



Master in Planning and
Management of Tourism Systems



Applications of AI to Tourism (part 2)

Nicola Cortesi

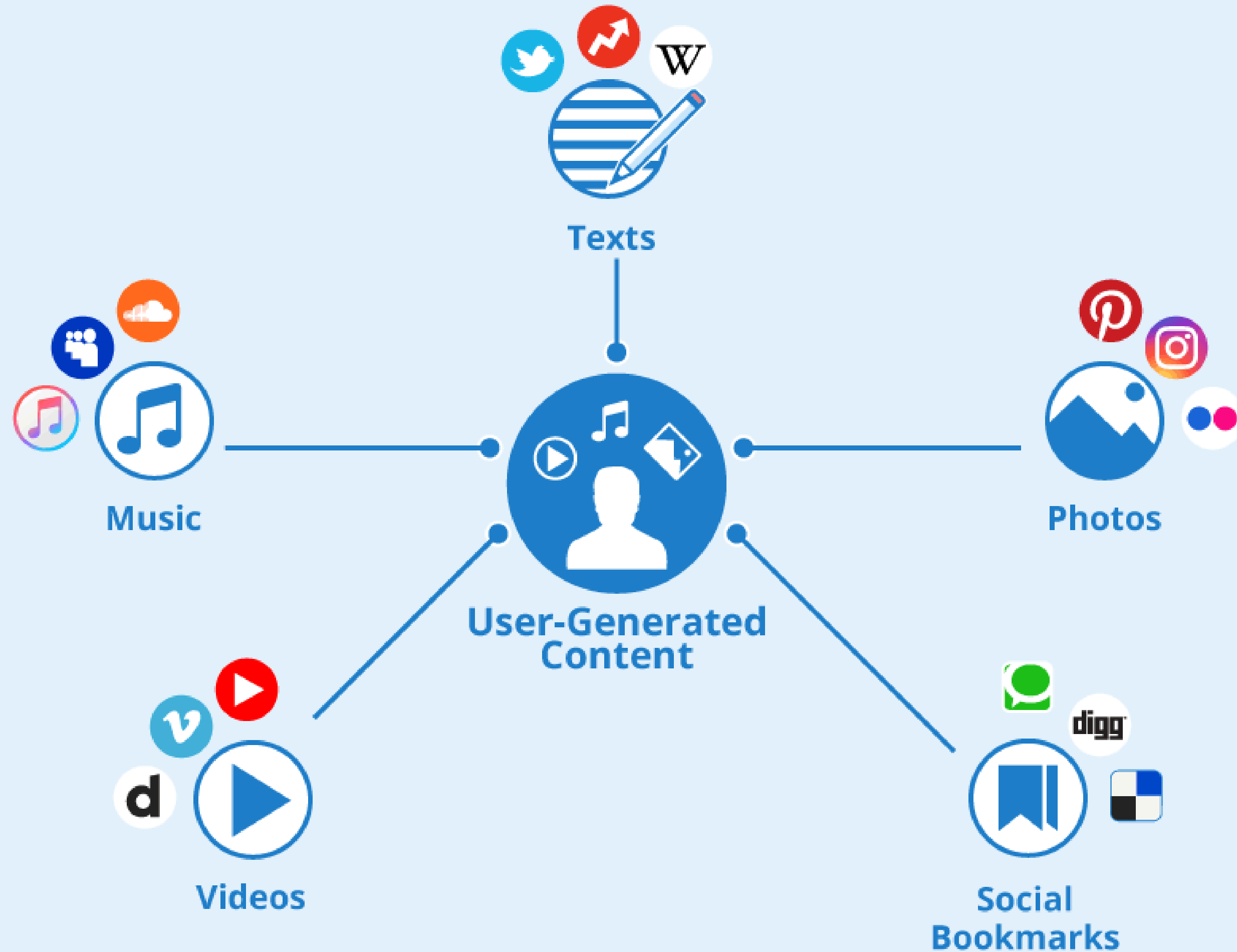
EXAM DATES

Our Secretary confirmed the dates shown in the moodle. They are in the same days of the exam of IT (just at 15.00 instead of 17.00):

- Monday 25th of May at 15.00 in Aula 2 [Piazza Rosate]
- Monday 8th of June at 15.00 in Aula 4 [Via Salvecchio]
- Monday 20th of July at 15.00 in Aula 2 [Piazza Rosate]
- Thursday 3th of September at 15.00 [to be determined yet]
- Friday 18th of September at 15.00 [to be determined yet]

Only 5% of all user-generated touristic content is already in database form. The rest comes from online booking data and reviews, photos, videos, credit card usage, GPS data, etc.





AI is able to analyse all these different types of data, generating touristic datasets which much more **useful information** than simple textual ones

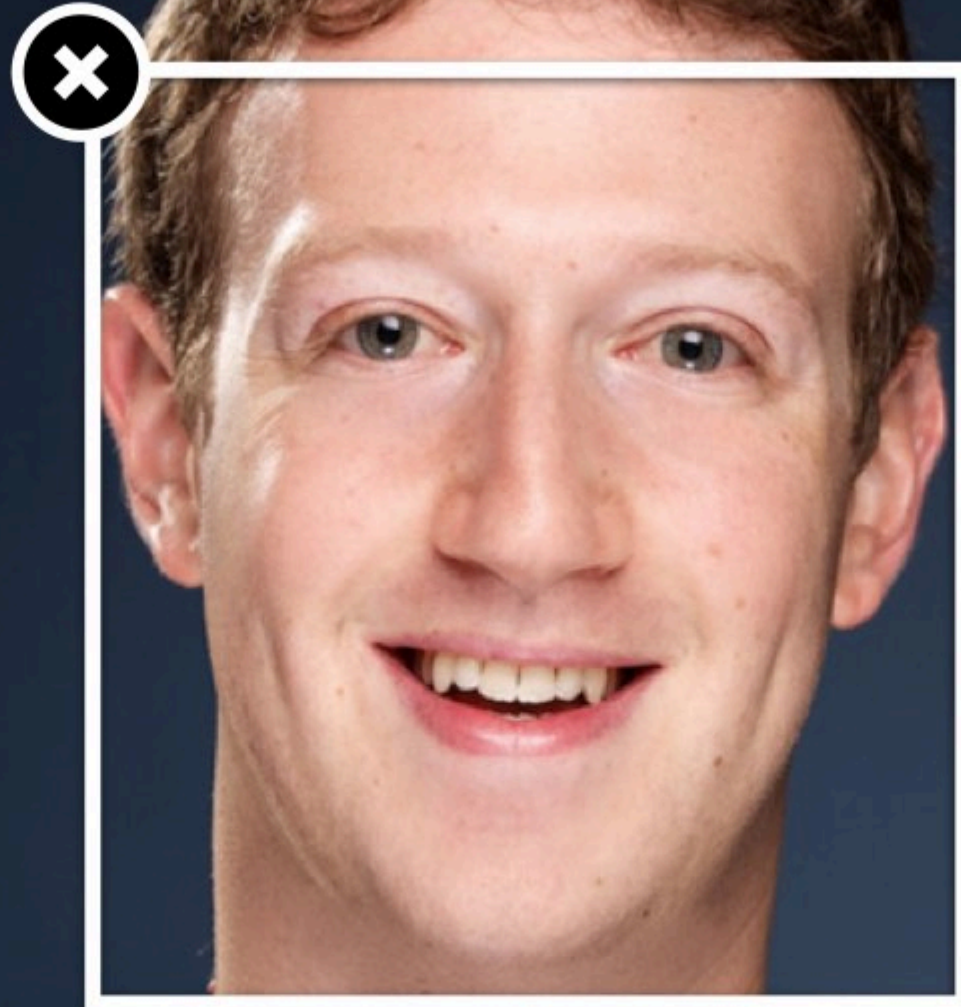


TOURIST SEGMENTATION

Big data and AI are also used to identify the **socio-economical profile** of tourists at a destination to provide better **segmentation** and **targeting** of the market

Example: the Lombardy region wants to attract more **high-spending** tourists, also as an effort to mitigate overtourism. They profile tourists and then create **tailored marketing campaigns** that will reach only the users with that profile

FACE RECOGNITION

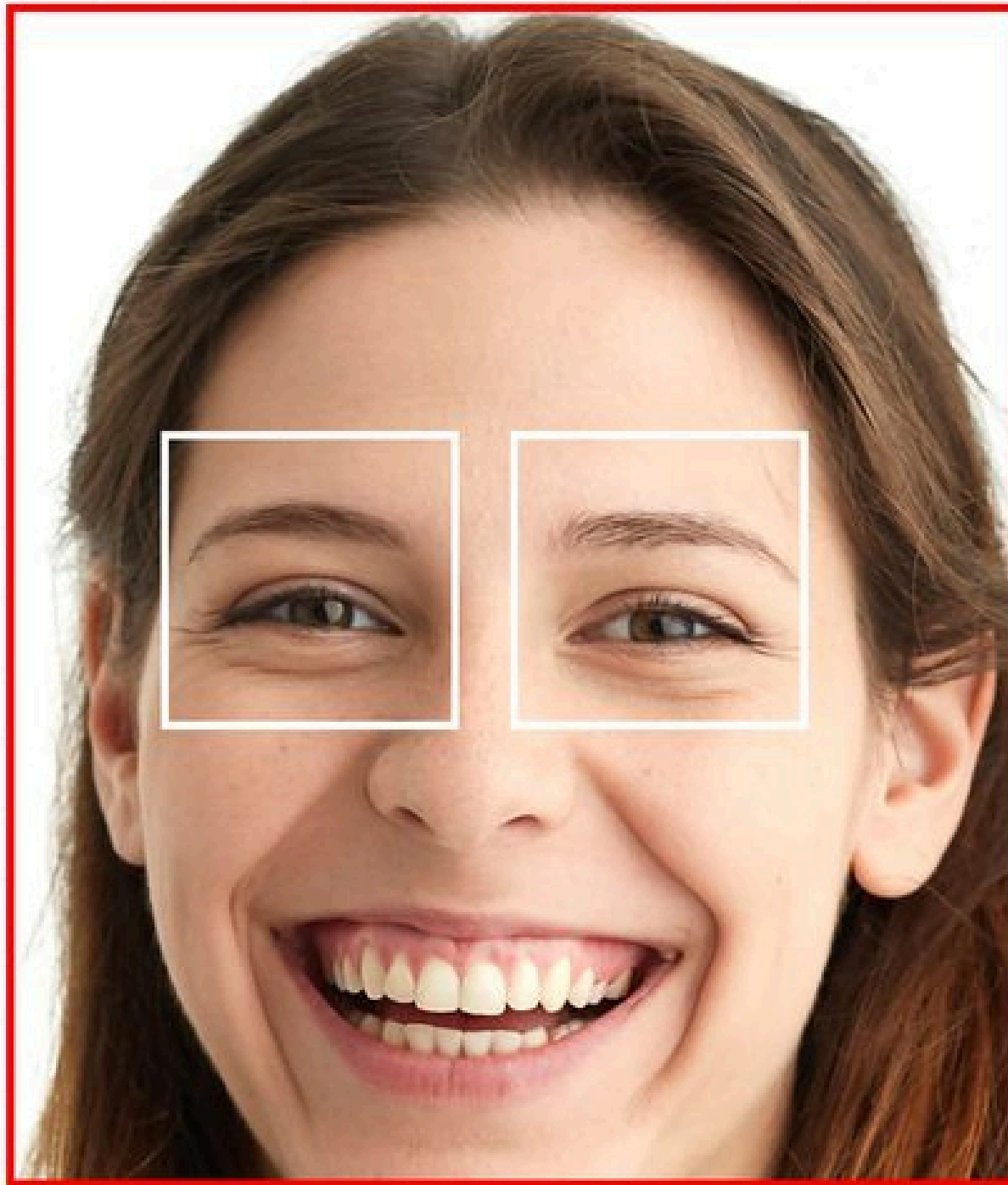


Mark Zuckerberg



Face recognition can be used in the check-in process to speed it up automatically recognize guests

SENTIMENT ANALYSIS



Age 25 [+/-9]

Gender Female

Angry

Happy

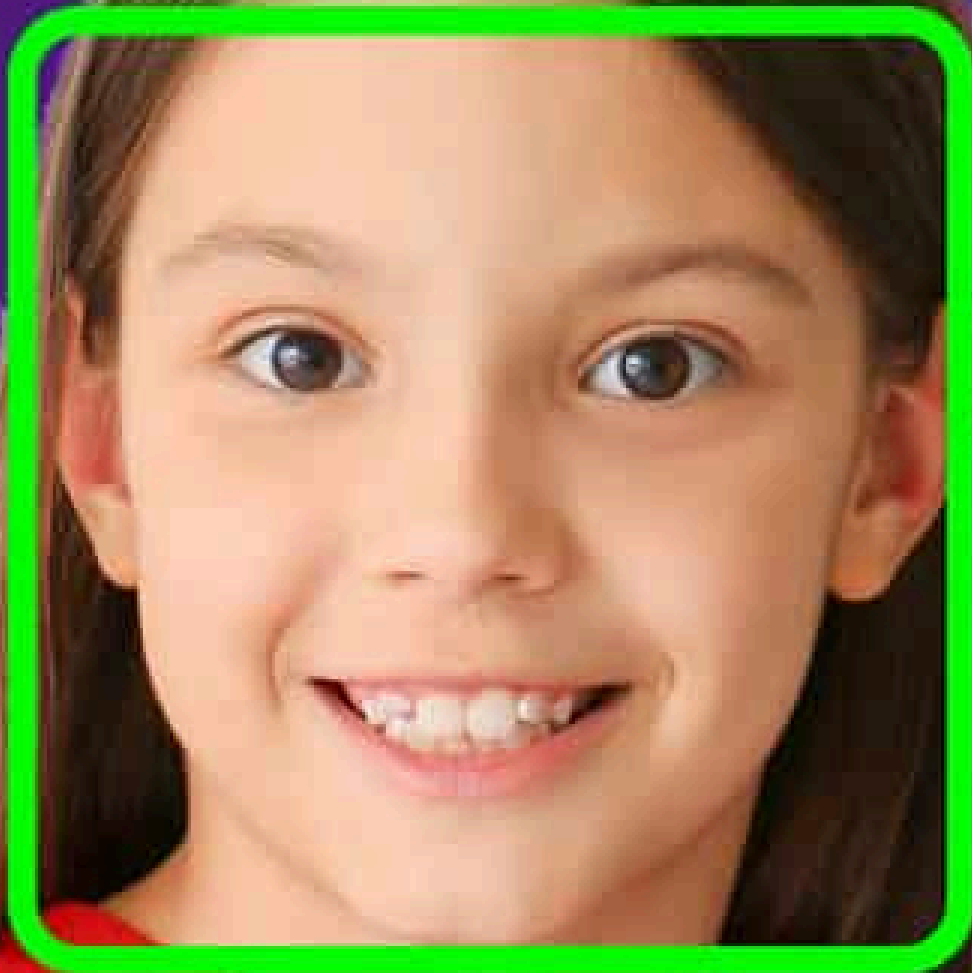
Sad

Surprised

AI tags characteristics of pictures, audios, or videos shared by users and can also identify **sentiments** from textual or visual information

SENTIMENT ANALYSIS

Happy



AI can be used to count the number of people in a certain area and even to detect emotions in the people who pass by a certain point

Example: measure the happiness of those leaving the breakfast buffet

AI FORECASTS OF TOURISTIC DEMAND

AI can identify the hidden relationships between variables that affect the touristic demand such the period of the year, fuel prices, room prices, flight prices, train prices, rainfall, temperature, holidays, events, and exhibitions/events



OTHER AI FORECASTS

AI are also an important tool to identify the best hotel position, marketing strategies, and allocation of human resources

OTHER EXAMPLES

- Watch the videos generated by [NotebookLM](#) on the various tourist branches selected by each student
- Watch other NotebookLM videos generated with my account
- Android users can report if they were able to [book a restaurant](#) using Google AI

PROJECT WORK 1: ALPS FOR BEGINNERS

- Keep updating columns O, P, Q and R in our google sheet
- Cells in red show the missing tasks to be admitted to the exam. You will be admitted only once in your row there are no more red cells
- After the course is finished, your companions of the following years will continue to grow your community. Of course you can still post and comment
- In future, whenever you go to the Alps and want to post anything, you already know in which community to post ;)

PROJECT WORK 2: KEEPERS OF HUMAN HERITAGE

- The period to measure your visualizations to assign the bonus points is **from the 6 March to the 16 of May 2026**. In this way, who started posting videos within three weeks of the start of the course will have an advantage compared to those who started posting later
- After the 16th of May, I will inform you **by email** who are the winners of the bonus points
- Keep posting **even after the exam** if you want to change this corner of the galaxy

AI MOVIE UPDATE

- Scoop: the 2001 book "Una vita così" of [Walter Bonatti](#), he describes his contact with the Yanomami and the true names of Father Coriolano
- [Oscar Ceremony + photos for the moodle](#)
- The winner will be able to write her thesis on how the movie was made
- The shots with the kidnapping of women were removed, to give more importance to Etewa's killing
- Check if someone upload [Scenes 17 and 38](#)
- New [Scene 28](#) introduces Texoma before she gets ill in Scene 33, so that the audience can now understand that she is the daughter of Ritimi
- Watch the new Scenes completed in the last week, if there are any
- Example of [video2video](#) tool: <https://app.runwayml.com/video-tools/teams/cortesinic/ai-tools/generate?tool=video&mode=apps&app=edit-video>
- AI tool to increase video resolution: <https://vmake.ai/video-enhancer/upload>

TOP 5 AI MOVIE SCENES

The winners of the **bonus of one point** are....



TOP 5 AI MOVIE SCENES

The winners of the **bonus of one point** are....



Monica Merelli
Claudia Nicolosi
Anita Paganini
Camilla Baragetti

for their long and amazing Scene
18: "The Hunt"



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 2 points** are....



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 2 points** are....



Martina Cottali
Giulia Ferroni
Rossella Leo

for their innovative use of lightnings
in Scene 35: "Arasuwe's Story"



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 3 points** are....



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 3 points** are....



Karima Labouiti
Hamid Hayari
Bouchra Naoufel

for their very emotional Scene 42:
"A Happy Surprise"



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 4 points** are....



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 4 points** are....



Elisa Caldana
Alessia Del Verme

for their very engaging Scene 33:
"Healing Session"



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 5 points** are....



TOP 5 AI MOVIE SCENES

The winners of the **bonus of 5 points** are....



Elisa Nervi
Huyen Trang Nguyen

for their wonderful Scene 36:
“the Awakening”

