

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
 - Amra Delic, Julia Neidhardt, Thuy Ngoc Nguyen and Francesco Ricci: *Research Methods for Group 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

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 Daredy: *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

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.