

# RecTour 2017

Workshop on Recommenders in Tourism

August 27<sup>th</sup>, 2017; Como, Italy



Held in conjunction with the 11th ACM Conference on  
Recommender Systems (RecSys 2017)

# Workshop Organizers

- **Julia Neidhardt**, TU Wien, Austria
- **Daniel Fesenmaier**, University of Florida, USA
- **Tsvi Kuflik**, The University of Haifa, Israel
- **Wolfgang Wörndl**, TU München, Germany



# Motivation

- Rapid development of ICT and in particular 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 customers to compose vacation packages according to their specific preferences
- In tourism both dimensions, end-users and information, are crucial and quite complex
  - Obviously, recommender systems can 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, environment) 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
  - Identifying important research directions
  - Bringing together different communities
  - Continuing the community building processes and discussions started at RecTour 2016

# Workshop Program (1)

- **9:00 – 10:30 Session 1: Opening and Keynote**
  - Workshop opening
  - Keynote *Opportunities & Challenges in Personalised Travel* by Neal Lathia (Skyscanner, UK)
  
- **10:30 – 11:00 Coffee break**

# Workshop Program (2)

- **11:00 - 12:30 Session 2: Long Paper Presentations**
  - Enrico Palumbo, Giuseppe Rizzo, Raphaël Troncy and Elena Baralis: *Predicting Your Next Stop-over from Location-based Social Network Data with Recurrent Neural Networks.*
  - Victor Anthony Arrascue Ayala, Kemal Cagin Gülsen, Anas Alzogbi, Michael Färber, Marco Muñiz and Georg Lausen: *A Delay-Robust Touristic Plan Recommendation Using Real-World Public Transportation Information.*
  - Christopher Laß, Daniel Herzog and Wolfgang Wörndl: *Context-Aware Tourist Trip Recommendations.*
- **12:30 - 14:00 Lunch break**

# Workshop Program (3)

- **14:00 – 15:30 Session 3: Short and Position Paper Presentations**
  - Gunjan Kumar, Housseem Jerbi and Michael O'Mahony: *Towards the Recommendation of Personalised Activity Sequences in the Tourism Domain.*
  - Diana Nurbakova, Léa Laporte, Sylvie Calabretto and Jerome Gensel: *Itinerary Recommendation for Cruises: User Study.*
  - Tom Gross: *Group Recommender Systems in Tourism: From Predictions to Decisions.*
  - Catalin-Mihai Barbu and Jürgen Ziegler: *Co-Staying: A Social Network for Increasing the Trustworthiness of Hotel Recommendations.*
- **15:30 – 16:00 Coffee break**



# Workshop Program (4)

- **16:00 – 17:30 Session 4: Panel Discussion and Workshop Closing**
  - Panel discussion: *Specific challenges for tourism recommender systems seen from the academic and the industry perspective.*
    - Neal Lathia (Skyscanner, UK)
    - Markus Zanker (University of Bozen/Bolzano, Italy)
    - David Zibriczky (trivago, Germany)
  - Workshop closing

# Workshop Proceedings

- Workshop proceedings published online on CEUR Workshop Proceedings (<http://ceur-ws.org/Vol-1906/>).
- Also available on the workshop's website (<http://www.ec.tuwien.ac.at/rectour2017/>) in a single volume (6.5 MB).

# Opportunities & Challenges in Personalised Travel

Keynote by Neal Lathia

Neal Lathia is a Senior Data Scientist at Skyscanner in London. His work has always focused on data-driven applications; this journey has spanned digital health monitoring, smartphone sensors and applications, urban computing, online recommender systems, and the analysis of 'big' data sets of transport records, and financial transactions.



Prior to that, he was a Senior Research Associate in the Computer Laboratory, University of Cambridge and a postdoctoral researcher at University College London. Neal has a PhD and MSci in Computer Science, both from University College London: his PhD research introduced methods for evaluating collaborative filtering algorithms over time.

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