

Technology Offer TO_IT_22129

[ITALY]

Fonderie Culturali

www.fonderieculturali.org

Sector	Tourism.
Activities	Development of touristic paths.
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Title	ADMIRE: PERSONALIZED CULTURAL TOURISM SYSTEM ON MOBILE DEVICE
Abstract	An Italian SME is developing a personalized cultural tourism system able to provide cultural information and visit paths according to the users' preferences and interests. Technological and cultural partnerships aimed to develop the concerned system and to explore further research areas are sought.
Detailed description	<p>ADMIRE is a personalized cultural tourism system able to provide cultural information and visit paths according to the users' preferences and interests.</p> <p>It is composed by a client/server architecture, where the client side is implemented by pocket Pc or smartphone Windows mobile compatible with a GPS receiver. A main web server is used for the central information management.</p> <p>The users' cultural profile is used by the system to select time by time the best cultural site or commercial service in order to increase the users' satisfaction degree. In this way, the visit time available is optimized too.</p> <p>The main aim of ADMIRE is provide tourist itinerary suitable to the users' interests and preferences, involving and emphasizing all cultural and tourist items (well-known and unknown) of a territory.</p>
Innovative aspects	<p>The innovation side of ADMIRE is represented by a "personalised sub-system". It traces the users' cultural choices (historical and artistic features for each cultural site as well a detailed and in depth description of the cultural information required) and optimises the users' available visit time and satisfaction degree. This sub-system was built using user modelling techniques joined with relationship database and object oriented databases to store the users' cultural profile. Moreover, an algorithm based on genetics algorithms is used to identify the most suited cultural sites for the users, according to their specific cultural profile preferences.</p> <p>ADMIRE will be implemented in Mediterranean cities within the Phoenicians' route European cultural path, in order to demonstrate how the system can increase the cultural and economical assets of a cultural path.</p>

Research areas to be enhanced: user modelling in order to personalize behaviours and contents; data mining; techniques for accurate GPS localization; context aware and cognitive actions; cultural management for a new ontology aimed to join cultural information and tourist information; user interaction and user interface within e-inclusion policies and users' suitable interact.

Main advantages

Current state of development

Intellectual Property Rights

Copyright protected.

Application domains

Information processing, information systems.

Collaboration details

Type of partner sought

Public or private research organisations in field of cultural heritage or ICT innovative solution, academies, universities, ICT mobile or embedded industries.

Tasks to be performed by the partner sought

IRC Partner

IRC IRIDE