

Asian Social Web: Travel 2.0 promotion in Asia and Pacific

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The short version

How to get valuable travel knowledge from the blogosphere.

The longer version

- Identify trustworthy, authentic, positive travel blog entries about Nordic destinations from Chinese, Japanese and Korean travellers **automatically**.
- Function as a knowledge database, where professional users can **study trends in travel blogging** about Nordic destination.
- Uses **machine learning techniques** derived from statistical physics to classify and rank blog entries.
- This presentation will focus on the user view rather than the technology behind.

Overview

- 1 A cross-disciplinary project
- 2 Putting valuable blogs on the front page
- 3 Travel Knowledge Database
- 4 Summary

Participants

- Scandinavian Tourist Board Asia Pacific (Søren Leerskov and Kjell Ellefsen)
- Visit Finland
- Ana Maria Munar, Copenhagen Business School
- Jacob Sparre Andersen, Niels Bohr Institute

The project is funded by Scandinavian Tourist Board Visit Finland and Nordic Innovation Centre.

Contributions

- Scandinavian Tourist Board and Visit Finland:
Requirements, users and practical domain knowledge.
- Ana Maria Munar, Copenhagen Business School:
Research based domain knowledge.
- Jacob Sparre Andersen, Niels Bohr Institute:
Machine-learning techniques, classification algorithms and software innovation.

Putting valuable blogs on the front page

- Partners will be able to set up an automatically updated frame for their own web site containing credible, authentic, positive blog entries about their destinations/products.

How could it look

The screenshot shows a website for the Tourist Information Centre in Tórshavn. The header includes a logo and the title. A navigation bar contains links for Home, Accommodation, Information, About us, Faroe Islands, Tórshavn, Streymoy, and Events. On the left is a map of the Faroe Islands. The main content area features a large image of a town and a red-bordered text block. To the right, there are sections for 'Coming events', 'The weather', and 'News'.

THE TOURIST INFORMATION CENTRE in Tórshavn

Home Accommodation Information About us Faroe Islands Tórshavn Streymoy Events

Hey Tait fans!

We just back from an amazing trip overseas that I have to tell you all about. We left on Thursday and 21 hours later, we arrived in the Faroe Islands, a small country. The Faroes are made up of 18 small islands, 50,000 people, and 90,000 sheep. The islands other than fishing, so the air is calm and quiet and the water is so pure or out of a creek. Their crime rate is basically zero - maybe one murder about here are amazing and unbelievably kind. All weekend we were escorted by Helgi and such great care of us. We met their families too.

Iceland's closest relatives live in the Faroe Islands between Iceland and the population of 50,000 people are spread over islands of different shapes and mountains are steep, live is good and you're invited on a sailing trip not far. The scenery is some of the most spectacular in Northern Europe, much of it on very steep hillsides straight out of the sea. The people are exceptional.

Welcome to Streymoy

Streymoy is the largest of the Faroe Islands with an area of 374 km² and a population of approx. 22,000. Our capital - Tórshavn - is here, which today includes almost half of the island Streymoy and the islands

Coming events

The weather

News

10-09-2009
Rappelling in Hvalba on the 12th of Sep.
On Saturday the 12th of September 2009 there will be rappelling in Hvalba in a place west of the village, which is called Norðbergsteið. The rappelling will be from 5 o'clock in the afternoon until 8 o'clock in the evening.

17-07-2009
Art Exhibition on board Smyril M/S
This summer you can enjoy an art exhibition with Hegerð Joensen on board the ferry Smyril, which sails 2-3 times daily between the capital Tórshavn and the southernmost island Súduroy. Except for this exhibition, there is a variety of Faroese art represented on board the ferry, mainly made by young Faroese artists.

Related challenges

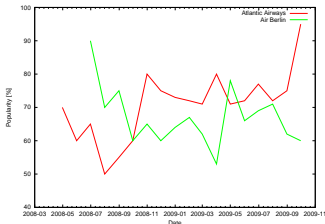
- Manually ranking and grouping example blogs. How credible? How positive? Which destination/product?
- Pick the proper algorithms for reproducing the manual rankings and groupings.
- The meaning of “credible” depends on the target group.

Travel Knowledge Database

- Helping partners to track trends in traveller opinions.
- Plot comparative scores for different selections of the available travel blogs. The selections could be based on destination, product, type of service, type of traveller, etc.
- Identify negative blog entries.

Example output

- Graphs comparing the popularity of Atlantic Airways and Air Berlin.
- Graphs comparing the ranking of Tivoli in Copenhagen and Legoland in Billund.
- An e-mail with a link to a blog complaining about the lack of leg space on Spanair.



Summary

- Use independent blogs for advertisement.
- Identify travel trends from independent blogs.

Global gossip for local growth!

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