



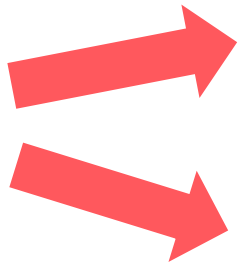
INTELLIGENZA ARTIFICIALE

MACHINE LEARNING/APPRENDIMENTO/DEEP LEARNING

IMPARARE DALL'ESPERIENZA



NON SOLO IMPARARE, IMPARARE DA ERRORI



PROBLEM SOLVING

PRENDERE DECISIONI

- Algoritmi predittivi usati nei processi in USA sulla recidiva
- Auto senza pilota
- Robot camerieri



NON CI SARANNO PIÙ GIUDICI, AUTISTI O CAMERIERI?





ASPETTI ETICI/GOVERNO DELL'I.A.

Kazuo Ishiguro

Premio NOBEL per la letteratura



Nuovo romanzo dove l'io narrante è
un sistema di intelligenza artificiale.
Si intitola «*Klara and The Sun*»

KLARA AND
THE SUN

A NOVEL



KAZUO
ISHIGURO

WINNER OF THE NOBEL PRIZE
IN LITERATURE



IL FUTURO E' GIÀ ADESSO



L'I.A. E' NELLA PROFILAZIONE DEGLI UTENTI:

è in AMAZON che quando ordino un libro mi consiglia altri libri affini o una musica come ITUNES



**PER IL TURISMO FUNZIONA NELLO STESSO MODO:
DALLE NOSTRE SCELTE PASSATE O ATTUALI NEI VIAGGI**

PROPOSTE PER IL FUTURO → CONDIZIONAMENTO → ORIENTAMENTO



ESEMPI DI A.I. E TURISMO

- Customer care – Chat Bot
- Big Data
- Sentiment Analysis

➡ **MA:** REALTÀ AUMENTATA CON TOUR VIRTUALI, MAPPE INTERATTIVE
ANCHE: EDUCATIONAL TOUR, MARKETING DEL TERRITORIO

TURISTI DIVERSAMENTE ABILI CON GUIDE

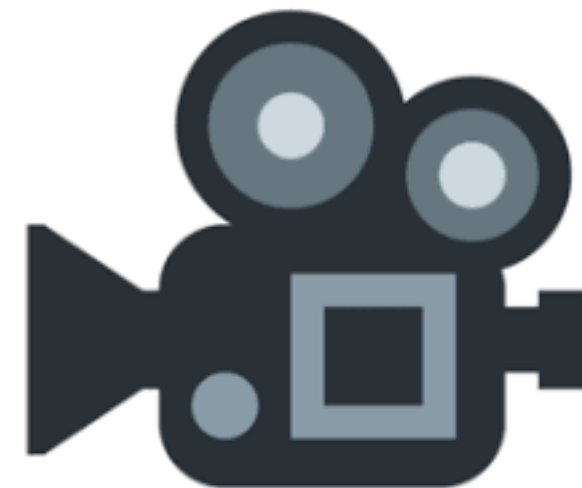


POMPEI: BRACCIALETTI ELETTRONICI PER ACCESSIBILITÀ



TURISMO VIRTUALE E' NUOVA FRONTIERA

L'ORGANIZZAZIONE NAZIONALE DEL
TURISMO DEL **GIAPPONE**
HA REALIZZATO IL FILM VR CHE
CONTINUA LA PROMOZIONE IN VISTA
DELLE **OLIMPIADI 2021**





IL COVID HA IMPRESSO UNA FORTE ACCELERAZIONE AL DIGITALE

SMART WORKING

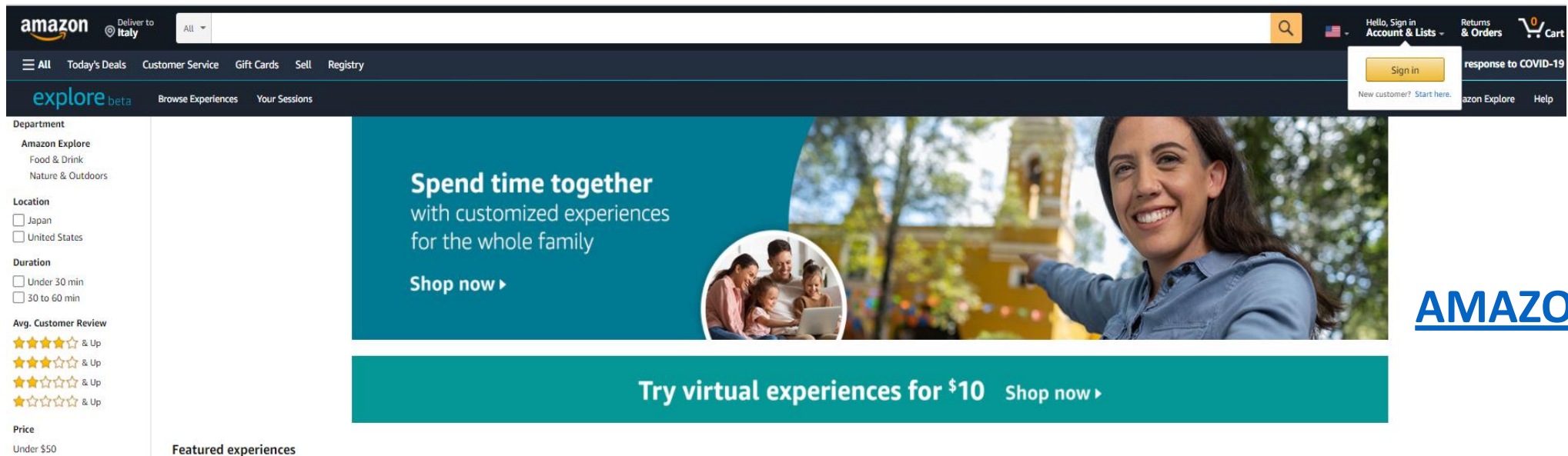
ACQUISTI ONLINE

TRANSAZIONI SENZA MONETA



**TURISMO SI RILANCIA ANCHE
CON SVILUPPO DIGITALE**

AMAZON EXPLORE



The screenshot shows the Amazon Explore website interface. At the top is the Amazon logo and navigation links like 'Today's Deals', 'Customer Service', 'Gift Cards', 'Sell', and 'Registry'. A search bar is on the right. Below the navigation is a 'browse' bar with 'explore beta' and links to 'Browse Experiences' and 'Your Sessions'. The main content area features a large banner with the text 'Spend time together with customized experiences for the whole family' and a 'Shop now' button. Below this is another banner that says 'Try virtual experiences for \$10' with a 'Shop now' button. On the left side, there are filters for 'Department' (Amazon Explore, Food & Drink, Nature & Outdoors), 'Location' (Japan, United States), 'Duration' (Under 30 min, 30 to 60 min), 'Avg. Customer Review' (four star ratings), and 'Price' (Under \$50). The bottom section is titled 'Featured experiences' and lists seven different virtual experiences with their respective images and descriptions.

amazon Deliver to Italy All

explore beta Browse Experiences Your Sessions

Department

- Amazon Explore
- Food & Drink
- Nature & Outdoors

Location

- ☐ Japan
- ☐ United States

Duration

- ☐ Under 30 min
- ☐ 30 to 60 min

Avg. Customer Review

- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up

Price

- Under \$50

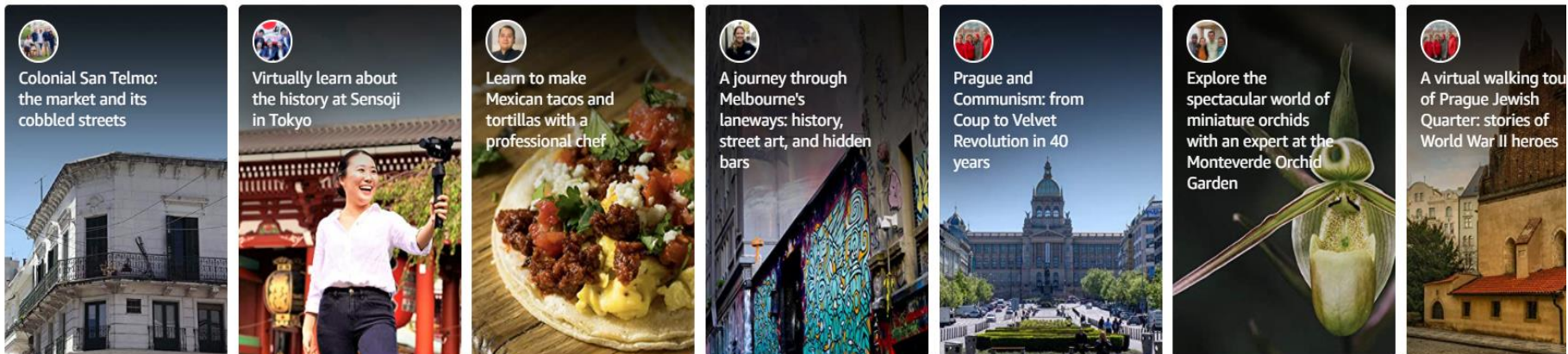
Spend time together with customized experiences for the whole family

Shop now ▶

Try virtual experiences for \$10 Shop now ▶

Featured experiences

AMAZON EXPLORE



A grid of seven featured virtual experiences. Each card includes a circular profile picture of the host, a title, and a description. The experiences are: 1. Colonial San Telmo: the market and its cobbled streets (host: a woman in a blue shirt). 2. Virtually learn about the history at Sensoji in Tokyo (host: a woman in a white shirt). 3. Learn to make Mexican tacos and tortillas with a professional chef (host: a woman in a blue shirt). 4. A journey through Melbourne's laneways: history, street art, and hidden bars (host: a woman in a blue shirt). 5. Prague and Communism: from Coup to Velvet Revolution in 40 years (host: a woman in a blue shirt). 6. Explore the spectacular world of miniature orchids with an expert at the Monteverde Orchid Garden (host: a woman in a blue shirt). 7. A virtual walking tour of Prague Jewish Quarter: stories of World War II heroes (host: a woman in a blue shirt).

Colonial San Telmo: the market and its cobbled streets

Virtually learn about the history at Sensoji in Tokyo

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A journey through Melbourne's laneways: history, street art, and hidden bars

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visit Piemonte

REGIONAL MARKETING AND PROMOTION



SUONA COME KANDINSKY

SUONA COME KANDINSKY





GRAZIE