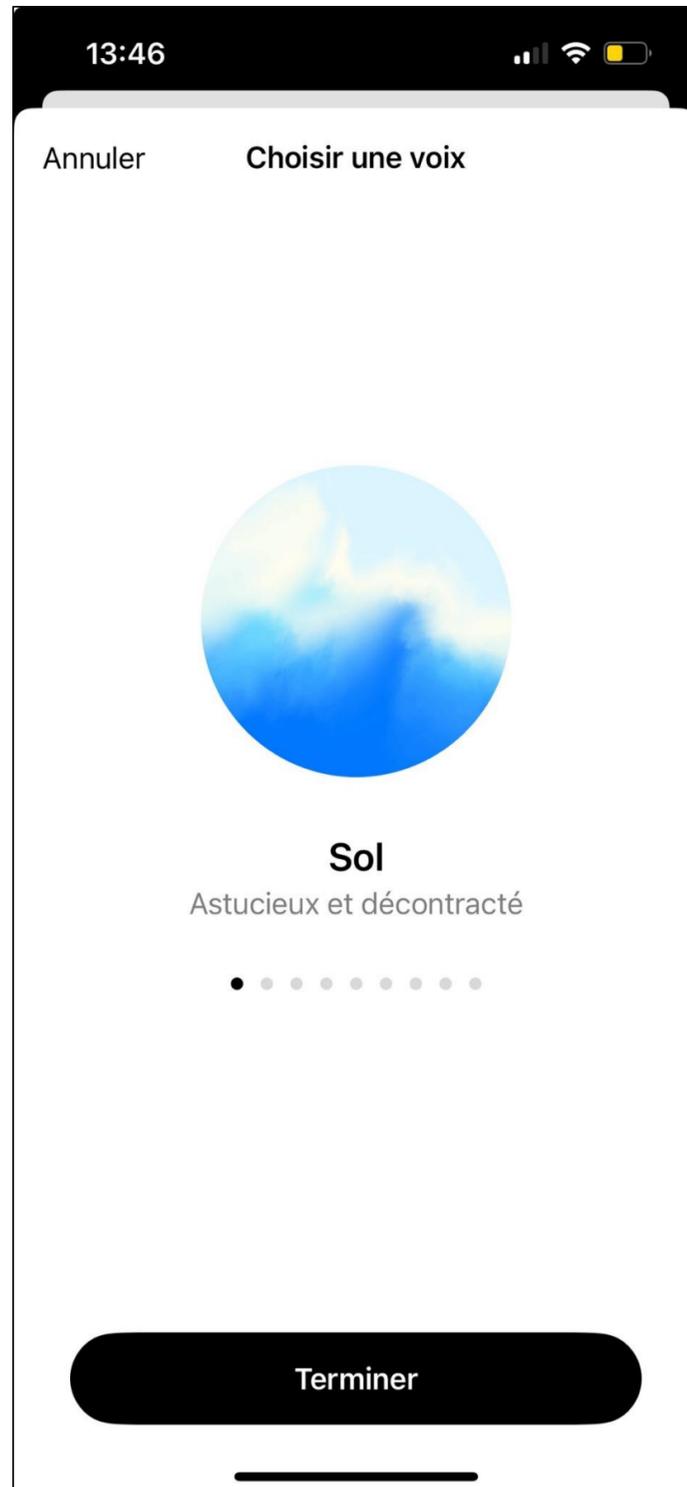


6

ARTIFICIAL INTELLIGENCE

THE VOCAL ASSISTANT





Natural conversation

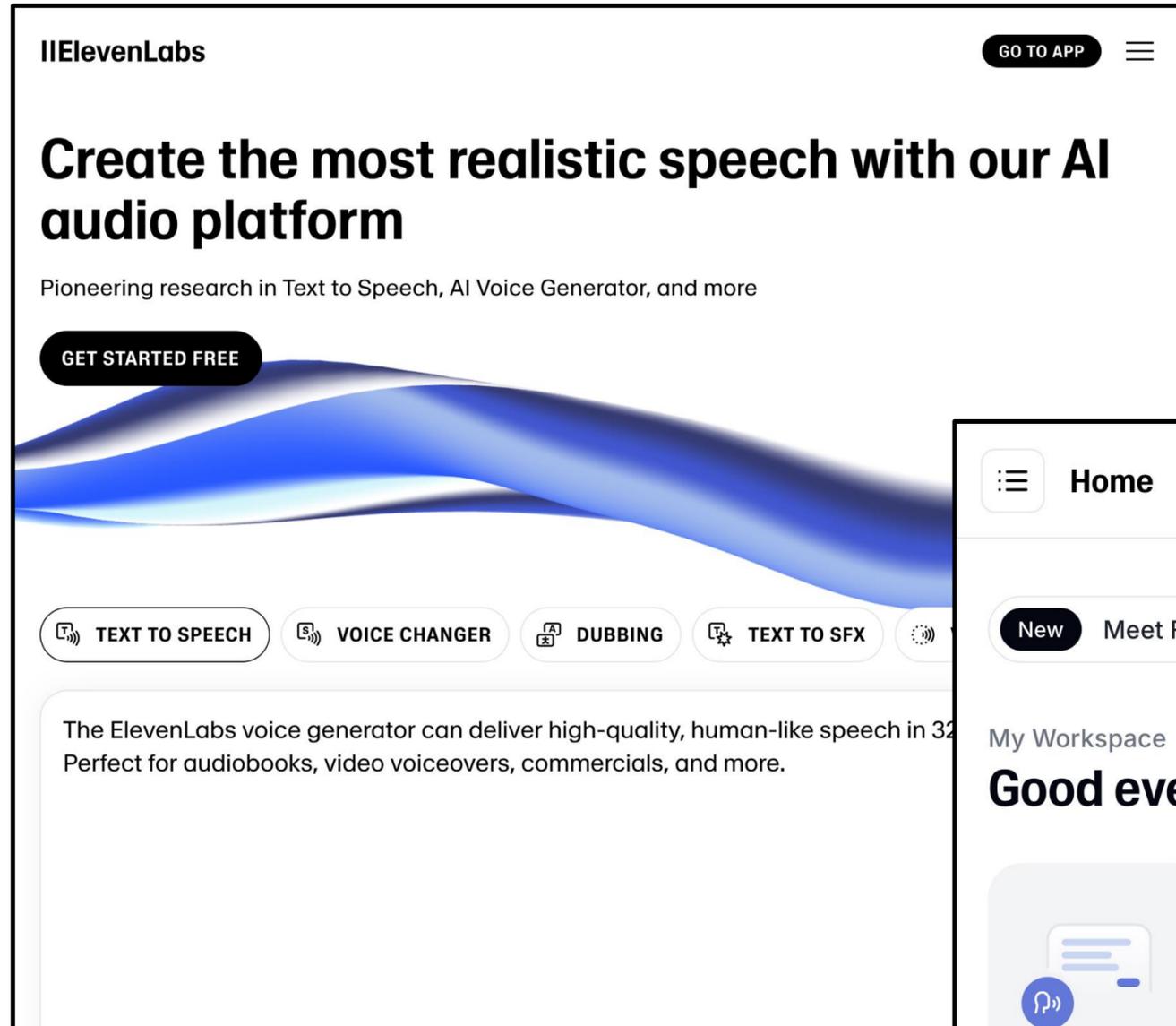
Answering questions

Emotions in the voice

Realtime API that allows it to be connected to a phone number

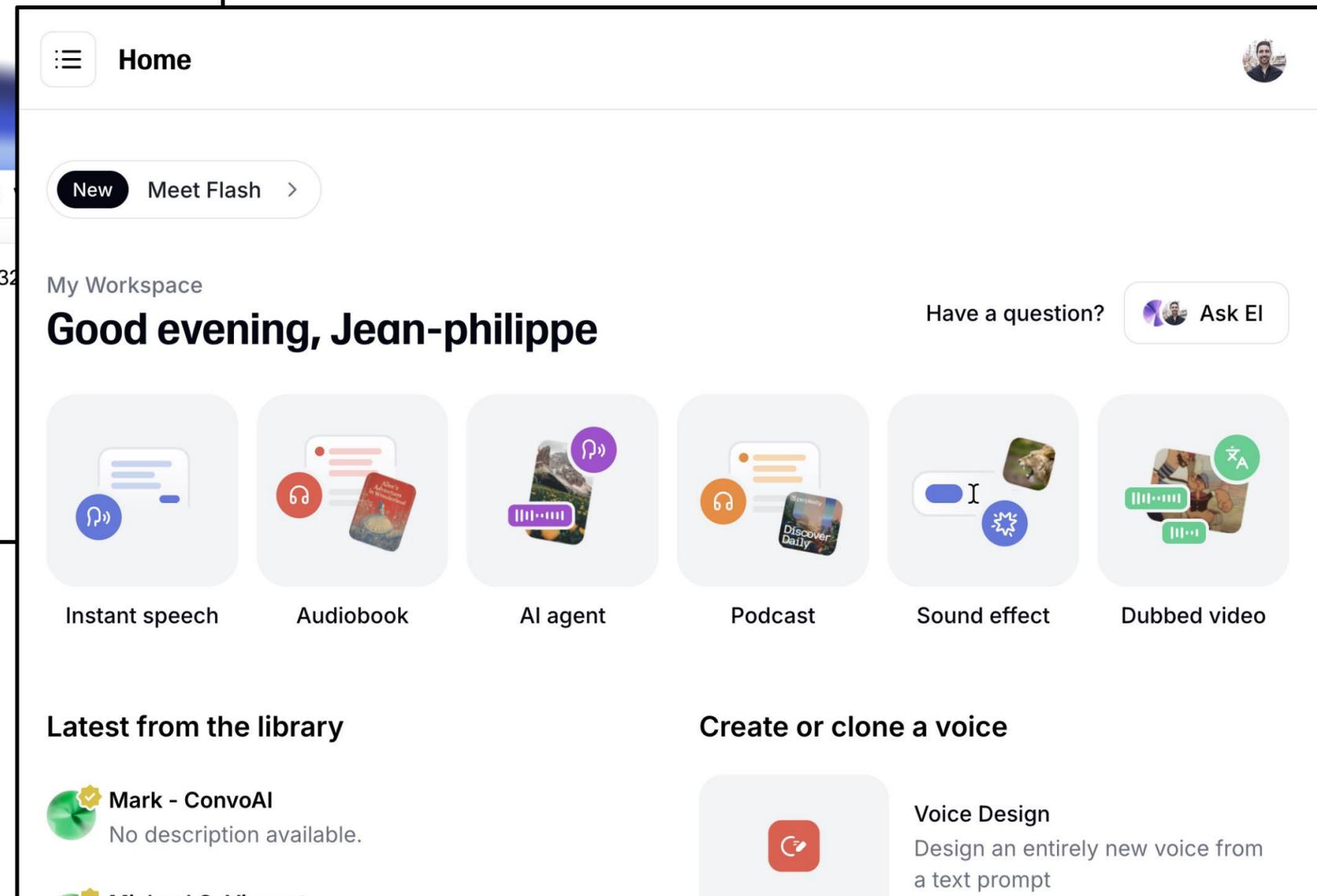
Possible to connect functions

Demo



→ Text to audio

→ Creating conversational assistants with knowledge bases



ELEVEN LABS

<https://elevenlabs.io/>

VIRTUAL SEARCH ASSISTANT

NotebookLM

Think Smarter, Not Harder

The ultimate tool for understanding the information that matters most to you, built with Gemini 1.5

Try NotebookLM

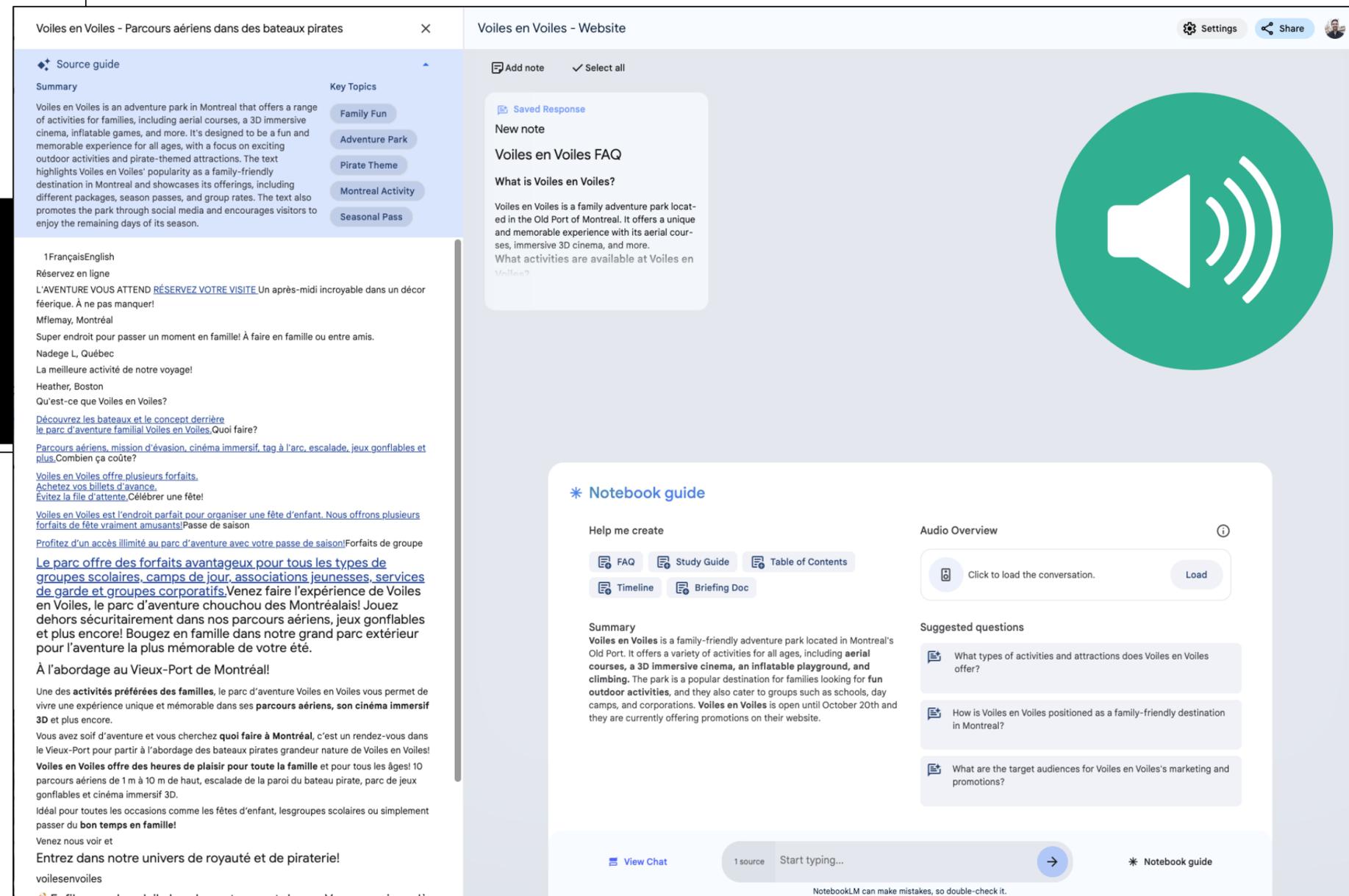
Your Personalized AI Research Assistant

Upload your sources

Upload PDFs, websites, YouTube videos, audio files, Google Docs, or Google Slides, and NotebookLM will summarize them and make interesting connections between topics, all powered by Gemini 1.5's multimodal understanding capabilities.



- Virtual Search Assistant
- Document Synthesis
- Podcast creation



Voiles en Voiles - Parcours aériens dans des bateaux pirates

Voiles en Voiles - Website

Source guide

Summary

Key Topics

- Family Fun
- Adventure Park
- Pirate Theme
- Montreal Activity
- Seasonal Pass

1 FrançaisEnglish

Réservez en ligne

L'AVENTURE VOUS ATTEND [RÉSERVEZ VOTRE VISITE](#). Un après-midi incroyable dans un décor féérique. À ne pas manquer!

Mflemy, Montréal

Super endroit pour passer un moment en famille! À faire en famille ou entre amis.

Nadege L, Québec

La meilleure activité de notre voyage!

Heather, Boston

Qu'est-ce que Voiles en Voiles?

[Découvrez les bateaux et le concept derrière le parc d'aventure familial Voiles en Voiles](#), Quoi faire?

[Parcours aériens, mission d'évasion, cinéma immersif, tag à l'arc, escalade, jeux gonflables et plus](#). Combien ça coûte?

[Voiles en Voiles offre plusieurs forfaits](#).

[Achetez vos billets d'avance](#).

[Vitez la file d'attente](#). Célébrer une fête!

[Voiles en Voiles est l'endroit parfait pour organiser une fête d'enfant](#). Nous offrons plusieurs forfaits de fête vraiment amusants! Passe de saison

[Profitez d'un accès illimité au parc d'aventure avec votre passe de saison!](#) Forfaits de groupe

[Le parc offre des forfaits avantageux pour tous les types de groupes scolaires, camps de jour, associations jeunesse, services de garde et groupes corporatifs](#). Venez faire l'expérience de Voiles en Voiles, le parc d'aventure choucou des Montréalais! Jouez dehors sécuritairement dans nos parcours aériens, jeux gonflables et plus encore! Bougez en famille dans notre grand parc extérieur pour l'aventure la plus mémorable de votre été.

À l'abordage au Vieux-Port de Montréal!

Une des **activités préférées des familles**, le parc d'aventure Voiles en Voiles vous permet de vivre une expérience unique et mémorable dans ses **parcours aériens, son cinéma immersif 3D** et plus encore.

Vous avez soif d'aventure et vous cherchez **quoi faire à Montréal**, c'est un rendez-vous dans le Vieux-Port pour partir à l'abordage des bateaux pirates grandeur nature de Voiles en Voiles!

Voiles en Voiles offre des heures de plaisir pour toute la famille et pour tous les âges! 10 parcours aériens de 1 m à 10 m de haut, escalade de la paroi du bateau pirate, parc de jeux gonflables et cinéma immersif 3D.

Idéal pour toutes les occasions comme les fêtes d'enfant, les groupes scolaires ou simplement passer du **bon temps en famille!**

Venez nous voir et

Entrez dans notre univers de royauté et de piraterie!

voilesenvoiles

Enfilez un chandail chaud, une tunique et des ne Vous avez jusqu'à

Help me create

- FAQ
- Study Guide
- Table of Contents
- Timeline
- Briefing Doc

Audio Overview

Click to load the conversation. Load

Suggested questions

- What types of activities and attractions does Voiles en Voiles offer?
- How is Voiles en Voiles positioned as a family-friendly destination in Montreal?
- What are the target audiences for Voiles en Voiles's marketing and promotions?

Summary

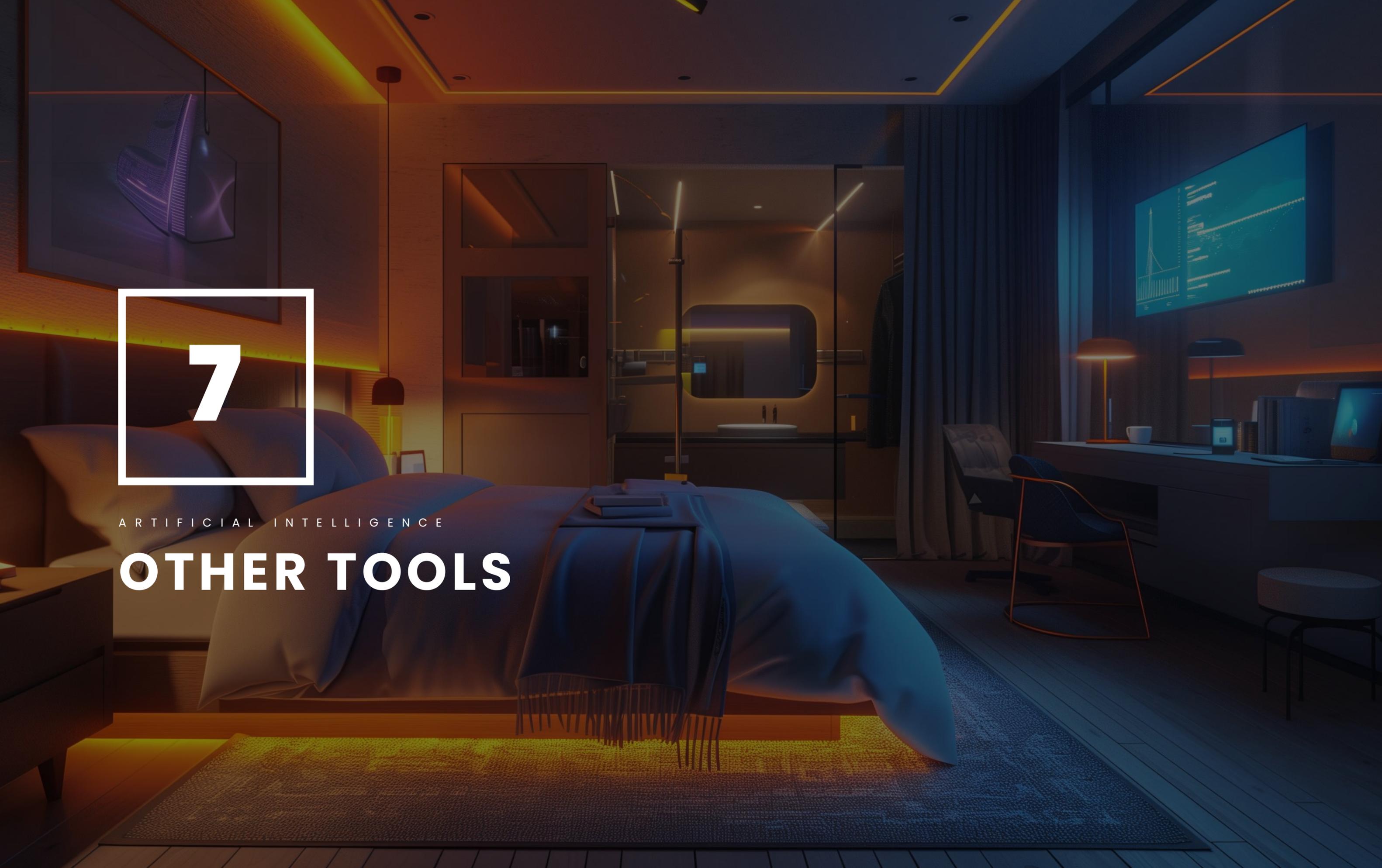
Voiles en Voiles is a family-friendly adventure park located in Montreal's Old Port. It offers a variety of activities for all ages, including **aerial courses, a 3D immersive cinema, an inflatable playground, and climbing**. The park is a popular destination for families looking for **fun outdoor activities**, and they also cater to groups such as schools, day camps, and corporations. **Voiles en Voiles** is open until October 20th and they are currently offering promotions on their website.

View Chat 1 source Start typing... Notebook guide

NotebookLM can make mistakes, so double-check it.

NotebookLM

<https://notebooklm.google.com>

A modern, futuristic bedroom with a bed, desk, and large screen displaying data. The room is dimly lit with warm yellow and blue tones. A large white square with the number 7 is overlaid on the left side. The text 'ARTIFICIAL INTELLIGENCE' and 'OTHER TOOLS' is overlaid on the bottom left. The background shows a bed with blue and white linens, a desk with a chair, and a large screen displaying a data visualization.

7

ARTIFICIAL INTELLIGENCE

OTHER TOOLS

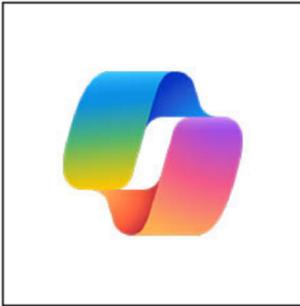
GÉNÉRATEUR DE TEXTES



CHAT GPT (OPEN AI)



GEMINI (GOOGLE)



COPILOT (MICROSOFT)

GÉNÉRATEUR D'IMAGES



MIDJOURNEY



DALL-E (OPEN AI)



PHOTOSHOP

CRÉATION DE LOGOS



LOOKA



FIVERR LOGO MAKER

CRÉATION DE VIDÉOS



RUNWAY ML

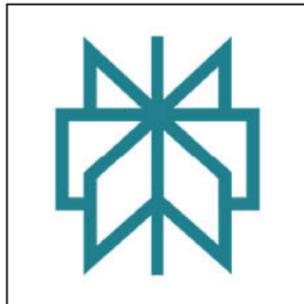


HEYGEN



DESCRIPT

MOTEURS DE RECHERCHE

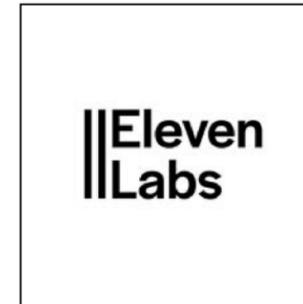


PERPLEXITY AI



BING (MICROSOFT)

TEXTE À AUDIO



ELEVEN LABS



MURF.AI

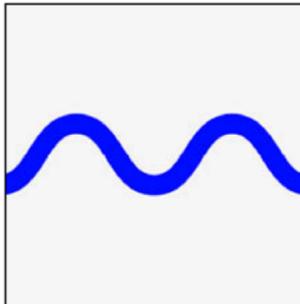
CRÉATION DE MUSIQUE



UDIO



SUNO



MUBERT

PRÉSENTATIONS



TOME AI



GAMMA



BEAUTIFUL AI

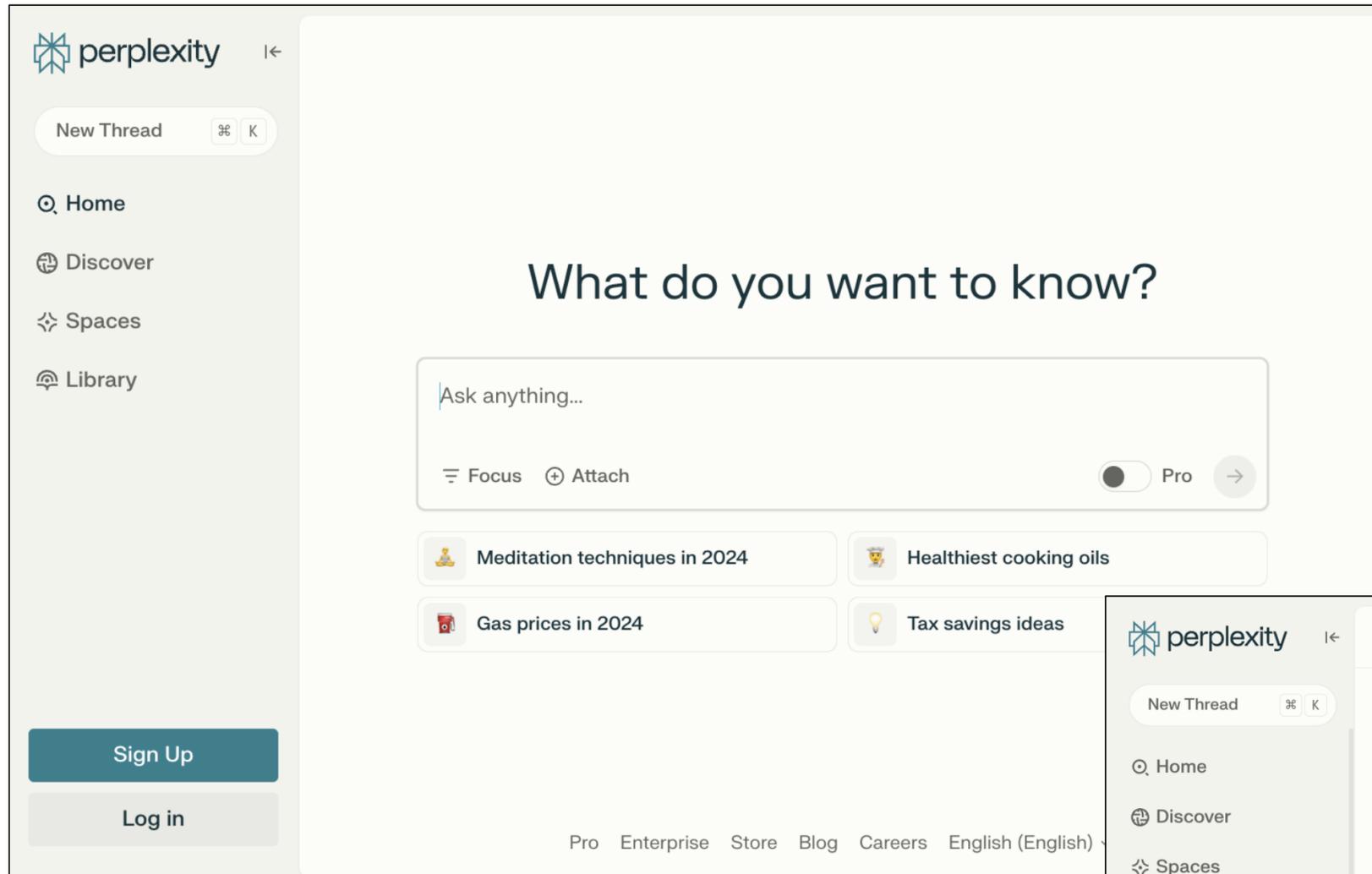
AUTOMATISATION



MAKE.COM

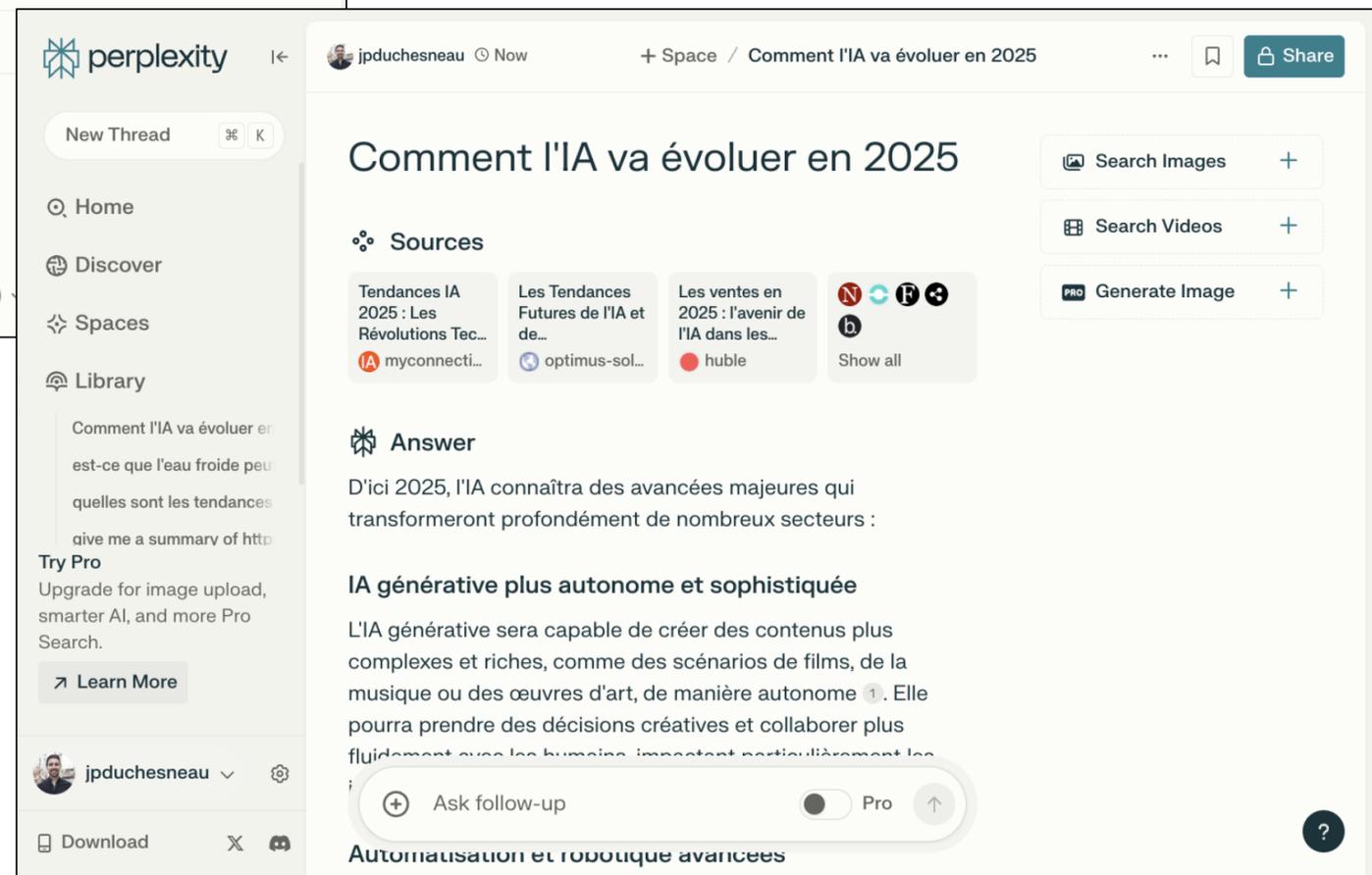


ZAPIER



How does it work?

- Searches similar to Google.
- Come and make a summary on a subject by citing sources



Perplexity

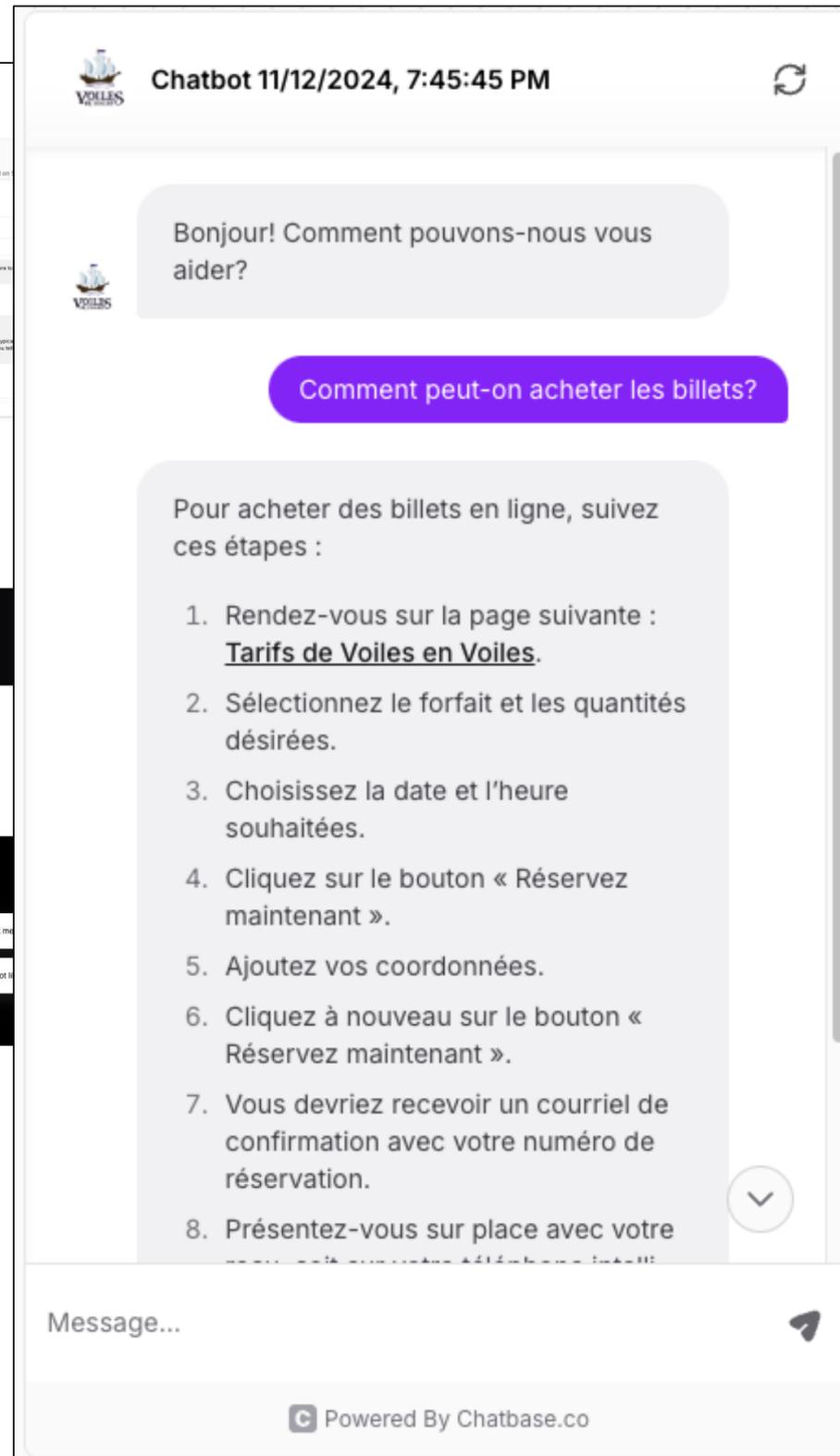
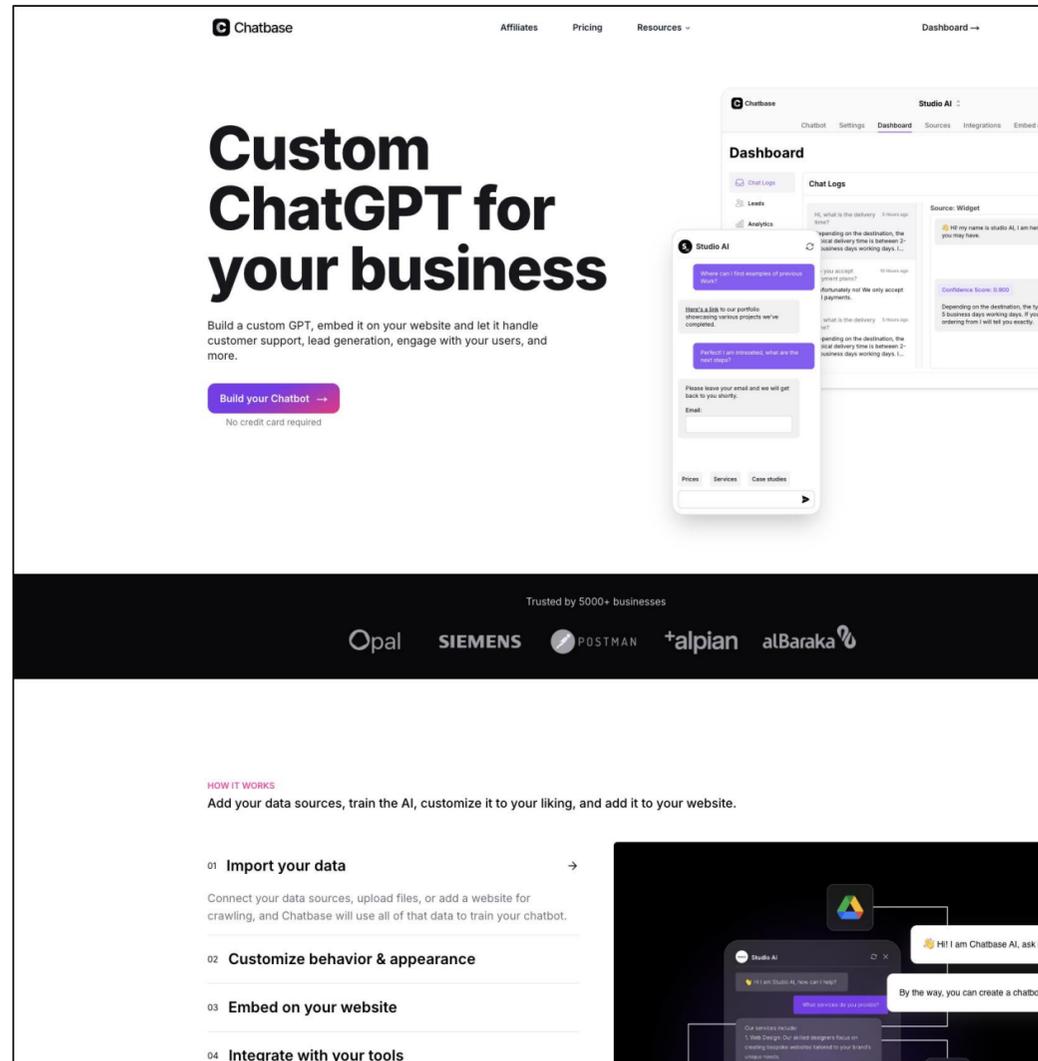
<https://www.perplexity.ai>

SAFETY INSTRUCTIONS (HEYGEN)

iatourisme



CREATING A CHATBOT



How does it work?

- Source files or URLs as an information base
- Easily configurable
- Quick integration on your site

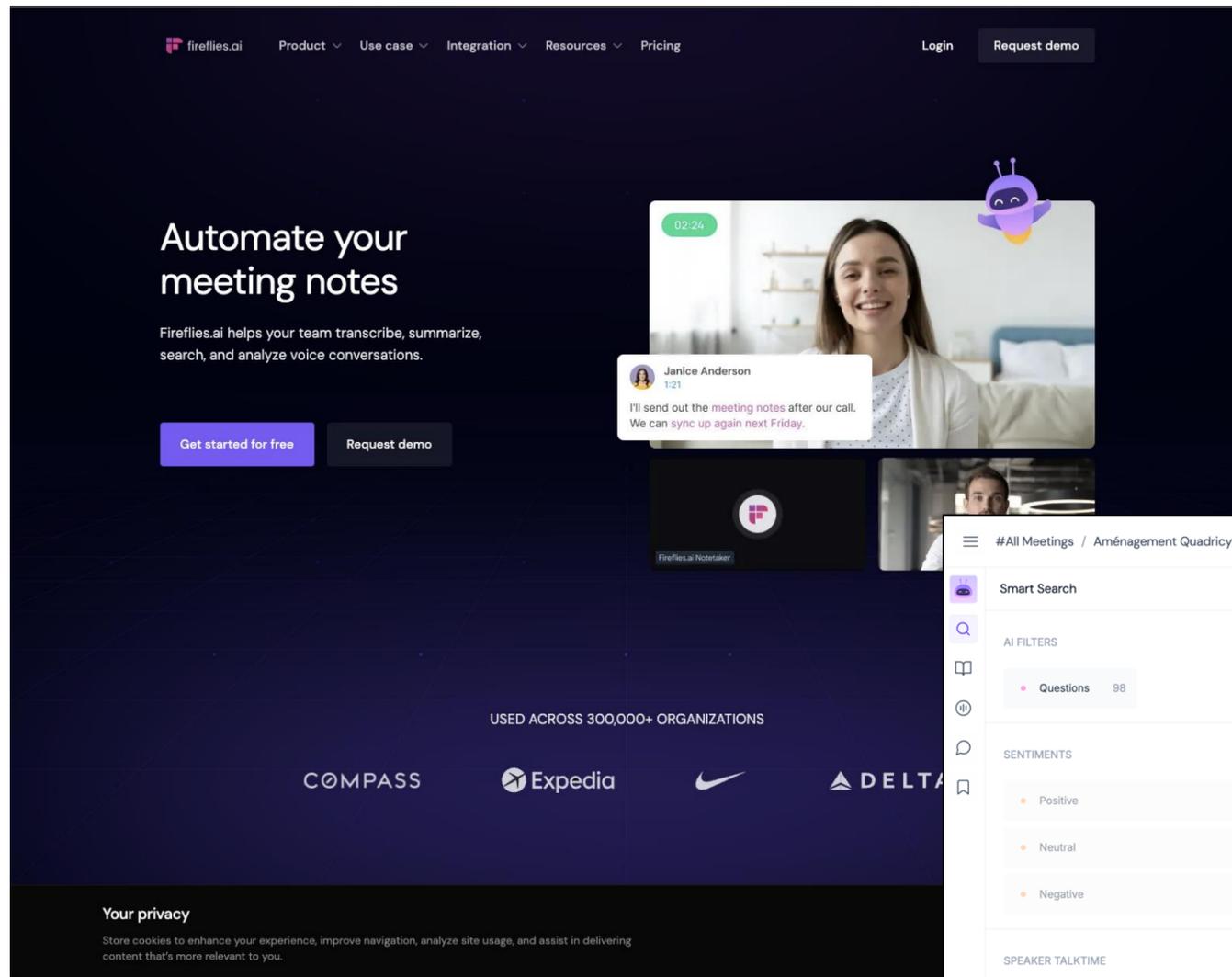
Usage

- Customer Service
- Questions RH
- Internal policies

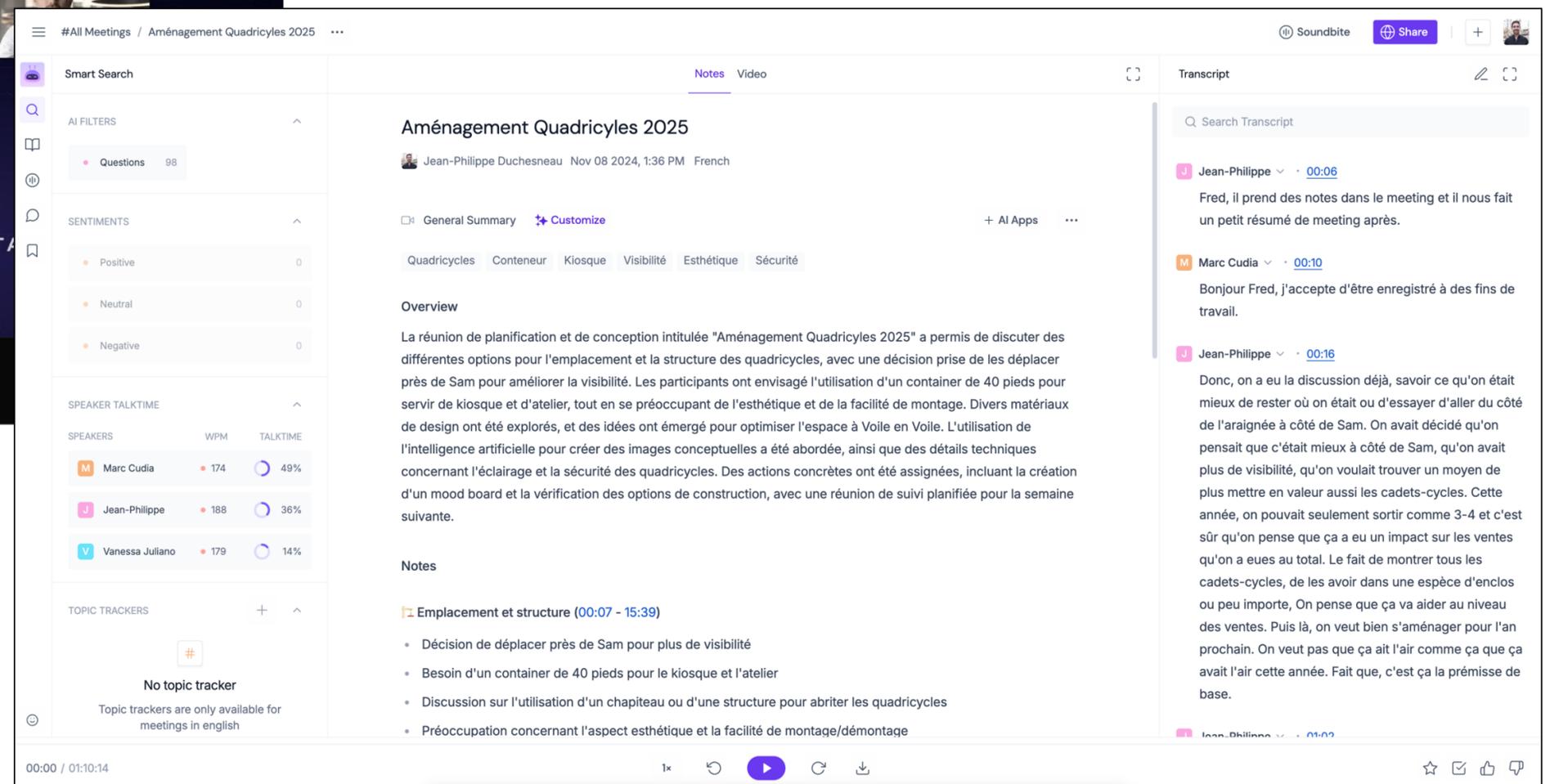
Chatbase

<https://www.chatbase.co>

NOTE-TAKING IN MEETINGS

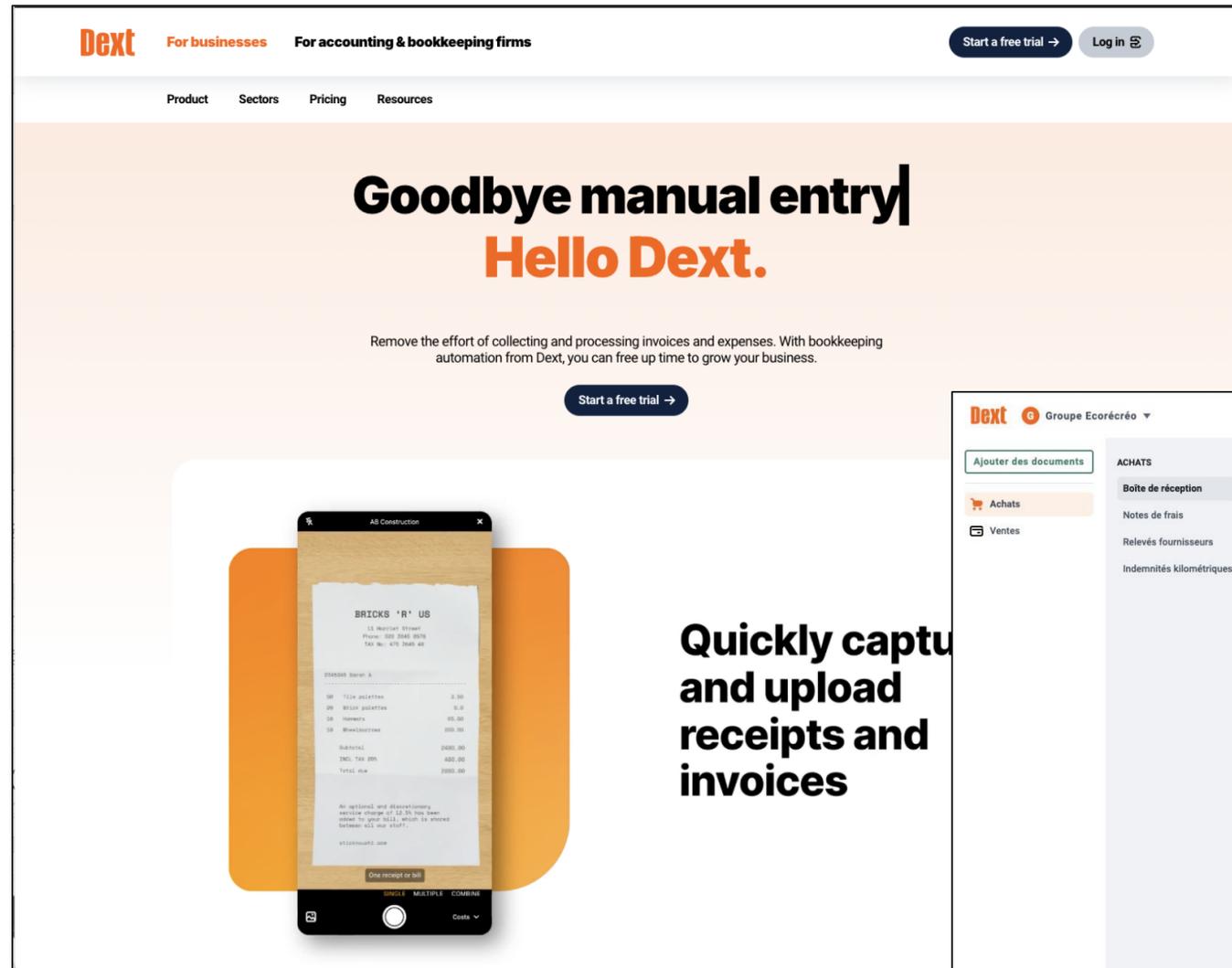


- Note-taking
- Summary of the meeting and the to-dos
- Transcript of the meeting and audio



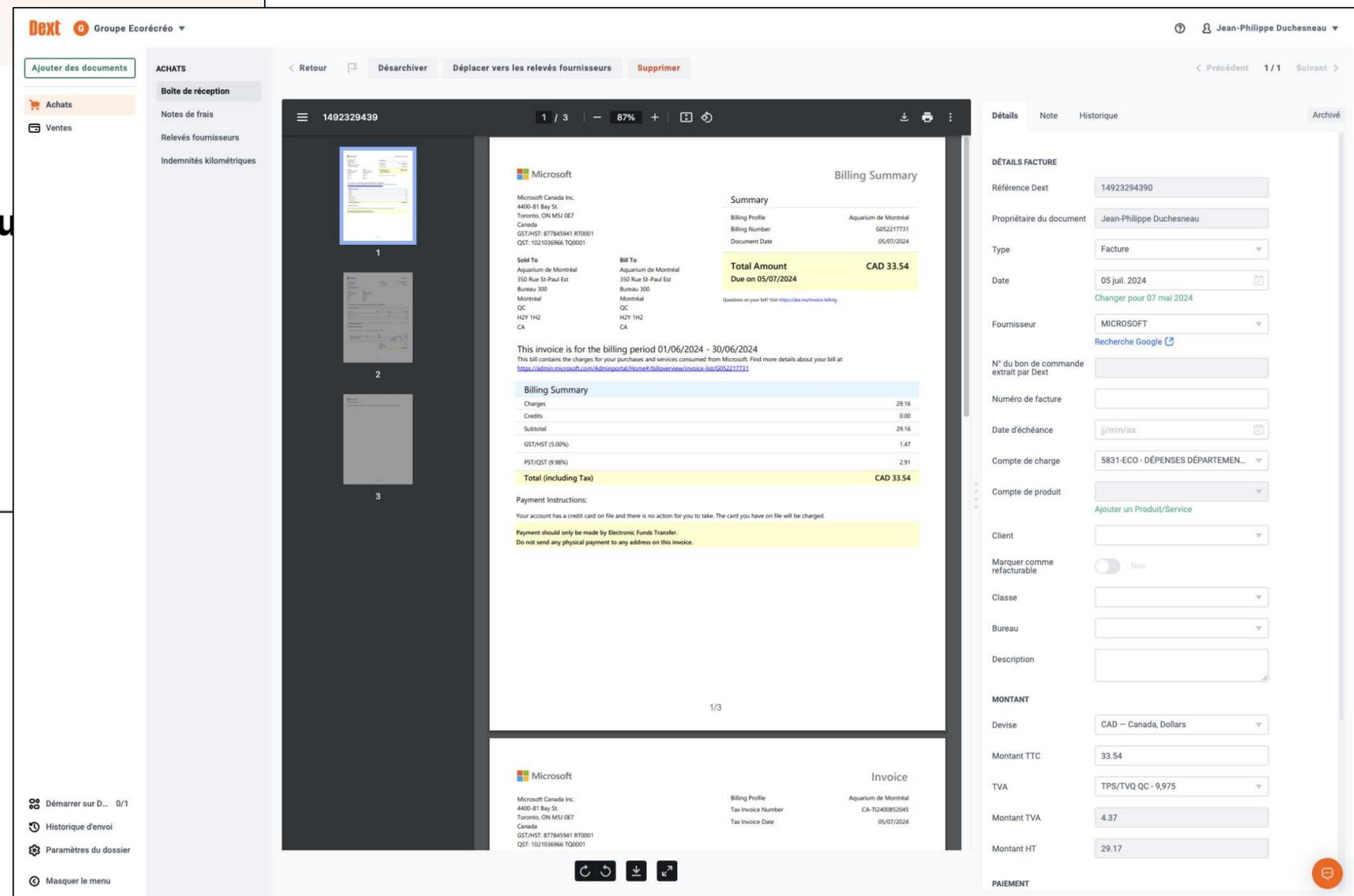
Fireflies.ai
<https://fireflies.ai>

INVOICE DATA ENTRY



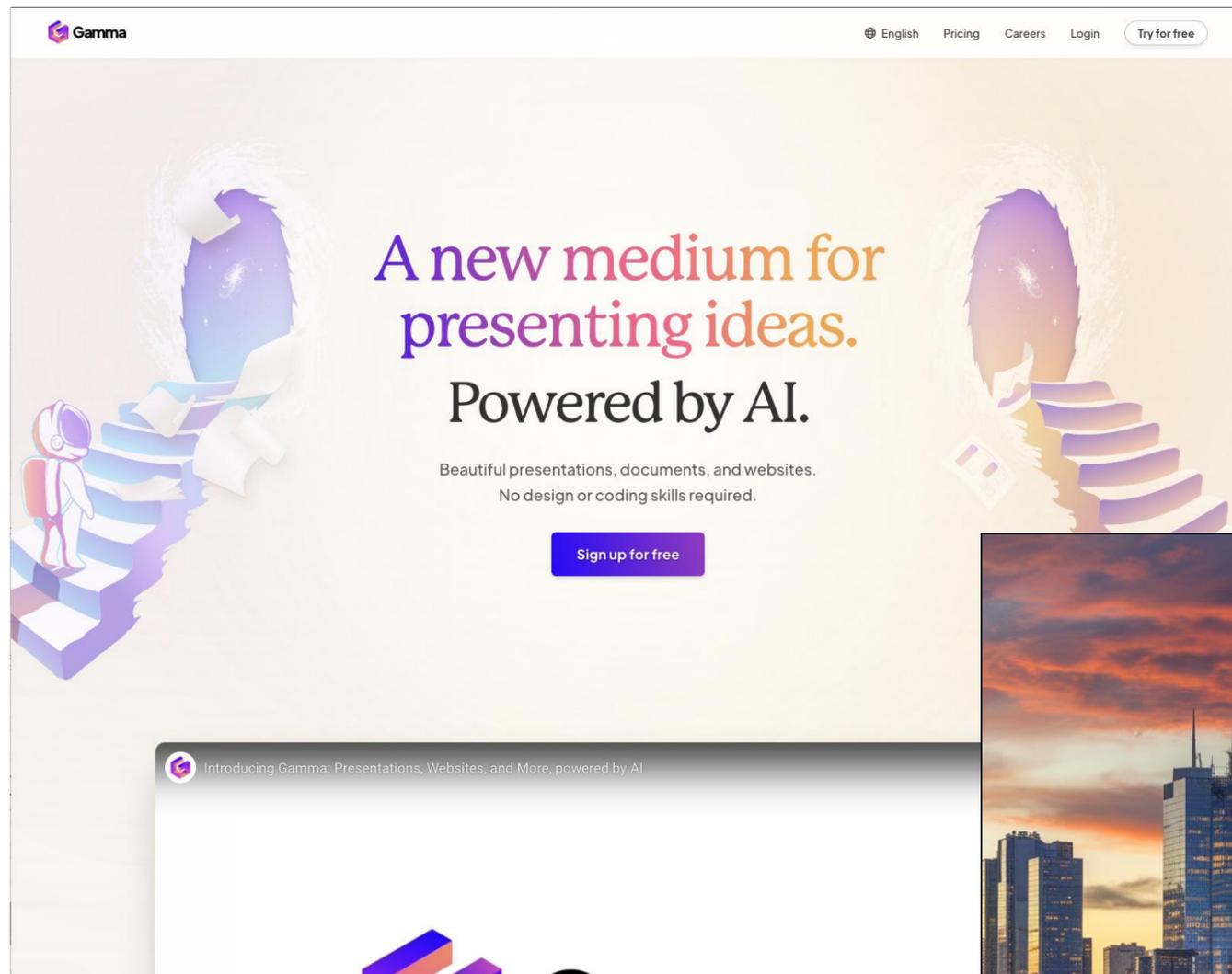
The landing page features the Dext logo and navigation links for 'For businesses' and 'For accounting & bookkeeping firms'. A prominent headline reads 'Goodbye manual entry! Hello Dext.' Below this, a sub-headline states 'Remove the effort of collecting and processing invoices and expenses. With bookkeeping automation from Dext, you can free up time to grow your business.' A 'Start a free trial' button is visible. A central image shows a smartphone displaying a receipt from 'BRICKS 'R' US' with the text 'Quickly capture and upload receipts and invoices' overlaid.

- Invoice Data Entry
- Direct integration into accounting systems
- Mobile app or email



The screenshot shows the Dext software interface for document management. On the left, a sidebar lists 'ACHATS' (Achat, Notes de frais, Relevés fournisseurs, Indemnités kilométriques) and 'VENTES'. The main area displays a 'Billing Summary' for a Microsoft invoice (1492329439) with a total amount of CAD 33.54. The summary includes details for 'Sold To' (Aquarium de Montréal) and 'Bill To' (Aquarium de Montréal). Below the summary, there are sections for 'Payment Instructions' and 'Invoice' details. On the right, a 'DÉTAILS FACTURE' panel contains various fields for document reference, owner, type, date, provider, and amounts (TTC, TVA, HT).

DEXT
<https://dext.com/ca>



- Creating PowerPoint Presentations
- Integration from AI, website or documents
- Customizing the presentation



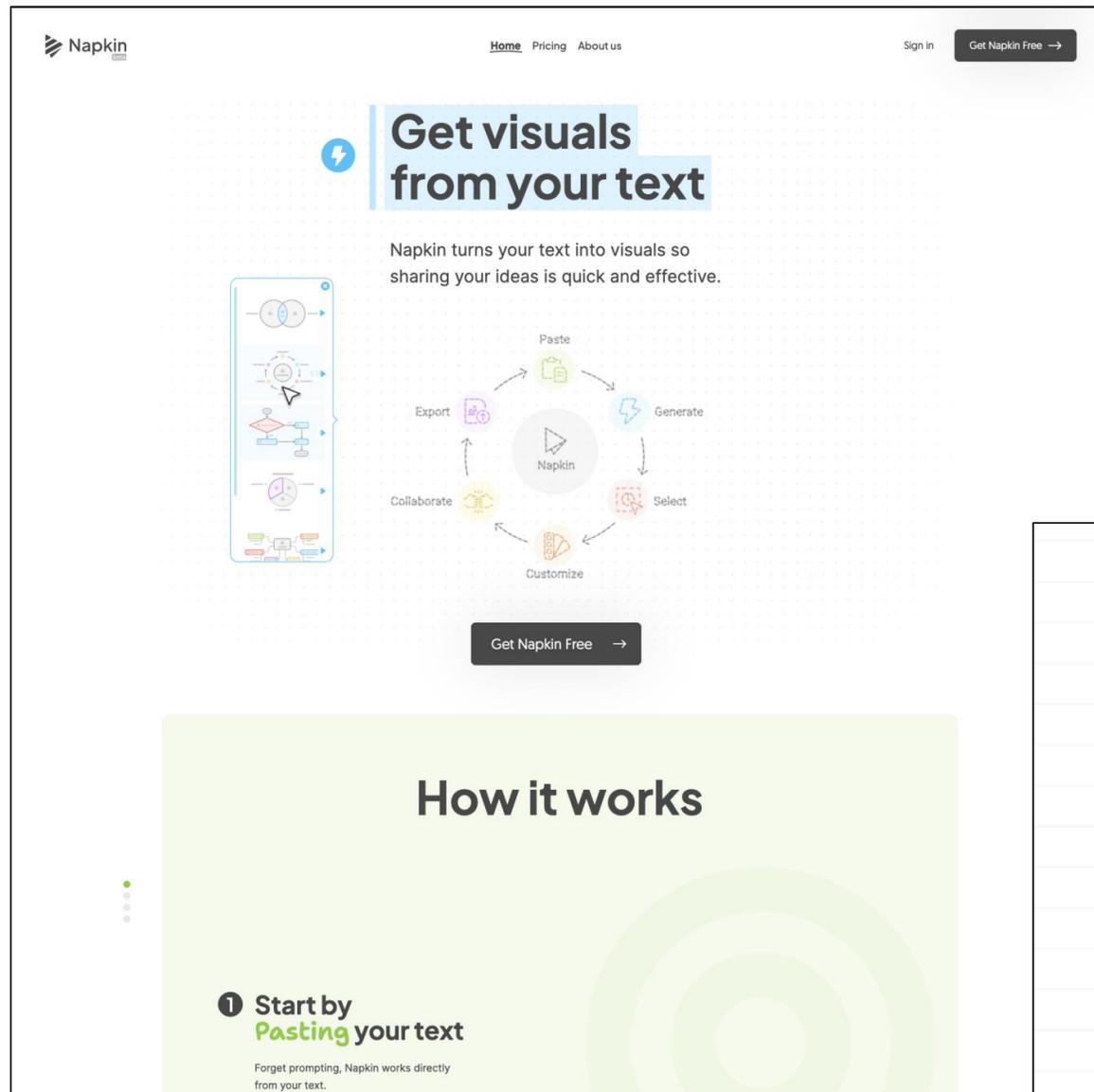
L'intelligence artificielle dans le tourisme québécois

L'intelligence artificielle (IA) a le potentiel de transformer l'industrie touristique québécoise en offrant des solutions innovantes pour améliorer l'expérience des visiteurs et optimiser les opérations des entreprises.

 **by Jean-Philippe Duchesneau**
Last edited about 8 hours ago

Gamma

<https://gamma.app>



→ From text to visuals

→ Ideal for a website, presentation, or annual report document

CONFÉRENCE IA ET TOURISME

Application de l'IA dans Divers Domaines

Déroulement

1. Présentation d'applications concrètes
 - a) Assistants conversationnels
 - b) Création d'images
 - c) Autres outils
2. Exemples d'utilisation en tourisme
3. Automatisation d'un processus

Présentation des Assistants Conversationnels



Autres Outils



Automatisation d'un Processus



Création d'Images

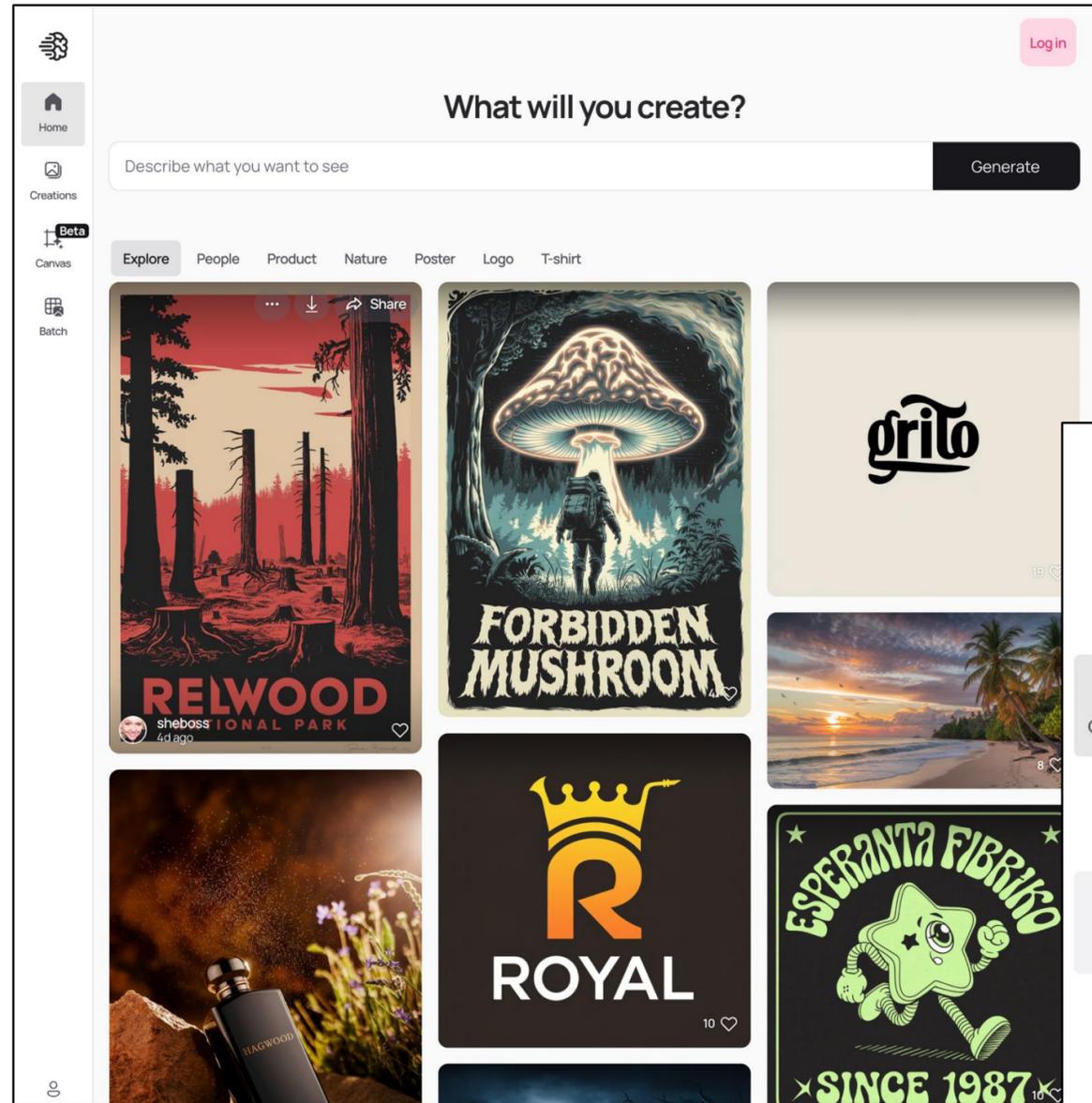


Exemples en Tourisme

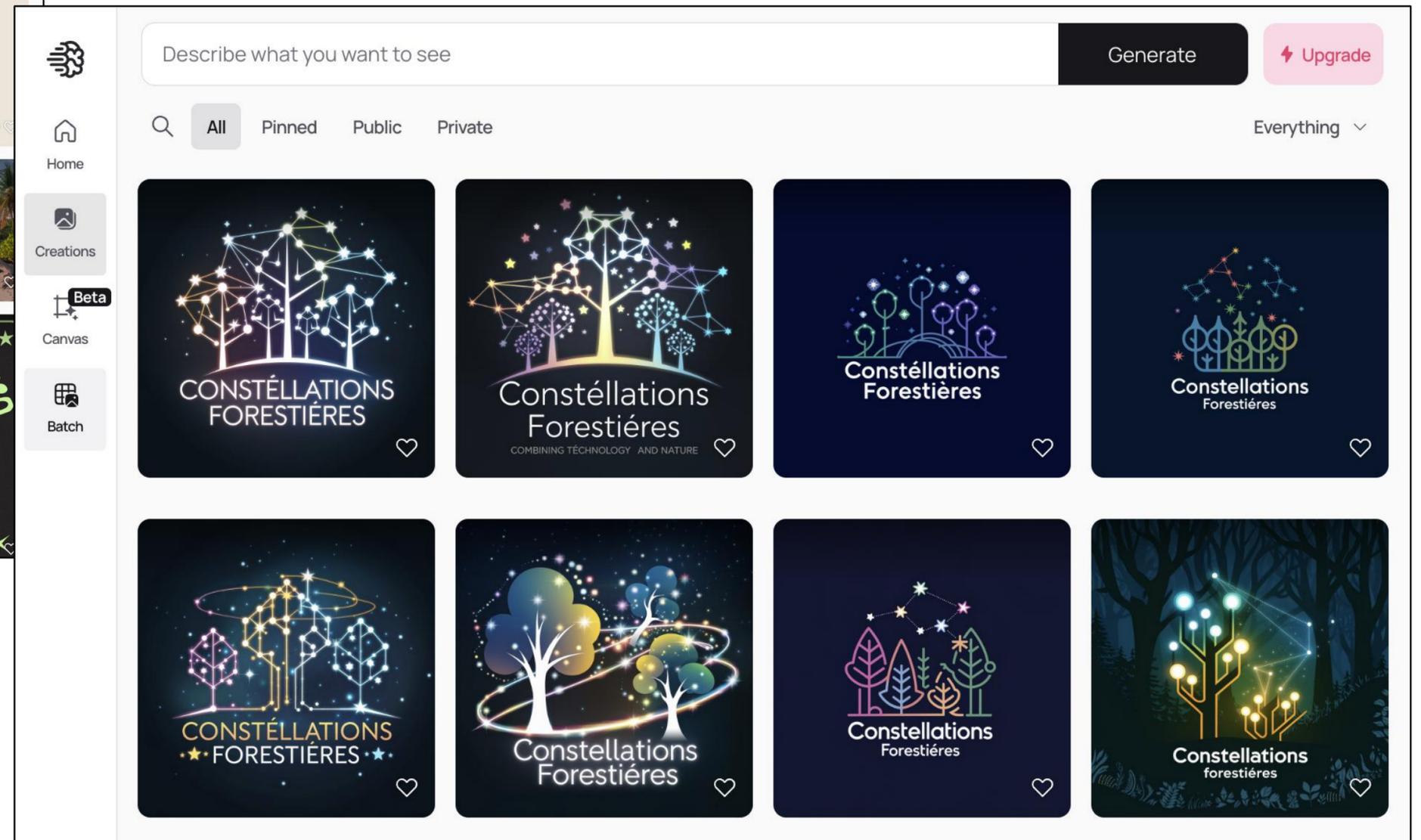
NAPKIN. AI

<https://www.napkin.ai/>

CREATING IMAGES WITH TEXT



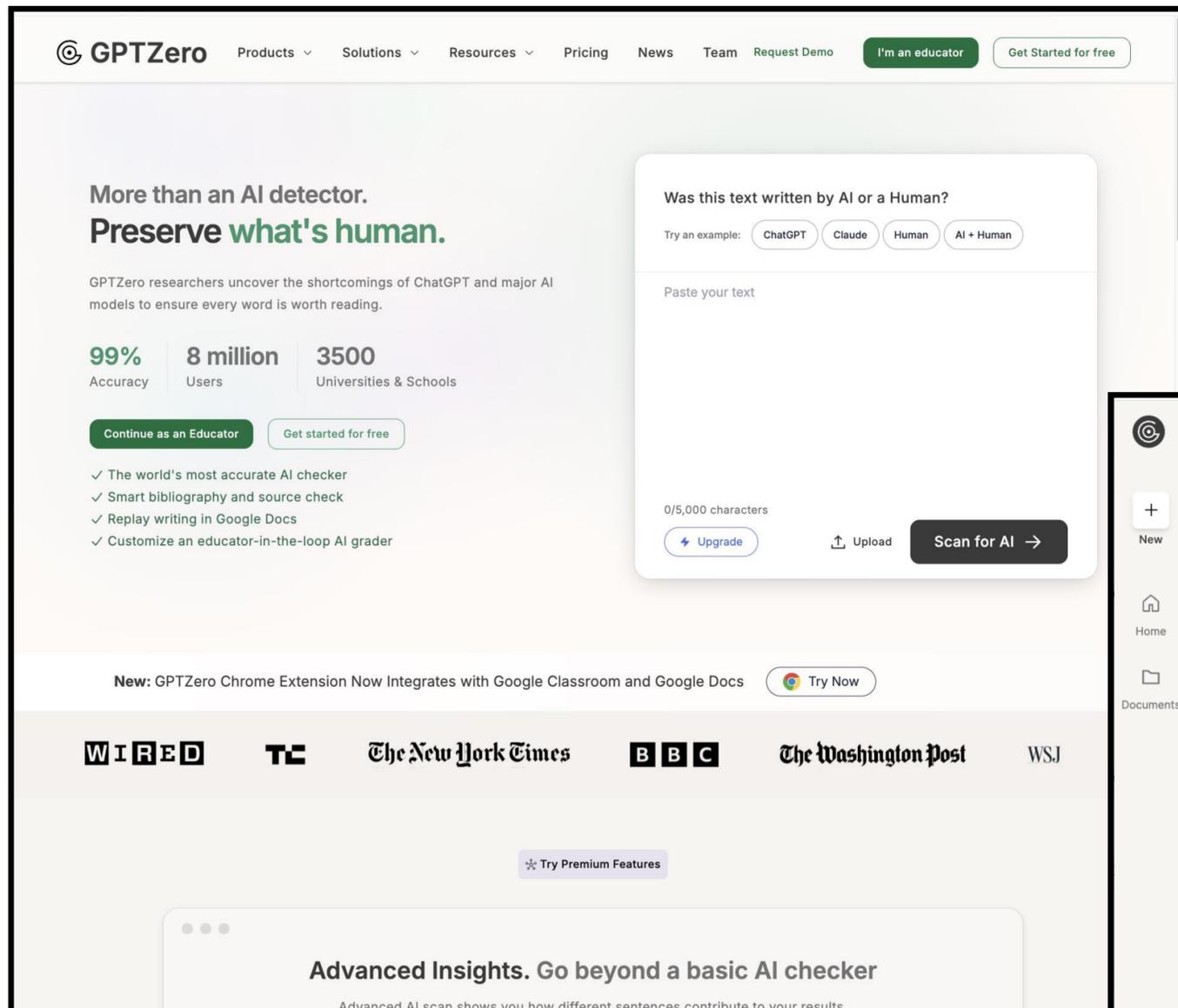
- Can create images with your text
- Ideal for a logo, poster, infographic, etc.



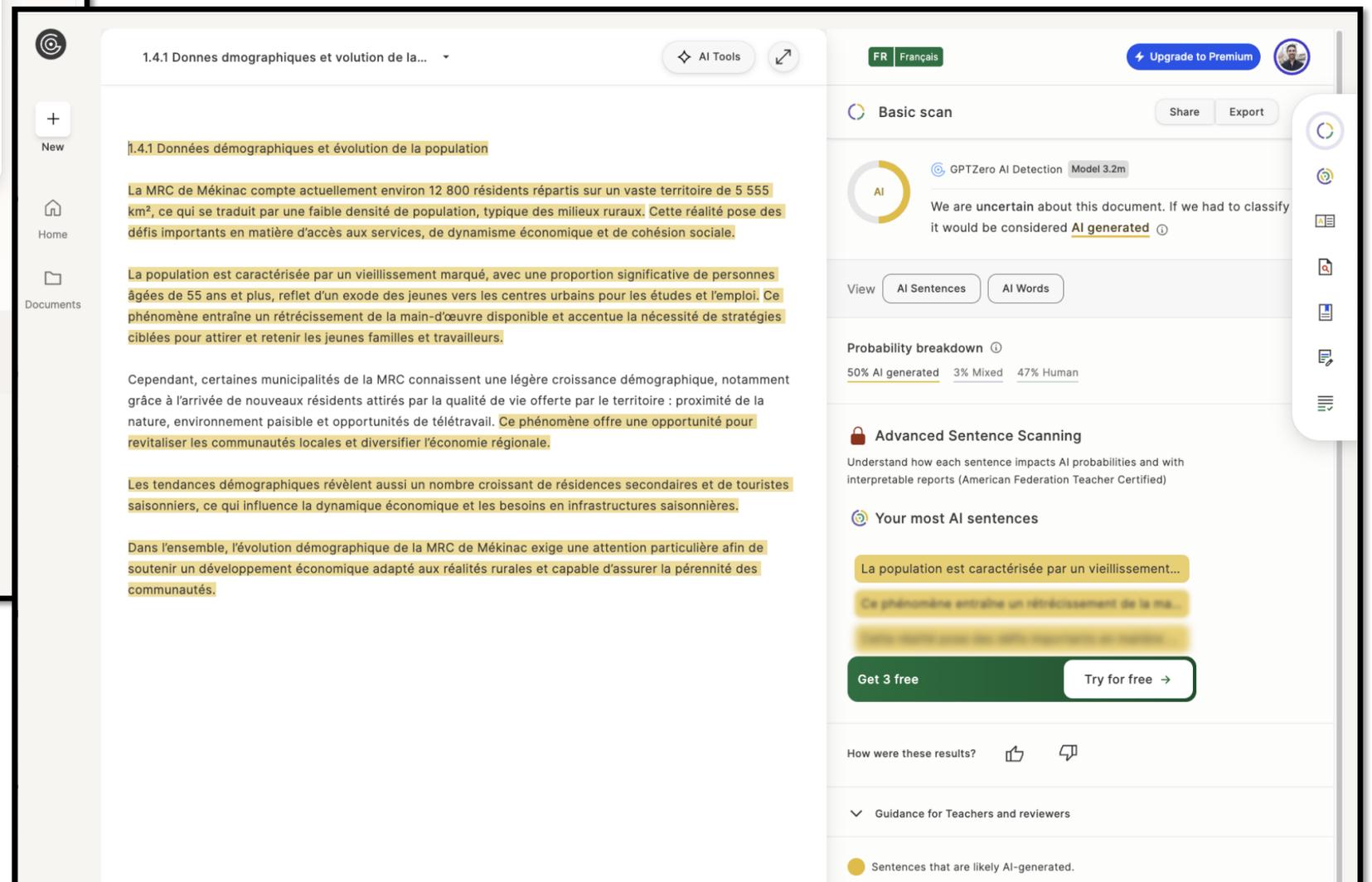
IDEOGRAM. AI

<https://ideogram.ai/>

AI-AUTHORED TEXT DETECTION



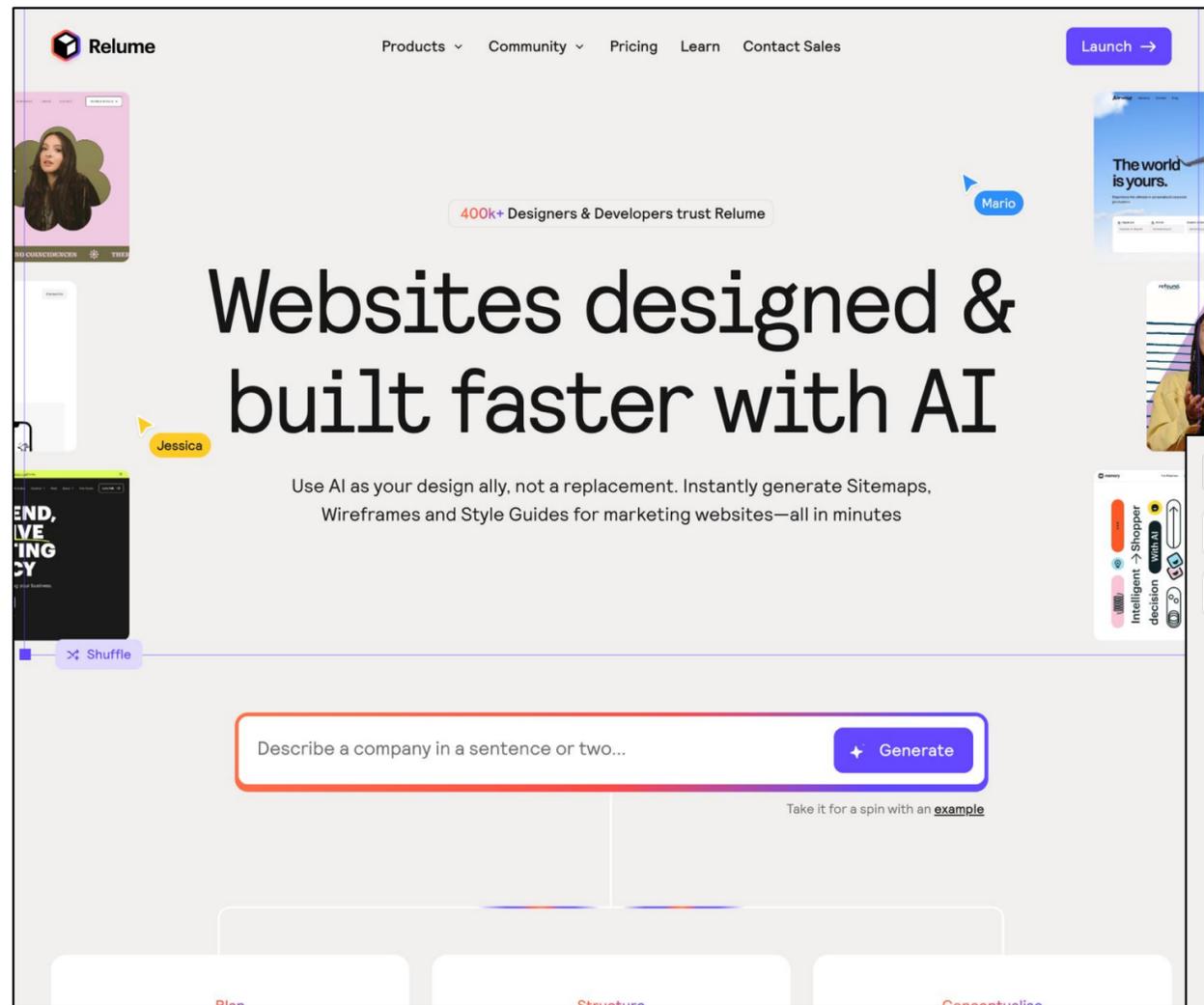
- Gives a percentage chance that the text was written by AI
- Otherwise there are always clues used emojis, em-dash (-), punctuation, words too complicated for nothing.



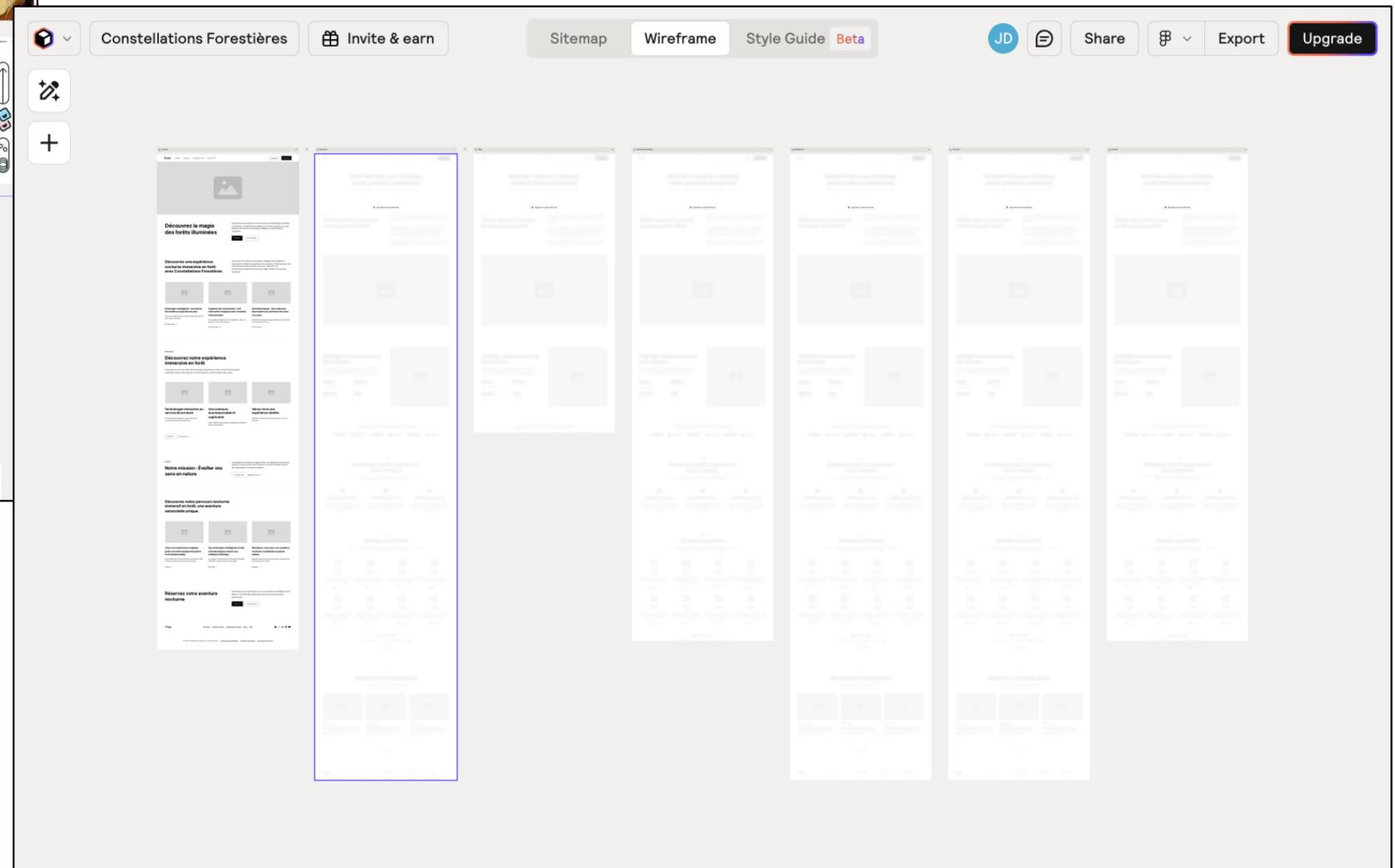
GPTZERO

<https://gptzero.me/>

HELP WITH WEBSITE CREATION



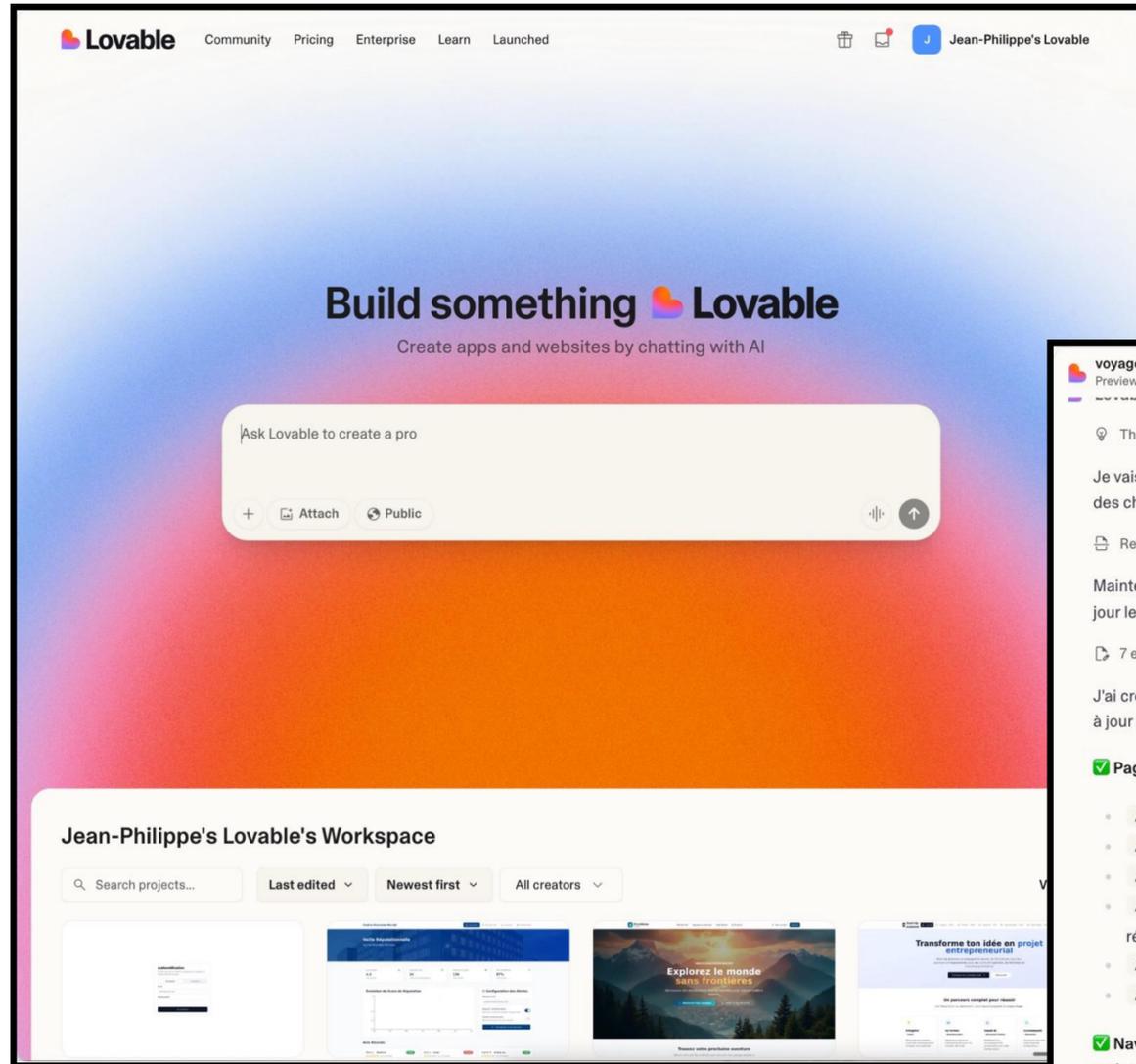
→ Creating sitemaps and wireframes that can be exported



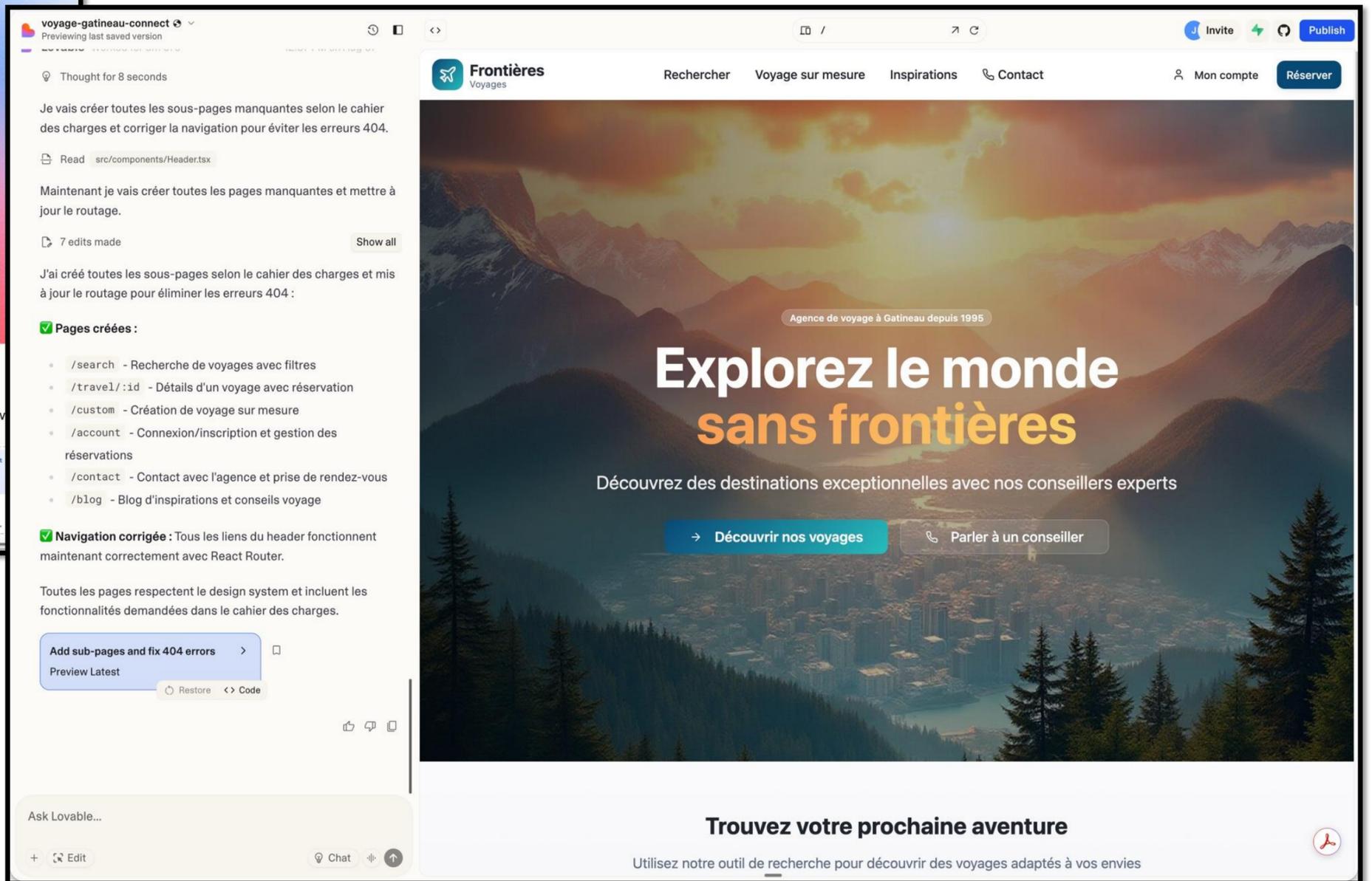
Relume

<https://www.relume.io/>

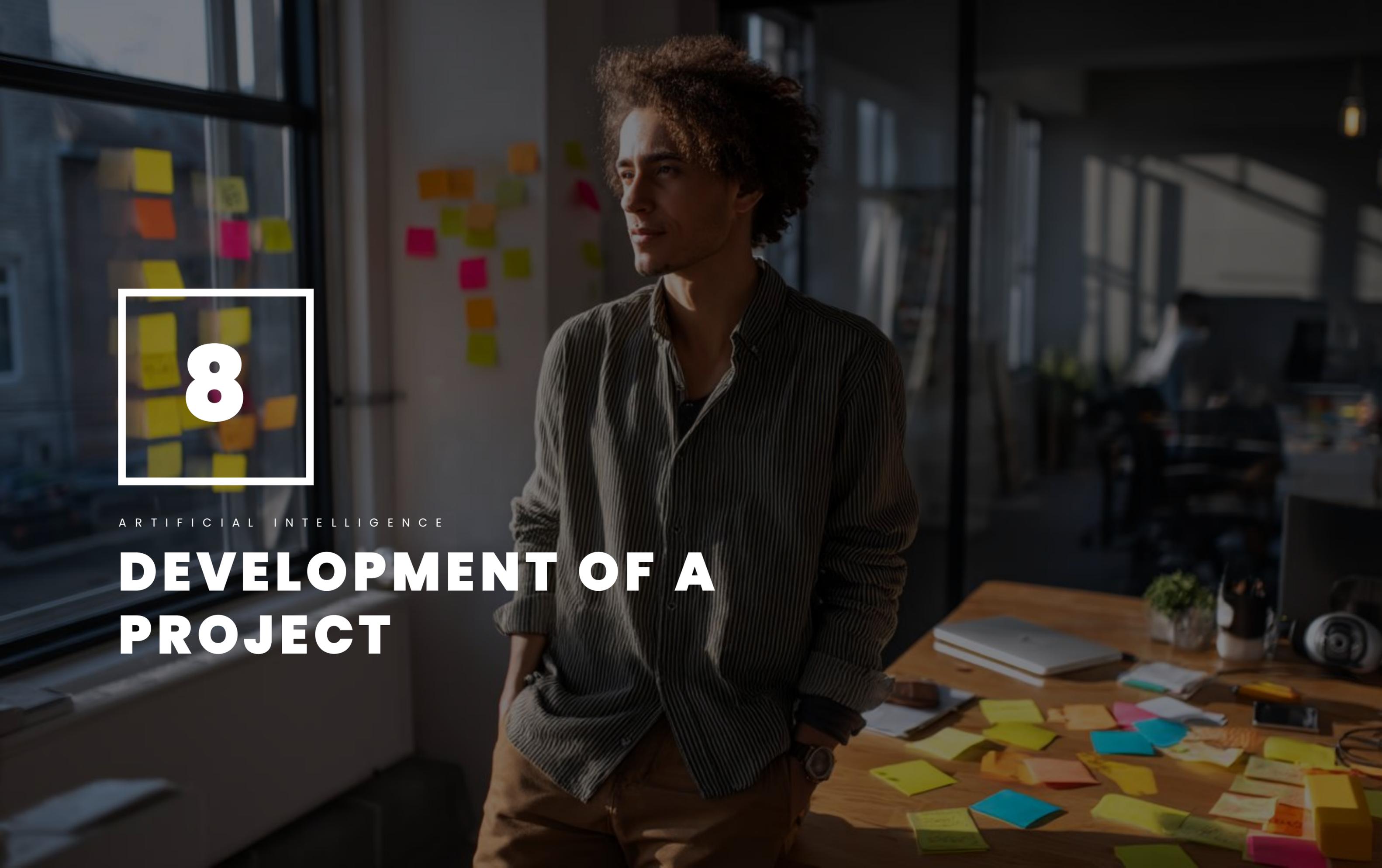
CREATION OF WEBSITES AND APPLICATIONS



→ Creation of websites and web applications



Lovable
<https://www.relume.io/>

A man with curly hair, wearing a striped shirt and brown pants, stands in a modern office. He is looking to the left. The office has large windows, a desk with a laptop, and many colorful sticky notes on the wall and desk. The lighting is warm and focused on the man.

8

ARTIFICIAL INTELLIGENCE

DEVELOPMENT OF A PROJECT

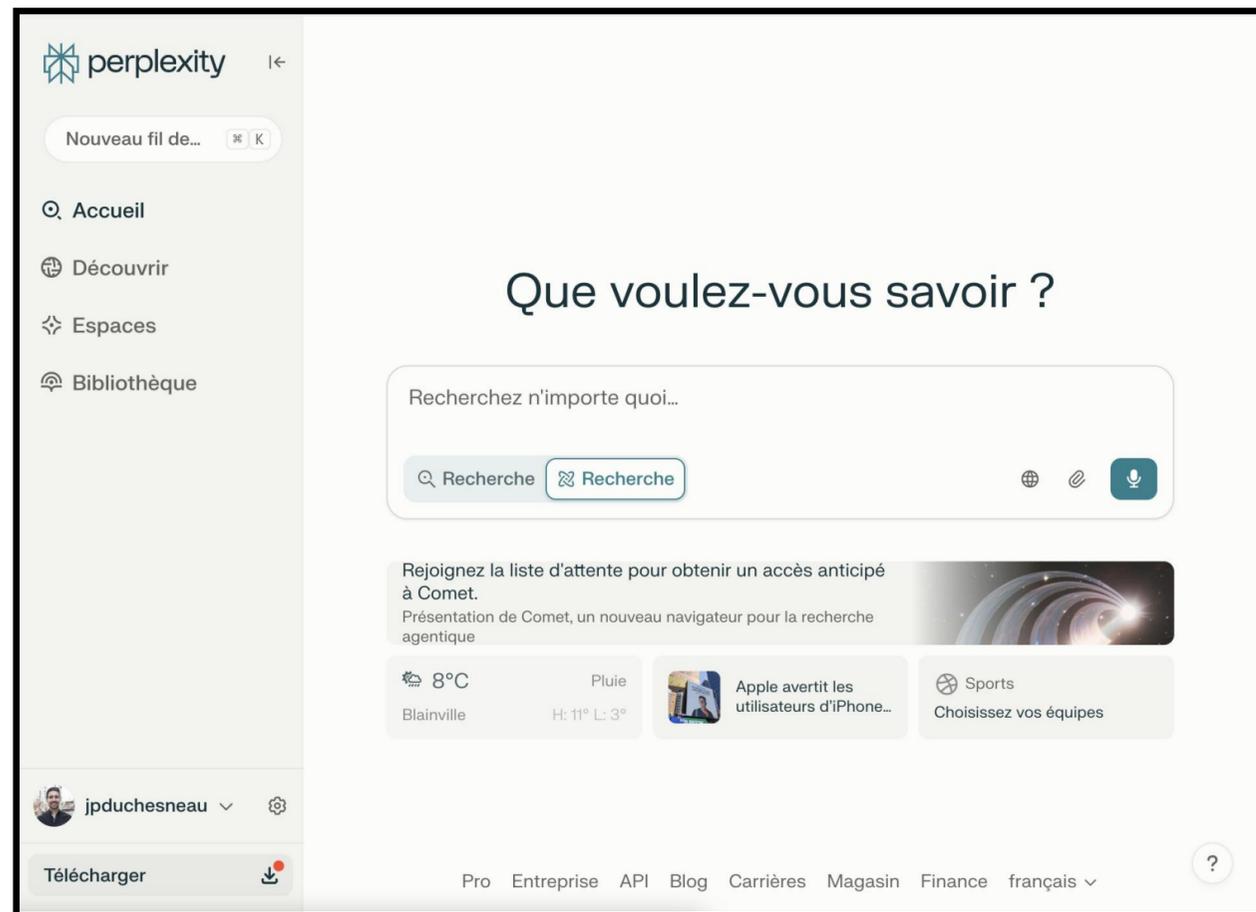


- **Objective:** Develop a project using AI and become Market Ready
- What we're going to do:
 - Generate ideas
 - Analyzing these ideas
 - Create a Business Plan, that includes:
 - Market & Competitive analysis
 - SWOT
 - Organizational Structure
 - Product descriptions and services offered
 - Target Marketing
 - Business Objectives
 - Marketing Plan
 - Financial Forecast and income and cashflow statements
 - Sustainability Plan
 - Risk Management Plan
 - Generate a moodboard
 - Create a logo
 - Create a Song
 - Fill out a form

DEVELOP A PROJECT AND IN 60 MINUTES

1

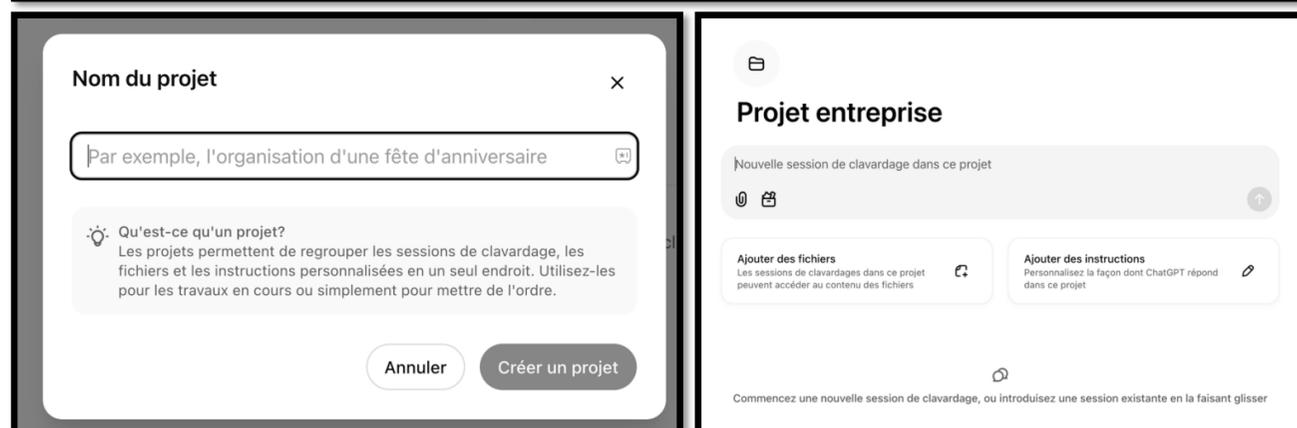
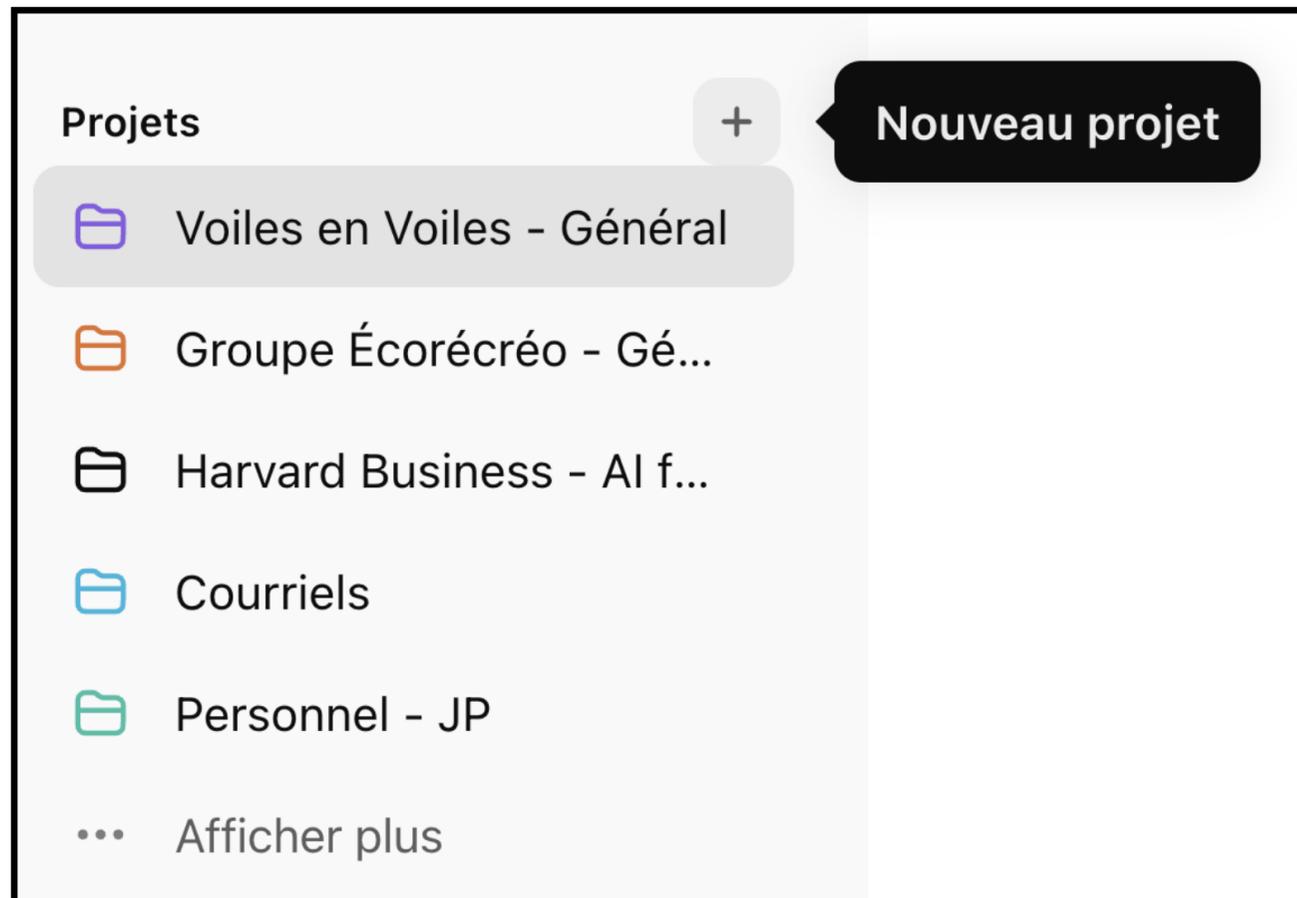
MARKET ANALYSIS



- Competitive analysis in the region
- Using Perplexity's "Deep Research" feature

2

CREATE A PROJECT



- Develop a project to allow us to group new requests.
- Also allows you to give common instructions and documents to the support.

3

DETERMINE A BUDGET

- Using a reasoning model
- Further reflection.



4

PROJECT IDEATION



- Using previous research to generate ideas (Market Analysis and Budget)
- Request to propose 10 ideas for concepts.
Or
If no other ideas:
Open a Canoe and Kayak rental business in Mistissini

5

PROJECT ANALYSIS

- Analyze the different concepts according to certain criteria
- Request an evaluation grid



WE VOTE

iatourisme



6

DEVELOPING AN IDEA IN CANVA



Develop the concept in more detail with:

- Concept Summary
- Unique Value Proposition
- Customer segmentation
- Experience & Atmosphere
- Marketing Strategy and Partnerships
- Operating Model
- Financial projections
- Budget
- Schedule

**ALWAYS KEEP THE HUMAN
IN THE LOOP!**

7

NAME BRAINSTORM

- Generate 20 name ideas
- Catchy, easy-to-remember, and original names based on the concept



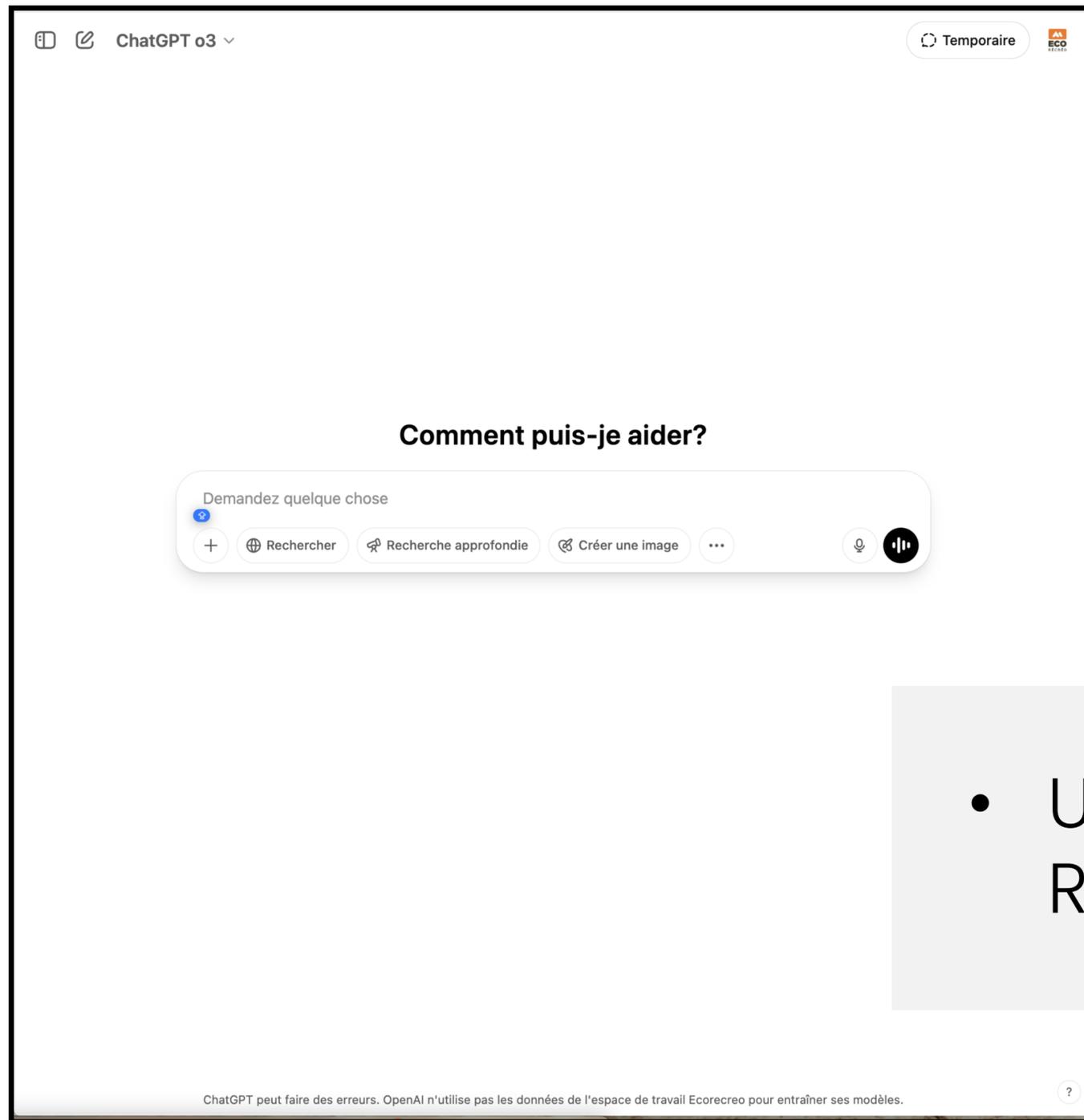
WE VOTE AGAIN

iatourisme



8

WRITING THE BUSINESS PLAN



- Using ChatGPT's "Deep Research" mode



- Create a Business Plan, that includes:
 - Market & Competitive analysis
 - SWOT
 - Organizational Structure
 - Product descriptions and services offered
 - Target Marketing
 - Business Objectives
 - Marketing Plan
 - Financial Forecast and income and cashflow statements

9

EDIT THE PROJECT

Projets + Nouveau projet

- Voiles en Voiles - Général
- Groupe Écorécro - Gé...
- Harvard Business - AI f...
- Courriels
- Personnel - JP
- ... Afficher plus

- Update the project with the latest instructions and documents

Nom du projet

Par exemple, l'organisation d'une fête d'anniversaire

Qu'est-ce qu'un projet?
Les projets permettent de regrouper les sessions de clavardage, les fichiers et les instructions personnalisées en un seul endroit. Utilisez-les pour les travaux en cours ou simplement pour mettre de l'ordre.

Annuler Créer un projet

Projet entreprise

Nouvelle session de clavardage dans ce projet

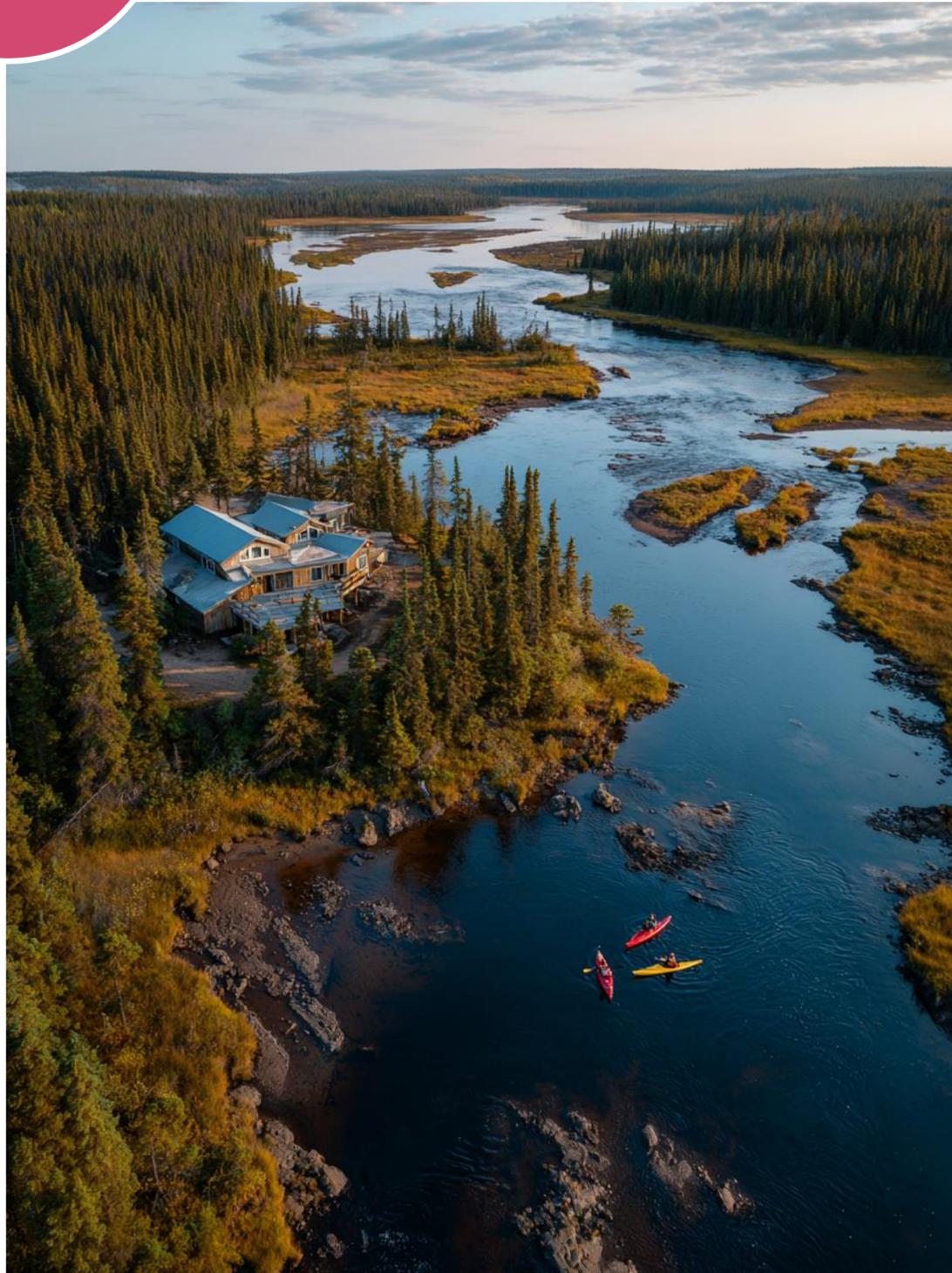
Ajouter des fichiers
Les sessions de clavardages dans ce projet peuvent accéder au contenu des fichiers

Ajouter des instructions
Personnalisez la façon dont ChatGPT répond dans ce projet

Commencez une nouvelle session de clavardage, ou introduisez une session existante en la faisant glisser



- Creating text-based videos
- Ideation and Writing of Queries with the help of ChatGPT
- Using SORA
- Other Options: Kling or Runway



- Creating text-based images
- Ideation and Writing of Queries with the help of ChatGPT
- Using MidJourney
- Autres options:
ChatGPT ou Ideogram

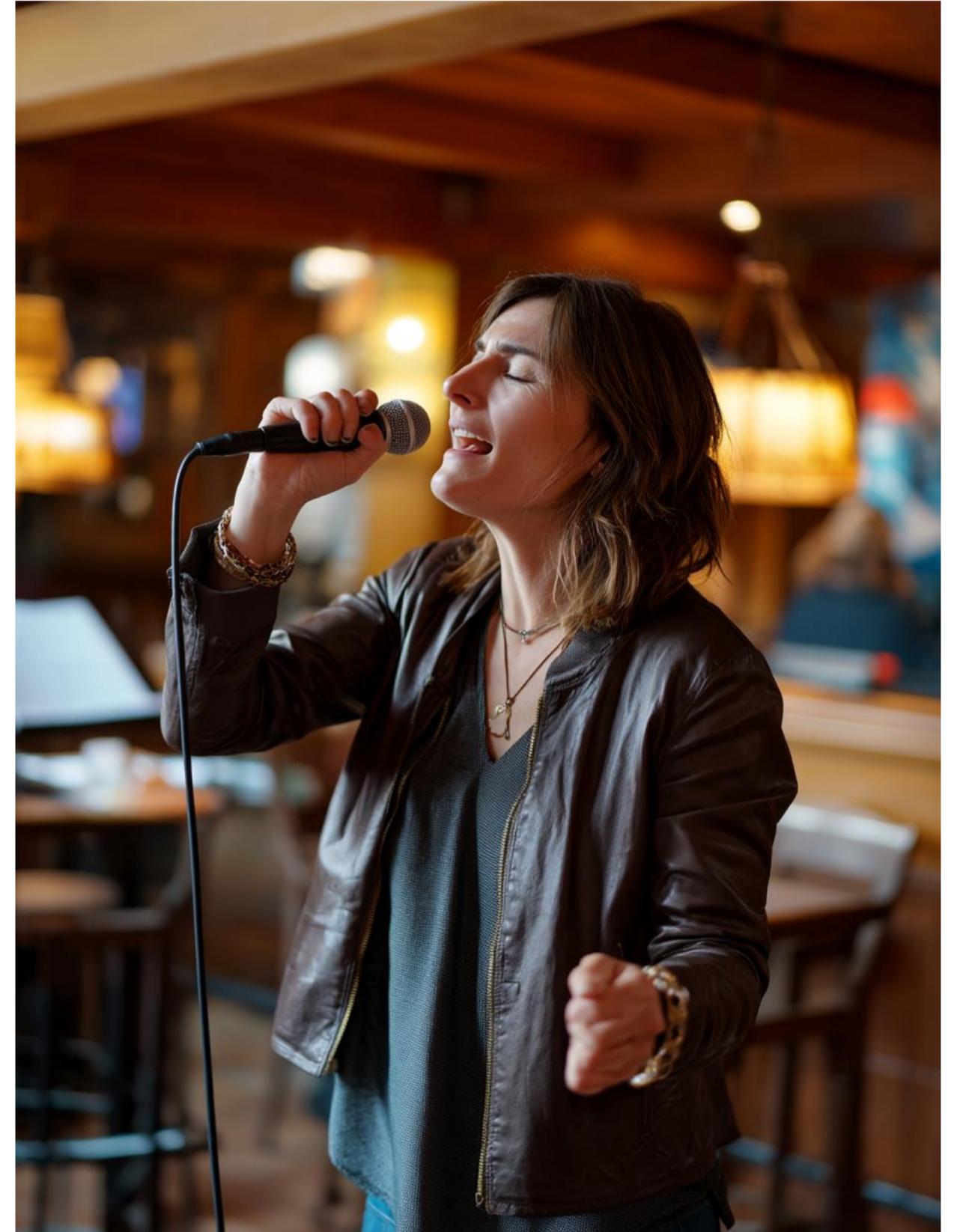


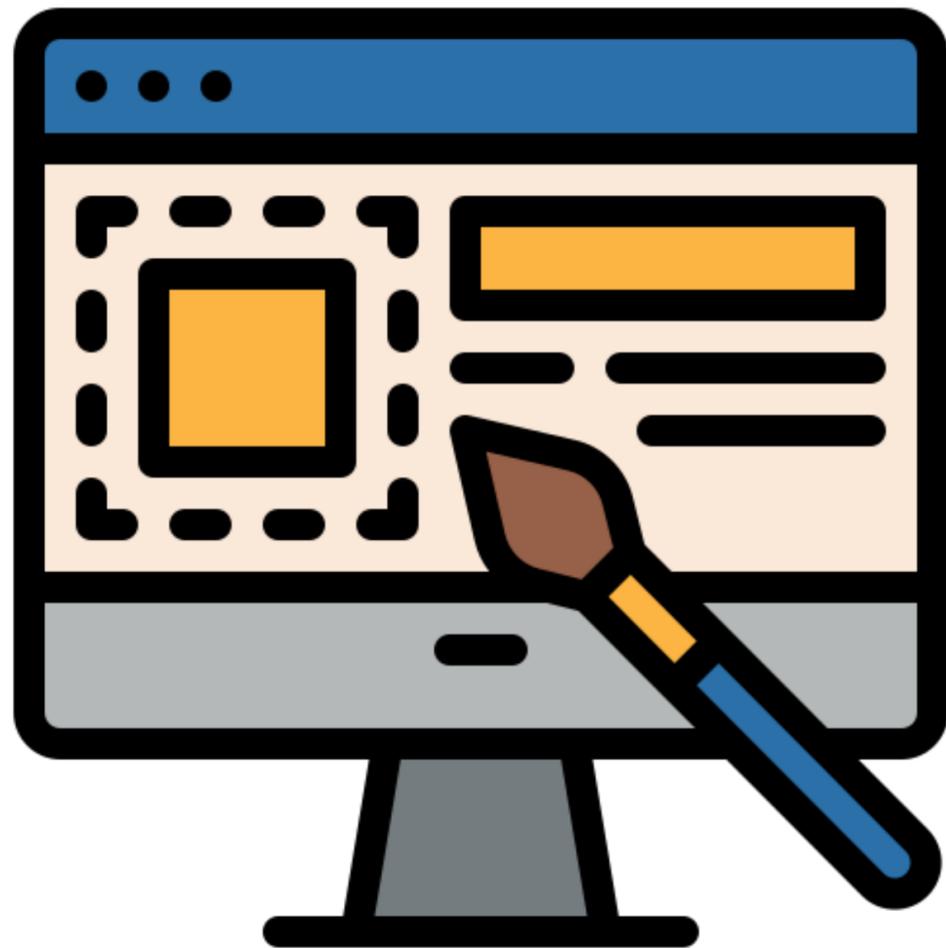
- Creation of a logo
- Ideation and Writing of Queries with the help of ChatGPT
- Using Ideogram
- Other Options:
ChatGPT



- Based on the business plan of the new attraction
- We want to create a Presentation Deck
- Using GAMMA

- We want a theme song for [insert here]
- Using SUNO





Creates specifications for the development of the café-bistro's website.

Use of LOVABLE.

16

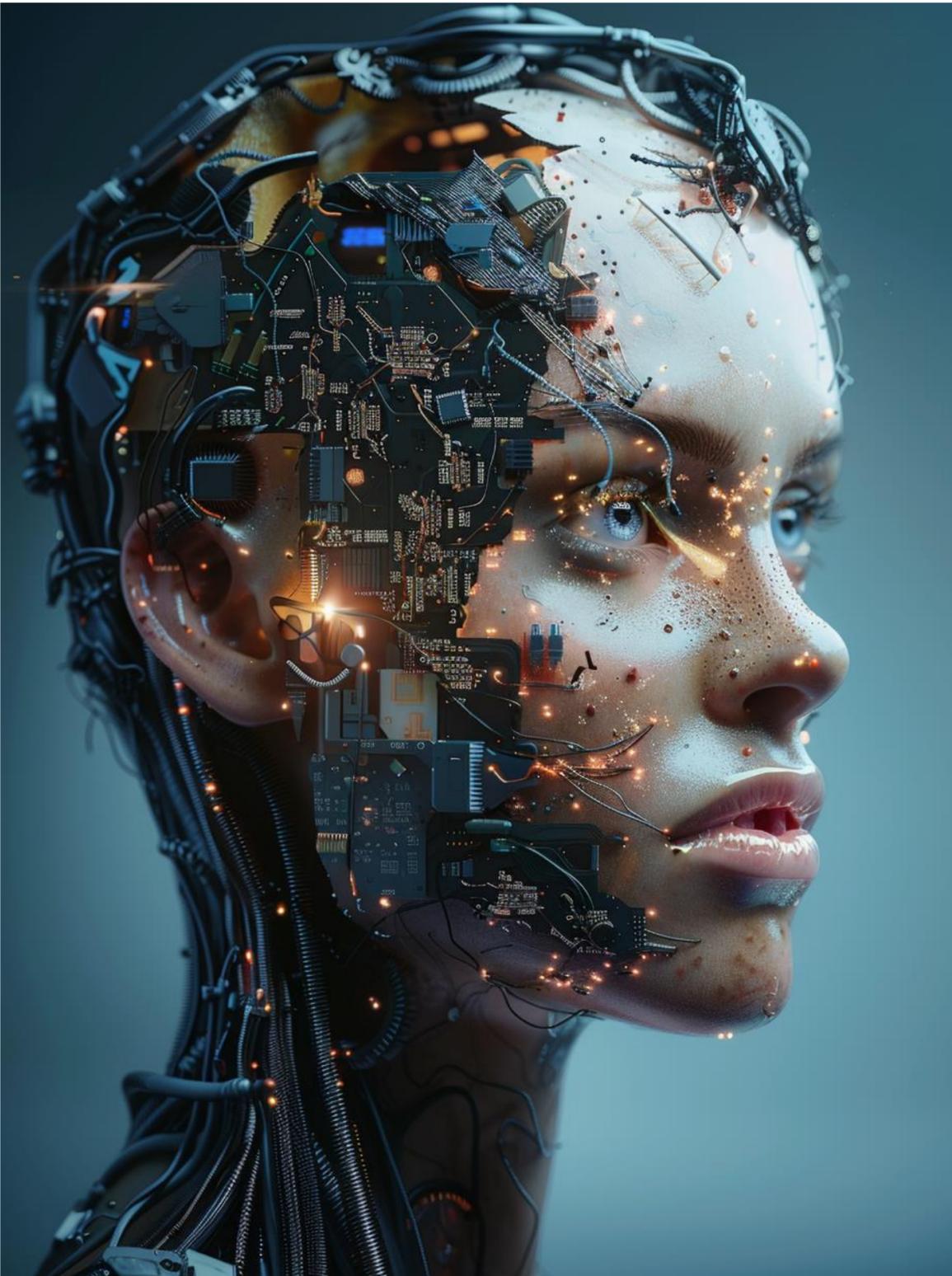
FILL OUT THE APPLICATIONS



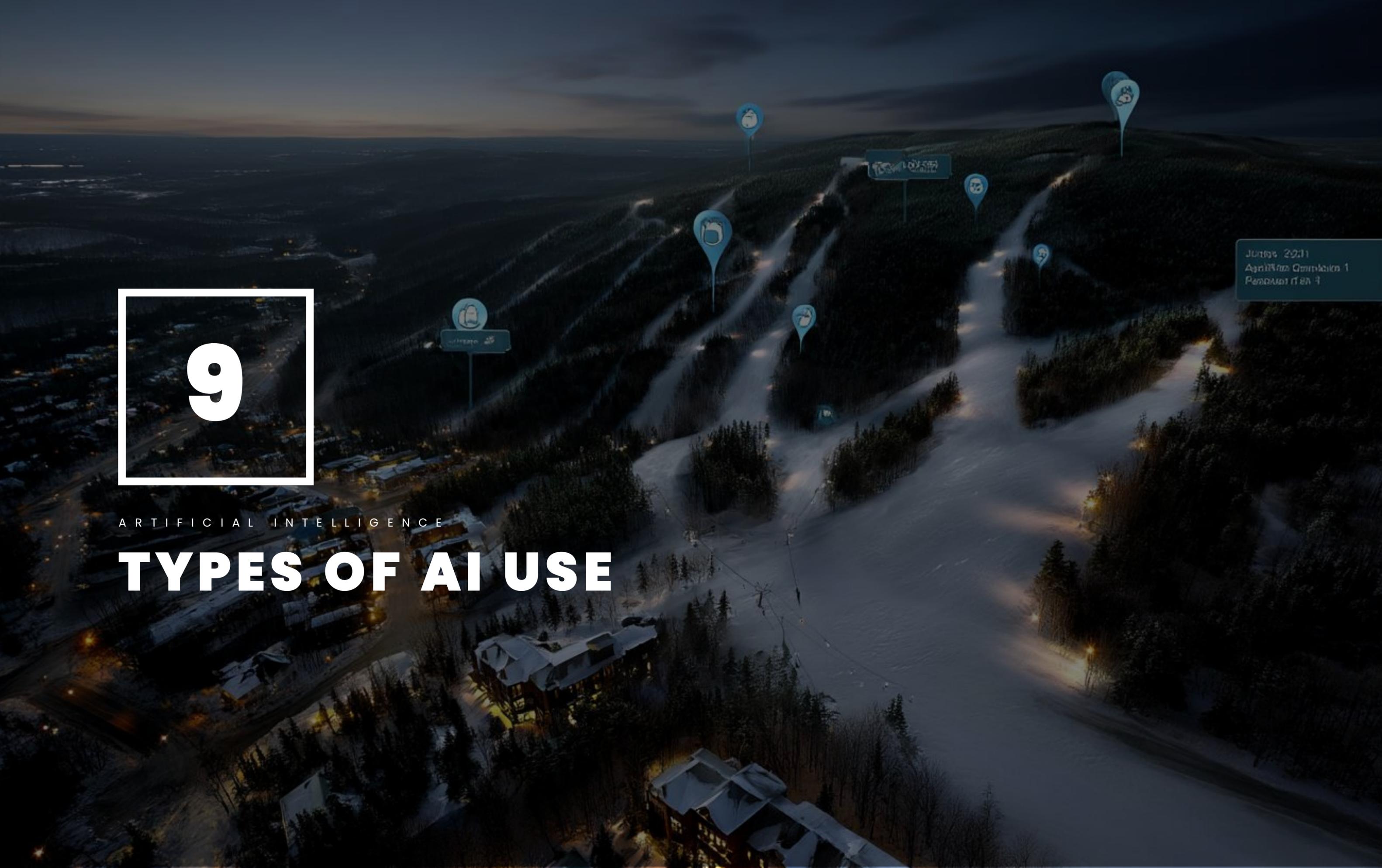
Fill out the questions in the documents

SUMMARY

STEPS	DESCRIPTION	TOOLS
1	Conduct a market and comparable analysis	Perplexity (Deep Research)
2	Create a project	ChatGPT (Projects)
3	Determine a budget	ChatGPT (ChatGPT 5)
4	Project ideation	ChatGPT (ChatGPT 5 (with search))
5	Project analysis	ChatGPT (with reasoning)
6	Developing the idea	ChatGPT (Canva)
7	Name Brainstorming	ChatGPT in a Project
8	Writing the business plan	ChatGPT (Deep Research)
9	Edit Project	ChatGPT (Projects)
10	Promo Video Creation	Sora
11	Creating moodboard images	MidJourney
12	Logo design	Ideogram
13	Creating a PowerPoint Presentation	Gamma
14	Creating a Jingle	Suno
15	Develop the website	Lovable
16	Fill out the applications	ChatGPT



- Is it perfect? NO.
 - Ideas to develop with more "Input"
 - Consultation
 - Most Beautiful Logo
 - Most beautiful website
- AI is a **powerful tool**, but it **remains at the service of humans...** It takes a human direction.
- But... It's a new paradigm:
 - Without AI, we would never have been able to develop the essential elements of a project so quickly.

An aerial night view of a ski resort. The scene is illuminated by streetlights and building lights, creating a warm glow against the dark sky. Several blue teardrop-shaped icons, each containing a different AI-related symbol (like a brain, a gear, or a person), are scattered across the snowy slopes. A small rectangular text box is located in the upper right corner. In the lower left, a large white square contains the number '9'.

9

July 2021
AgriNet Operations 1
Resort Plan 4

ARTIFICIAL INTELLIGENCE

TYPES OF AI USE



AI EXECUTING

- Performs short, often non-repetitive tasks.
- Tasks with clear tags.

IA ASSISTANT

IA COLLEAGUE

AI EXECUTING



IA ASSISTANT

- Works collaboratively with AI
- Assigns some simple tasks
- Gives context

IA COLLEAGUE

AI EXECUTING

IA ASSISTANT



IA COLLEAGUE

- Assigns defined tasks
- Automate processes
- Supporting Functions

A futuristic office environment with a person wearing a VR headset sitting at a desk with multiple computer monitors. The scene is dimly lit with blue and white tones, suggesting a high-tech or artificial intelligence setting. The person is seen from the side, focused on the screens. The monitors display various data visualizations, including a world map and complex network diagrams.

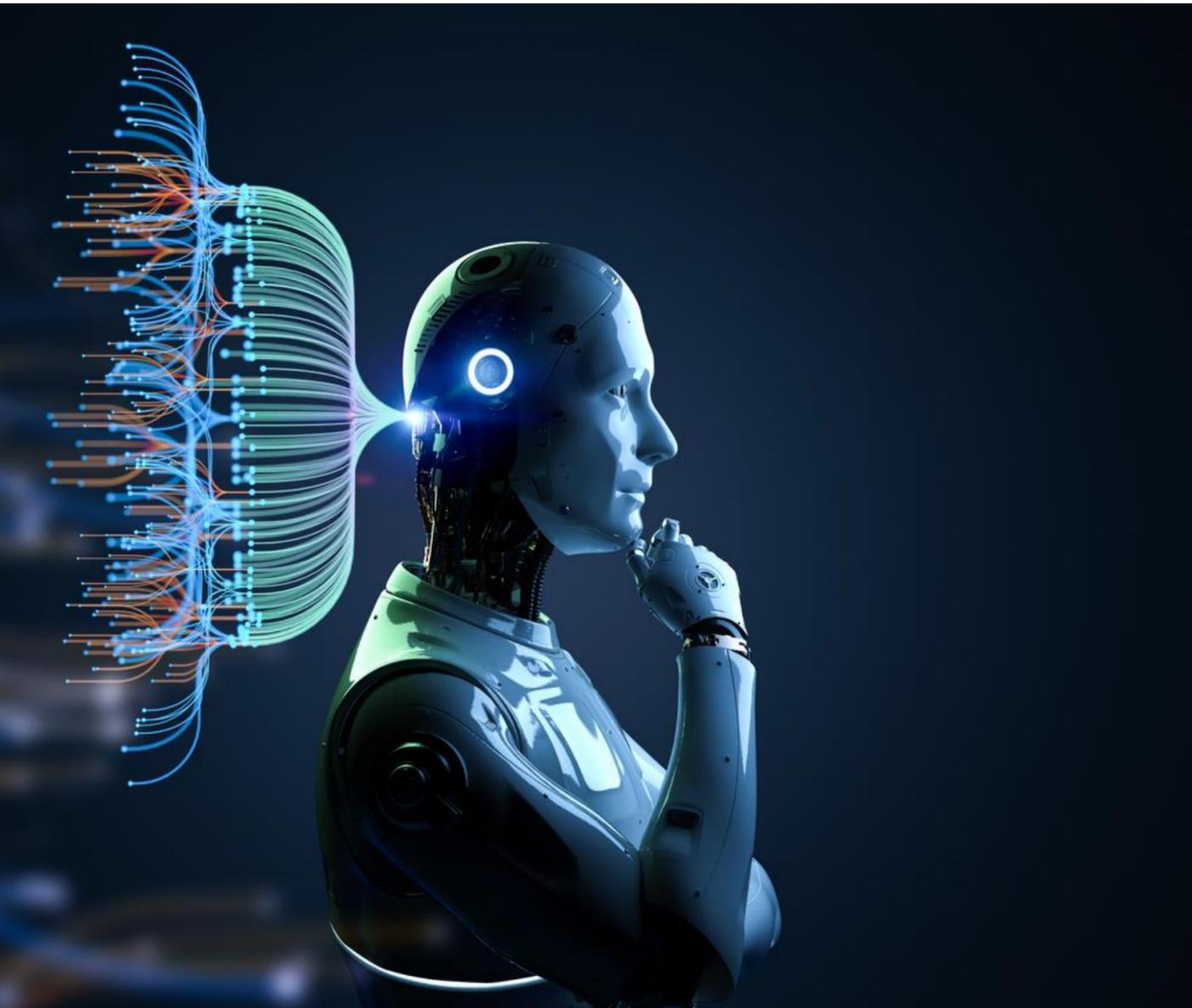
10

ARTIFICIAL INTELLIGENCE

AUTOMATING A PROCESS



- Systems that allow **repetitive tasks to be done automatically**, without human intervention.
- " **No-code** " represents automation without the need to program or code.
- **Accessible** even without technical skills.
- Uses **visual interfaces** to create automations with just a few clicks.



- **Repetitiveness:** Repetitive tasks.
- **Time-consuming:** Simple but time-consuming tasks.
- **Low added value:** Not very interesting for the team, with little strategic impact.
- **At high risk of human error:** Manual data entry or complex information management.
- **Immediate impact:** Identify where automation will deliver results quickly.

CASE STUDY 1

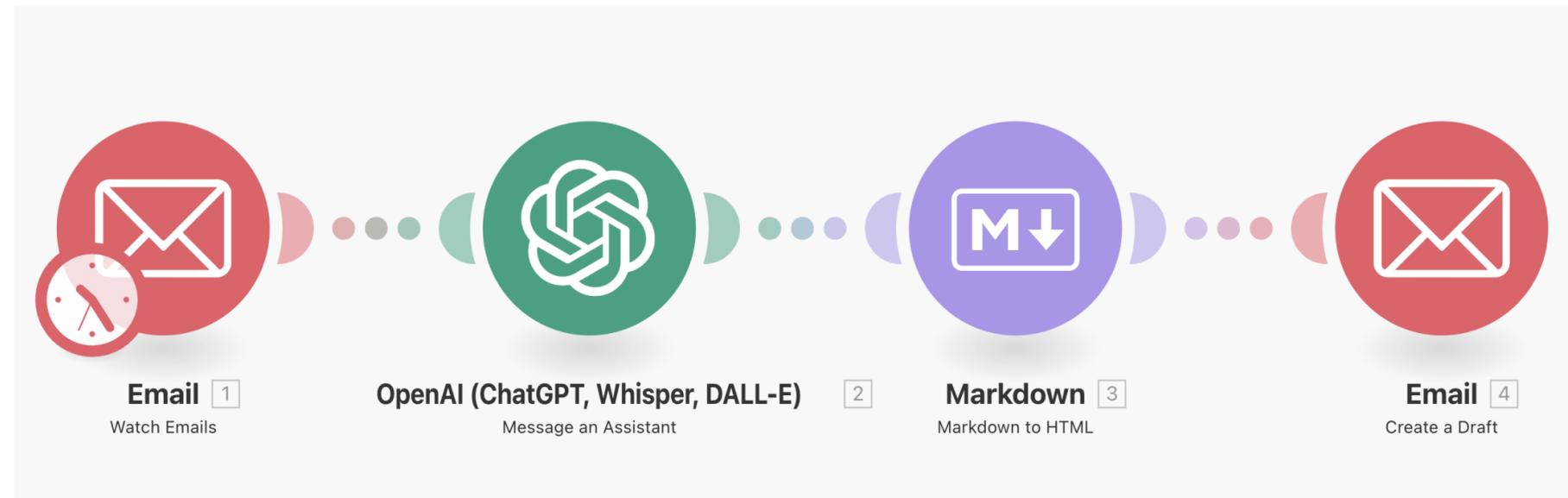
EMAIL MANAGEMENT

Automate email response automatically

NUMBER OF COMMUNICATIONS

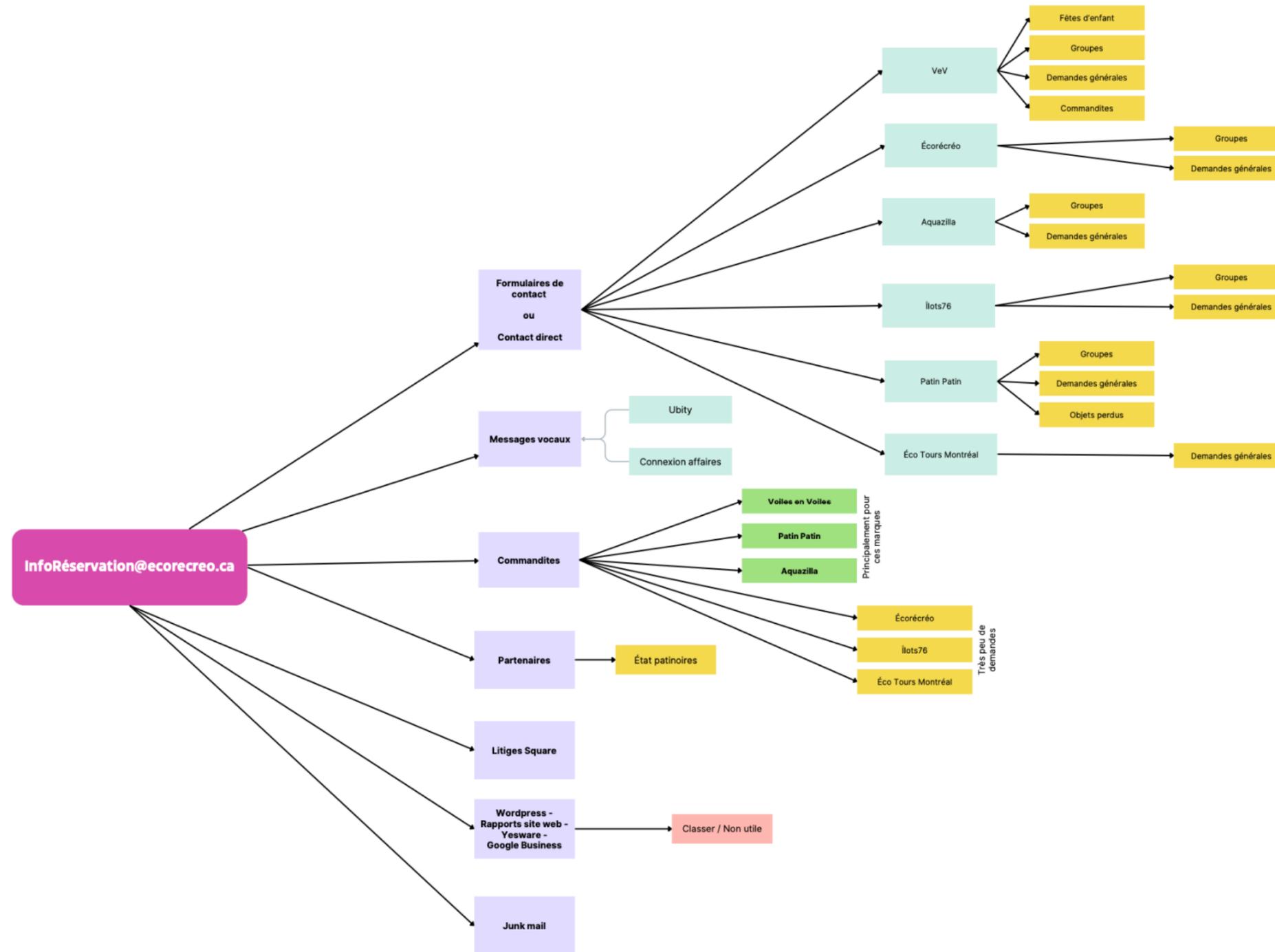
	Number of emails
Daily	50 (25 to answer)
Per week	175
By year	9,125
Time per response	5 minutes
Total time per year	45,625 minutes
Number of hours	760 hours

760 hours
respond to requests



Emails

1. Responding to emails automatically
 1. In draft; or
 2. Direct shipping





Don't ask which tool to use, but rather **which problem to solve**

Start with a need and what you're currently doing that's time-consuming and repetitive, and from there, use AI and automation to fix that exact problem.



Operations

Traffic forecasting: anticipation of flows according to history and weather.

Inventory management : automatic tracking of equipment and products.

Preventive maintenance : detection of maintenance needs.

Dynamic ticketing : price adjustment according to demand.



Human resources

Automated recruitment : resume sorting, initial assessment, scheduling interview appointments.

Employee onboarding : Interactive and customized training modules.

Scheduling management : automatic scheduling based on traffic forecasts.

Internal surveys: rapid analysis of the work climate.



Finance and Accounting

Automated entry : processing of invoices and receipts.

Budget forecasts: integration of seasonality into the projections.

Financial reports : Real-time dashboards.

Cost analysis : detection of sources of waste.



Marketing

Content writing : texts for newsletters, websites and social networks.

Customer personalization : recommendations for activities or packages according to the visitor's profile.

Online review analytics : automated tracking of comments and trends.

Visual creation : generation of images, videos and infographics for promotions.



Customer Experience

Automated customer service : Multilingual chatbot for frequently asked questions or automated email responses.

Real-time recommendations : suggested activities based on weather, crowds and preferences.

Complaint management : classification and prompt initial responses.

Customer journey : monitoring and improving interactions before, during and after the visit.



Strategy and development

Strategic planning : modeling growth scenarios.

KPI tracking: Data collection and analysis to track KPIs.

Sustainability : automated monitoring of the carbon footprint and areas for improvement.

Innovation watch : identification of new technologies and attractions.



11

ARTIFICIAL INTELLIGENCE

THE FIRST STEPS (ORGANIZATION AND PERSON)



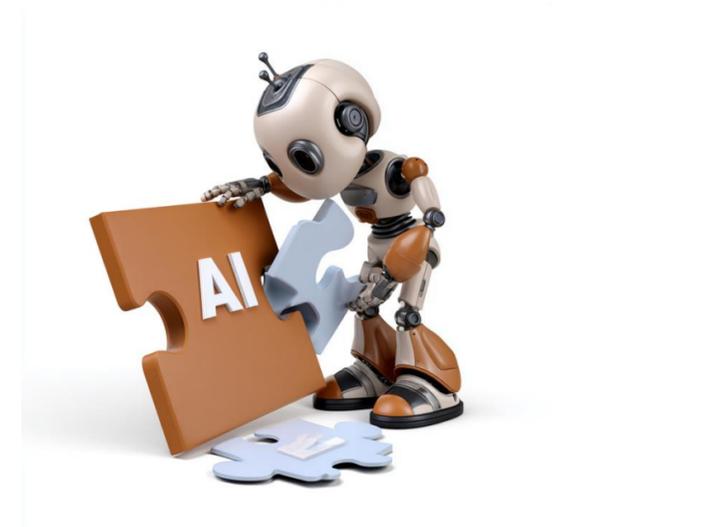
DEVELOP THE REFLEX

Have the curiosity to use AI applications.



TEST, TEST, TEST

There are no shortcuts, you have to experiment with the tools



START SMALL

Always start with a problem that needs to be solved.



STAY INFORMED

Stay up to date, train, join communities.

1

ADOPT A FRAMEWORK FOR THE USE OF AI

- Policy and Guidelines on the Use of AI
- To define
 - How to use it
 - Ethical framework
 - Respect for personal data
 - Transparency
 - Human responsibility
- Governance and Oversight

2

ASSESSING NEEDS

- Define the specific needs of an organization
- Optimize processes
- Personalization of the customer experience
- Automate repetitive and non-value-added tasks

3

USE AND CREATE CUSTOM TOOLS

- Creating Custom GPT
- Use to get acquainted

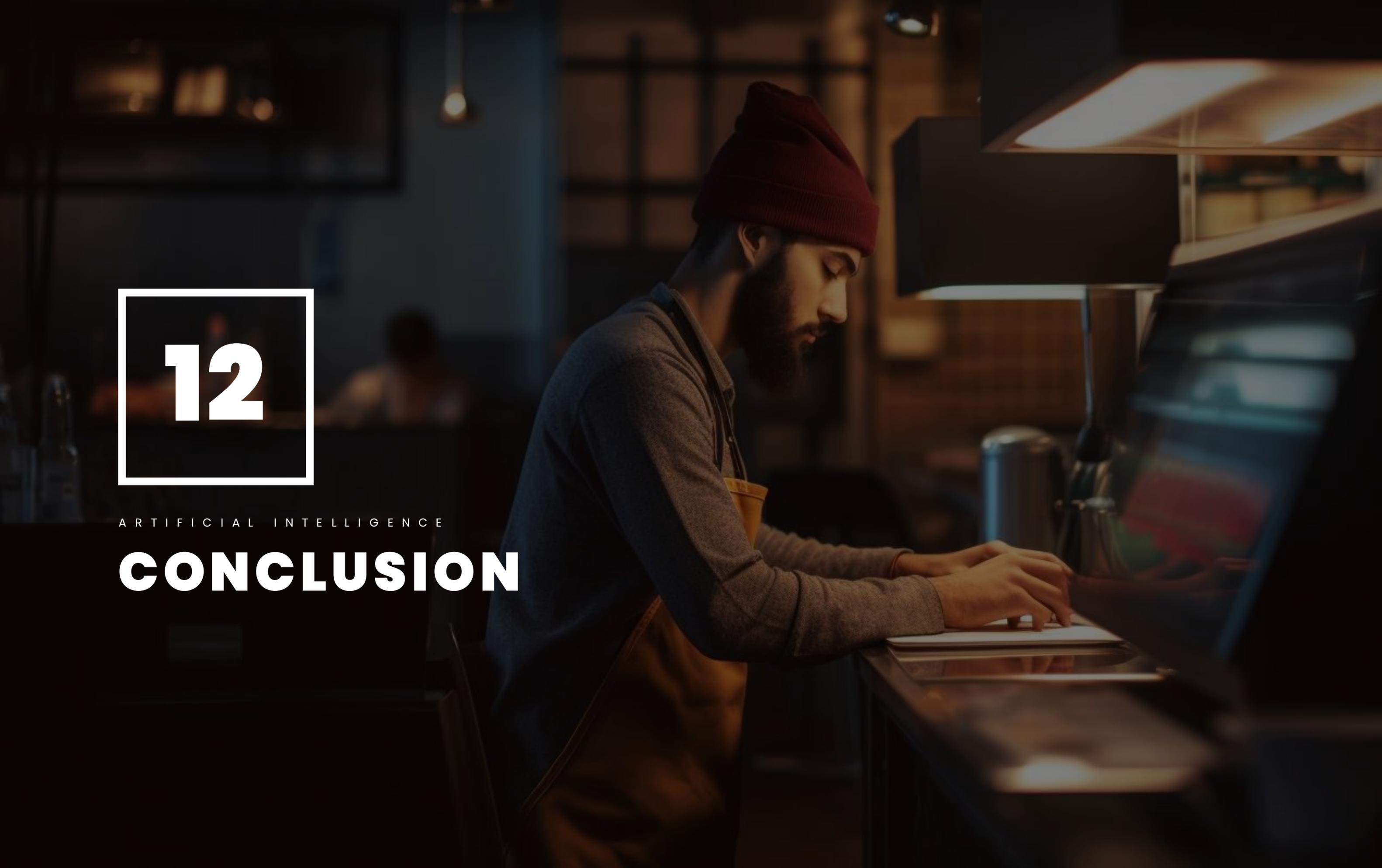
4

LEADER AND TRAINING

- Identify an internal case holder
- Training of internal teams on the use of

SUBSCRIBE TO THE TASK FORCE NEWSLETTER

iatourisme.com

A man with a beard, wearing a red beanie and a grey long-sleeved shirt, is sitting at a desk in a dimly lit office. He is looking down at a laptop screen, which is illuminated by a desk lamp. The background is dark with some blurred lights and a window with a grid pattern.

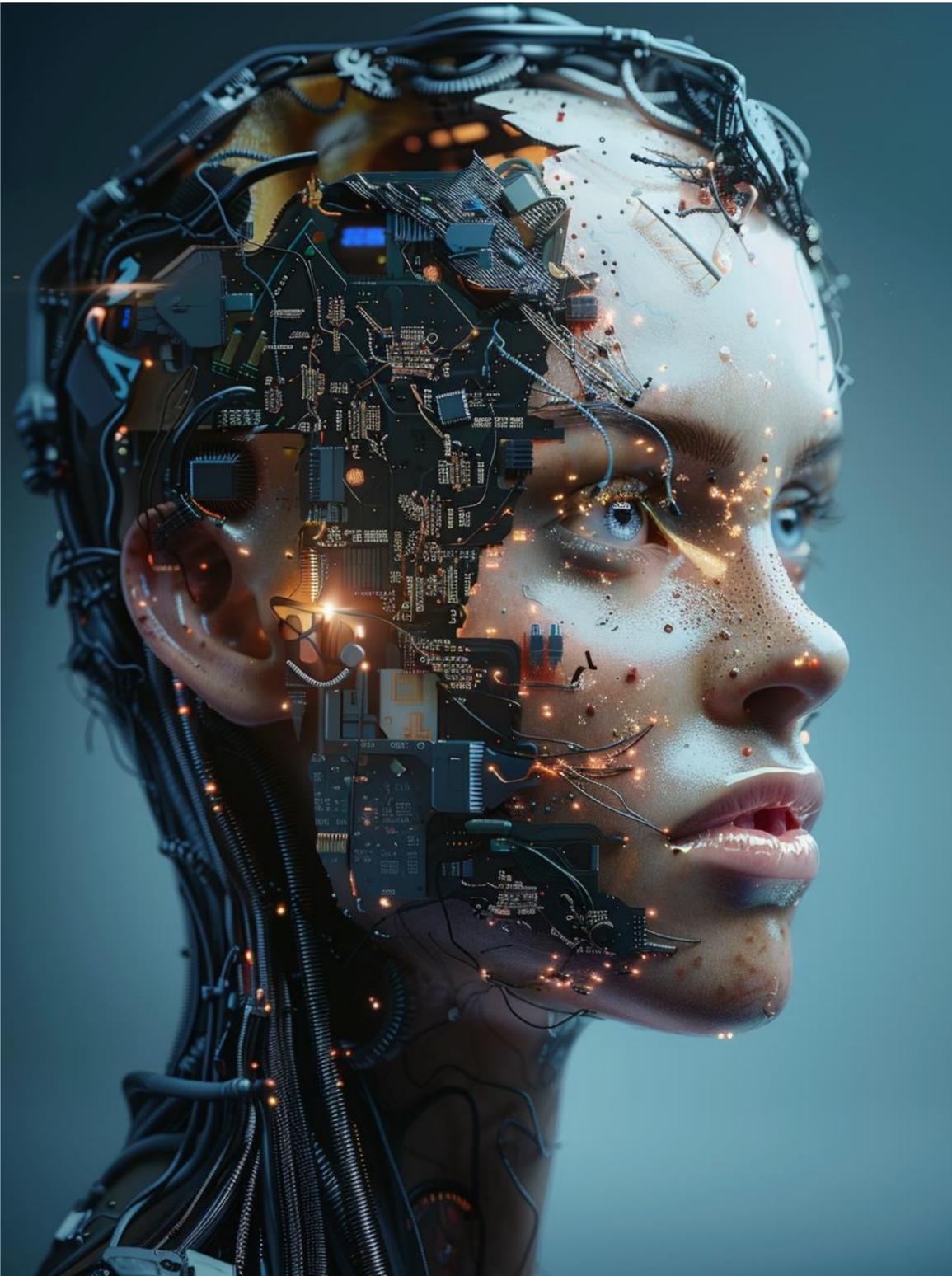
12

ARTIFICIAL INTELLIGENCE

CONCLUSION

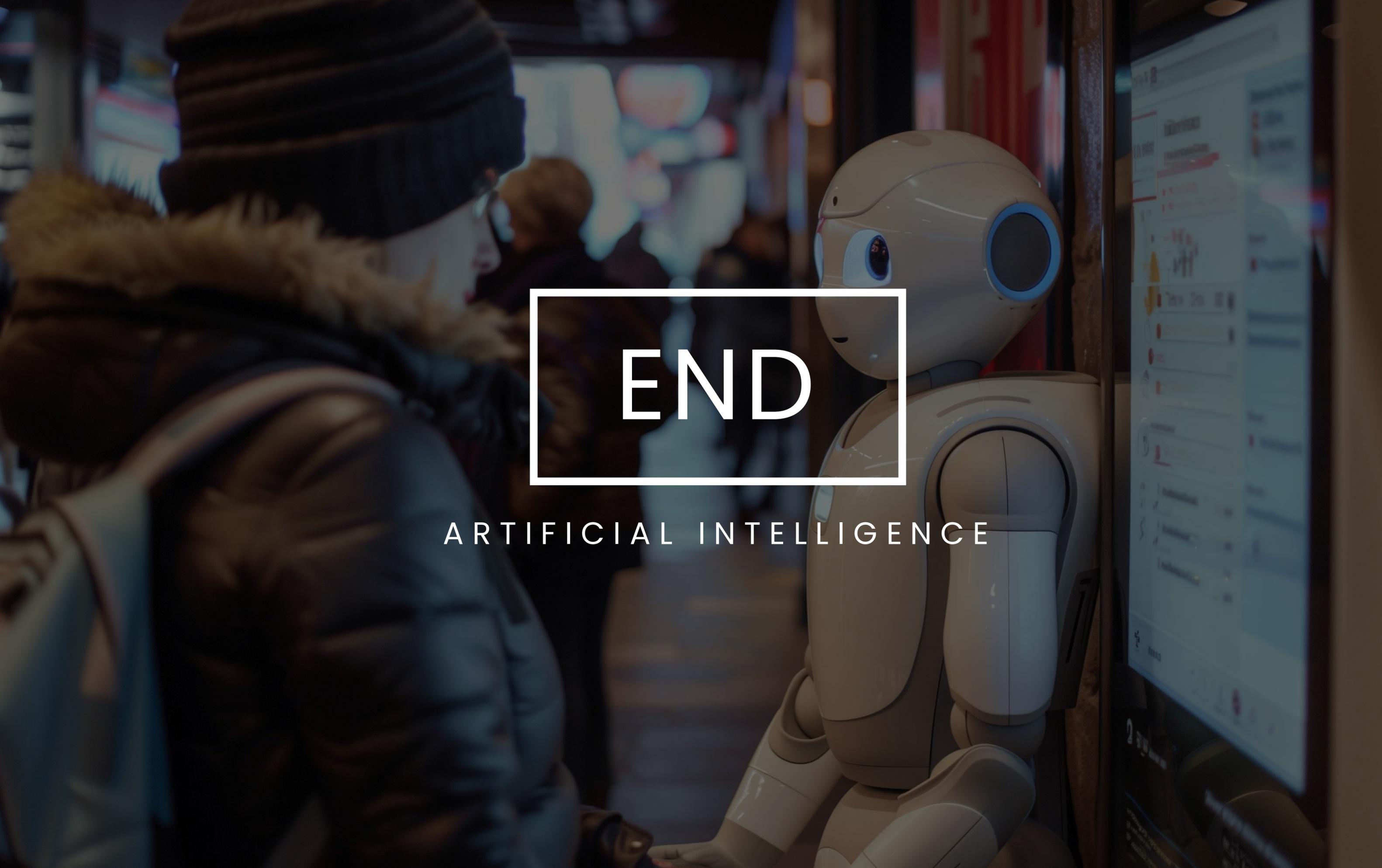


**Take a moment to imagine
what we've been watching
and **the impact it can have**
on what you're doing**



- AI can help us :
 - Facilitate repetitive tasks
 - Improve the customer experience
 - Optimize decision-making
- AI is a **powerful tool**, but it remains at the service of humans.
- It's not **because we can**, that we must.
- We have to lose time before we can gain time.
- We're still just at the **beginning** and we haven't seen anything yet.





END

ARTIFICIAL INTELLIGENCE