

Guidelines for the Use of Artificial Intelligence at the German National Tourist Board

Preamble

The German National Tourist Board (GNTB) recognises the potential of artificial intelligence (AI) to enhance efficiency, optimise processes, and improve user experience in tourism. At the same time, we commit to deploying AI responsibly, transparently, and in accordance with ethical standards. These guidelines provide a framework for using AI technologies within the GNTB and in collaboration with our partners. As the technological and legal landscapes continue to evolve, these guidelines will be regularly reviewed and adjusted.

1. Responsibility and Human Oversight

AI should support operations at the GNTB, but the final responsibility for decisions always remains with our employees. All content, analyses, and suggestions generated by AI are reviewed for accuracy, relevance, and quality before publication.

2. Data Protection and Confidentiality

Protecting personal data is of utmost priority. The GNTB commits to not inputting sensitive or personal data into AI systems, in line with the General Data Protection Regulation (GDPR) and the AI Act of the EU. Internal company information is also not processed in AI systems without thorough examination and security measures. Only data necessary for the respective purpose are utilised.

3. Transparency and Labelling

All content created or edited with the support of AI will be appropriately marked to prevent consumer deception and comply with legal requirements. This is especially true for texts, images, videos, and audio content distributed through digital channels.

4. Applications of AI

The GNTB views AI as a valuable tool in various areas, including:

- **Data analysis and market research:** Utilising AI to analyse tourism data and forecast trends and developments.
- **Automation of routine and administrative tasks:** AI can expedite processes and optimise internal resource usage but should not be used for monitoring or evaluating employees or for automated decision-making without human intervention.

- **Content creation and optimisation:** AI can assist in inspiring, structuring, and improving texts, though final checks and approvals are performed by humans.
- **Language and image processing and generation:** AI-supported translation tools, chatbots, image analysis software, and image generation tools may be used, as long as qualitative and cultural appropriateness is ensured.

5. Ethics, Fairness, and Anti-Discrimination

The GNTB commits to using AI systems in a manner that does not reinforce existing biases or reproduce discriminatory structures. Training and awareness of potential risks are integral parts of our AI management.

6. Continuing Education and Skill Development

The GNTB promotes ongoing training for its employees in the area of AI to ensure safe, effective, and responsible use of the technology and the protection of personal data. Regular audits and reviews are conducted to ensure compliance with guidelines and to identify vulnerabilities.

7. Collaboration and Exchange

The GNTB seeks active exchange with national and international partners, research institutions, and industry representatives to sustainably shape the advancement and responsible use of AI in tourism.

These guidelines take immediate effect and apply to all staff members, commissioned service providers, and partners of the German National Tourist Board.