

NeurIPS 2025 AI Education Resource Showcase

Title: AI-Powered Agritourism Toolkit: Revolutionizing Agritourism with AI and Machine Learning (also uploaded on YouTube <https://youtu.be/8HFGCT4XMh4>)

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Target Audience

- High school and undergraduate students in non-CS majors
- Educators seeking real-world AI applications
- Professionals in agriculture, tourism, and rural development
- General public curious about AI in everyday contexts

Time Commitment

- Format: Short video presentation
- Duration: 5 minutes (watchable in one sitting)

Description

This video introduces the AI-Powered Agritourism Toolkit (AgriTourismAI.com), a web application developed to support farmers, ranchers, and rural communities in Colorado and beyond. The presentation explains:

- What agritourism is, why it matters, and the challenges small and mid-sized rural businesses face.
- How AI can provide practical solutions through a chatbot and five functional modules: Business Planning, Marketing Strategy, Risk Management, Compliance Check, and Impact Assessment.
- A peer-reviewed case study from Prairie Ridge Buffalo Ranch (doi.org/10.1079/tourism.2025.0029), showing how the Toolkit helps ranchers focus on sharing their land and culture instead of struggling with paperwork.
- Responsible AI principles, emphasizing ethical use, community input, and human judgment.
- The resource is designed to be engaging, accessible, and jargon-free, making AI approachable for non-experts while showing its real-world impact in rural communities.

Reference

Dong, X. A. (2025). Revolutionizing agritourism with AI and machine learning: A case study of Prairie Ridge Buffalo Ranch in Colorado. *CABI Tourism Cases*.
<https://doi.org/10.1079/tourism.2025.0029>