Techmatters
by NORDIC TOURISM COLLECTIVE

# How AI is Shaping Responsible Tourism

From Buzzwords to Backbone

**Netta Paavoseppä**, interviewed by Nici Pagels

# The Dual Lens

The Intersection between Hospitality, Responsibility and Data.

# The Barö

## Data, Communications and Greenwashing

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# The Dual Lens

The Intersection between Hospitality, Responsibility and Data.

# Leadership and AI

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# Netta's Secret Weapons

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## Text Productivity & Knowledge

ChatGPT (OpenAI) – for writing, ideation, strategy, and personal growth.

Claude (Anthropic) – for reasoning, long-form writing, and summaries.

Gemini (Google) – for fast experimentation in Google Workspace.

Perplexity – AI search engine for research and fact-checked answers.

Poe – aggregator of multiple AI models in one interface.

Notebook LLM – for local model experimentation and custom workflows.

Copilot (Microsoft) – embedded in Office tools for productivity, data, and code.

Chatbase.no – custom chatbots on your own data.

Manus Agentti – building AI-powered apps and innovation projects.

DeepL – for high-quality translations.

Notion AI – embedded AI for notes, project management, and personal productivity.

Jasper – marketing-focused AI for ad copy, blog posts, and SEO.

# Netta's Secret Weapons

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## Images, Design & Creativity

MidJourney – for artistic, conceptual visuals.

Stable Diffusion – open-source customizable image generation.

Magnific.ai – for image enhancement and upscaling.

Gamma.app – for automated presentation creation.

Luma AI – for 3D visuals and cinematic video creation.

Canva AI (Magic Studio) – for accessible visuals, design, and brand materials.

Runway ML – for video editing, motion graphics, and AI special effects.

## Video, Avatars & Media

HeyGen – AI avatars and synthetic videos for business communication.

Klinga AI – local/industry-specific AI video or content solutions.

Synthesia – professional AI avatar video creation.

Pika Labs – AI video generation with cinematic quality.

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**Thank You**

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