



Licensing opportunity

e-Tourist - a system for planning a personalized trip and guiding tourists

Field of use

A personalized trip planner – virtual tourist guide

Current state of technology

The e-Tourist platform is already operational.

Future development is planned.

Patent status

TBA

Publication

TBA

Developed by

Jožef Stefan Institute

Reference

TBA

Contact: mag. Robert Blatnik

Center for Technology Transfer and Innovation,
Jozef Stefan Institute,

E-mail: tehnologije@ijs.si
<http://tehnologije.ijs.si/>

Background

Slovenian research in institute has developed a system for planning a personalized trip, and guiding tourists using a mobile application with written and spoken descriptions of sights. The system employs artificial intelligence to learn the preferences of a user from his ratings of sights, and from ratings of users with similar tastes. The system brings value to tourist information providers and municipalities. The research institute is seeking technical cooperation and local adoption of the system.

Description of the Invention

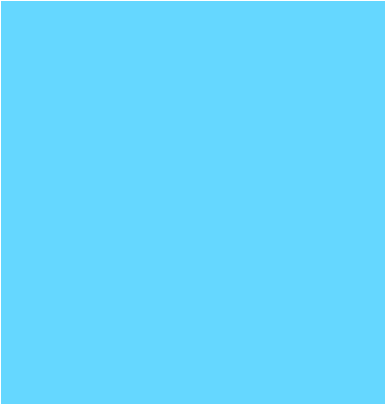
The e-Tourist brings value to the tourists who need a carefully designed itinerary, to tourist information providers who want to offer their information effectively, and to tourist service providers to get more customers for their services.

Main Advantages

- Recommendations and planning based on artificial intelligence methods
- Use of data from various public databases and social networks for better learning of user preferences and creating better itineraries
- Spoken human-like communication for better user experience
- Modular architecture allows the use of the whole system or only parts, enabling various business models
- Innovative business models enabled by the technical solution bring value to the various stakeholders (e.g., tourist agencies, municipalities, restaurants, museums, entertainment parks)

A tourist who wants to make the most of his trip needs a carefully designed itinerary. However, many travellers do not have the knack or time for that. This is where the e-Tourist service comes in – the tourist only needs to provide it with his interests (culture, nature ...) and time constraints (start on Thursday at 13:00, finish on Friday at 17:00), and the service prepares a personalized itinerary that maximizes his sightseeing enjoyment in the time available. It achieves this by learning his preferences from his past trips and trips of similar users, using intelligent recommendation and planning methods. Since almost all tourists use the Internet to plan their trip, and increasingly many use it on their smart phone during the trip, the number of potential users is huge. Despite that, such services are currently scarce and technologically less advanced than ours.

The obvious beneficiaries of the system are tourists, who get itineraries tailored to their wishes. Satisfied tourists of course also benefit tourist information and service providers, such as tourist agencies, municipalities, restaurants, museums, entertainment parks and other



stakeholders, because such tourists see more, spend more money doing so, and are more likely to return.

The service also makes it possible to subtly steer tourists towards specific sights, which can help manage the crowding of main attractions and expose less known sights.

The service can reduce the need for human resources, such as employees in tourist information offices. And finally, since it can be integrated with most existing tourist information, it allows providers of such information to quickly gain a competitive advantage.