



# Intelligenza Artificiale: opportunità e promesse per il settore del turismo

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Dipartimento di Informatica

Università di Torino



# L'AI è già fra noi



# Lotta alle frodi

Monitor and Enforce  
your Intellectual Property  
online.

**CONVEY**  
internet brand protection  
[www.convey.it](http://www.convey.it)



# SENTIMENT ANALYSIS



TEXT EXAMPLES

"The **service** was **outstanding** but the **breakfast** was **poor**."

TAGGED AS

Service pos  
Breakfast neg



TEXT EXAMPLES

"The next **metro station** is a **five minutes walk**."

"A **smelly factory** is **five minutes away**."

"As expected, the **pool** was **warm**."

"The waitress served me a **warm beer**."

TAGGED AS

Location pos  
Location neg



Pool pos  
Drinks neg

eu  
pos

"It was **really tough** to get in touch with your **customer support**, but those guys **solved my problem quickly**."



Customer Support  
Accessibility neg  
Service Quality pos

# 625,000,000 CONVERSATIONS ACROSS 100 DESTINATIONS: GET THE FIRST (FREE) GLOBAL TOURISM SENTIMENT INDEX REPORT

DESTINATION MARKETING STRATEGY + RESEARCH AND  
ANALYSIS + TOPIC: MEASURING SUCCESS



Think Staff



29 November 2018



0 Comments(s)

# HOW TO BOOST VILLA MARINA LODGE REVENUE PRACTICING DYNAMIC PRICING?



FLIGHTS

FLEX SEARCH

FLIGHT MAP

CARS

Los Angeles (LAX) ↔ Boston (BOS)

Jan 05 – Jan 08 1 adult Economy

CHANGE SEARCH

Selected travel dates are **CHEAP**



SAVE \$62

\$304

Alternative Dates



\$366

United



\$381

Delta

jetBlue

\$385

Jet Blue



\$393

American



\$436

Alaska



\$461

Virgin America

spirit

\$543

Spirit Air

SORT BY  
Lowest Price ▾

AIRPORTS ▾

STOPS ▾

TIME ▾

Alternative Dates - Save \$62

MORE ALTERNATIVES

	Delta	8:30 AM Fri, Jan 06	LAX > BOS	5:05 PM	5h 35m	non-stop
	Delta	7:30 AM Tue, Jan 10	BOS > LAX	11:00 AM	6h 30m	non-stop

\$304  
Total

FLIGHT DETAILS



FLIGHTS

FLEX SEARCH

FLIGHT MAP

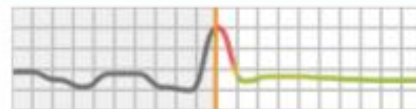
CARS

New York (NYC) ↔ Los Angeles (LAX)

Dec 22 - Dec 25 1 adult Economy

CHANGE SEARCH

Best Price Analysis



FareBoom Advice: **WAIT 1 DAY**

Lowest fares may fall by about \$183 within 7 days

Close Details

Fare trend for travel Dec 22 - Dec 25

Recent fares



7 day forecast confidence: **Moderate (70%)**

**“ Tomorrow’s travelers  
will want to travel the  
world in just one way –  
their own way ”**

## Recommended Hotels

Based on your recent search in London

Prices are average per night



Park Plaza Westminster Bridge ...

\$231

★★★★

3 days (Nov 10 - Nov 12)



Hilton London Kensington

\$165

★★★★

3 days (Nov 10 - Nov 12)



The Strand Palace Hotel

\$166

★★★★

3 days (Nov 10 - Nov 12)

Rooms  Adults  Children

Find a place



Subscribe for Member Deals

Unlock Member Deals and customized inspiration



New deals listed every day

FREE cancellation on most rooms!

### Just Booked



A traveler from Belarus

just booked at [Central Park West Hostel](#) in New York City



A traveler from Switzerland

just booked at [Sohotel](#) in New York City



A traveler from Belgium

just booked at [Hotel 91](#) in New York City

Still planning a trip to this destination?



New York City

790 properties

[Hotels, apartments & more in New York City](#)

Try Washington, DC for your next trip

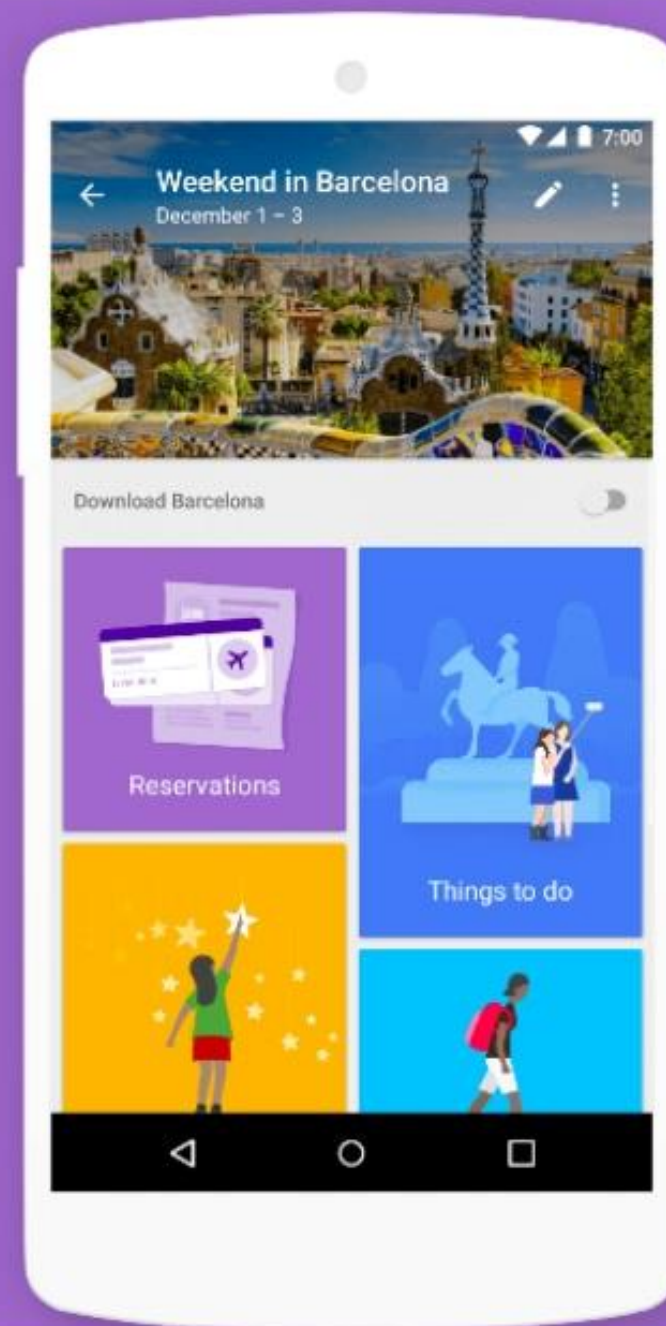
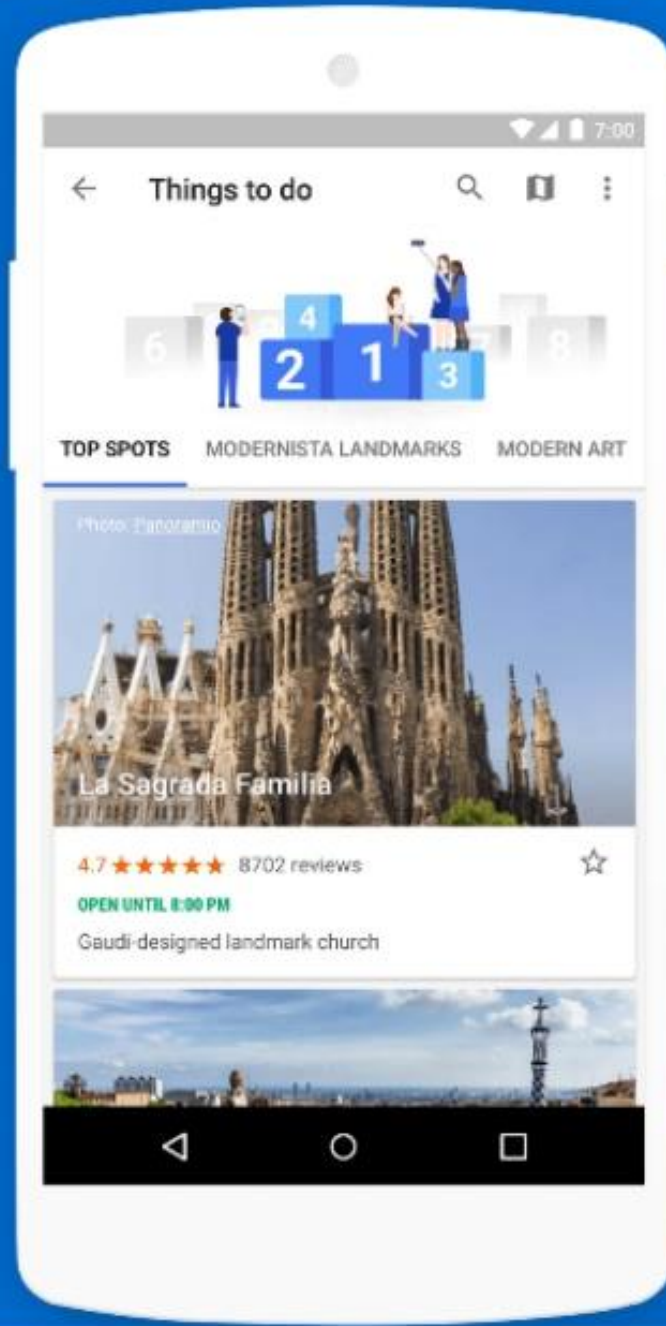
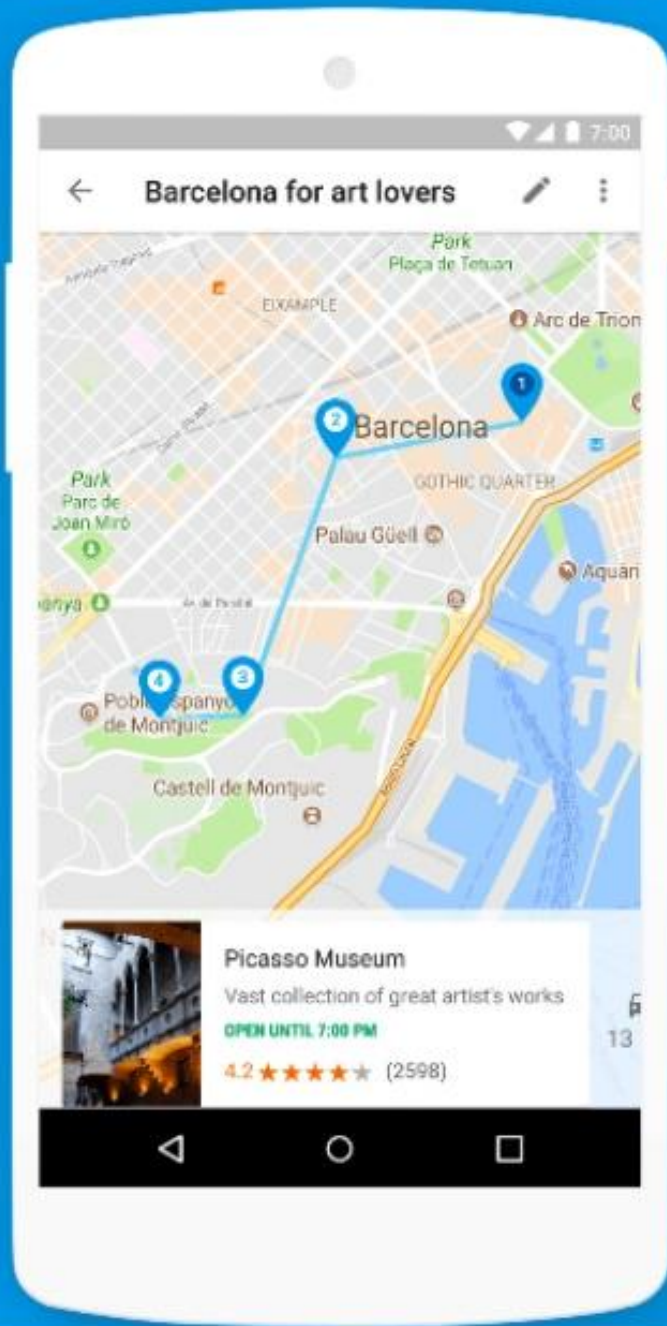


You searched for New York City, so we think you might also like this city.

266 properties

# Serendipity

(n.) finding something beautiful  
without looking for it.



COPERTINA

WEEKEND

OFFERTE

CASE

FOTOGALLERIE



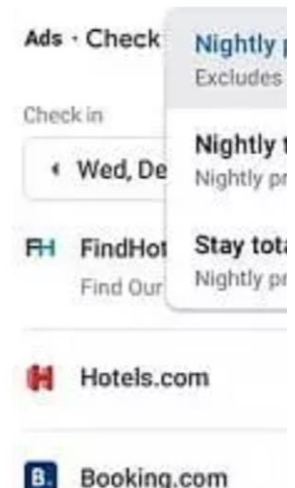
# Google sezio dice parti

di SIMONE C

Con il ri prenota in base a

arricchita an  
Cose da fare  
esempio, ce  
disposizione,  
ritagliato sull  
agganciano i  
magari una b  
come i classic

“Fra i risultati degli hotel diremo per esempio se un utente lo ha già cercato o ci ha soggiornato o se ci sono opzioni simili a quelle in cui ha soggiornato in altre città - si legge in un post sul blog ufficiale - selezioniamo inoltre gli hotel vicini ai punti di interesse che hai cercato. Per esempio, se un utente ha mostrato interesse per la Tokyo Tower, gli diremo quanto è distante l'albergo. Risultati personalizzati visibili solo a chi effettua la ricerca”. Ovviamente tutte le impostazioni della privacy rimangono modificabili e la personalizzazione spinta, volendo, può essere disabilitata.

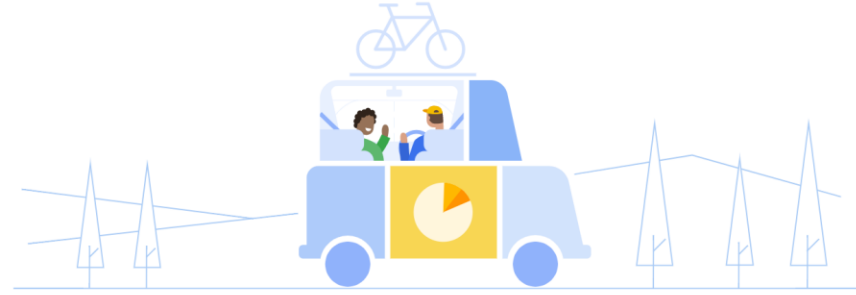


Se a tutto questo lavoro di ispirazione si aggiunge la sezione dedicata alla pianificazione, il gioco è fatto: inserendo le date, la città di partenza e la destinazione, infatti, la piattaforma restituisce i prezzi per ciascun intervallo nel corso delle settimane e dei mesi seguenti unendo volo e hotel per tutte le notti previste, suggerisce i voli più ricercati e gli hotel celebri.

di inserire una  
“Hotel a Roma”,  
potenziali” in base alle  
Seguono poi le  
già vissuti. Ma la  
vivo di un nuovo  
e immediatamente di  
re, di andare dritti alla  
itare e prenotare gli  
egli aggiornamenti: la  
tti alla sezione hotel,  
medi degli alberghi.  
vece ottenere un'altra  
e degli hotel.

# Helping the travel industry reach travelers, everywhere

Discover the insights and tools to reach global travelers at every stage of their journey, from dreaming about a trip to booking flights and hotels to exploring local businesses.



## Explore helpful insights and tools



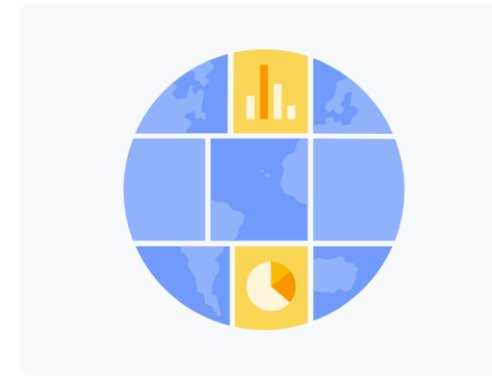
### Destination Insights

Explore how tourism demand is changing and how this year compares to previous years' demand.



### Hotel Insights

Learn where interest for your hotel and your region is highest right now, explore booking trends, and learn about the digital tools you can use to attract new guests and grow your business.



FOR TRAVEL COMMERCIAL PARTNERS ONLY

### Travel Analytics Center

Dive deep into travel demand trends and see your account performance across Google's travel search experiences, to help you make better business and marketing decisions and allow you



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Topics Magazine Newslette

# Google fires top AI ethics researcher Margaret Mitchell

Megan Rose Dickey

@meganrosedickey / 11:56 PM GMT+1 • February 19, 2021



Comment

Artificial intelligence / Machine learning

## We read the paper that forced Timnit Gebru out of Google. Here's what it says.

The company's star ethics researcher highlighted the risks of large language models, which are key to Google's business.

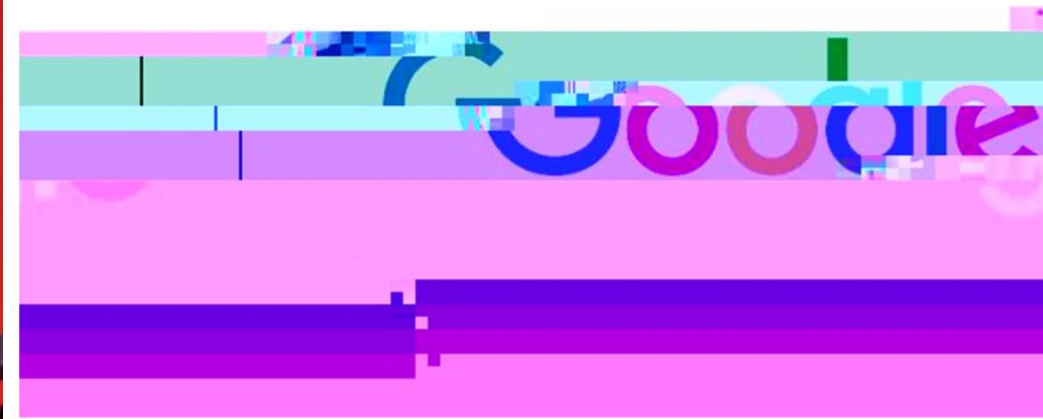


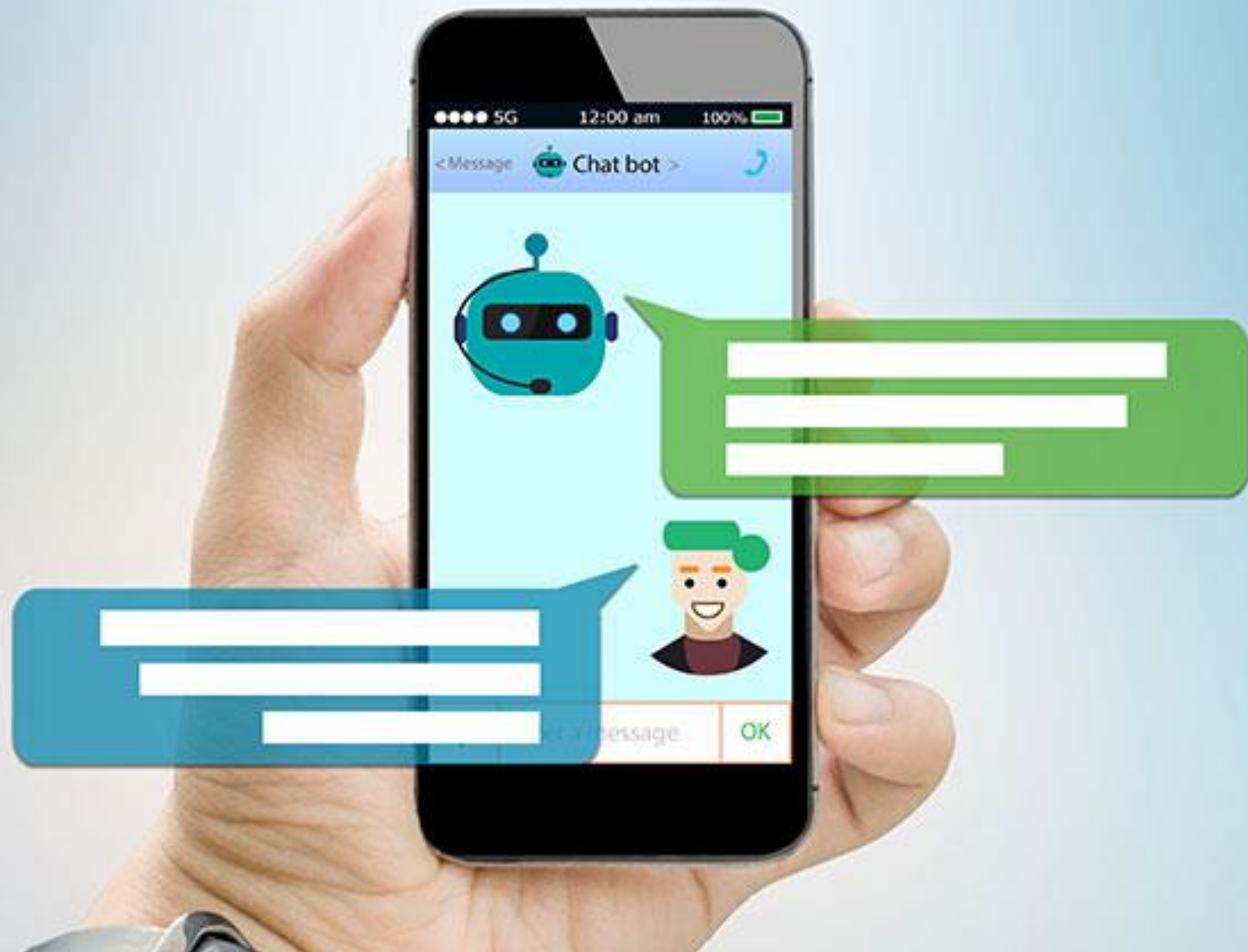
Image Credits: TechCrunch

Google has fired Margaret Mitchell, the founder and former co-lead of the company's ethical AI team. Mitchell announced the news [via a tweet](#).



[www.sipeia.it](http://www.sipeia.it)





← KAYAK Typically replies instantly MANAGE ⓘ

Hi I'd like to fly from London to San Francisco this Sunday.

Expect to pay at least \$642 for flights from London, England, United Kingdom to San Francisco, CA. When do you want to fly out?

On Sunday

Ok. When do you want to fly back to London?

ONE-WAY FLIGHT

Tuesday

Ok. Looking for flights from London, England, United Kingdom to San Francisco, CA from 11/6 to 11/8 ...

I found in total 2,613 flights for your dates. Here is a selection of outbound flights:

**Best value: \$430+ WOW air**

11/6: LGW 10:55a, SFO 5:10p. Stops: KEF. 14h 15m. Economy.

Sho 11/6 Ecor

SELECT

← KAYAK Typically replies instantly MANAGE ⓘ

Search hotels in San Francisco

Looking for hotels in San Francisco, CA. When do you want to check in? Type or tap below.

TONIGHT



TOMORROW

OTHER DATE

Sunday - Tuesday

Ok. Searching for hotels in San Francisco, CA from 11/6 to 11/8 ...

I found in total 347 hotels for your dates. Here is a selection:

**Hotel Nikko San Francisco**

4 stars. 6,942 reviews. Excellent (8.6/10.0). From \$239 per night.

Villa 4 sta From

MORE DETAILS \$239 KAYAK

Write a message...

# Why chatbots and AI should join tourism

1

Chatbots are perfect tools for client-oriented businesses. They can perform functions of 24/7 front-end customer care technicians. Gone are the days when you had to reply manually to comments and inquiries on your blog, website, or social media accounts.

2

Chatbots can automate many replies and efficiently respond to basic requests for information. In any way, chatbots are better than out-of-office responses.

3

After the trip is over, bots can send out feedback forms that can collect valuable information on how your business could improve guests' travel experience.

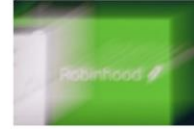
## Most Popular



SEC is 'dead wrong': Former chair Mary Jo White defends Ripple in pivotal crypto case



**PAID CONTENT**  
What today's business leaders think the future holds  
[FROM DELOITTE](#)



Robinhood's brand is severely damaged: 56% of account holders are considering leaving the app



Do COVID vaccines stop infections or just make you less sick? We're starting to get answers

## TECH • FACEBOOK

# KLM is the First Airline to Start Using Facebook Messenger

BY **LEENA RAO**

March 30, 2016 5:08 PM GMT+2



## Most Popular



WTF INFLUENCERS

## 8 months in, what Expedia has learned from its Facebook bot





Social Media | Tourism

🕒 12 min de lectura

# The importance of social media in tourism: Facebook and Twitter



I due mantra:

- User experience
- Frictionless

# Zucked

Waking Up to the Facebook Catastrophe

**ROGER McNAMEE**





Uber Taxi, ora disponibile  
a Napoli.

Uber

# The impact of AirBnB on our cities: Gentrification and 'disneyfication' 2.0

by **Monica Bernardi** | Oct 2, 2018 | **The Urban Media Lab**



Feb 21, 2020, 06:54am EST | 28,177 views

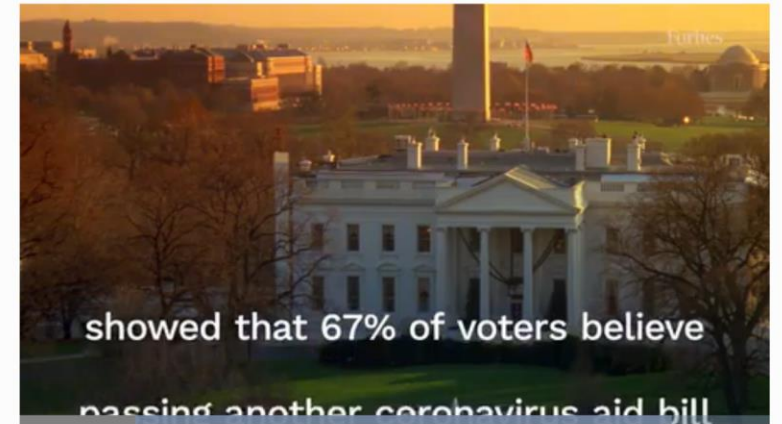
# The Airbnb Effect On Housing And Rent



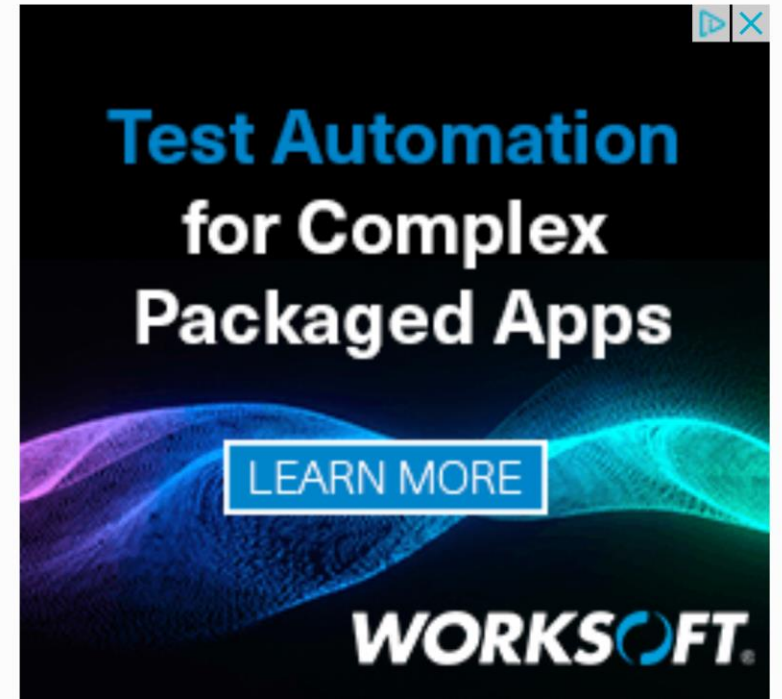
**Gary Barker** Senior Contributor

Real Estate

*I write about sales and rental property trends in the UK.*



ADVERTISEMENT





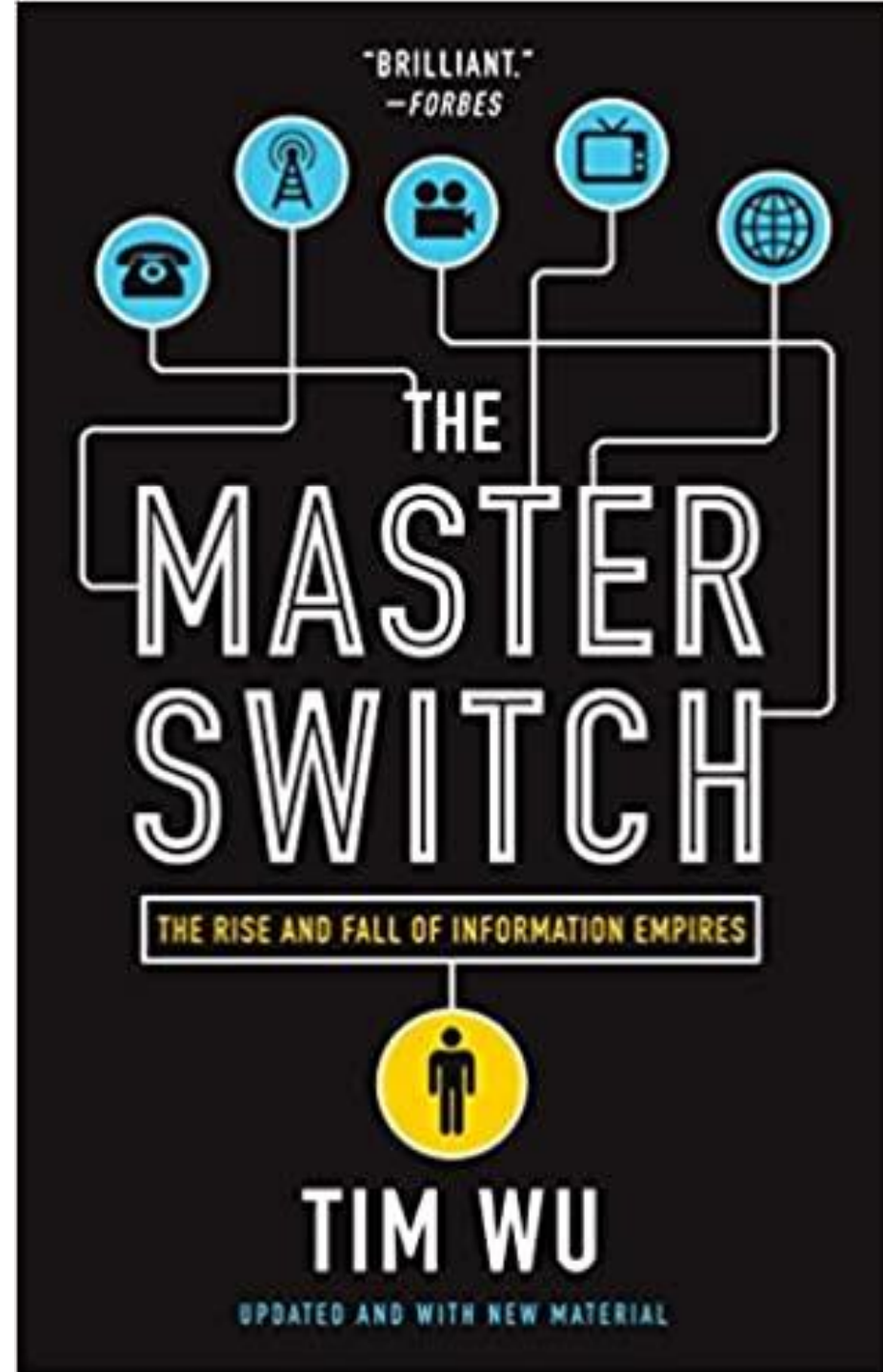
Affari e finanza **Airbnb**

# Airbnb, tanti soldi e poche tasse: sfonda il tetto dei 2 miliardi in un mercato ancora senza regole

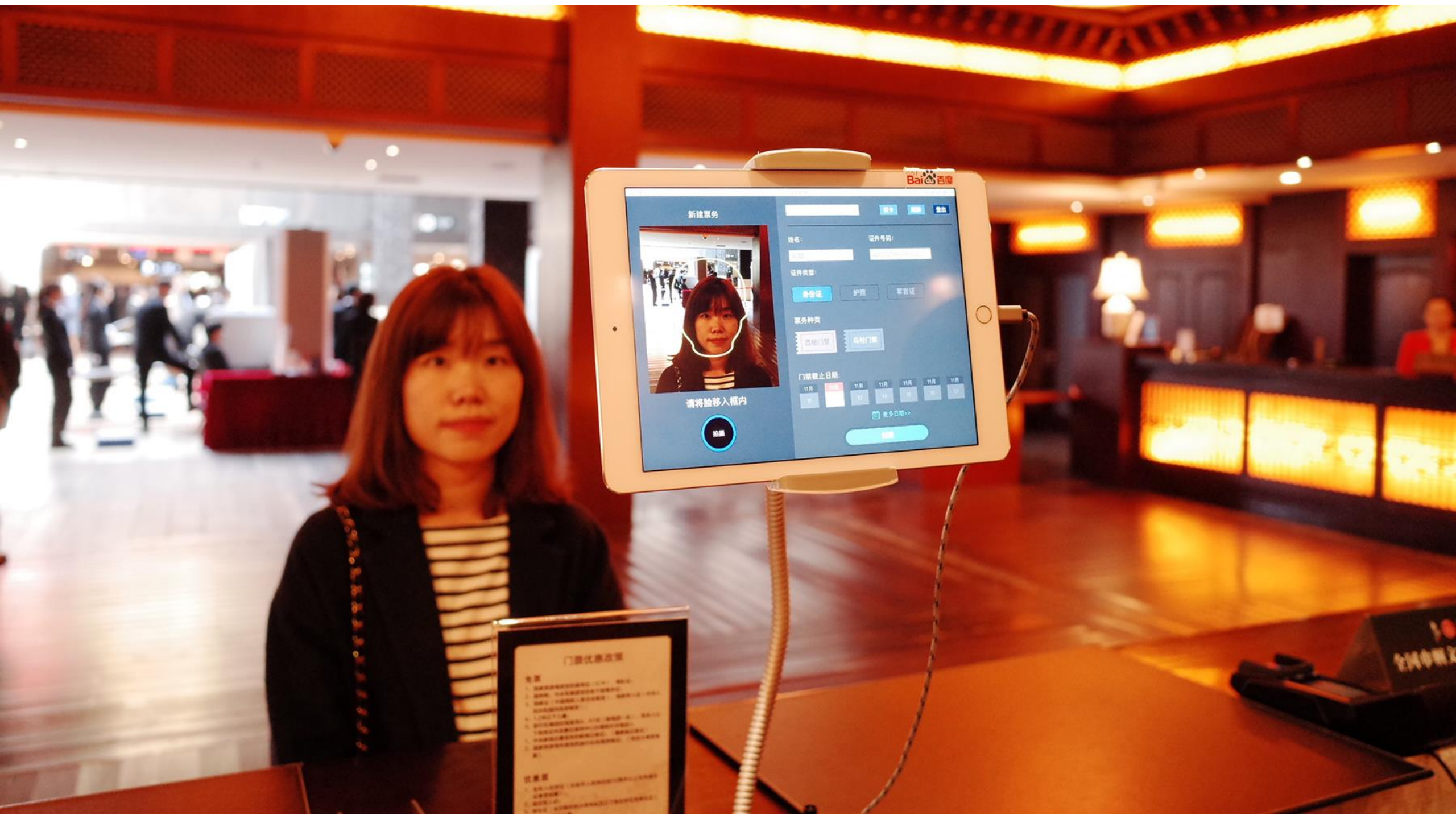
27 GENNAIO 2020

Oltre 450 mila case in offerta, 11,5 milioni di turisti all'anno, un giro d'affari intorno a 2 miliardi di euro. Ormai la società degli affitti brevi vale l'11% del fatturato dell'ospitalità italiana. Ma il Fisco raccoglie solo le briciole

Monopoli







新建票务



请将脸移入框内

拍摄

姓名:

证件号码:

证件类型:

身份证

护照

军官证

票务种类

西博门票

高科门票

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更多日期>>

门票优惠政策

免票

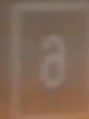
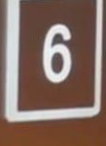
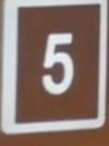
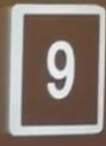
- 1. 身高1.2米以下儿童
- 2. 60岁及以上老人
- 3. 残疾人
- 4. 现役军人
- 5. 记者
- 6. 其他符合国家规定的免票对象

优惠票

- 1. 学生
- 2. 老人
- 3. 军人
- 4. 其他符合国家规定的优惠票对象



人脸识别  
Please look here for face recognition





# Smart Cash Register 5.0

## TPS650 . COMMERCIAL TOUCH CASH REGISTER (ODM)

Financial Face+ Payment | Binocular Camera | Quad-core CPU |  
Industrial Motherboard | Dual Screens Display Different Content



**Telpo**  
Smart POS Leader



- 1. Creating a more personalized customer experience:** At its core, face recognition is an organizational tool. It allows for information to be associated with a specific person's face and is able to access that information when it detects that person's presence. For example, rather than asking who they are at entrance, hotel staff and front desk attendants can greet guests by their given name, which not only creates a streamlined check-in process but also makes guests feel more at home. This also allows for personal preferences or interests to be saved. Why would they want to stay at a different hotel when one remembers all of their personal preferences and information?
- 2. Augmenting a hotel's customer database:** Hotels can leverage face recognition technology to gather information about the guests' gender, ethnicity and even their age. With the ability to instantly pull this data from photos, hotels can capture a more detailed customer database. For example, if data shows a certain criteria of demographic who

Article

# Personalisation–privacy paradox: The effects of personalisation and privacy assurance on customer responses to travel Web sites

October 2011 · Tourism Management 32(5):987-994

DOI: [10.1016/j.tourman.2010.08.011](https://doi.org/10.1016/j.tourman.2010.08.011)

## Authors:



**Chunghun Lee**  
Sejong University



**David A. Cranage**  
Pennsylvania State University

# Features

Use voice to generate increased revenue for your property

With Alexa, you can customize your hospitality experience so guests can access your services and amenities more easily and quickly, using just their voice. Guests can ask things like:



*"Alexa, when is happy hour"*



*"Alexa, what is today's room service special"*



## Help staff members save time

Drive employee productivity by integrating Alexa with property management systems, guest request and engagement platforms, and smart room solutions to route, prioritize, and fulfill requests efficiently. This enables staff to focus on the guest interactions that matter most.



## HOTELS

# Amazon's Alexa can be an unwelcome hotel roommate

By [Christina Jelski](#)   | Feb 19, 2019

 | [A+](#) [A-](#)



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## Today's Top Stories

[SEE MORE TRAVEL NEWS](#)



**Marriott CEO**  
**Arne Sorenson,**

REC

00:00:00:01

HD 2K 4K FPS 60



USA TODAY



1/100 F2.8



AUTO ISO

AUTO AWB

R3h30m

# The Right to Sanctuary

The International Bestseller

**THE AGE OF  
SURVEILLANCE  
CAPITALISM**

---

THE FIGHT FOR A  
HUMAN FUTURE  
AT THE NEW  
FRONTIER OF POWER

---

**SHOSHANA  
ZUBOFF**

'The true prophet of the information age' *FT*







変なホテル

Henn na Hotel











KNIGHTS



DESIGNED BY SLYTH



MAKR SHAKR











NAULOD

 Paaila  
TECHNOLOGY





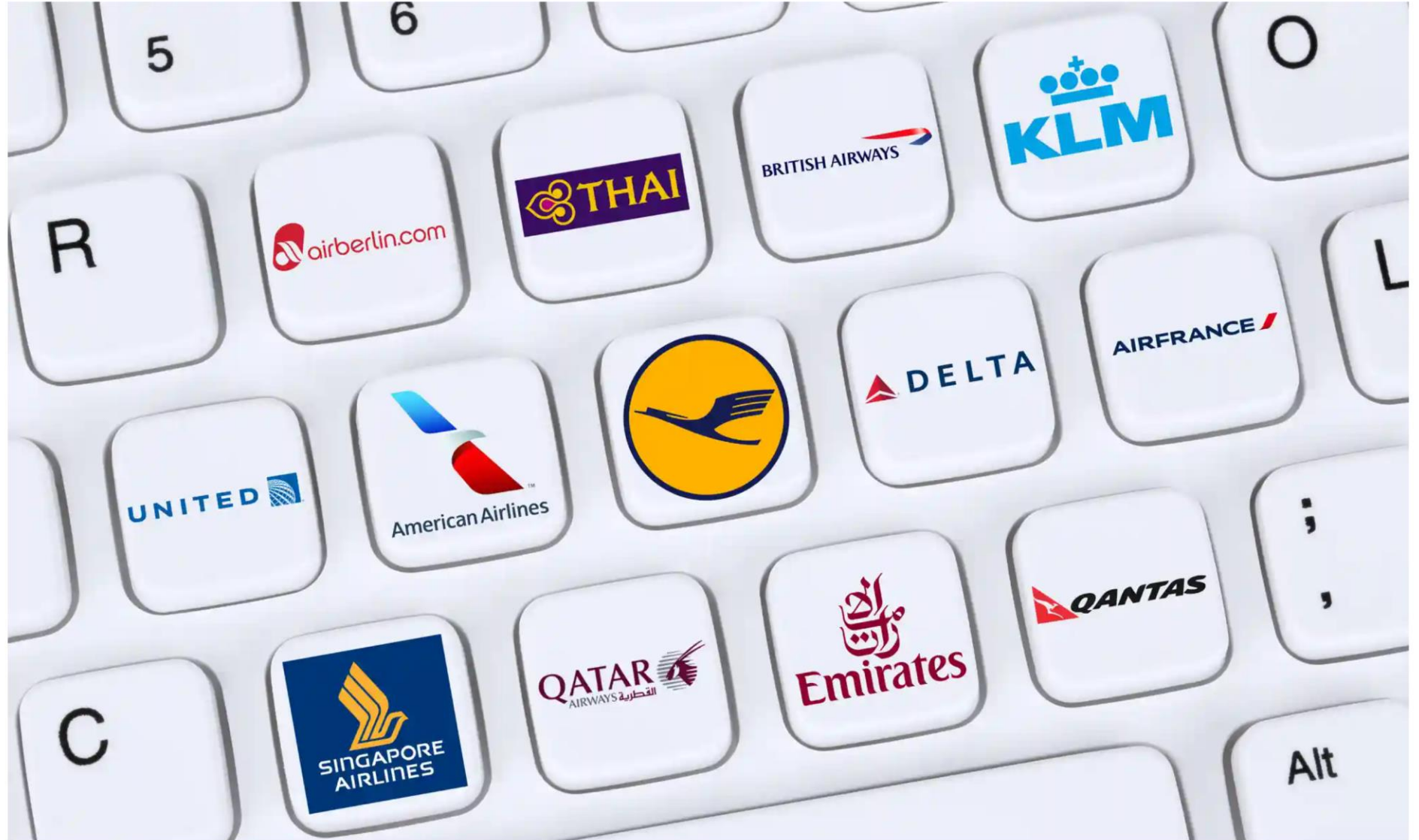
# Automated holidays: how AI is affecting the travel industry

Senay Boztas

Fri 17 Feb 2017 06.00 GMT



61 2



▲ Almost a fifth of Brits still booked a holiday in a travel store last year, but online bookings are becoming the norm. Photograph: Alamy

Travel companies are investing in artificial intelligence, but that doesn't mean fewer jobs for humans

Advertisement



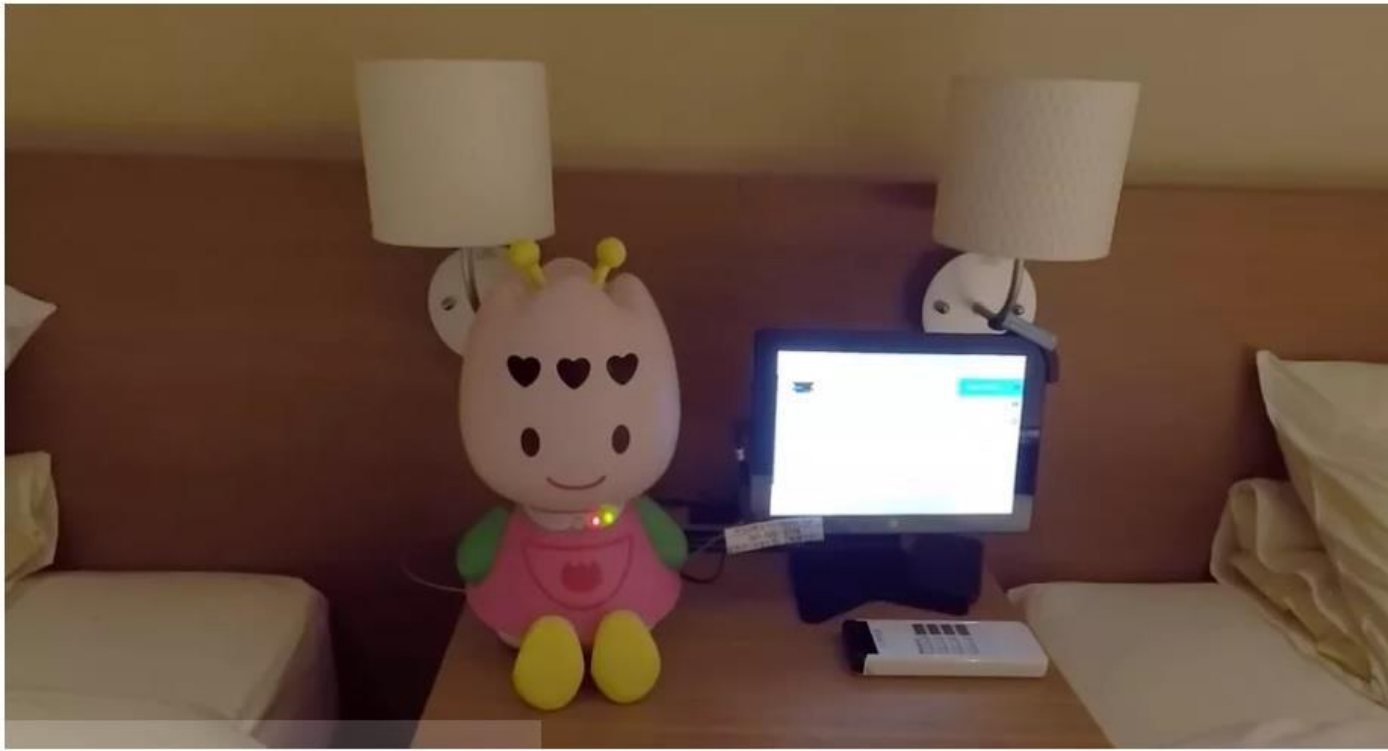
## TL;DR

# Japan's robot hotel lays off half the robots after they created more work for humans <sup>4</sup>

*It turns out even robots can't enjoy job security*

By [Shannon Liao](#) | [@Shannon\\_Liao](#) | Jan 15, 2019, 4:36pm EST

f t  SHARE





# JAPAN ROBOT HOTEL FIRES MOST OF

# ITS 'ANNOYING' ROBOTIC STAFF



Robotic staff at the Henn-na Hotel include a velociraptor receptionist, an automated gardener and a one-armed claw that handles left luggage

# Bring in the Robot Cleaners: Travel Industry Innovations for the Pandemic

“Private” hotels, online tour-company teasers for future travelers, and other ways that travel companies are keeping their businesses alive.













Interactive wall  
YOU:ENGAGE

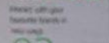


YOU DISCOVER



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SHOP

Shop where you're  
at the forefront  
of every concept

05

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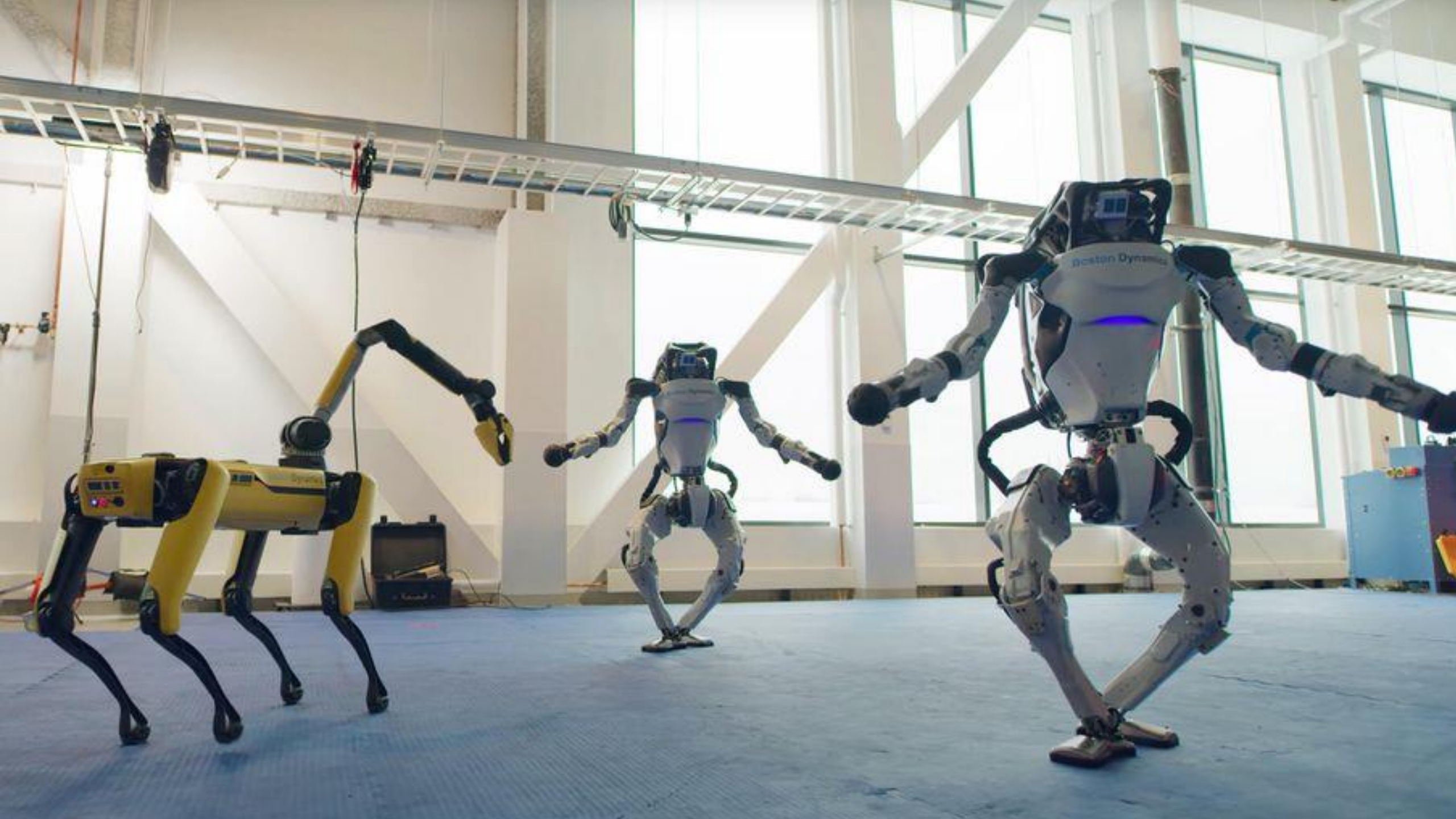


















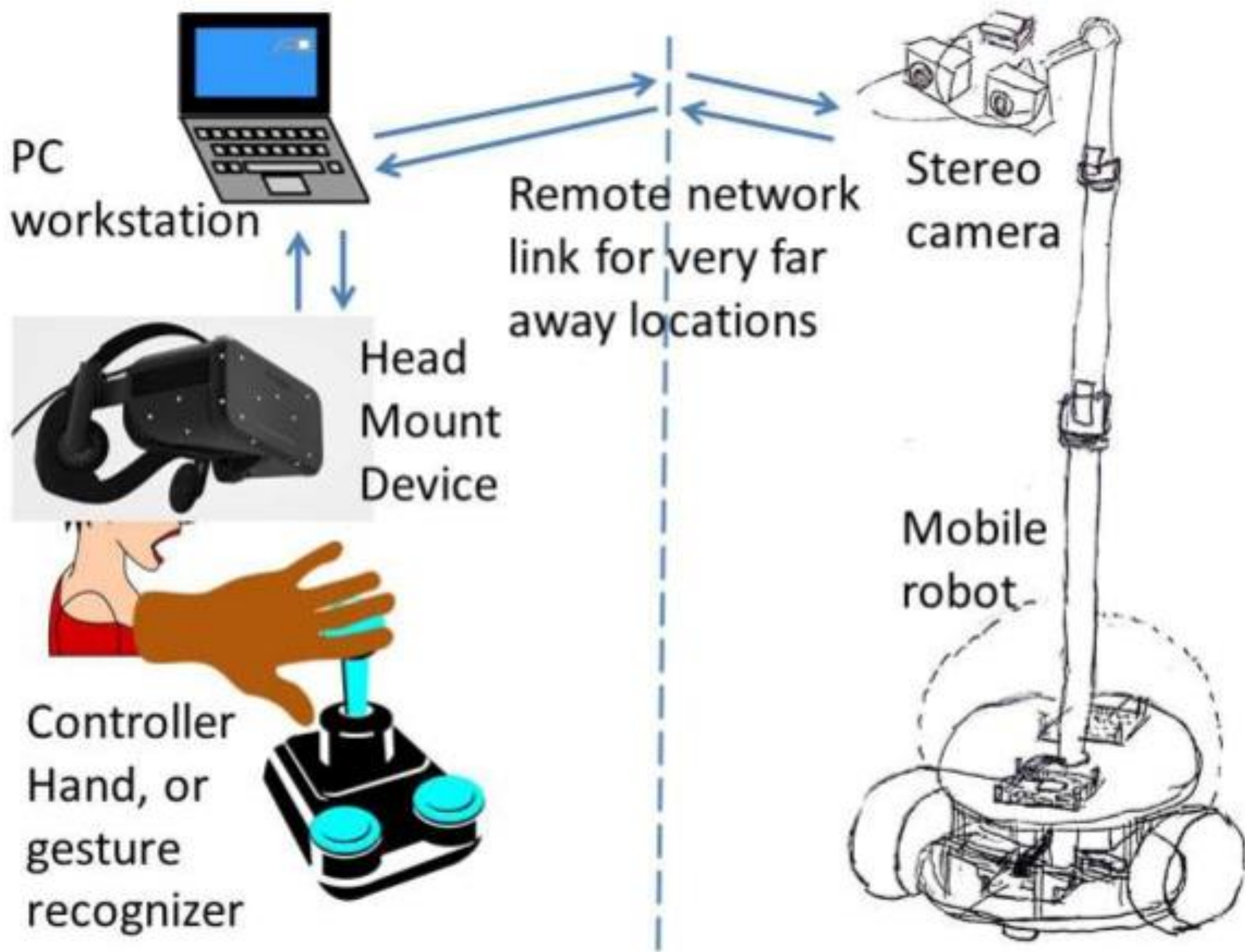






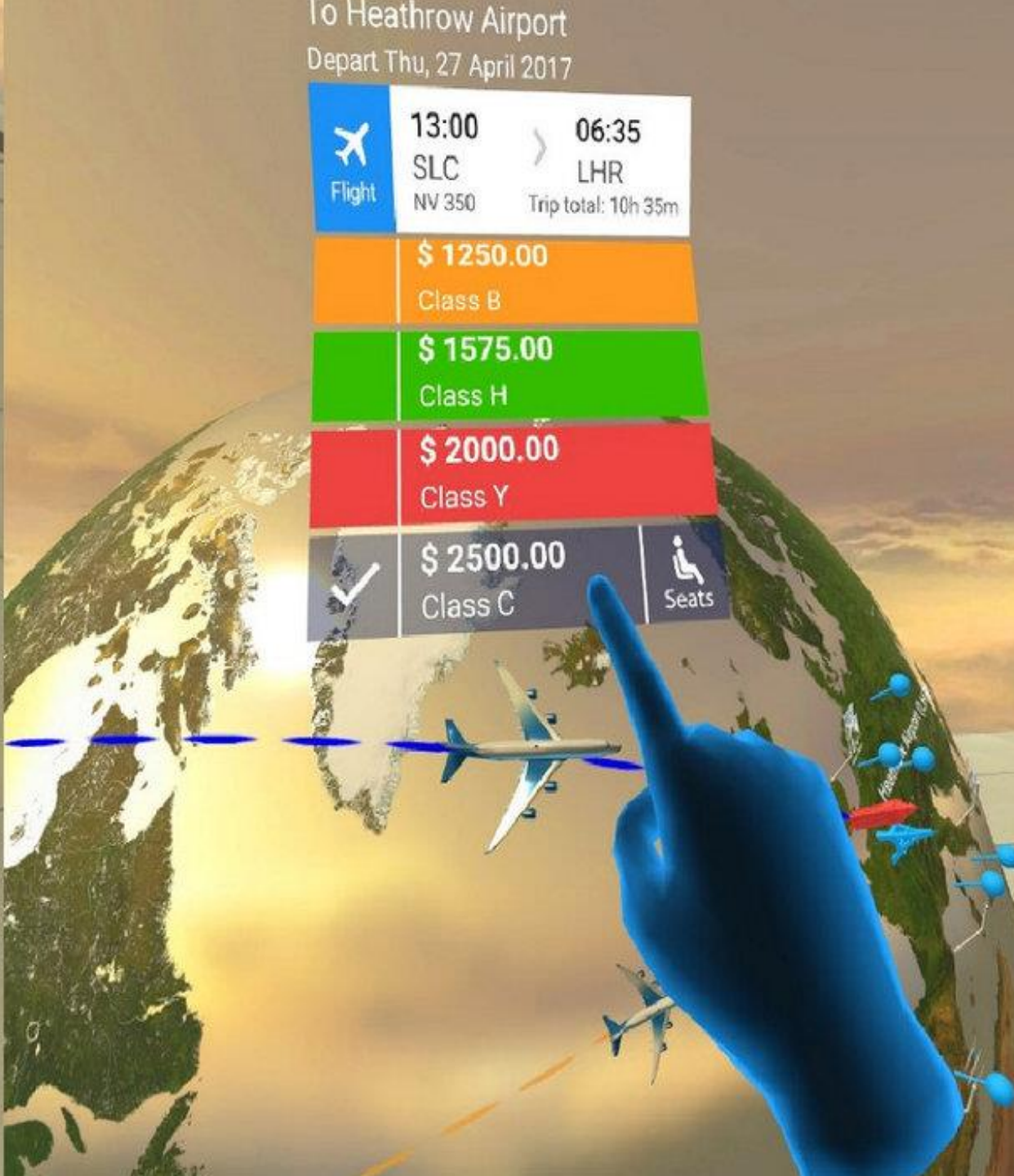















 You're at  
Palazzo Ducale

00:11



You can also center  
the view, enter the  
map or exit to the  
main menu.



**GOT IT**



NAT WEST SHARES  
 2P

**RELEVANT ARTICLES:**  
 HISTORY OF THE BANK OF ENGLAND  
 MUSEUM OF LONDON

---

KNOW YOUR ECONOMISTS:  
 AAT ONLINE [+]

BUS ROUTE 11:  
 ARRIVES FULHAM BROADWAY  
 15.58

TAXI OCCUPIED

ROADWORKS UNTIL 12 AUGUST

JACK IS SINGLE AND WOULD LIKE TO CHAT

14.49 BST | SUNNY  
 ! MEETING AT KPMG AT 16.00 | 25C | 5% RAIN RISK

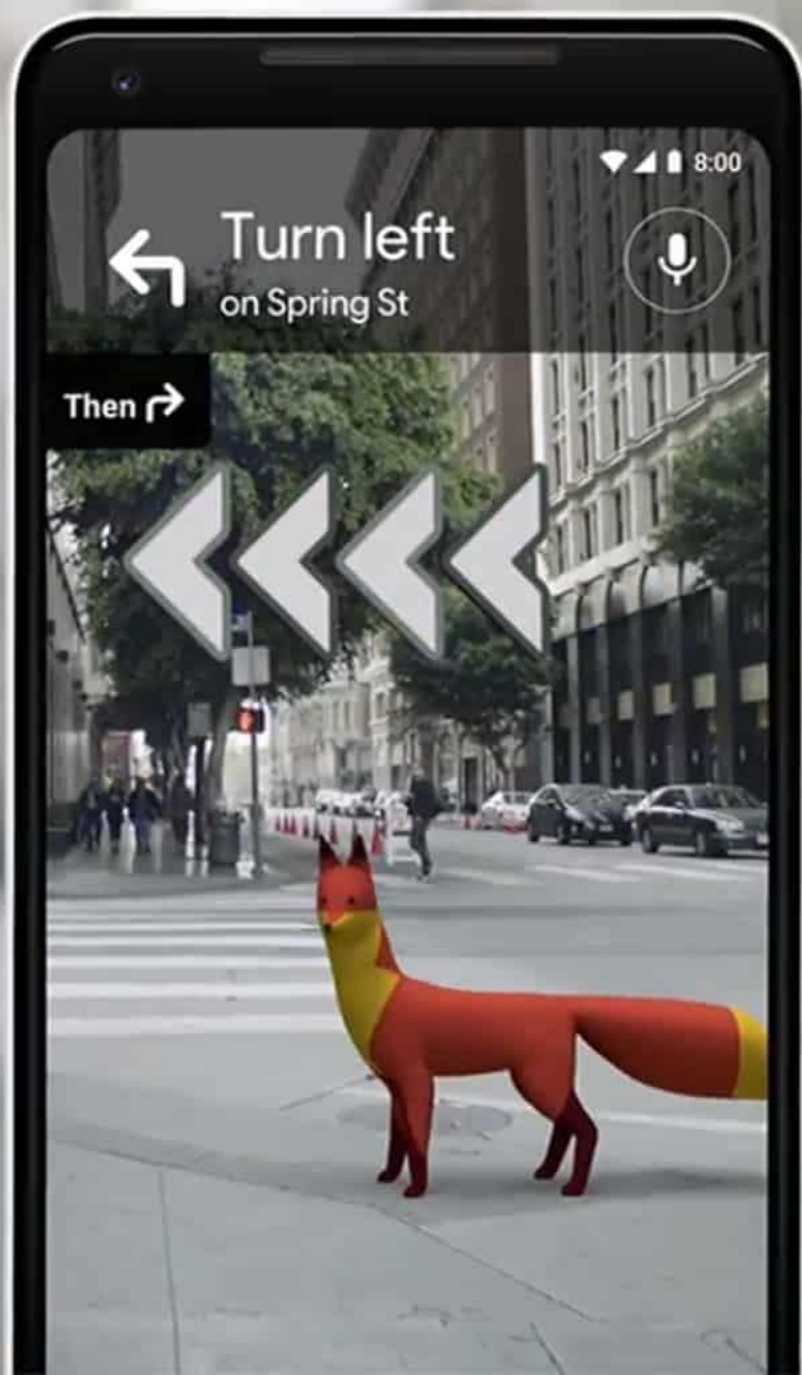
LOCATION: THREADNEEDLE STREET, EC2 | SEARCH LOCAL AREA

# POKÉMON™

## GO







8:00



Turn left  
on Spring St



Then ↗





**co3project**

co-create · co-produce · co-manage







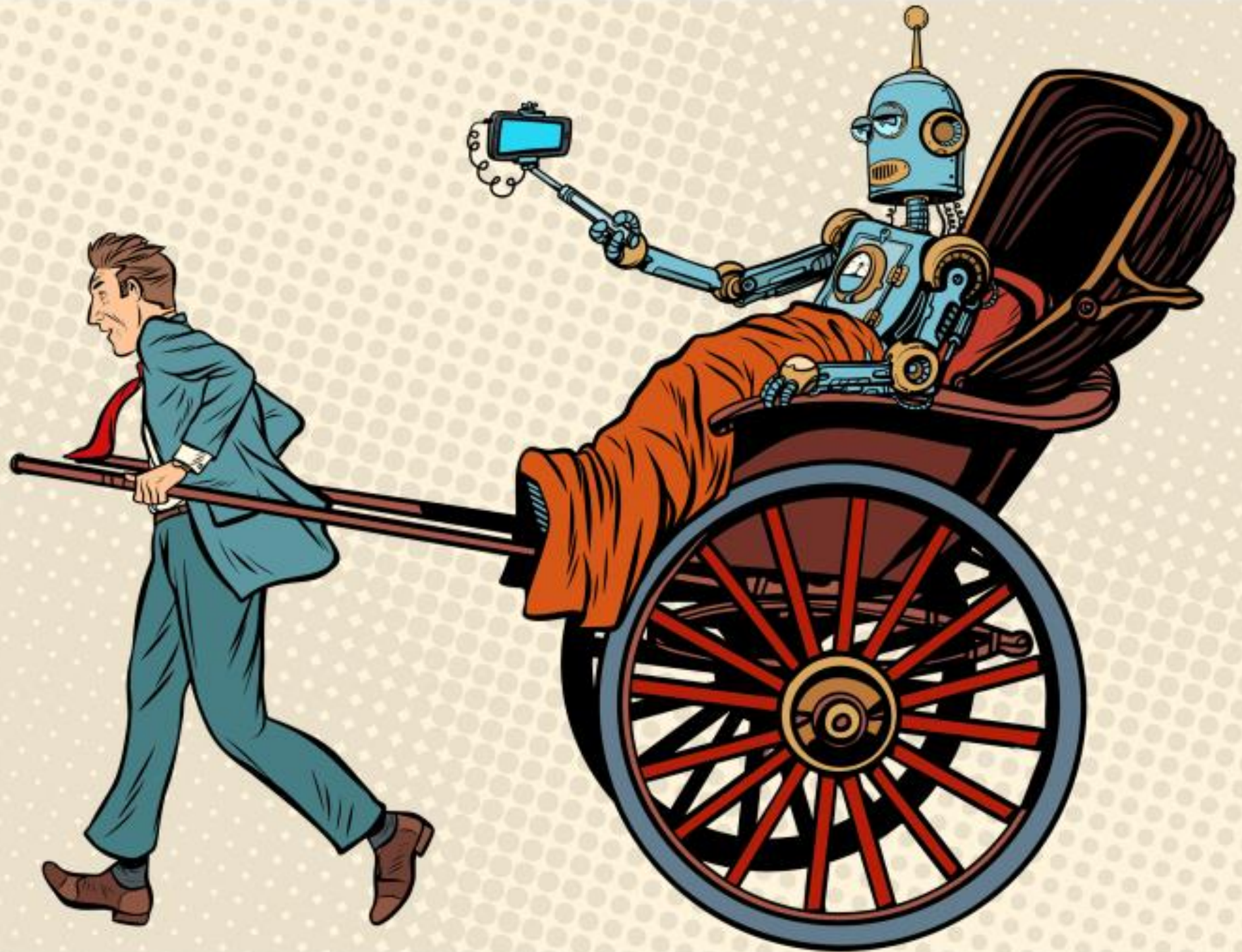




Pre-order now on [indiegogo!](https://www.indiegogo.com)







Ma noi cosa vogliamo?