

TOPIC OF A COMPETITION PROMOTING STUDENT ENGAGEMENT IN SCIENTIFIC ACTIVITIES

Research topic: Can Artificial Intelligence Become a City Guide? Exploring How ChatGPT and Other AI Tools Present Lithuanian Cities

Research Aim: To investigate how generative artificial intelligence tools represent Lithuanian cities, focusing on the accuracy of information, cultural identity, local attractions, and potential biases in AI-generated recommendations.

Brief Description of the Research Activities

Artificial intelligence is changing how people search for information, discover new destinations, and plan their travels. Tools such as ChatGPT, Gemini, and other AI assistants can recommend places to visit, describe local culture, and even create personalised travel itineraries. But how accurately do these tools represent Lithuanian cities? Do they highlight unique local identities, or do they provide generic recommendations and overlook lesser-known destinations?

The student will contribute to a research project exploring how generative AI tools shape the digital image of Lithuanian cities.

Planned Student Activities:

1. Select 8–10 Lithuanian cities of different sizes for comparative analysis.
2. Develop a set of standardised prompts to ask AI tools about city attractions, cultural identity, local experiences, and recommendations for young visitors.
3. Collect and organise AI-generated responses from ChatGPT, Gemini, and other selected AI tools.
4. Analyse how AI tools present each city, focusing on cultural landmarks, local identity, authenticity, diversity of recommendations, and potential stereotypes.
5. Check the accuracy of selected AI-generated information using official tourism websites and other reliable sources.
6. Prepare a structured dataset comparing the AI-generated representations of different cities and summarise the main findings.

Expected Outcomes:

The student will gain practical experience in AI-assisted research, digital content analysis, data collection, and critical evaluation of AI-generated information. The collected data will contribute to further scientific research on generative AI, digital place identity, and the role of artificial intelligence in shaping perceptions of cities and tourism destinations.

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