

An AI Application to Integrated Tourism Planning

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Integrated Tourism

Kind of tourism which is explicitly linked to the localities in which it takes place and, in practical terms, has clear connections with local resources, activities, products, production and service industries, and a participatory local community.

.. in urban areas?

- Cornerstone of a policy of urban development
- Combination of
 - 1 a competitive supply able to meet visitors' expectations
 - 2 a positive contribution to the well-being of residents

Our solution in a nutshell

Semantic Technologies

- Domain ontology in OWL
- Ontology population with Web Information Extraction
- Semantic Web Services in OWL-S

Machine Learning

- Induction of fuzzy OWL inclusion axioms
 - *incompleteness* of Web data
 - *vagueness* of notions such as closeness of sites
- Improving services by learning from users' feedback

A case study from the Apulia Region

Pilgrimage to St. Nicholas' Basilica in Bari



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