

SEGITTUR
turismo e innovación

Opportunities for Language Technologies in the Tourism Sector

EUROPEAN DATA FORUM: EXPLOITING DATA INTEGRATION

Luxembourg, 16-17 November 2015

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Who we are?



Some of our projects


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GOBIERNO DE ESPAÑA




MINISTERIO DE INDUSTRIA, ENERGÍA Y TURISMO




SECRETARÍA DE ESTADO DE TURISMO



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Smart Destination

Spain spearheads the development of Smart Destinations

SEGITTUR is leading the Smart Destinations project promoted by the Spanish Ministry of Industry, Energy and Tourism, as part of the National Integrated Tourism Plan (PNIT) 2012-2015. This project aims to improve the positioning of Spain as a world tourism destination, seeking new mechanisms to boost innovation in the destinations through the deployment and development of ICT in order to create different and highly competitive services.

Documents & Presentations




Projects



Twitter

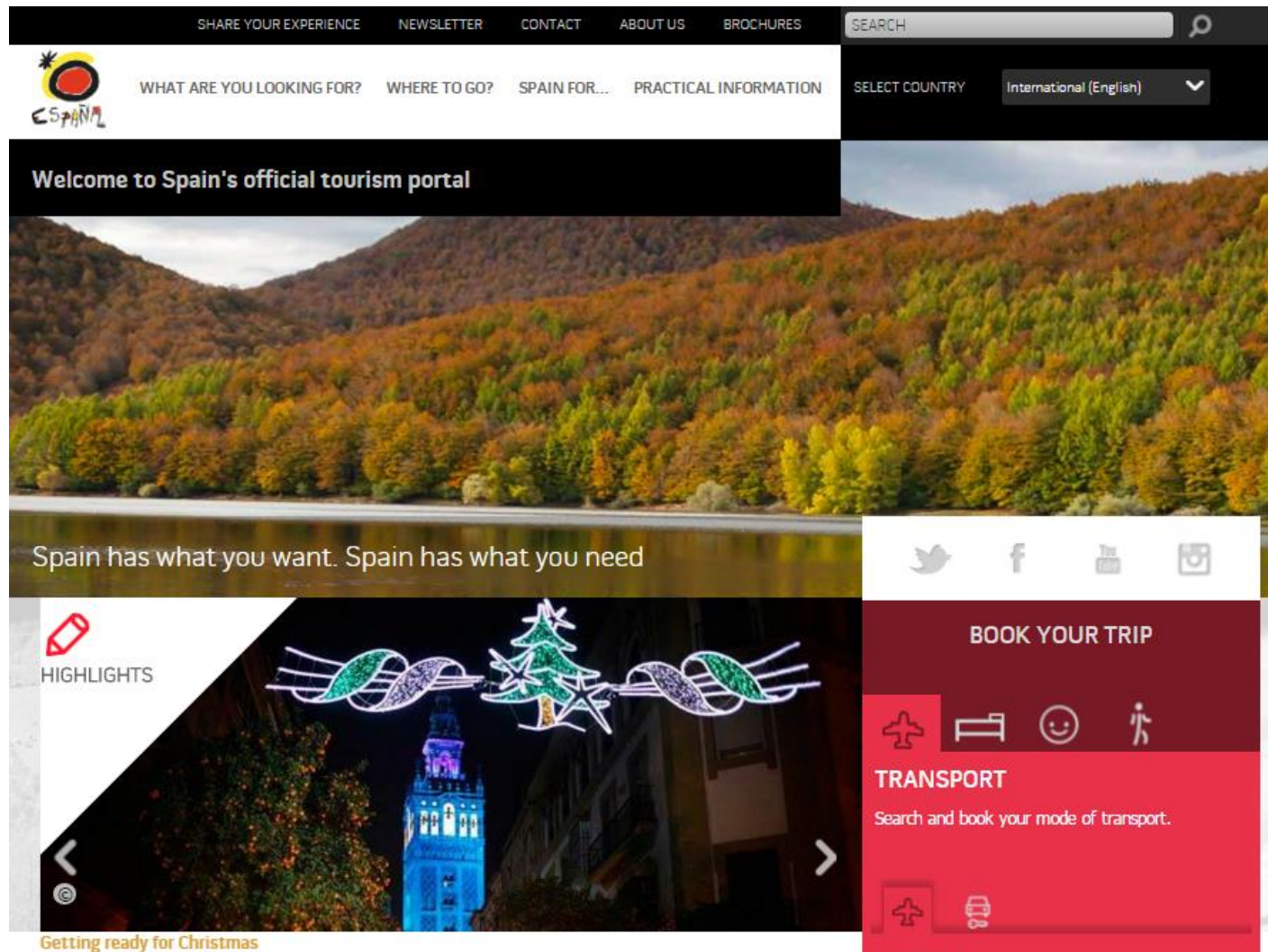
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12 Nov

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Oct 8, 2015 to Feb 1, 2016

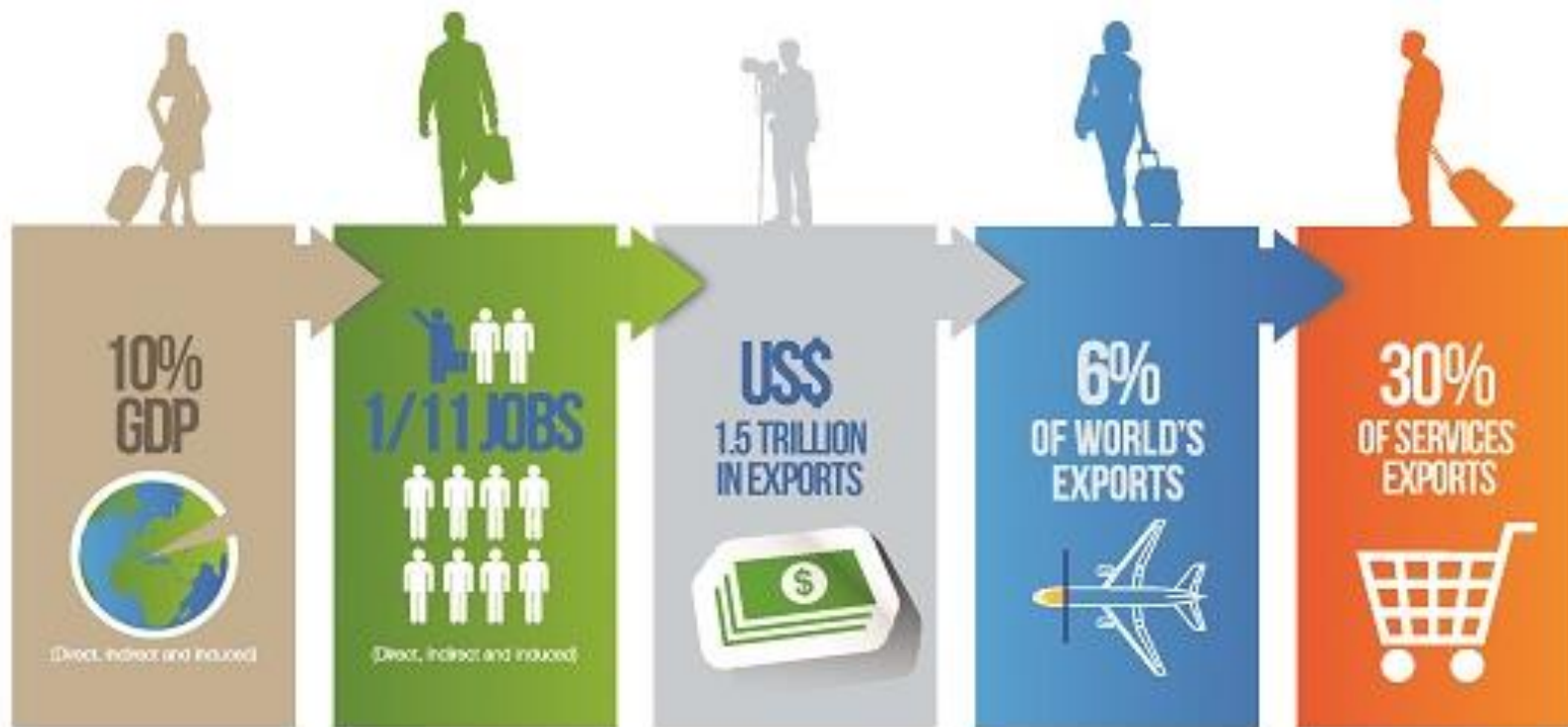
Concert / recital

Auditorio de Zaragoza – Zaragoza

Great Autumn Concerts

What's on at Zaragoza Auditorium.

Why tourism?



WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) 2015

Why tourism?

INTERNATIONAL TOURIST ARRIVALS 2014

1138 MILLION

1 BILLION
TOURISTS
1 BILLION
OPPORTUNITIES

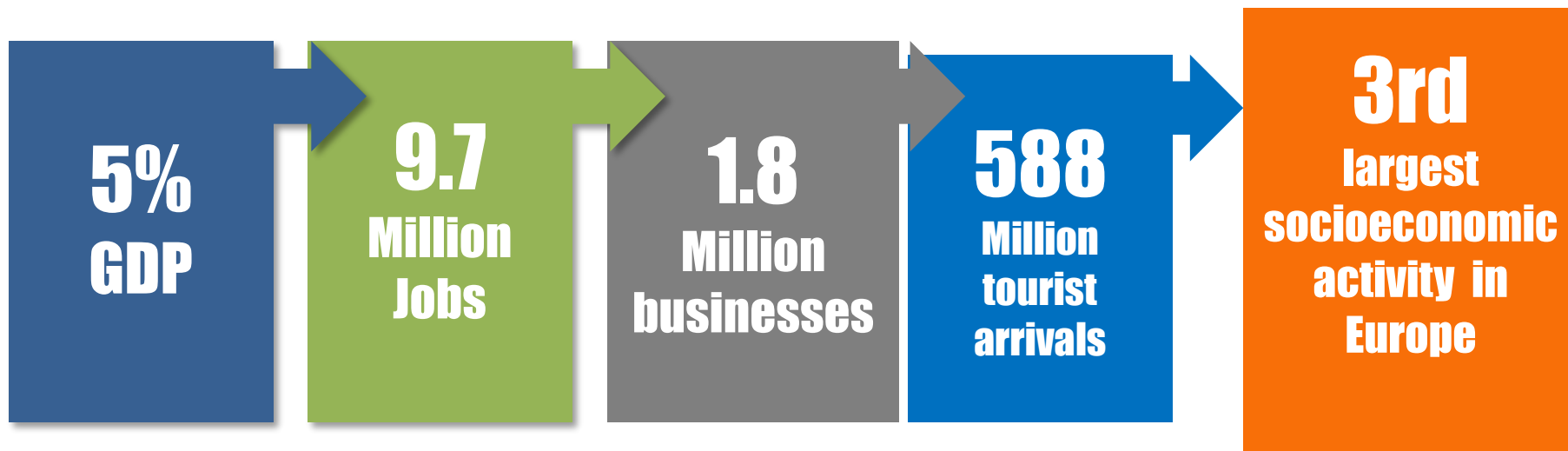


World Tourism Day - 27 September 2015



Why tourism in Europe?

Europe, the world's No 1 tourist destination



Source: COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

Why Language Technologies (LT) in Tourism?

Why using LT in tourism?

*Smart Destinations as an opportunity: Tourism destination “**intelligence**” driven by LT semantics.*

***Big Data technologies** such as LT interacting with Destinations needs: Data has become one of the more valuable assets and DMOs are looking forward to exploiting in order to create competitive advantages.*

*Increasing number of **specialized cloud tourism services** platforms.*

***Semantically rich located knowledge** for the tourism industry.*

*There will be a **new-generation of cloud tourism services**: Tourist have demonstrated their appetite for more personalised and contextual services (Who is where, doing what, in what context).*

Why using LT in tourism?



*Smart Destinations: **new tourist-centric DMOs** are emerging (where new needs, new roles, new profiles, new tools are required).*

*Tourism is one of the major drivers of the rapid growth of digital information on the Internet but most are **unstructured data**: an opportunity for new capture, discovery, search and analysis tools.*

*Mobile and online **self-service apps** are replacing customer service phone calls or personal service (i.e. “virtual hotel concierge”, “virtual restaurant advisor”)*

***Natural Language Understanding technologies** or speaker verification services (voice biometrics) could be useful tools in tourism services (at Call Centers, Airports, Information spots), including emotion-rich voices.*

***Predictive modeling of tourism demand** based on language analysis.*

1. Natural interaction

1.1. Customizing products and services to different cultural segments in the respective language (tourism resource – Chinese, Arabic, Korean cultures).

1.2. Increasing interaction with the biggest social platforms (Facebook or Twitter) but also with others like Sina, Weibo, Douban, etc... in many other languages.

1.3. Facilitate social channels management: Social media represents a paradigm shift with enormous consequences for the tourism industry: Increasing role of peer recommendations online.

1.4. Virtual assistants for tourism business: voice-enable virtual assistants for tourism enterprises (ie. Apple's Siri application).

2. Content curation

2.1. Improve the way we collect, organize and display tourism information: There are multiple channels, languages and content types being published online by people from different cultures, it is crucial to curate that content by making it clear, concise, consistent, and easy to find.

2.2. How could you help my community manager (to manage more social channels, using more languages, in less time, in providing content, answering questions, etc.). .

2.3. Ways of organizing my content on the basis of semantic analysis, instead of the traditional geographical criteria, what other ways...

2.4 Monitor what people are saying about my company or destination on the Web and social platforms (or monitor my competitors).

3. Translation (COST VS QUALITY)

3.1. Improve relevance: Content and services cannot be translated/provided in all languages: how to decide which contents are more relevant on what languages based on semantic analysis.

3.2. Reduce translation costs and improve quality.

3.3. Facilitating interaction between asian tourist and SMEs tourism business all over Europe (online and offline), when making a reservation, selling a service, etc.

3.4. Developing specific tourism LT resources: taxonomies, ontologies, vocabularies or translation memories and integration with content management systems.

4. Online positioning

4.1. **Improve online presence:** Detecting emotions and negative or positive opinions about our hotel or destination by nationalities.

4.2. **Improve communication** with our tourist in their language, in real time is needed (crisis management, big events,...).

4.3. **Search Engine Optimization (SEO):** Better semantic tagging to cope with GOOGLE requirements to maintain top places. Travel companies spent more on pay-per-click advertising than any other industry except for finance.

4.4. How to **create smarter content** using semantic keyword research: synonym creation or topic trending alerts.

4.5. Text messaging and **automated proactive notification/alerts** to tourist.

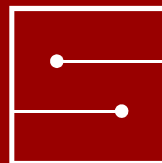
5. Tourism intelligence

5.1. New analytics enabling touristic product and service suppliers to understand customer needs better (CRM integration).

5.2. New sources of information to support destinations in identifying new tourism products and develop new tourism segments.

5.3. New market intelligence through georeferenced language analysis (e.g., determine causes of marketing campaign failures).

5.4. Mapping semantic relationships and characteristics to identify sentiment patterns, spatial biases, predictable patterns of correlations between tourism resources, destinations, activities....towards the semantic geographies of tourism.



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