



TASSI
TOURISM AI

Tasmanian Tourism Reimagined with AI

A web platform that helps Tasmanian tourism businesses create images, itineraries and marketing copy faster.



1. The Problem

Small tourism businesses local content FAST

- Generic AI often misses Tasmanian identity.
- Operators need authentic content
- Manual content creation slows promotions



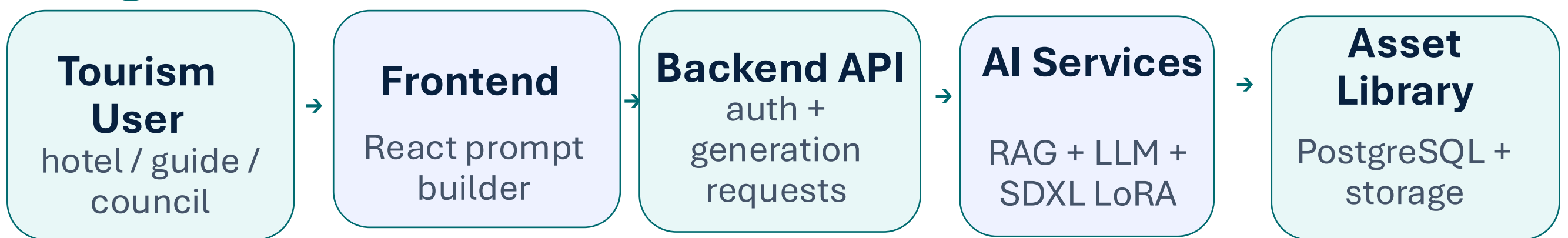
2. How TASSI Solves It

TASSI combines a guided prompts with Tasmania-focused AI .

- Hybrid prompt builder: dropdowns + free text.
- Generates local images, itineraries and copy.
- Saves outputs in an asset library.
- Supports authentic Tasmanian marketing.
- Trained Tasmanian images and knowledge Base.

Tourism operators • Tourist guides • councils • content creators

3. High-Level Architecture



4. Example Workflow: Hotel Operator Campaign

1. Build the prompt

Generate a stunning landscape image, Location: Cradle Mountain, Perspective: wide_angle

Image Itinerary Marketing

Image Prompt Builder

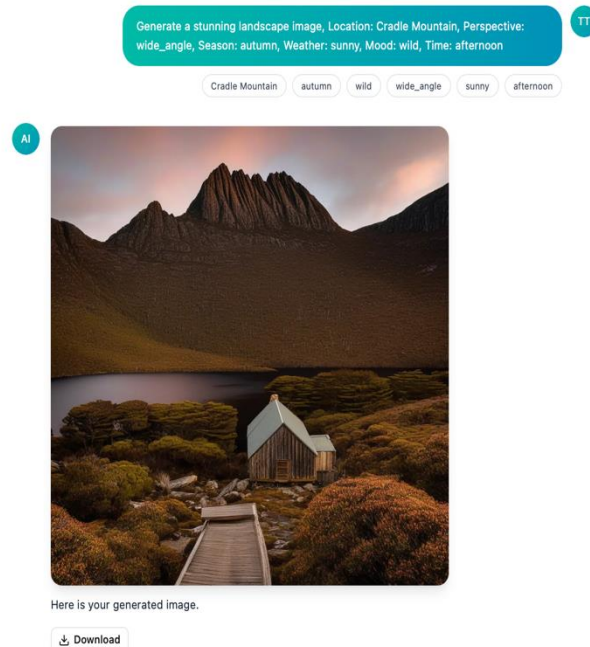
Template: Landscape Photography

Location: Cradle Mountain Perspective: Wide angle

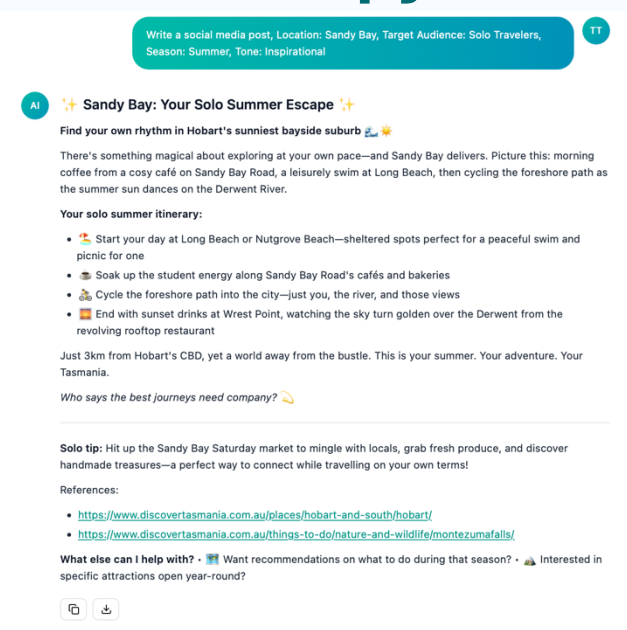
Season: Select season Weather: Choose weather

Mood: Choose a mood Time: Choose time

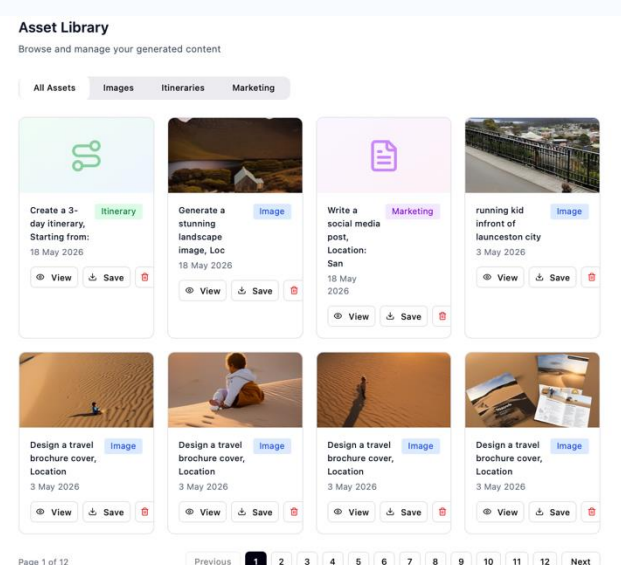
2. Generate visuals



3. Create marketing copy



4. Save & reuse



5. Impact

Less effort. More Tasmanian flavor. Faster tourism promotion.

- ✓ Save content creation time
- ✓ Reduce design and copywriting cost
- ✓ Promote Tasmania with authentic local identity
- ✓ Support small operators with a simple web tool

Powered by:

- Hussang Lee
- Long Trinh
- Uthpalawanna
- Ritesh Yadav
- Thi Hoai



UNIVERSITY of
TASMANIA



Cyberhaven
TECHNOLOGIES