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**