RecTour 2016

Workshop on Recommenders in Tourism

September 15th, 2016; Boston, MA, USA

Held in conjunction with the 10th ACM Conference on Recommender Systems (RecSys 2016)
Workshop Organizers

• Daniel Fesenmaier, University of Florida, USA

• Tsvi Kuflik, The University of Haifa, Israel

• Julia Neidhardt, TU Wien, Austria
Motivation

• Rapid development of ICT and the Web has transformed the tourism domain
  – Travelers rely less on tourism agencies but are active in searching for information online (before a trip and on-site)
  – Web enables customer to compose vacation packages according to their specific preferences

• Thus, both the end-user and information are important dimensions for tourism
  – Obviously recommender systems play an important role
Motivation (2)

• Specific challenges for recommenders in tourism
  – Trip as a bundle of interconnected products (means of transportation, accommodation, attractions) with limited availability
  – Contextual-factors (e.g., spatiotemporal context, social context) may have a major impact
  – Tourism is an emotional experience, decisions not only rational
  – The tourism product is co-produced, it occurs during consumption
  – Unique standard formats for data are often missing
  – etc.
Motivation (3)

• The workshop aims at
  – Addressing these challenges
  – Bringing together different communities
  – Identifying important research directions
Workshop Program – Session 1

• **9:00 - 9:15** Workshop opening and motivation

• **9:15 - 10:00** Keynote *E-tourism: History and Challenges* by Hannes Werthner

• **10:00 - 10:30** Research papers: Context-aware recommender systems I
  – Mesut Kaya and Derek Bridge: *Improved Recommendation of Photo-Taking Locations using Virtual Ratings.*

• **10:30 - 11:00** Coffee break
Workshop Program – Session 2

• **11:00 - 12:30**: Research papers: Context-aware recommender systems II
  – Patrick Hiesel, Matthias Braunhofer and Wolfgang Wörndl: *Learning the Popularity of Items for Mobile Tourist Guides.*
  – Christoph Trattner, Alexander Oberegger, Lukas Eberhard, Denis Parra and Leandro Balby Marinho: *Understanding the Impact of Weather for POI Recommendations.*
  – Khadija Vakeel and Sanjog Ray: *A Motivation-Aware Approach for Point of Interest Recommendations.*

• **12:30 - 14:00** Lunch break
Workshop Program – Session 3

• **14:00 - 15:00** Research papers: Advanced topics in tourism recommender systems
  – Paula Saavedra, Pablo Barreiro, Roi Durán, Rosa Crujeiras, María Loureiro and Eduardo Sánchez Vila: *Choice-based recommender systems.*

• **15:00 - 15:30** Demo papers: Event recommendations
  – Stacey Donohue, Nevena Dragovic and Maria Soledad Pera: *Anything Fun Going On? A Simple Wizard to Avoid the Cold-Start Problem for Event Recommenders.*
  – Sean MacLachlan, Nevena Dragovic, Stacey Donohue and Maria Soledad Pera: “One Size Doesn’t Fit All”: Helping Users Find Events from Multiple Perspectives.

• **15:30 - 16:00** Demo session/Coffee break

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Workshop Program – Session 4

• **16:00 - 16:45** Position papers: Further research challenges
  – Jan Fabian Ehmke, Dirk Christian Mattfeld and Linda Albrecht: *Combining Mobility Services by Customer-Induced Orchestration.*
  – Daniel Herzog and Wolfgang Wörndl: *Exploiting Item Dependencies to Improve Tourist Trip Recommendations.*
  – Manoj Reddy Dareddy: *Challenges in Recommender Systems for Tourism.*

• **16:45 - 17:30** Panel discussion *Specific challenges for recommender systems in the tourism domain* and summary
  • Daniel Fesenmaier, University of Florida, USA
  • Hannes Werthner, TU Wien, Austria
  • Wolfgang Wörndl, Technische Universität München, Germany

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Workshop Proceedings

• The workshop proceedings have been published online by CEUR Workshop Proceedings (http://ceur-ws.org/Vol-1685/).

• The proceedings can also be downloaded from the workshop website (http://www.ec.tuwien.ac.at/rectour2016/) in a single volume (8 MB).
E-tourism: History and Challenges

Keynote by Hannes Werthner

Hannes Werthner is Professor for e-commerce and dean of the Faculty of Informatics at TU Wien, Austria. He one of the leading researchers and a distinct expert in the area of e-tourism.

For his work in this field, the International Federation for IT and Tourism (IFITT) awards the Hannes Werthner Tourism and Technology Lifetime Achievement Award once a year to an individual from academia, industry or government who has made significant contributions to the advancement of the e-tourism field.

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