



Implementation of an AI-based Content Creation Strategy in the Wine Tourism Organization: The case study at Winalist

Sangita Kattel

**Professional Supervisor
Mr. Nicolas Manfredini
CEO of Winalist**

**Academic Supervisor
Ms. Nashidil Rouiai
University of Bordeaux**

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Abstract

The WINTOUR master thesis took place between the month of March and June 2023 in a French wine tourism company called Winalist. The thesis represents the uses of new innovations like Artificial intelligence (AI) in a content creation strategy that is skyrocketing in a way we haven't seen before. Artificial intelligence simply means the simulation of human intelligence in machines that are programmed to think and learn like humans. It involves the development of algorithms and computer programs that can perform tasks that typically require human intelligence, such as understanding natural languages, recognizing objects and images, and making decisions. For this master thesis, two types of AI tools were experimented with to create content for Instagram stories and blog articles. The effectiveness of these technologies, their implications for wine tourism organizations, and how they may use them to produce content at a cheap cost while taking ethical concerns into account are all meticulously examined in this thesis.

Keywords: Algorithm, human intelligence, content creation, AI tools.

List of Abbreviations:

AI: Artificial Intelligence

VR: Virtual Reality

AR: Augmented Reality

1. Introduction

Who would have predicted that Artificial Intelligence (AI) would take the world by 2023? However, Artificial intelligence (AI) is not a new topic in the human world. It has existed for years since Alan Mathison Turing, a British logician and computer pioneer, did the first groundbreaking research in artificial intelligence in the mid-20th century. But in 2023, Artificial intelligence (AI) has become the talk of the town since it has recently changed how people live. Artificial Intelligence (AI) intelligence is the concept and development of computer systems that can do activities that ordinarily need human intelligence. Visual recognition, voice recognition, making difficult decisions on challenging problems, and the ability to interpret languages are all examples (Oxford University Press, 2019). Although most applications are still in the experimental and developmental stages, a few have already been released commercially, which will eventually help make people's lives easier. The most recent breakthrough AI algorithms have progressed to the point where they can now respond and provide solutions to all human questions, and the best example of this is ChatGPT. This technology is rapidly grabbing the attention of Individuals and businesses. As AI tools become more widely tested, most industries, including academia and tourism, are at a critical point in their digital transition. As a result, many people in this industry are already experimenting with AI technology to help their businesses thrive. However, many wine organizations have yet to identify AI tools' benefits, especially in the content creation field. The most common application of AI is in content creation since it allows the integration of artificial intelligence to facilitate automation in such a way that there is little or no need for human participation throughout the content preparation and distribution process. Up until this point, there has been no mention of any research on the application and advantages of AI tools for content production in the wine tourism sector. Therefore, its implementation is necessary to more precisely define the advantages of AI tools in content generation for wine tourism businesses. Thus, this study focuses on the practical application of AI tools to create content for a wine tourism organization with the aim of implementing and evaluating their effectiveness.

1.1 Research Problem

AI is transforming the tourism industry by offering personalized recommendations, enhancing customer experiences, and improving production efficiency. A massive amount of data is collected for personalization, which enables businesses to identify better consumer behavior and interests across multiple platforms and touchpoints and, therefore, better-fit customer interest with suitable content and increase sales (Dwivedi Y. K, 2020). In today's world, keeping up with the latest technological advancements is critical for business survival and growth. Most firms that do not use AI in their content generation strategy will be unable to compete with other organizations that do. So most industries, including wine tourism, are trying to embrace its potential to enhance their content strategies. Content creation (Geng et al., 2020) powered by AI has pushed the limits of

personalization. You can engage your site's customers using only relevant content. This is a helpful way of engaging your content, especially on social media. AI technology (Basu, 2020) allows agencies and professionals to specialize, collaborate, and explore their creativity as they progress alongside robots. AI has promising applications that assist in producing music, written material, photographs, and videos, making content creation easy.

There is a wealth of research on content creation in the wine tourism industry, but no research has been done on AI-Based content creation. Most wineries and wine tour companies cannot make quality content for their business because they have yet to integrate AI into their strategy. With this problem, this thesis aims to provide insights and recommendations for the wine tourism industry by addressing the following questions.

RQ1) What are the current content creation practices in the wine tourism industry, and how effective are they in attracting and engaging target audiences?

RQ2) What are the potential benefits and limitations of incorporating AI-based content creation strategies within the wine tourism industry?

RQ3) How can AI technologies effectively generate tailored and personalized content that increases their engagement with wine tourism destinations?

RQ4) What steps can be taken to mitigate potential risks or challenges of integrating AI in content creation?

1.2 Objectives

The main goal of this paper is to explore why AI is becoming an increasingly important part of wine tourism and what it means for wine tourism businesses while examining and applying the numerous applications of artificial intelligence (AI) for content creation at Winalist and maintaining creativity at the same time.

1. To examine the current content creation practices at Winalist and identify the limitations and challenges in creating engaging content.
2. To explore the potential benefits of implementing an AI-based content creation strategy in the wine tourism industry.
3. To analyze the ethical considerations of AI implementation in content creation.
4. To identify and evaluate AI techniques and tools that can be employed for content creation in the wine tourism industry.
5. To measure the impact of AI-driven content creation at Winalist by defining relevant key performance indicators (KPIs) and metrics, such as customer engagement, Social Media growth over four months

6. To develop guidelines and recommendations for wineries and wine tourism organizations on effectively integrating AI-based content creation strategies into their operations, considering technological, organizational, and resource-related factors.

1.3 Scope of AI in the Wine Industry

The wine tourism industry has witnessed remarkable growth and evolution in recent years as wine enthusiasts increasingly seek immersive and engaging experiences. The use of artificial intelligence (AI) in the wine tourism sector will not only produce engaging content for social media and blogs but also improve visitor engagement and satisfaction through the use of AI-driven technologies and tools like virtual reality (VR), augmented reality (AR), chatbots, and voice assistants that enhance the overall experience for visitors and increase brand loyalty. Chatbots can also help wineries streamline operations by providing automated answers to frequently asked questions and building a user flow when customers seek more information. This technology will be very beneficial, especially for small wineries that cannot afford to hire content creators, as AI-based content production tools will provide far more streamlined and efficient content tailored to wine tourists' preferences and interests. As there is concern that AI could eventually replace human work, the wine tourism business may benefit from the AI revolution because it reduces the cost of content generation.

1.4 Overview of Winalist

Winalist is a booking platform based in the Champagne region of France that allows users to book more than 1200 wine-related experiences in France, Spain, Portugal, Italy, Germany, and Switzerland in 11 different languages, such as French, Italian, Chinese, Japanese, etc. Winalist was established in 2017 to connect wine lovers and wine growers. Wine travelers can access the agendas of more than 760 winegrowers and wine estates in one click, according to their preferences, without paying the booking fees. It only allows prepayment booking, which prevents the risk of no-shows in the winery. Winalist allows wine growers to tell their stories by offering them visibility and support regardless of their size, region, and winemaking technique. Winegrowers can register their businesses for free as Winalist is remunerated exclusively as a commission that benefits both parties. The only mission and vision of Winalist since day one has been the ability to offer as many people the possibility of discovering the world through wine estates and becoming the European leader in the distribution of oenotourism experiences around the world.

1.5 Activities during the Internship

The internship at Winalist started in March and ended in June 2023. During my first week of internship, the role was to get familiar with various tools used to get in touch with the rest of the team and analyze existing content creation activities of the company.

- Developing a content-creation strategy for Social Media, i.e., Instagram.
- Planning and creating the title and outline of the wine-related travel blog post content for the Winalist Website.
- Creation of visually added and engaging content for the Instagram story and posts for the year 2023
- Implementation, scheduling, and posting the Instagram content
- Writing and finalizing the articles for blog posts.

2. Literature Review

With the revolution of AI with Chat GPT and many other AI tools in 2023, many industries are experimenting with this recent technology to tailor personal recommendations, and it's high time that the Wine tourism industry also consider implementing AI in their businesses.

2.1 Artificial Intelligence (AI)

The term AI is very broad and rich. Still, the general definition of AI (McCartney and McCartney, 2020; Huang and Rust, 2018) is a “family of technologies” that may recognize, analyze, act, learn, and demonstrate enhanced features of human intelligence.

The idea of AI has been around for a while. (Turing, 1950), and John McCarthy first used the phrase artificial intelligence in 1955, the same year he organized the 1956 Dartmouth Summer Research Project on Artificial Intelligence. Their argument suggests that one issue with AI is "making a machine behave in ways that would be called smart if a human were doing so" (McCarthy et al., 1955). The products of AI are artificially incorporated with human-like intelligence to perform tasks as humans do, and this intelligence is built using complex algorithms and mathematical functions. AI is used in smartphones, cars, social media feeds, video games, banking, surveillance, and many other aspects of our daily lives. In short, AI allows machines to adapt reason and provide solutions. At this point, it is clear what AI can do, but still, Many organizations are struggling to scale up the implementation of AI and realize its benefits (Fountaine, McCarthy, Saleh, 2021). Hermann (2021) notes that AI makes it possible to customize pertinent messaging for customers. Businesses can use predictive analytics to better understand their customers' preferences and make recommendations based on that information (Hermann, 2021).

2.2 AI in Academics

Academics is one of the areas where AI will make a massive impact. It is essential to understand that AI does not threaten teachers as we think now. It is not there to replace teachers but to deliver better education and make the whole education process better for students and teachers. Students have used digital writing tools to aid them in their assessments since their rise to prominence in the 1980s (Palmquist, 2003), with the development of style and grammar analysis software integrated into word processor technology. These tools have seen a long history of evolution and change, and students believe that these tools can support them in improving their writing output (Nobles & Paganucci, 2015). However, the launch of Chat GPT in November 2022 has raised concerns among academic instructors about the hazards and moral dilemmas it poses regarding cheating and encouraging students to put forth the least effort. This anxiety is driven partly by the need to maintain academic integrity in university classrooms (Cotton et al., 2023).

Meanwhile, many AI detector tools are developing, and some already exist to check whether the piece of paper is written with the help of AI or not. The International Conference on Machine Learning has banned the use of AI tools in writing papers submitted to the same conference, though it's acceptable to use those same AI tools to edit and improve text (Vincent, 2023). Grammarly (www.grammarly.com) is an example of a popular AI tool used to improve academic writing.

Furthermore, some companies like Khan Academy are developing AI-driven platforms where the student can learn to get tutored without the physical presence of humans. These kinds of platforms and tools will not only tutor the student. Still, they will be able to identify the student's learning speed and will be customized; this is simply what teachers cannot do with a classroom full of students. AI doesn't have to be a threat to education but can be an opportunity for students and teachers to collaborate with AI tools. So that teachers can now focus on the human part, like empathy, encouragement, teaching teamwork and collaboration, discovering students' potential and needs, and many more.

It is easy to focus on the potential downside of AI in education, but doing so prevents us from realizing the many ways it can revolutionize learning.

2.3 AI in the Tourism Industry

In today's world, travel and tourism have become an integral part of human life. People love to explore new places and experience new cultures. Technology and intelligent tourism diffuse innovations across service ecosystems, disrupting legacy operational practices and processes (Buhalis, 2020). AI and ML are emerging rapidly as new technological tools that will further revolutionize the use of technology in the Tourism, Travel, Transport, and Hospitality Industries (Buhalis et al., 2019). AI can analyze customer preferences and behaviors to offer personalized recommendations. AI can also predict future travel patterns, helping travel companies to offer suitable packages to their customers. Using AI

systems enables tourism companies to send personalized offerings to their customers, relying on analyzing customers' location data, preferences, and characteristics (Alexis, 2017).

Chatbots powered by AI can assist travelers with their queries 24/7. This can reduce the response time and improve customer satisfaction. Chatbots are typically computer software machines that are pre-programmed to answer the simple questions raised by customers (Oh et al., 2017).

AI can also help identify fraudulent activities and improve airport security and travel hubs. Facial recognition is another way of applying AI in the tourism field. This technology helps tourists to travel through airports and board aircraft without travel documents (Gaafar, A.S., & Allah, H. 2020). If facial recognition is combined with blockchain³, visitors can visit duty free-shops and restaurants or access entertainment easily with their facial scan (Entis, 2017). Blockchain technology guarantees that the data and information of travelers are trusted and help recognizes the customer's arrival and automatically check them in (Makridakisv and Christodoulou, 2019). In airports, self-check-in machines and automated passport checks via face recognition facilitate the flow of travelers (Ivanov and Webster, 2017; Inan & Arslan, 2018; Ueda & Kurahashi, 2018).

A Tata Consultancy Services (TCS) survey found that 85 percent of travel & hospitality service providers use Artificial Intelligence in their business (Anurag, 2018).

Leading tourism companies have already used AI systems, enabling them to analyze big data and learn from their own and other peers' experiences of satisfying customers' needs (Ivanov, 2019). Such as Trip Advisor, Booking.com, and Expedia have already started to apply AI techniques to provide personalized recommendations.

Similarly, in the wine tourism field, virtual reality powered by AI is already being tested.

Virtual reality is 'the computer-generated 3D environment the user can navigate and interact with, resulting in real-time simulation of one or more of the user's five senses' (Yung and Khoo-Lattimore 2019, p. 2057). In wine tourism, its application is less recent and has mainly served to encourage future visits by engaging customers with learning about the winery, its history, and its products. VR has also exploited onsite visits, but its application is limited. More sophisticated VR-based experiences were later developed by the Spanish winery Bodegas Ramòn Bilbao (<https://www.bodegasramonbilbao.es>) and the New Zealand-based winery Brancott Estate (<https://www.brancottestate.com/en>). Likewise, Wine Ring, Vivino, and Google Assistant are developing AI-powered wine information products that can help customers select wines based on their preferences and past purchases. Virtual sommeliers are being developed to suggest wines based on context and mood using big data. This 3D personnel can help customers select the right wine for the right occasion, providing a unique and personalized experience.

Having said that, the AI revolution is just getting started, and in the years to come, there will likely be a significant revolution. In the future, tourism services may become highly automated and intelligent due to AI and extensive data analysis (Xi, 2020).

2.4 AI in Content Creation

We use the word content creation a lot nowadays. And it simply means creating communications media for the business's audience, which could be a video, images, written blogs, marketing materials, podcasts, etc. At this point, it is safe to say that AI is the future of content creation. AI has changed the way we used to approach content creation. Several companies are using Artificial Intelligence (AI) to automate content production. Content production has become faster and more accessible due to this technological breakthrough. Coca-Cola, for example, automates its advertising campaigns using artificial intelligence. Obviously, logos and music are created in conjunction with the environment.

Content curation (Feng and Richards, 2018) talks about promoting your authority and boosting your engagement levels using high-quality and relevant content from external sources. Much like content creation, curation can be automated using machine learning and AI. Content creation is consistently collecting, organizing, and sharing relevant digital information on a particular topic to a target audience. Its transformative impact also pertains to how people communicate, which content they encounter, and how content is generated and disseminated (Guzman and Lewis, 2020; Hancock et al., 2020; Lewis et al., 2019). Among other things, AI has been and is a powerful force in personalizing communication content (Sundar, 2020). The sophistication and computational power of AI applications, in combination with the availability of big data (e.g., individuals' digital traces), facilitates the unprecedented personalization of communication content and messages at an individual level and, likewise, on a massive scale to a large audience (Winter et al., 2021)

3. Methodology

3.1 Approach Overview

To plan a proper content strategy, it is necessary to understand the situation before I start my Internship at Winalist. Winalist used to plan its content strategy with the help of an external agency. Still, it was evident that they were not utilizing the full features of Instagram in their content creation strategy.

- There was no database for the existing content creation plan.
- The possibility of repeating the same winery post existed because they used to publish about the winery registered on the platform once each week but had no record of the wineries that had previously been posted on Instagram.
- They were not posting stories at all, which is one of the most essential metrics on Instagram for engagement.
- The positive thing is they used to create and schedule their Instagram post on an app called Later, which simplifies social media management for creators and small businesses.

So the question is, why do companies like Winalist need AI tools to generate content?

We are well familiar with how content creation is a tiring and time-consuming job. The development of AI tools, at least, gets our minds working instead of staring at blank screens trying to come up with something from scratch or googling and piecing things together.

As we discussed in the literature section, how AI is transforming the world in Education and Tourism tourism sector, we have yet to take full advantage of this technology in the wine tourism industry, especially in content creation. It is already mentioned in the literature that content creation is a powerful way of communicating to the audience. As per the CEO of Winalist, it is extremely important for the company to communicate with the audience as it helps the company to understand the needs and preferences of the customer, which in return allows them to improve the service they provide. Building value builds a brand that attracts and engages. There are a lot of factors why the wine tourism industry should consider using AI to generate content, and some of the significant factors are Cost Effective, Saving time, Creativity, and Curiosity.

For many wine businesses, an AI-generated content strategy might be cost-effective because hiring a full-time content developer or a freelancer can be pricey. The regular distribution of content is necessary for the desired outcomes. Still, if it is expensive, wineries and businesses involved in the wine industry may find it challenging to achieve their objectives while staying within the budget. This is particularly beneficial for small wineries or wine startup businesses as it allows them to create high-quality content at a lower cost.

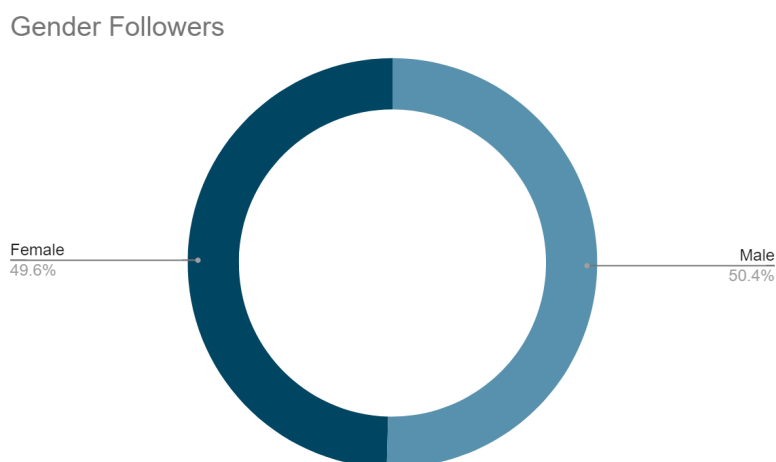
The next factor could be time-saving. We are all aware of the time commitment required to prepare and produce excellent content. AI can produce content far more quickly than humans, especially when conducting research before planning and creating the content.

Wine tourists need to make a range of decisions regarding their upcoming visits, including selecting a wine region and activities that are included in the wine-tasting packages, etc., which creates confusion, and they may want assistance from wineries or wine tour booking platforms to develop packages catered to their preferences. Humans are unable to monitor these types of tourist activity; hence AI is better at detecting them. So in the case of creating content, some AI tools are trained in a way that they give better and faster performances than a human who does not have expertise in wine tourism and communication, as AI tools can access vast amongst of data from various sources such as wineries, wine expert and historical records and generate content that is rich in details.

The last interest in using recent AI tools for content creation would be curiosity. Since AI is succeeding in many industries, it is crucial to be optimistic and embrace the change the world is adapting to. It is interesting to find out new possibilities in content creation with the use of Artificial Intelligence tools. Like every other business, we are tempted to use its potential to strengthen our content development strategy and improve outcomes.

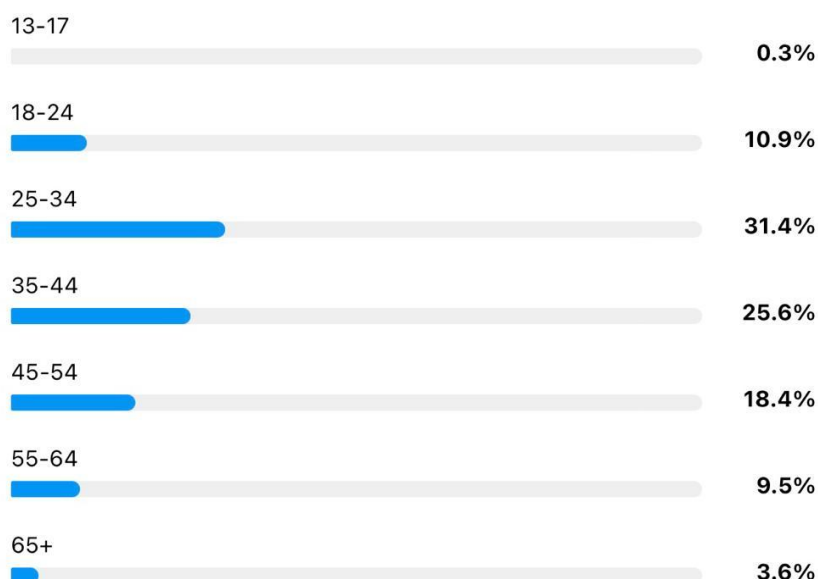
Since Instagram is the platform where we have a big audience, we decide to develop a strategy for Instagram. The goal of our Instagram strategy was to increase engagement with the brand. The first step in developing a strategy for Instagram is to understand who follows Winalist on Instagram and from where.

Fig 1: Total percentage of Instagram followers based on gender (Source: Winalist Instagram Account Insights)



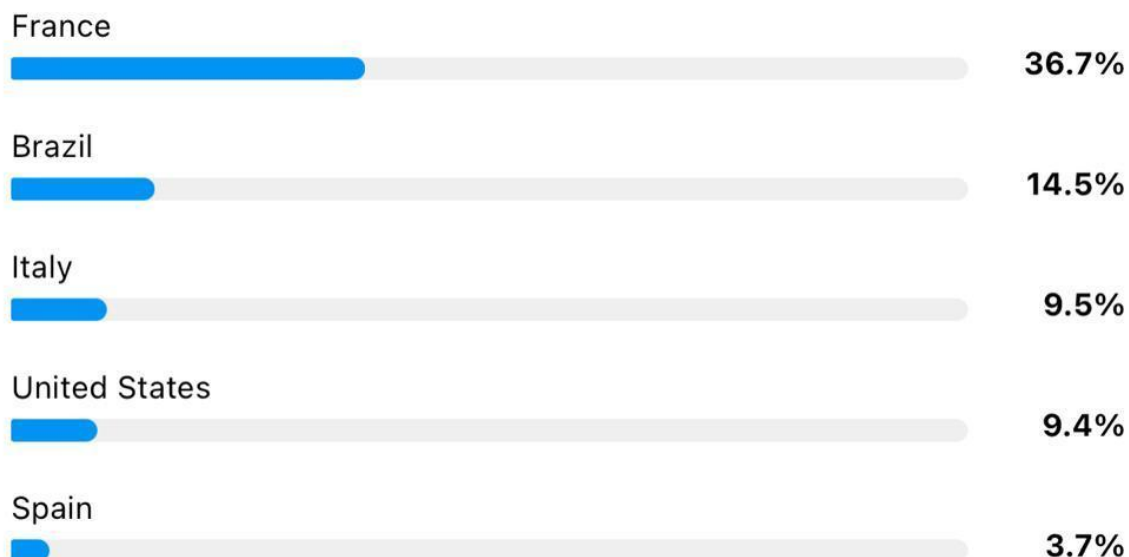
Winalist has a gender-balanced audience(fig.1): The male followers lead by 0.8%, which is not a huge difference, and genders were the target of Winalist but different age groups. Both genders have a shared interest in wine and wine-related posts.

Fig 2: Age range of followers (Source: Winalist Instagram Account Insights)



Most Winalist followers are adults (fig. 2): The highest number of followers is between 25 to 34 years old, and the second highest is 45 to 54 years old. Therefore, the content should be informative and fun simultaneously, which is mostly the preference of these age groups.

Fig 3: Percentage of followers in terms of locations (Source: Winalist Instagram Account Insights)



Most followers of Winalist are from France (fig. 3): The other top highest percentage of followers are from Brazil, Italy, and the USA. The least are from Spain, with 3.7%. Hence, Instagram content should focus mainly on wineries and things related to wine experiences, grape varieties, and wine regions in France and Europe.

3.2 Strategy Planning and Preparation and Implementation Using Various AI Tools

To develop an Instagram story strategy, We decided to use the most famous AI tools of 2023, ChatGPT and Rytr. me for blog posts.

ChatGPT is an AI chatbot from a company called Open AI that uses natural language processing and machine learning algorithms to converse with users in a natural and human-like manner. ChatGPT is based on the company's GPT-3 language model, which has been trained on a massive dataset of text from the internet. One of the main features of ChatGPT is its ability to generate responses to user input that are coherent and contextually appropriate. This means that ChatGPT can carry on a conversation with a user and respond to follow-up questions and comments in a way that makes sense within the context of the conversation. In addition to generating responses to user input, it can perform a wide

range of tasks, such as answering questions providing information and even generating content. For example, we could ask ChatGPT to generate a blog post on a particular topic or write captions for social media posts, and chatGPT would use its language processing abilities to generate coherent and informative article social media post captions. Overall, Chat GPT is a powerful and useful tool for generating natural language content and carrying on conversations with users. It has a wide range of potential applications, including customer service, content creation, and even education. Behind its knowledge lies a massive amount of data, including books, articles, and web pages. It doesn't just store this data, but it analyzes it. It can effectively communicate in 90 different languages and even recalls details of an ongoing conversation.

- Brainstorming ideas on one of the most famous AI tools of 2023, Chat GPT. By shortlisting the ideas generated by ChatGPT while including human ideas that better fit the goal and target audience.
- Identify the target audience for Winalist. The target audience for Winalist was identified. According to Winalist's Instagram account Insights data, the predominant age group that follows winalist is between 25 to 54 years old. This age group is most likely to have an interest in wine-related experiences. Considering these factors, Winalist can effectively target its audience and create an engaging content strategy on Instagram.
- Create a theme for each day of the week for the Instagram story for engaging and visually appealing content related to wine tourism.

Fig 4: Instagram story content title

Days of the week	Theme
Monday	Myth Busting Monday (One does not know it all)
Tuesday	Wine Quote of the Day (Wise words from legends)
Wednesday	Wine Glossary (Improve your wine knowledge)
Thursday	Wine Quiz of the Day (Unlock knowledge at the speed of thought)
Friday	Friday Feedback (They loved their experience)
Saturday	Fun Wine Stories (Why be serious?)

Winalist Instagram story content title for six days of the week (fig. 4). Some of the Content title ideas were generated by myself with the help of Chat GPT. For instance, as we can see on the annexes page,

when I asked ChaGPT to create content ideas for the Instagram of Wine Tours booking platform, it showed some great ideas like a wine education series, Interactive polls, quizzes, fun wine facts, and users testimonials. So these results helped to generate an idea to name the title Friday Feedback for user testimonials, Fun Wine Stories for fun wine facts, Wine Glossary for Wine education series, and Wine Quiz of the Day for Interactive polls and quizzes; however, a small slogan for each title was created all by myself without any help of AI tools.

- Create a content calendar for the Instagram page of Winalist, including a schedule of post ideas and engagement activities. The content calendar is made to list the actual contents for each theme of the day after developing a theme for each day of the week to publish on an Instagram story. For content titles, like Myth-busting Monday, Quote of the Day, Quiz of the Day, Fun Wine Stories, and basic wine terms for the Wine Glossary topics, we asked Chat GPT to create a list of content for each of these titles except the Friday Feedback. For Friday Feedback, we selected some five-star rated feedback on the Winalist website from the visitor who had booked the tours through the Winalist booking platform and had a great experience.
- Canva was used to design the story and build templates for an Instagram story. Canva is a cloud-based graphic designing tool used to create social media posts, presentations, posters, videos, and many more. In order to create a beautiful template, we needed an eye-catching image that matched the narrative content. So Pexels.com was used, which is a photo stock website where millions of high-quality royalty-free stock images and copyright-free images are available.
- Upscale Image Enhancer AI tool was used to upscale and enhance some photos that are not of good quality. Annexes
- Engage with followers and plan consistent posts. It's crucial to keep consistency and establish a posting plan when it comes to scheduling and posting stories frequently. All the stories were scheduled to post at noon of the day. When publishing content like Quiz of the Day and Myth Busting Monday, which call for the human to insert an Instagram quiz feature so that followers may interact with the Winalist by responding to the quiz questions.

The idea behind the Instagram post was to highlight both Winalist-registered wineries and those that are not, in the hopes that when we posted about their winery, they would learn about Winalist and log their experience there. However, using ChatGPT didn't seem relevant to this particular type of content; it only needs the most fundamental details about the winery, such as the services they offer, their history, and their locations, which are easily found on the wineries' websites. For the wineries registered on the Winalist platform, Winalist itself has all the details about wineries and tour agencies.

- Researching and selecting the wineries on the Winalist platform and also wineries that are not registered on Winalist with a strong Instagram presence so that we have a good quality image of them to post on our Instagram page to attract wine enthusiasts worldwide.
- Since summer was almost around the corner, images of vineyards, grapes picking, and greenery were picked in order to maintain a greenery theme throughout the summer.
- Establishing a database to track the name of the wineries that are planned and scheduled to post to avoid the risk of repeating the same winery repeatedly and also to keep tabs on wineries that are not registered on the Winalist website. The wineries were categorized according to Country and wine regions.
- For the Instagram post content calendar, an app called Later was used, which is one of the best social media management tools to plan, schedule and analyze posts on Instagram Tiktok, Pinterest, Facebook, and LinkedIn. The appropriate photo can therefore be uploaded using this program to create a post with captions, hashtags, and a schedule for auto-publishing, which causes the Instagram post to be automatically published at the specified time and date. We publish wineries' material highlighting their distinctive experience three times a week at noon. The days of the week were Tuesday, Friday, and Sunday. Considering the target audience, weekends were prioritized because most people use social media during weekends, which is a peak engagement time.

For content writing for a wine travel-related blog post of Winalist, an AI writing assistant tool called Rytr. me was tested. Rytr is an AI writing aid that helps you produce excellent material quickly. The objective was to establish wine travel blogs for European wine regions. In addition to writing in more than 30 different languages and accessing more than 20 tons of built-in plagiarism checks, this application offers a free plan that outputs 5000 characters each month. The premium version, however, can generate an endless number of characters. The choices include writing for blogs, copywriting tools, writing for social media, writing for email marketing, and more. It offers a user-friendly interface, a wide range of supported use cases, the ability to write in many languages, an intriguing AI image generator, and more.

We started by using the blog post idea and outline generator. When the outline was ready, each section could be filled out by highlighting the section and clicking the paragraph. It also allows different copywriting styles and tones and provides an excellent starting point, but we had to expand each section on our own because the sections created by this tool were unsatisfactory, and the majority of the text was unclear as to whether the material was accurate. Similar to Instagram's story, pixels.com was used to select the images we wanted to publish on our blog posts along with the texts, and in case of low-quality image Upscale Image Enhancer AI tool was used to upscale and enhance the image.

4. Findings and Analysis and Discussion

This chapter provides an overview of the outcomes of using AI in content creation on the Social Media platform Instagram of Winalist and discusses its limitations and advantages. However, the blog posts are yet to publish on the Winalist website, so we cannot assess their outcomes.

In the month of May, a total of 24 stories were posted, 6 stories per week, and 12 Instagram posts were published, 3 posts per week. There was 432 interaction on posts which is 99% more than April's interactions. For stories, an average of 150- 200 accounts see Winalist stories; 15 - 20 accounts are engaged with polls and quizzes. After beginning to share stories, we also increased our number of followers. Another indicator that readers appreciated the pieces' content was how followers responded to them, and almost every story got a bunch of love reactions. It is important to note that the AI tool ChatGPT was only used to generate ideas and some actual content for Instagram stories, not Instagram posts. It is safe to say that the results witnessed were satisfactory; with minimal effort, we were able to create a bunch of Instagram story content with the help of ChatGPT. There are plenty of benefits of ChatGPT, and with the right and detailed instructions, it can generate unique content according to the company's goals. Since generative AI tools can enable humans to solve complex problems by augmenting their intelligence and capabilities, they can complete work faster and achieve their goals more efficiently (Licklider, 1960). While ChatGPT is an impressive tool, it is important to note that it is still a machine learning algorithm, and as such, it is not perfect; there may be times when ChatGPTs responses are not entirely accurate or appropriate, and it is important to use the tool with caution and skepticism. In addition, a tremendous amount of AI tools contribute to content creation for the wine industry, where AI tools create reels and TikTok, design a content calendar, write blogs, develop a content strategy, boost social media engagement, and many more.

As we discussed earlier in the planning section about using AI writing assistance tools to create blog content, I would like to lean down some of its effectiveness analysis.

The content created by Rytr. me was high quality there as it focuses on keywords and pulls the most relevant keywords from search results based on the different sections in a blog post. This all comes from the main keyword the post is generated around. Each section is optimized for search engines, making Rytr content SEO-friendly. However, it cannot wholly generate content as experienced human writers do, but it's certainly not useless. It helps to speed up your workflow by building article outlines and generating or rewording paragraphs to get going when one hits writer's block and with a bit of work by ourselves. We can create an awe-inspiring blog post with Rytr. me.

One must take some consideration in order to use these tools for effective content creation. Here are a few suggestions that may increase the effectiveness of AI tools in content creation and mitigate the risks of ethical issues for wineries and wine tourism organizations:

- To establish whether using AI-based content strategies is feasible, analyze the organization's current technology platforms and features.
- Determine the precise area where AI can have the most significant influence.
- Research and summarize current trends to know what has been going on in the wine tourism industry recently.
- As opposed to ChatGPT, most AI tools only have premium versions, so when choosing the ones you wish to utilize, take into account the price involved.
- A lot of AI tools can produce content in various languages, so try giving instructions in your chosen tongue.
- Since you may generate a ton of material using AI tools for platforms other than Instagram, broaden your concept of content creation and do not restrict your business's social media platforms to just this one.
- Utilize these resources to the fullest extent possible as they can help with the creation of emails, newsletters, and even captions that are not currently available online.
- Use tools like Rytr.me to create keyword strategy, content outline, fully optimized article, and FAQ from content.
- Be mindful of its limits, as it occasionally generates inaccurate information and isn't able to make original decisions because it relies on data and rules; instead, it can only carry out the tasks for which it was designed.
- Avoid relying on information without first verifying it; this is crucial since it might be prejudiced, inaccurate, or harmful. You also want your content to be genuine and originate from you, so you should always do your own research before using it.
- It is important that you turn information into your own content, with your own value, your own expertise, your own stories, or whatever else you want to add to make it uniquely yours and not just plagiarize exactly what AI is telling you.

5. Conclusion

The main aim of this master thesis was to develop a content strategy for social media and blog posts with the help of Artificial intelligence tools while maintaining human creativity at the same time. While doing so, the old content creation techniques were evaluated, and as a result, it was consuming way more time than it should be, and it was exhausting to research the trends in wine tourism by googling or coming up with ideas from scratch. To create high-quality content and keep up with the trend, it was essential to use some AI tools and see if it is worth the hype it is getting now. Hence, comes the idea to use the most trending AI tool, ChatGPT, and Rytr.me to create content.

For social media, ChatGPT gave some interesting ideas, which helped to brainstorm new ideas more quickly. After implementing those ideas, there was definitely an improvement in customer engagement. However, for Instagram posts, due to the company goal to only feature wineries on the feed post, there was nothing much ChatGPT could do to generate new ideas, whereas for writing blogs with Rytr. me, it managed to create a solid outline for the blog, but it is not a good idea to rely on the main article paragraph writing as it doesn't give accurate results like human writers do, so doing their own research instead of relying on it is key to create impressive content for the blog.

There is no denying that AI and these kinds of tools have the potential to bring about significant changes and improvements in many areas. Still, Such technological advancement will bring problems alongside solutions. So it is also essential to recognize its potential risks and dangers. One of the approaches to addressing these risks is through which can help to ensure that AI is developed and used responsibly and ethically.

The implementation of AI in businesses is growing rapidly, such as in the tourism industry and academics, and it is important for wine tourism organizations to adopt this technology. So instead of paying a big chunk of money to external agencies to develop and create a content strategy, small wine tourism organizations can just spare some time and do it on their own, which saves time and money as some of these AI tools are completely free and some require premium subscription still it will cost way less money than hiring an expert.

This can lead to new and innovative customer engagement, automate routine tasks, and provide valuable insights into customer behavior and preferences (Kietzmann et al., 2018; Ma & Sun, 2020). By freeing up time and resources, businesses can focus on more creative and strategic initiatives such as product development and marketing campaigns (Pagani and Champion, forthcoming). This kind of advancement in AI technology will continue to keep changing the lives of personnel and professionals, so it is important to start experimenting with these tools and see what you can come up with without over-rely on it and ensure content creators use it as a foundation set as over-relying can harm creativity innovation and adaptability.

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Annexes

Annex 1

ChatGPT response to content ideas

 Instagram Content Ideas for Wine Tour Booking Platform: 📄 🍌 💬

1. Vineyard Showcase: Feature different vineyards and wineries from around the world. Share stunning photos and videos of the vineyards, showcasing the beautiful landscapes, grapevines, and winemaking facilities. Provide interesting facts about each vineyard and invite followers to book a tour.
2. Wine Pairing Guides: Create visually appealing and informative content that educates your audience about wine pairings. Share recommendations for pairing different wines with food, cheese, and desserts. Include mouth-watering images of the dishes and wines to spark the followers' interest.
3. Meet the Winemakers: Introduce the talented winemakers behind the wine tours available on your platform. Conduct interviews or share behind-the-scenes stories featuring winemakers discussing their craft, their favorite wines, and the unique aspects of their winemaking process.
4. Wine Education Series: Develop a series of educational content focused on wine education. Cover topics such as wine regions, wine tasting techniques, and the basics of winemaking. Use a mix of engaging visuals, infographics, and short videos to make the content easily digestible.

Send a message. ➤



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and the basics of winemaking. Use a mix of engaging visuals, infographics, and short videos to make the content easily digestible.

5. Scenic Wine Destinations: Highlight picturesque wine destinations and regions. Share breathtaking photos and videos of vineyards nestled in rolling hills, by the sea, or against mountain backdrops. Showcase the beauty of the locations to inspire followers to explore those destinations through your tours.
6. Wine Tour Experiences: Feature real-life experiences of people who have booked wine tours through your platform. Share their stories, testimonials, and photos/videos of their tour experiences. This provides social proof and encourages others to book their own wine tours.
7. Wine Fun Facts and Trivia: Share interesting and entertaining wine facts, trivia, and quotes. This content can be presented in the form of visually appealing graphics or short videos. It helps to engage your audience, spark conversations, and create a lighthearted atmosphere.
8. Interactive Polls and Quizzes: Engage your followers by posting interactive polls and quizzes related to wine. Ask questions about wine preferences, favorite wine regions, or quiz them on wine-related trivia. Encourage them to participate and share their results in the comments.

Send a message. ➤



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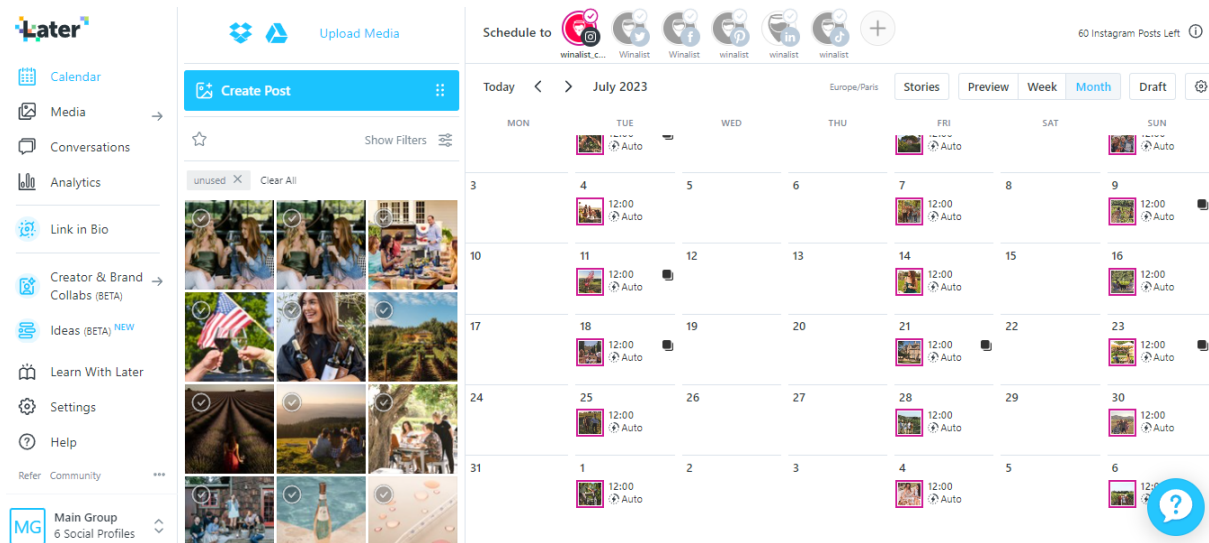
Send a message

Ryts. me outline and keyword generation



Annex 3

Later App that schedules Instagram posts



Annex 4

Upscale AI Image Enhancer

