Tourists in Smart Cities: Data mining for hidden treasures

Invited contribution

Jon Oberlander
School of Informatics, University of Edinburgh, UK

ABSTRACT

Tourism plays a large part of the cultural and economic benefits of Scotland; according to Deloitte, it accounts for just over 10% of the country's GDP. The SICSA Smart Tourism Programme brings together ScotlandâĂŹs informatics researchers, cultural heritage organisations, and technology companies to address some of the key challenges in the sector. Key common needs are: (i) Personalisation: Improving how visitors navigate the city/country and volume of events/sites and associated information overload; (ii) Elastic demand and greening: Making available more resources as efficiently as possible during times of peak demand for services (ticket booking, accommodation, food, transport, healthcare); (iii) New channels, new content: Increasing access, audiences and brand awareness for places, performances and events. The talk will start with an overview of the 15 projects we and our collaborators have tackled over the last three years. It will then focus in on two specific projects which are data-mining city archives (from museums and libraries) to reveal hidden treasures, and help venues attract visitors off the streets.

Biography

Jon Oberlander has been Professor of Epistemics at the University of Edinburgh since 2005. He works on getting computers to talk (or write) like individual people, so his research involves not only studying how people express themselves - face to face or online - but also building machines that can adapt themselves to people. He collaborates with linguists, psychologists, computer scientists and social scientists, and has long standing interests in the uses of technology in cultural heritage and creative industries. He was founder-Director of the Scottish Informatics and Computer Science Alliance, and is Co-Director of the Centre for Design Informatics.