



Other ITs related to Tourism

E-TOURISM

Also the term "E-Tourism" was coined to indicate the convergence of tourism and e-commerce (buying or selling products online).

E-TOURISM

E-commerce allowed the creation of online marketplaces as Amazon, eBay, Alibaba and of online travel agencies

Booking.com

Expedia®

BestDay.com

PriceTravel®

hotelbeds

despegar

HRS

travco holidays

ORBITZ®

trivago®

KAYAK®

Tripadvisor

ATRAPALO.COM

Hotels.com®

MOBILE TOURISM

Mobiles have become a necessity for tourists. They improve the travel experience by making tourists much better informed than before.





GPS

Global Positioning System provides geolocation and time information to a GPS receiver anywhere on or near the Earth. At present its accuracy is of 3 m, but for civil uses it drops to 20 m

ARTWORK DIGITALIZATION

The biggest advantage is the improved accessibility: everyone now can access to high resolution copies of the originals. Art becomes freer and more democratic



ARTWORK DIGITALIZATION

Multi-touch tables are accessible to many people at the same time



DIGITAL ART

Not only art can be digitalized, but there does exist also digital art that wouldn't exist without IT, or museum that only show digital arts

ONLINE TICKETS

Digital platforms already manage online tickets, cancellation management, time slot tickets, flexible pricing, ...





ARTWORK DIGITALIZATION

Even Bergamo Theatre has an app to manage bookings with free audio tours of the theatre

ARTWORK DIGITALIZATION

During lockdown museums had to reinvent themselves with virtual exhibitions, guided tours, conferences, web contests and popular challenges



ARTWORK DIGITALIZATION

Prado Museum
(Madrid) even
proposed **online visits**
for children





ARTWORK DIGITALIZATION

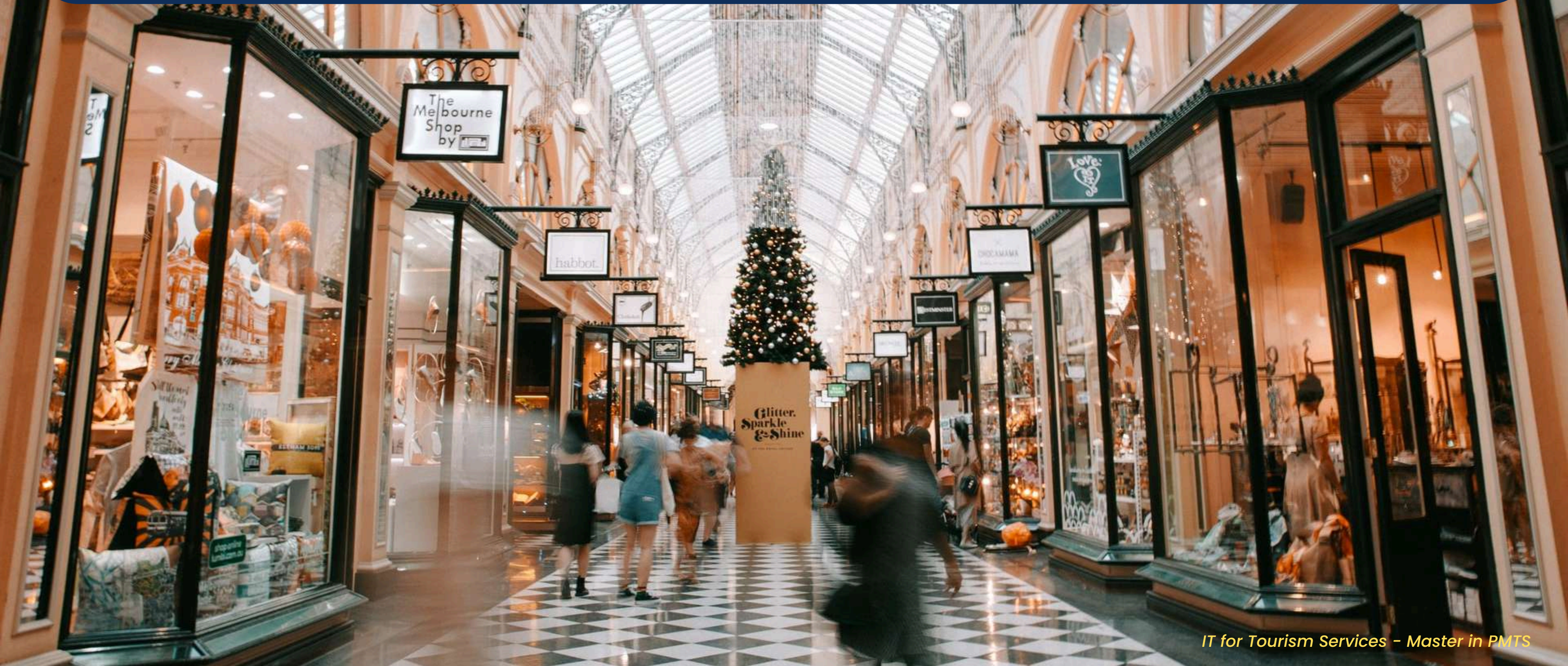
Louvre increased its
online visitors from
40.000 to 400.000



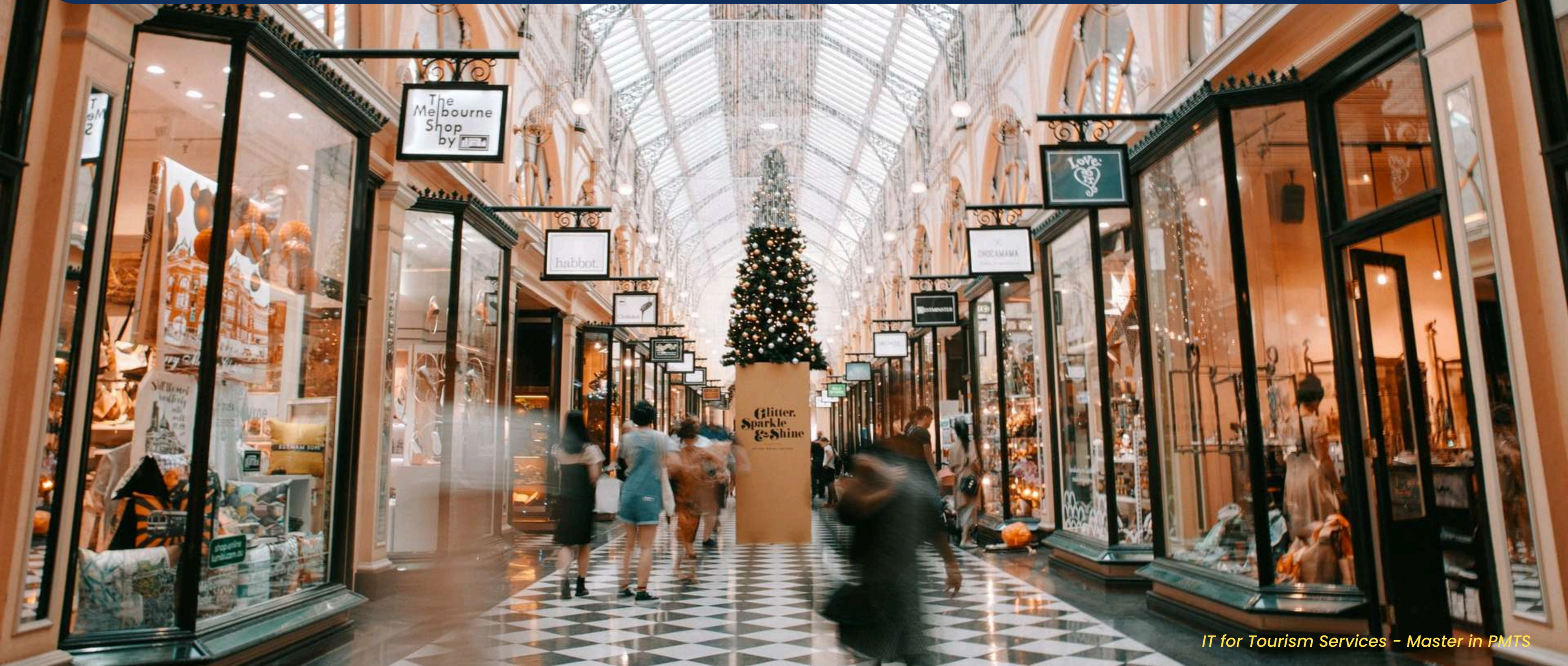


Small devices called **beacons** that send to the smartphones of the tourists specific information via **bluetooth**, when they are close to a particular location.

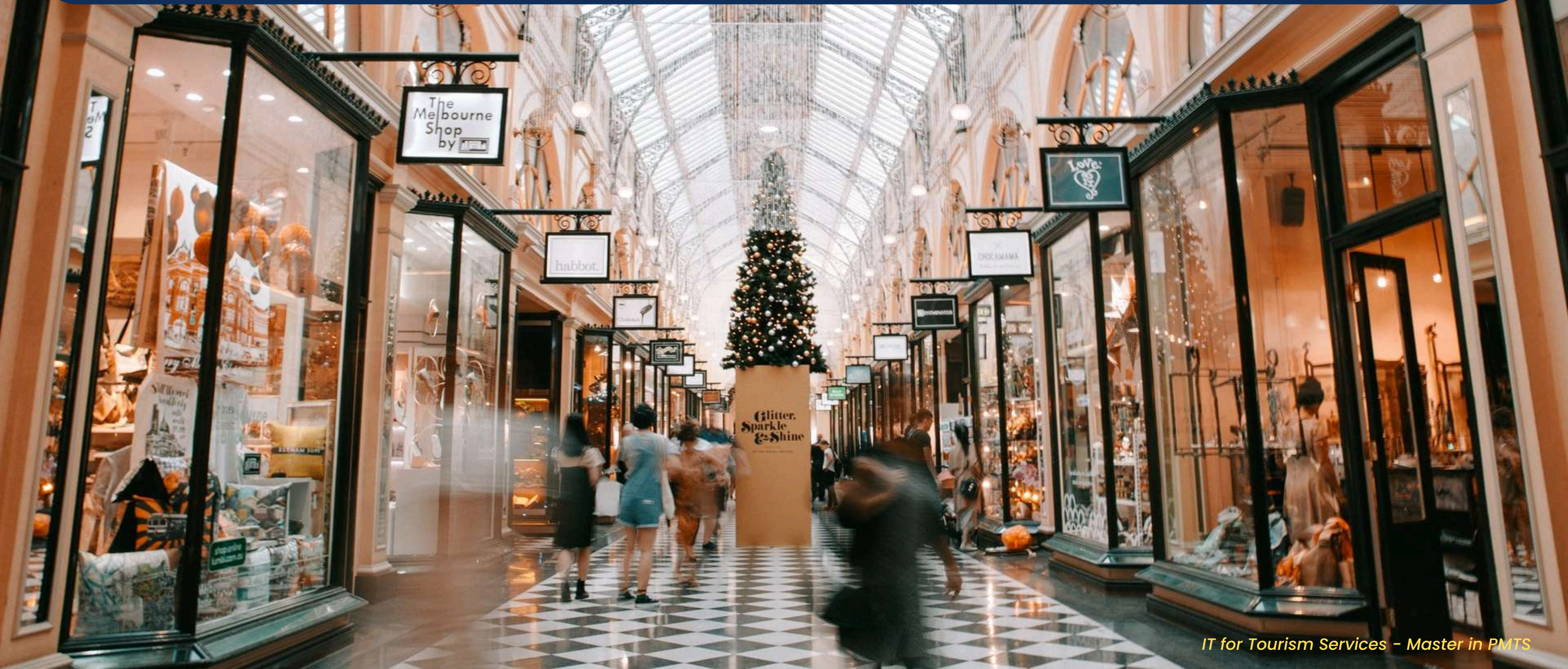
Imagine you are doing shopping and you google the word "jacket" on your smartphone



If there are nearby **beacons** from shops that sell jackets, they send you a notification and the direction of the shops

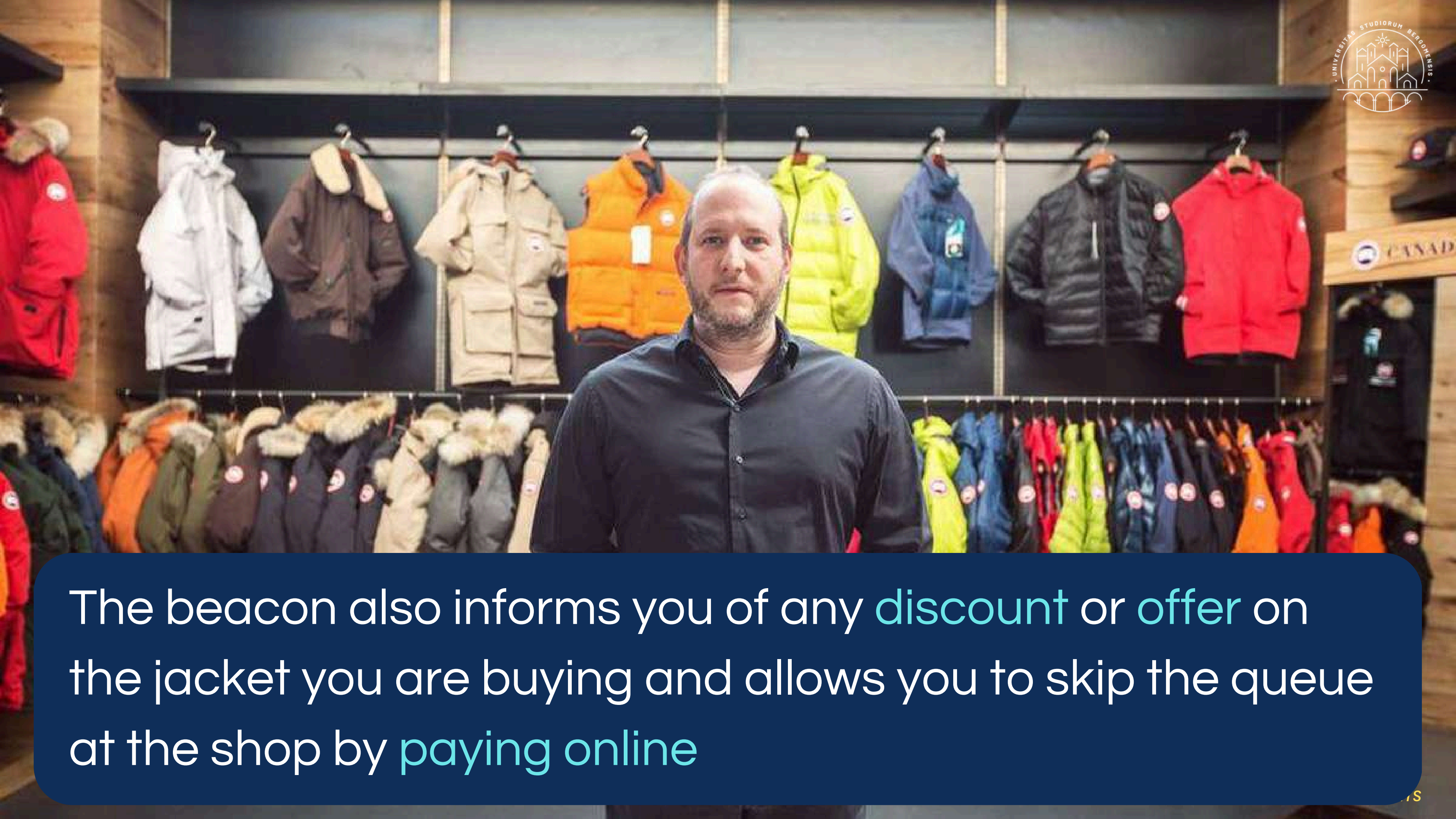


The beacon also **contacts the shops** to warn of your arrival and that you're looking for a jacket





When you arrive there, a shop employee is already waiting for you and ready to show you jackets of your size

A man with a beard, wearing a black button-down shirt, stands in the center of a clothing store. Behind him are several racks of jackets in various colors (white, brown, tan, orange, yellow, blue, black, red). The store has a wooden interior. A blue text box is overlaid at the bottom of the image.

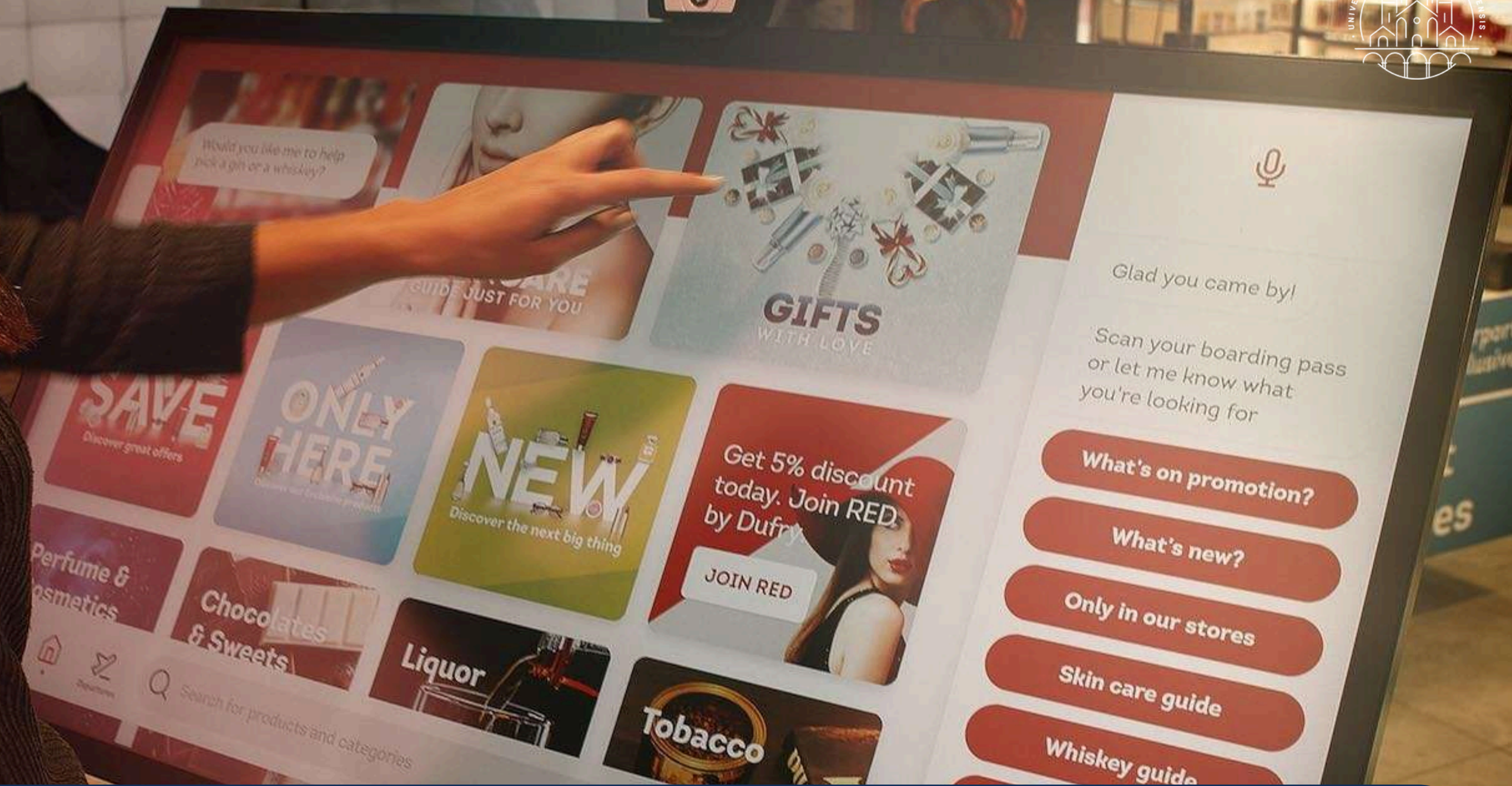
The beacon also informs you of any **discount** or **offer** on the jacket you are buying and allows you to skip the queue at the shop by **paying online**



Beacons also tell you when a bus is arriving to your bus stop



Digital kiosks or Totems are standalone screens that passersby or customers can interact with on the spot, asking information and reducing the work of the staff



They automate many mundane tasks that your staff don't really need to be spending any more efforts

NEVERENDING TOURISM

ITs are used to extend the touristic experience in time and space, before and after the real travel occurs: tourists attend to online courses in the same places they visited



NEVERENDING TOURISM

For example, the portal of **Discover Puerto Rico** offers cooking lessons with a famous local cook and yoga lessons on the ocean

DISCOVER
Puerto Rico

DiscoverPuertoRico.com

E-GOVERNMENT

Application of IT to public services that may also benefit tourism:

- Public municipal Wi-Fi
- Smart Destinations
- Management of overtourism

The Colosseum

Description



The Colosseum or Coliseum, also known as the Flavian Amphitheatre, is an oval amphitheatre in the centre of the city of Rome, Italy. Built of travertine, tuff, and brick-faced concrete, it is the largest amphitheatre ever built. The Colosseum is situated just east of the Roman Forum. Construction began under the emperor Vespasian in AD 72, and was completed in AD 80 under his successor and heir Titus.

The Colosseum could hold, it is estimated, between 50,000 and 80,000 spectators, having an average audience of some 65,000. It was used for gladiatorial contests and public spectacles such as mock sea battles (for only a short time as the hypogeum was soon filled in with mechanisms to support the other activities), animal hunts, executions, re-enactments of famous battles, and dramas based on Classical mythology. The building ceased to be used for entertainment in the early medieval era.

SMART TOURISM

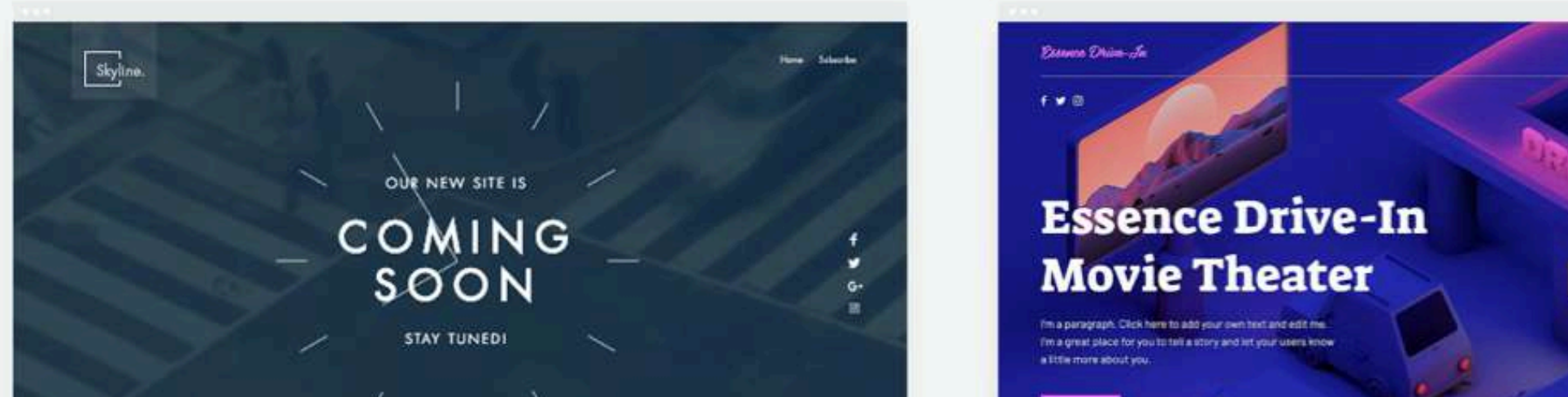
It is the application of IT to improve tourism by enhancing the touristic experience: AR, mobile tourism, smart destinations, workation, totems...

Pick the Website Template You Love

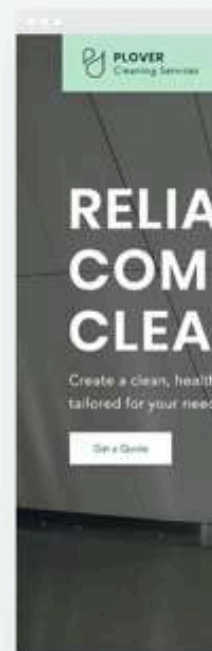
Business & Services ▾ Store ▾



All Website Templates



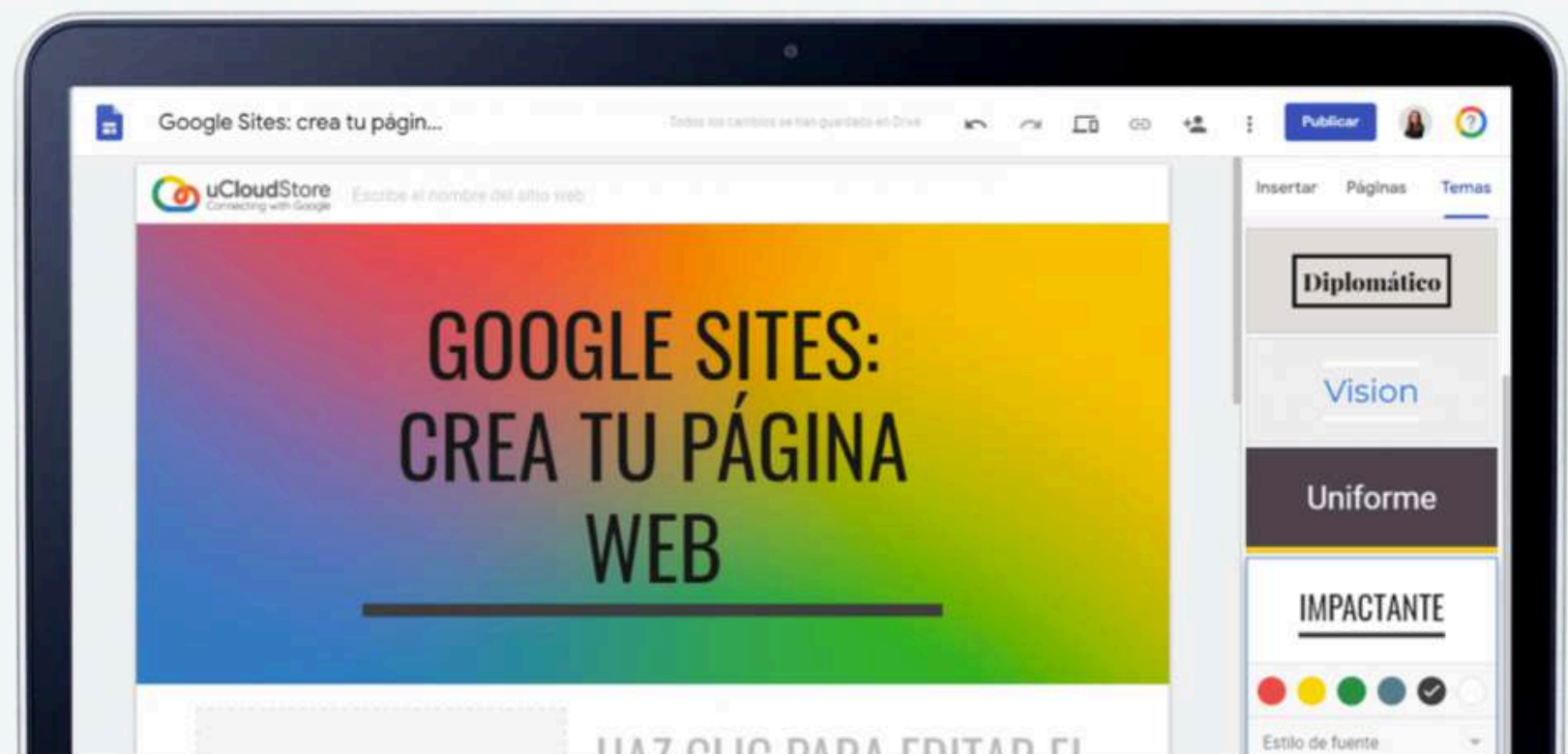
Coming Soon



Commercial Cleaning Service

Google Sites: create your website in 10 minutes

G-Suite ? May 23, 2019



Modeling Agency

CREATE WEB PAGES

Two of the most employed platforms to develop web sites are **Wix** and **Google Sites**



INTERNET OF THINGS

They connect and exchange data between them, over the Internet or other networks





IoT can monitor and control heating, lighting, air conditioning, electric shutters, media systems and security systems (Smart Homes)



- Switch off lights when no one is present in the room
- Open/close window curtains
- AI regulates temperature and it remembers guests' preferences
- TV welcomes guests with their own names. They can automatically access Netflix / Spotify with their own account, and play your favourite music

Smart Hotels

Electronic key cards can be sent by the hotel on the guests' smartphones to open the room directly without wasting their time in the reception





The hotel's app also allows the guests to make **restaurant reservations**, **book spa appointments**, and order **additional activities** within the hotel (even through **voice**)

BIG DATA

Big data means a large amount of data that cannot be analyzed or managed with traditional tools

BIG DATA

A proper definition would be 'any unmanageable, unstructured, ever growing dirty mess of data'

Big Data in tourism usually comes from two sources: the tourists and the environment around tourists

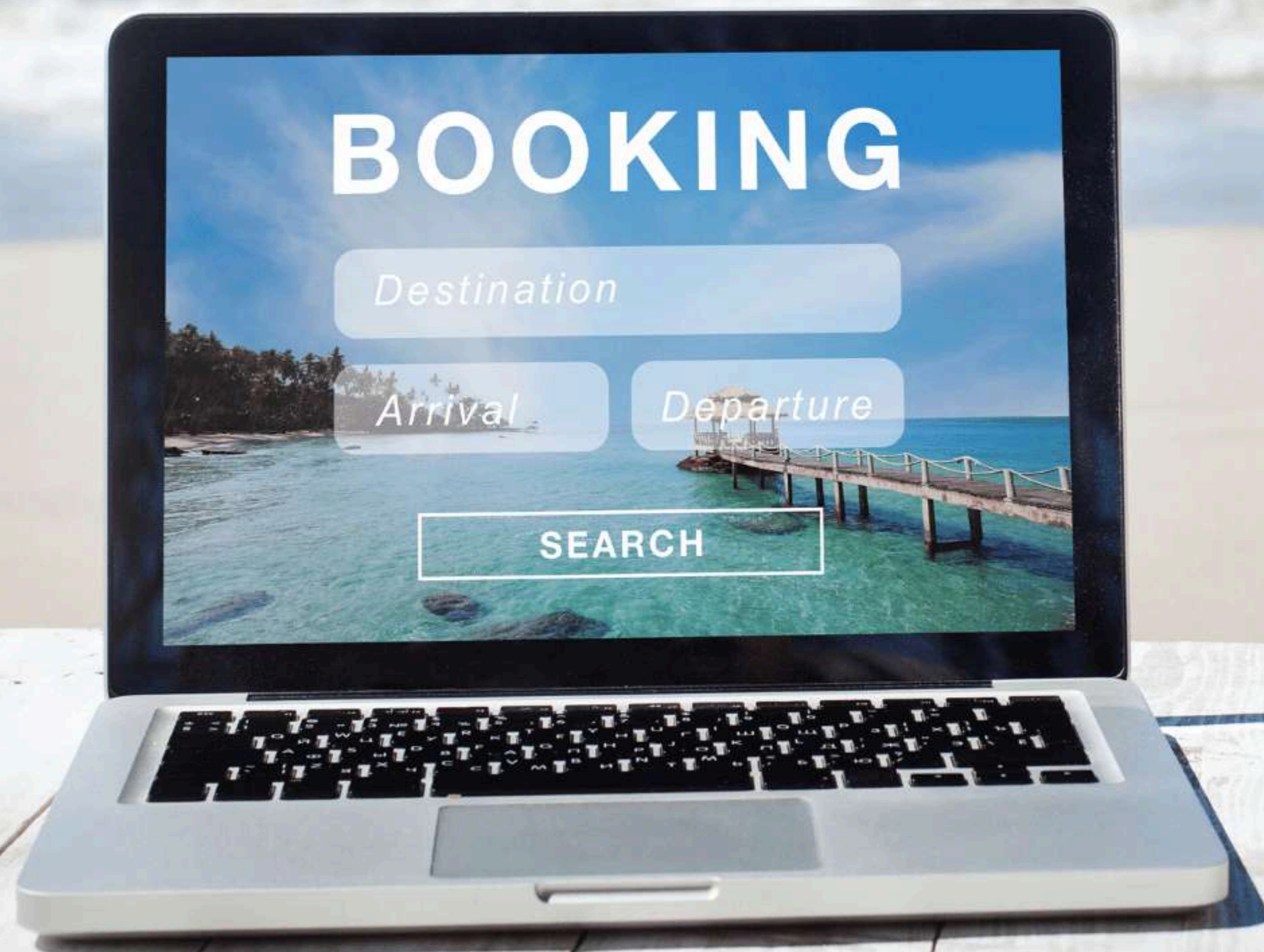


The environment is the source of meteorological data, events occurring at the destination, real time information obtained from sensors, Internet of Things (IoT)




Tourists provide data before, during, and after their trip in five ways: online activities, offline activities, biometric and emotional data, wearables (smart watches, smart clothing) and user-generated content (UGC).

Before and during the trip, users search and book services online, and their digital footprint can be tracked





During the trip, users also leave **offline traces** like movements, bookings, and consumption, that are captured by **GPS data, mobiles and Bluetooth** devices like **beacons, IoT**, and for **electronic payments** at shops, **face recognition**

A close-up photograph of a person's hands holding a smartphone to take a picture of a meal. The meal consists of several dishes: a bowl of noodles with green vegetables, a plate of fried chicken, and a bowl of rice with green beans. The background is slightly blurred, showing more of the meal and a wooden table.

User-generated content (UGC) is generated during and after the trip: online reviews, comments in social networks, and pictures and videos posted online



Details

Name: Elizabeth A.

Contact: elizabeth@tinyhouse.com

Listings

This section highlights the listings this user currently hosts and has made available for bookings.



A user profile is created by joining these data sources together. This profile can then be used to recommend products and services that are tailored to the user's needs

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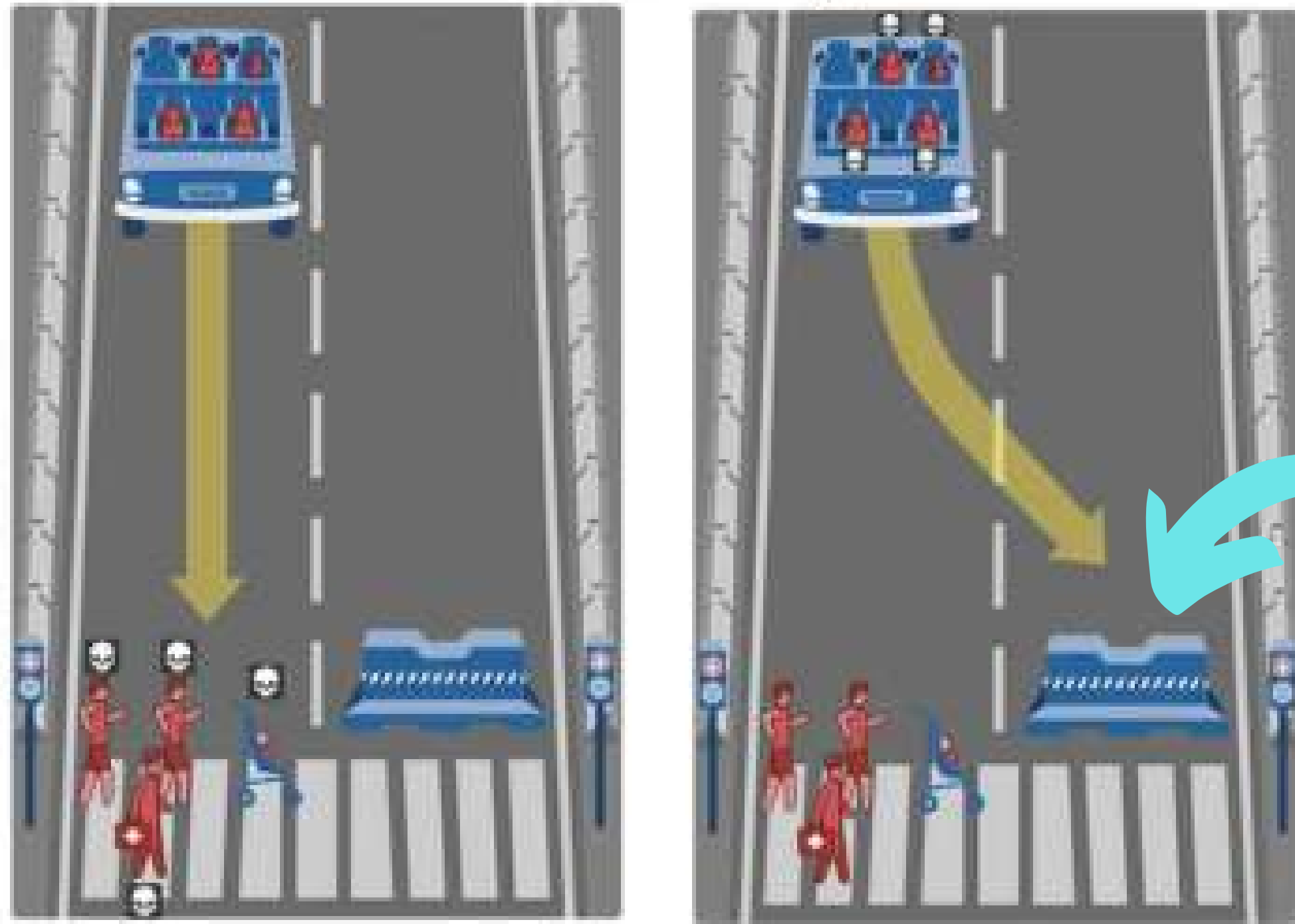
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It will also decrease the cost of the **car insurance** and the **freight transport** and **increase the number of tourists**

What should the self-driving car do?



Scenario B: car crashes on the barrier risking the life of its passengers

The biggest issue to solve is not technical but ethical: self-driving cars may have to take **moral decisions**, e.g: choosing which **life to save** in case of emergency



More probable is the widespread adoption of AI-based driving assistants to insert the auto-pilot on the highway



At present the only publicly available self-driving cars are a few **robotaxis** in San Francisco

LIST OF IT IN THE WRITTEN EXAM

- Social Media**
- Online travel agencies (OTA)*
- Mobile Tourism (e.g: digital maps)
- Artificial Intelligence (AI)**
- LLM (e.g: ChatGPT)
- Global Positioning System (GPS)
- Workation
- Big Data
- Smart Tourism
- Smart Destinations*
- Smart Hotels*
- Virtual Reality
- Augmented Reality
- Neverending Tourism*
- E-Tourism*
- E-Government
- Beacons
- Web 1.0, 2.0 and 3.0
- Internet of Things
- Self-driving vehicles
- Metaverse
- Blockchain (e.g: bitcoins, NFT)
- Totems / Digital kiosks
- Artwork Digitalisation

*IT developed explicitly for tourism. All others are transversal to tourism

** also in the 2nd semester module "Tourism Management" of prof. Roberta Garibaldi and Angel Herrero

DATA SIZES

10^3 : Kilobyte (kB)

10^6 : Megabyte (MB)

10^9 : Gigabyte (GB)

10^{12} : Terabyte (TB)

10^{15} : Petabyte (PB)

10^{18} : Exabyte (EB)

10^{21} : Zettabyte (ZB)

10^{24} : Yottabyte (YB)

1 byte = 8 bits

1 Mbps = 1 MB per second



EXAM

There are 7 dates for the written exams in 2025, the first two are:

- Thursday 9th of January from 17.00 to 18.00 in Room 1 Via Salvecchio
- Friday 7th of February from 15.00 to 16.00 in Room 3 Via Salvecchio

Bring your ID card and a pencil

The written test has a total of 20 questions. In order to be approved, 12 or more right answers are needed. There are no grades, only approved or not approved

PROJECT WORK #1

- Every week, each admin should publish a new post or poll
- Every week, each admin should ask a question in the travel community immediately after his/her group
- Every week, every group should publish a welcome post
- Admin should always answer all questions of their members
- Every week, every one should post a question in the travel community of "Naples for Beginners"

PROJECT WORK #2

- Send me an email when you finish your Canva project
- Join the two TikTok channels of the Time Travelers:
<https://www.tiktok.com/@time.travelers.official>
<https://www.tiktok.com/@timetravelers.it>
- Join the YouTube channel:
<https://www.youtube.com/@time.travelers.official>
- Join the Instagram channel:
<https://www.instagram.com/time.travelers.official>

Workshop: ITs and regeneration strategies in the Alps

