

IFITTtalk@Östersund

Big Data & Business Intelligence in the Travel & Tourism domain

Program



Mid-Sweden University, Östersund, Sweden

11-12 April 2016

Workshop Organizers

Prof. Matthias Fuchs, ETOUR, Mid-Sweden University

Dr. Maria Lexhagen, ETOUR, Mid-Sweden University

Prof. Wolfram Höpken, University of Applied Sciences Weingarten- Ravensburg, Germany

Monday 11th April 2016 / Room F 234

8:30-9:00 Opening of the Workshop

*Matthias Fuchs (SWE), Maria Lexhagen (SWE), Wolfram Höpken (GER) (Workshop Organizers)
Phil Zheng Xiang (USA) (IFITT Ambassador)*

8:00-9:30 Big Data, Business Intelligence and Tourism: A brief Analysis of the Literature

Rodolfo Baggio (ITA)

9:30-10:00 Using Mobile Data and Strategic Tourism Flows - Pilot Study Monitour in Switzerland

Miriam Scaglione (CH), Pascal Favre (CH) and Jean-Philippe Trabichet (CH)

10:00-10:30 Coffee Break (all participants are welcome)

10:30 – 11:00 Data and Expert-driven Tourism Knowledge Modelling

Mario Pichler (AUT)

11:00-11:30 Online Search Behaviour in the Airline Sector

Julia A. Jacobs (GER), Stefan Klein (GER) and Christopher P. Holland (UK)

11:30-12:00 Applying Business Intelligence for Knowledge Generation in Tourism Destinations

Matthias Fuchs (SWE), Wolfram Höpken (GER) and Maria Lexhagen (SWE)

12:10 – 13:25 Lunch Break

13:30-14:00 Using Multi-criteria Online Feedback Data for Satisfaction Analysis and Recommendation

Dietmar Jannach (GER)

14:00-14:30 A Business Intelligence Solution of handling Traveling Data with R and Shiny

Daniel Wikström (SWE), Daniel Brandt (SWE) and Tobias Heldt (SWE)

14:30-15:00 A Comparative Analysis of Major Online Review Platforms in Hospitality and Tourism

Phil Zheng Xiang (USA), Qianzhou Du (CHN), Yufeng Ma (CHN) and Weiguo Fan (CHN)

15:00-15:30 Coffee Break (all participants are welcome)

15:00-15:30 A Data Analysis and Knowledge Engineering Framework for Tourism Marketing Decision Support

George Stalidis (GR)

15:30-16:00 Analysing Taxi GPS Data for Mobility Management

Feng Liu (BEL) and Elke Hermans (BEL)

16:00-16:30 Explorations on how to use AI technology to solve travel safety issues in China under the platform of WeChat

Yunpeng Li (CHN) and Yanan Zhang (CHN)

16:30-16:45 Closing Workshop Day 1

Matthias Fuchs (SWE), Maria Lexhagen (SWE), Wolfram Höpken (GER) (Workshop Organizers)

Tuesday 12th April 2016 / Room G 3216 (*limited to 20 seats!*)

8:45-9:00 Opening of the Workshop

Matthias Fuchs (SWE), Maria Lexhagen (SWE), Wolfram Höpken (GER) (Workshop Organizers)

9:00-9:30 Analysing geo-tagged photos from Flickr – A Clustering and Markov Chain – based approach

Gang Li (AUS) and Rob Law (HKG) (via Skype)

9:30-10:00 An Exploratory Study of News Sentiment Analysis towards Tourism Development in Hong Kong

Jin-Xing Hao (CHN) (via Skype)

10:00-10:30 The Conceptualization of Smart Tourism

Yunpeng Li (CHN)

10:30-11:00 Coffee Break

11:00-11:45 Position Statements: *Promising Large Scale Data Sources for Travel & Tourism*

- Improving Tourism Statistics: merging official records with Big Data
Rodolfo Baggio (ITA)
- Position Statement on Big Data and Business Intelligence in Tourism
Stefan Klein (GER), Christopher P. Holland (UK) and Julia A. Jacobs (GER)
- Cognitive Computing and Big Linked Data as Next Steps for Big Data/BI in Tourism?
Mario Pichler (AUT)
- Potential Research Areas for Big Data in Tourism
Daniel Brandt (SWE), Tobias Heldt (SWE) and Daniel Wikström (SWE)
- Discussion

12:00 – 13:20 Lunch Break

13:30-14:15 Position Statements: *Promising Big Data Applications for Travel & Tourism*

- Big Data for Travel and Tourism Recommender Systems: A Position Statement
Dietmar Jannach (GER)
- Position Statement on Big Data and Business Intelligence in Tourism – geotagged photos from Flickr
Gang Li (AUS) and Rob Law (HKG)
- Promising Research Areas in Knowledge Engineering
George Stalidis (GR)

- Analytics for Tourism Management: Needs and Directions for Research
Phil Zheng Xiang (USA)
- Big Data some Critical Reflections
Matthias Fuchs (SWE)
- Discussion

14:15-15:00 Position Statements: *Promising Usage of Real Time Data in Travel & Tourism*

- Dynamic Need Fulfilment in a Collaborative Destination Environment
Matthias Fuchs (SWE), Wolfram Höpken (GER) and Maria Lexhagen (SWE)
- Using and combining promising data types in transportation models
Elke Hermans (BEL) and Feng Liu (BEL)
- Big Data: History, Present Development and Perspectives at the Institute of Tourism, University of Applied Sciences and Arts Western Switzerland
Miriam Scaglione (CH)
- Discussion

15:00-15:30 Coffee Break

15:30-16:00 Final Panel - live "IFITT Hangout on Air"

16:00-16:20 Workshop Closing

16:20-16:45 Interview Session IFITTtalk@Östersund