# Panel on specific **challenges** for tourism recommender systems seen from an **academic** and an **industry** perspectives

Markus Zanker

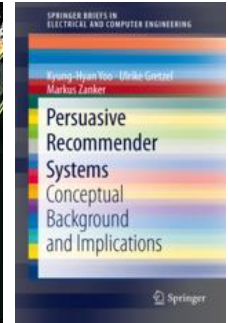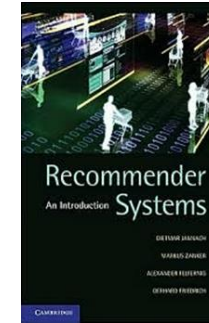**Free University of Bozen-Bolzano**

Como, 27.8.2017

# About me

- **Associate Professor in Computer Science**
  - Free University of Bozen-Bolzano since 03/16
  - Before Alpen-Adria-Universität Klagenfurt
  - Co-founder of service provider for RS in financial service and tourism domain since 2003, sold in 2013

Visit: http://www.recommenderbook.net

ACM Summer School on Recommender Systems, Aug. 21st-25th, Bolzano

- **Research interests**
  - Evaluation methodology for RS
  - Explanations and justifications for recommendations
  - Knowledge-based recommendation strategies
  - Consumer decision making

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# Environment

Technology

Business

People

# Environment

**Technology**

**Business**

**People**

- **IoT and permanent connectivity**

- **Smart-***

- **Raises expectations for new search and recommendation approaches**
  - Emotional
  - sensor based
  - proactive

# Environment

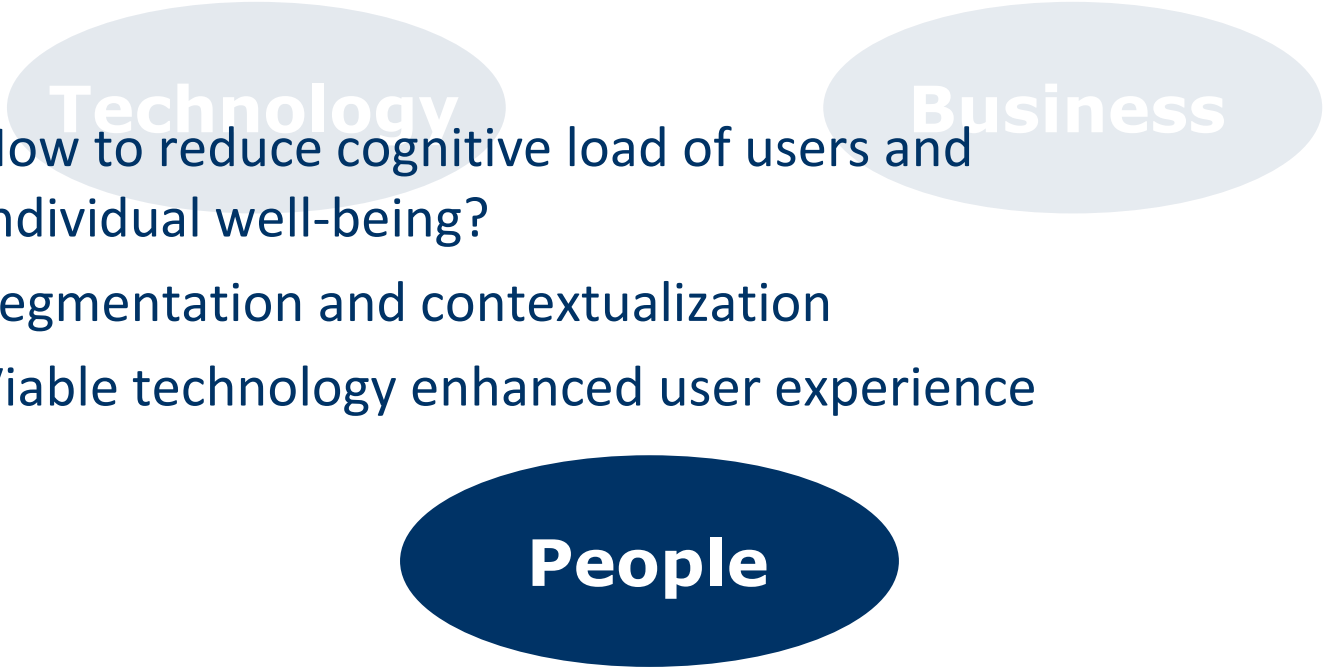- **Network effects and market concentration**

  Technology

  **Business**

- **Fewer players with data and real use cases**

  - Models for industry/academia collaboration
  - Need for value generation from data analytics and for novel business models

  People

# Environment

**unibz**

- **Race for the attention of users**

Technology    Business

   – How to reduce cognitive load of users and individual well-being?

   – Segmentation and contextualization

   – Viable technology enhanced user experience

**People**

# High-level Challenges

- **What means user utility?**
  - Concept pervasively used
  - Proxy measures for utility in tourism recsys problems

- **How do people decide?**
  - Assuming the rational decision maker might not always be right
  - Decision heuristics and trade-off strategies
  - How do they differ based on personality, mood, emotions etc.
  - Decisions in groups

- **Do we always need to find the optimum/maximum?**
  - Satisficing solutions, load balancing, ..
  - Visualization and explanation