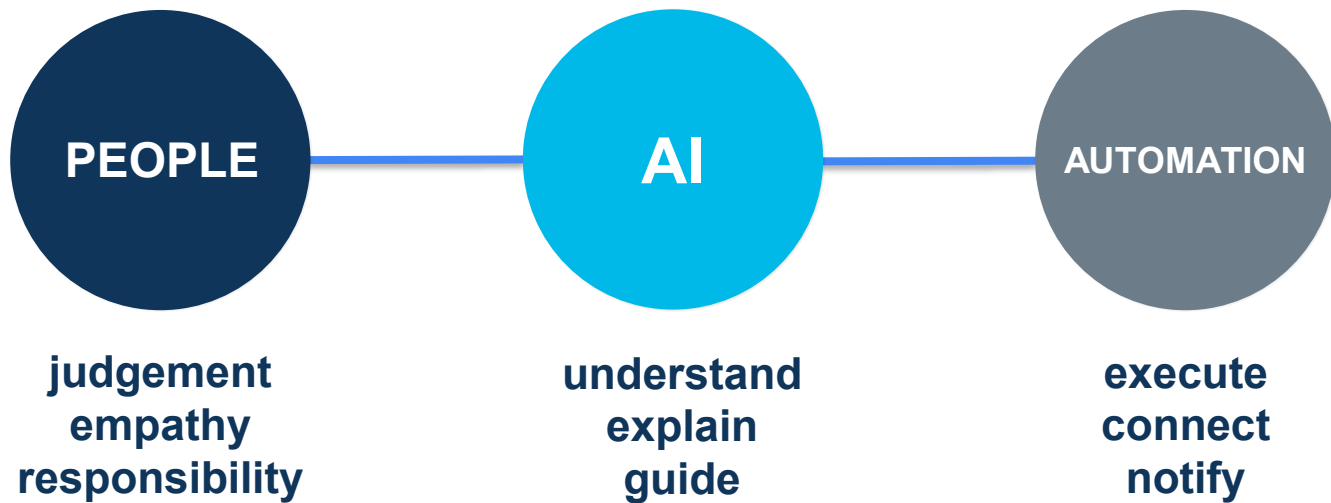


AI IN TOURISM?

**Actually, this is a
communication problem.**

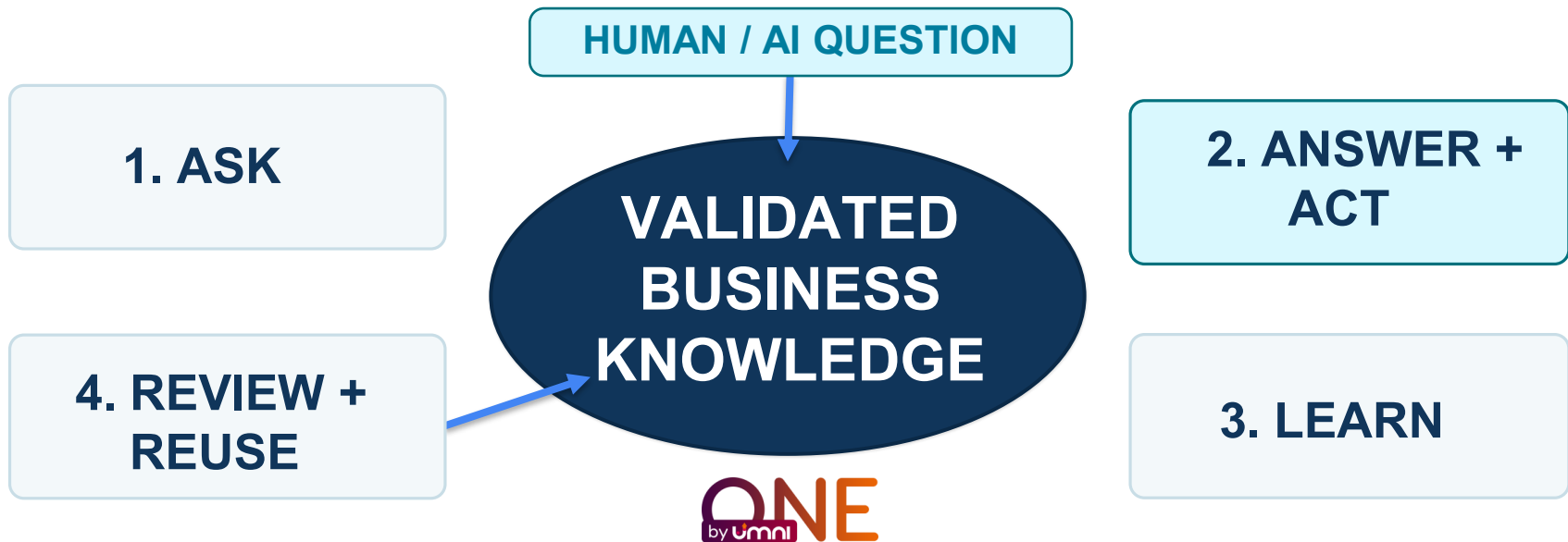
Elitza Stoilova, co-founder & CEO of Umni - AI2B Zone

AI should remove friction, not the human relationship.



Human when it matters. AI when it helps. Automation when it makes sense.

One question. More value.



Communication turns knowledge into action - and action into learning.

Customer support | Sales / booking | Website / FAQ | Content | Staff | Analytics | Automation

The next customer may send an AI agent.



AI-to-AI is a new interface. The foundation stays the same.

VALIDATED KNOWLEDGE

PERMISSIONS

ACCOUNTABILITY

Start with one question worth solving.



The future may be AI-to-AI. The purpose is still human.

Thank you!



**Connect business knowledge
with conversations, content and
actions, powered by AI.**



**Get Found by AI. Get Skilled in AI.
Put AI to Work.**

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