

RecTour 2017

2nd Workshop on Recommenders in Tourism

Como, Italy, August 27th, 2017

Proceedings

Edited by Julia Neidhardt, Daniel Fesenmaier,
Tsvi Kuflik, and Wolfgang Wörndl

**Co-located with the 11th ACM Conference on
Recommender Systems (RecSys 2017)**



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Julia Neidhardt, Daniel Fesenmaier, Tsvi Kuflik and Wolfgang Wörndl (editors).

Further information about the workshop can be found at: <http://www.ec.tuwien.ac.at/rectour2017/>

Preface

This volume contains the contributions presented at the Workshop on Recommenders in Tourism (RecTour), held in conjunction with the 11th ACM Conference on Recommender System (RecSys 2017), in Como, Italy.

RecTour 2017 focuses on a variety of challenges specific to recommender systems within the tourism domain. In this domain, there are considerably more complicated scenarios than finding the best product for a user. Planning a vacation usually involves searching for a set of products that are interconnected (e.g. means of transportation, lodging, attractions), with a rather limited availability, and where contextual aspects may have a major impact (e.g. spatiotemporal context, social context). In addition and most importantly, products are emotionally “loaded” and experientially based; therefore, decision taking is not based solely on rational and objective criteria (i.e. system 2 thinking). As such, providing the right information to visitors of a tourism site at the right time about the site itself and various services nearby is challenging. Additionally, and in contrast to many other domains, information providers are normally small - medium enterprises (SMEs) that do not have full information about available opportunities. Moreover, there is no single, standard format to house this information. Last, much of the tourism experience is co-produced; that is, it occurs during the consumption of the product and therefore, the context of the recommendation is extremely important. Thus, given this diversity, building effective recommenders within the tourism domain is extremely challenging.

The rapid development of information and communication technologies (ICT) in general and the Web has transformed the tourism domain whereby most travelers rely little on travel agents or agencies. Indeed, recent studies indicate that travelers are now active in searching for information and composing their vacation packages according to their specific preferences. When onsite, they search for freely available information about the site itself rather than renting a visitor guide that may be available, but considered to be expensive and sometimes outdated. However, like in many other cases, the blessing of the web comes with a curse, the curse of information overload. Recommender systems have been suggested as a practical tool for overcoming this overload. However, the tourism domain is substantially more complicated, and as such, creates huge challenges for those designing tourism-focused recommenders.

This workshop aims at bringing together researchers and practitioners working in the tourism recommendation domain in order to look at the challenges from the point of view of the user interactions as well as from the perspective of service providers as well as from additional stakeholders (e.g. destination management organizations). Further, the workshop aims at attracting presentations of novel ideas for addressing these challenges with the goal to advance the current state of the art in this field by providing a forum for researchers and practitioners from different fields, e.g., tourism, recommender systems, user modelling, user interaction, mobile, ubiquitous and ambient technologies, artificial intelligence and web information systems, to explore various practical use cases of applications of these technologies in tourist recommenders of the future. The overall goal is to identify and discuss in depth various user groups, tasks and roles needed to achieve personalization, as to further enhance recommendations for tourism applications. RecTour 2017 aims to continue the community building process and the discussions started at RecTour 2016.

August 2017

Julia Neidhardt, Daniel Fesenmaier, Tsvi Kuflik and Wolfgang Wörndl

Workshop Committees

Organizers

- Julia Neidhardt, TU Wien, Austria
- Daniel Fesenmaier, University of Florida, USA
- Tsvi Kuflik, The University of Haifa, Israel
- Wolfgang Wörndl, TU München, Germany

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- Hannes Werthner, TU Wien, Austria
- Zheng Xiang, Virginia Tech, USA
- Markus Zanker, University of Bozen/Bolzano, Italy

Workshop Program

9:00 - 10:30 Session 1: Opening and Keynote Presentation

- Workshop opening
- Keynote by Neal Lathia (Skyscanner, UK)

10:30 - 11:00 Coffee break

11:00 - 12:30 Session 2: Long Paper Presentations

- Enrico Palumbo, Giuseppe Rizzo, Raphaël Troncy and Elena Baralis: *Predicting Your Next Stop-over from Location-based Social Network Data with Recurrent Neural Networks.*
- Victor A. Arrascue Ayala, Kemal Cagin Gülsen, Anas Alzogbi, Michael Färber, Marco Muñoz and Georg Lausen: *A Delay-Robust Touristic Plan Recommendation Using Real-World Public Transportation Information.*
- Christopher Laß, Daniel Herzog and Wolfgang Wörndl: *Context-Aware Tourist Trip Recommendations.*

12:30 - 14:00 Lunch break

14:00 - 15:30 Session 3: Short and Position Paper Presentations

- Gunjan Kumar, Housseem Jerbi and Michael O'Mahony: *Towards the Recommendation of Personalised Activity Sequences in the Tourism Domain.*
- Diana Nurbakova, Léa Laporte, Sylvie Calabretto and Jerome Gensel: *Itinerary Recommendation for Cruises: User Study.*
- Tom Gross: *Group Recommender Systems in Tourism: From Predictions to Decisions.*
- Catalin-Mihai Barbu and Jürgen Ziegler: *Co-Staying: A Social Network for Increasing the Trustworthiness of Hotel Recommendations.*

15:30 - 16:00 Coffee break

16:00 - 17:30 Session 4 : Panel Discussion and Workshop Closing

- Panel discussion: *Specific challenges for tourism recommender systems seen from academic and the industry perspectives.*
 - Neal Lathia (Skyscanner, UK)
 - Markus Zanker (University of Bozen/Bolzano, Italy)
 - David Zibriczky (trivago, Germany)
- Workshop closing