

13. Pandemie e digitale



Università degli Studi di Trento
Sistemi informativi per il turismo
Anno accademico 2021-2022

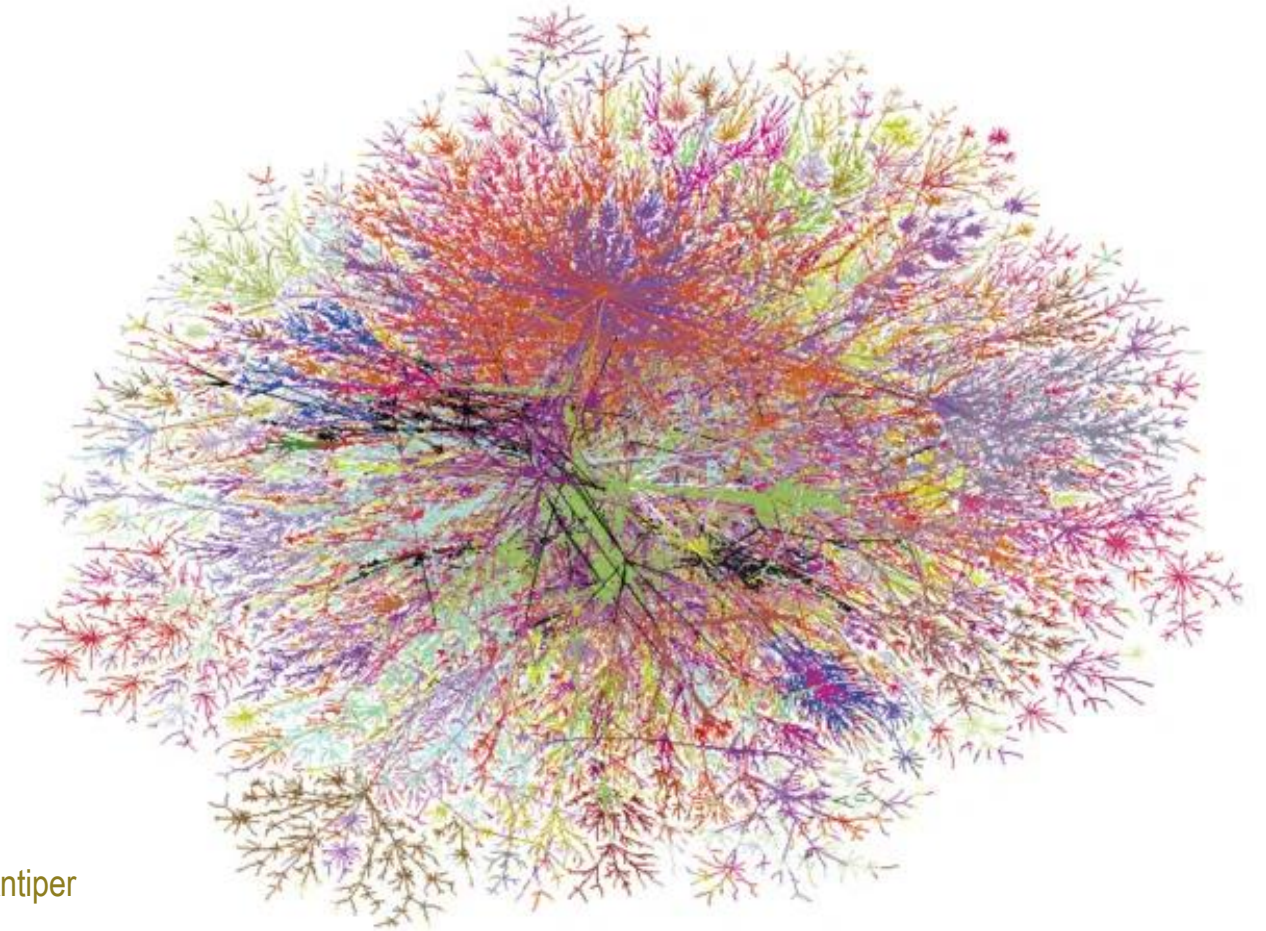
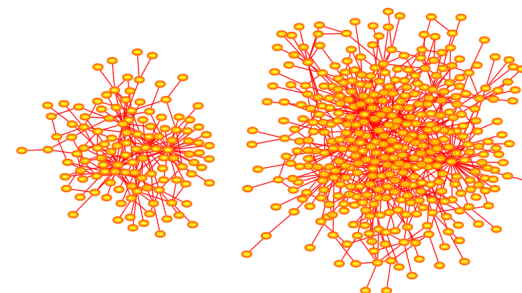
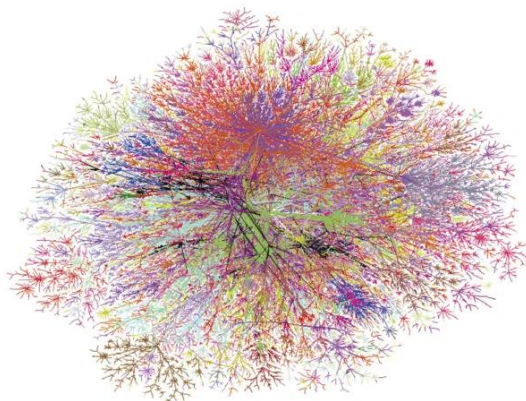


immagine da [Antiper](#)

Di che cosa parliamo oggi?

1. La Covid-19
2. Un'ibridazione completata
3. Dati
4. Big Data e modelli
5. Parlare di brutte cose?
6. Sistemi di raccomandazione
7. Responsabilità



ifitt

Un capitolo dal libro di Barabási



Non fa parte degli “obblighi” di lettura per questo insegnamento, ma in **Linked** di Albert-Lászlo Barabási c’è un capitolo, “**The Tenth Link: Viruses and Fads**”, sulla diffusione delle **epidemie** come fenomeno di rete.

Il modello della rete “siamo tutti connessi” spiega – si potrebbe dire purtroppo – anche il fenomeno della Covid-19 che sta attanagliando il Pianeta.

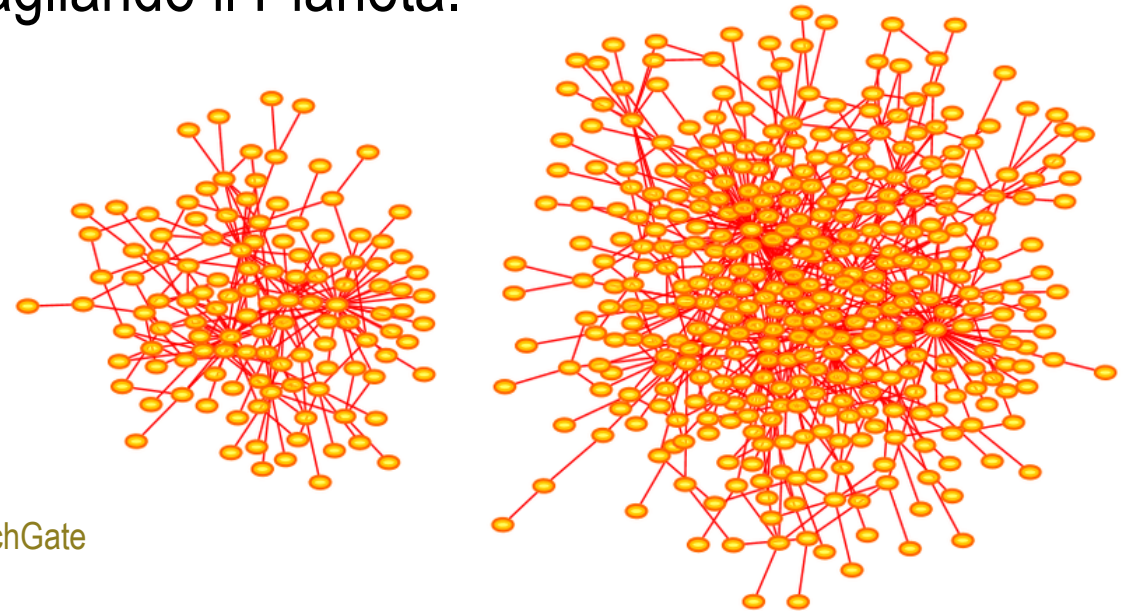


immagine da ResearchGate

Covid-19: il “reale” è diventato digitale

Una delle conseguenze della Covid-19 è stata ed è il **confinamento**, quello che in linguaggio globale si chiama lockdown. Il **lockdown** si è rivelato la più efficace misura di prevenzione contro il dilagare del virus Sars-Cov-2.

Una delle conseguenze del lockdown è stata la **necessità di utilizzare il digitale** come **surrogato** del reale. Se non ci si può incontrare, si può almeno usare Zoom. È ovvio che non è la stessa cosa. Eppure, è toccato fare **di necessità virtù**.

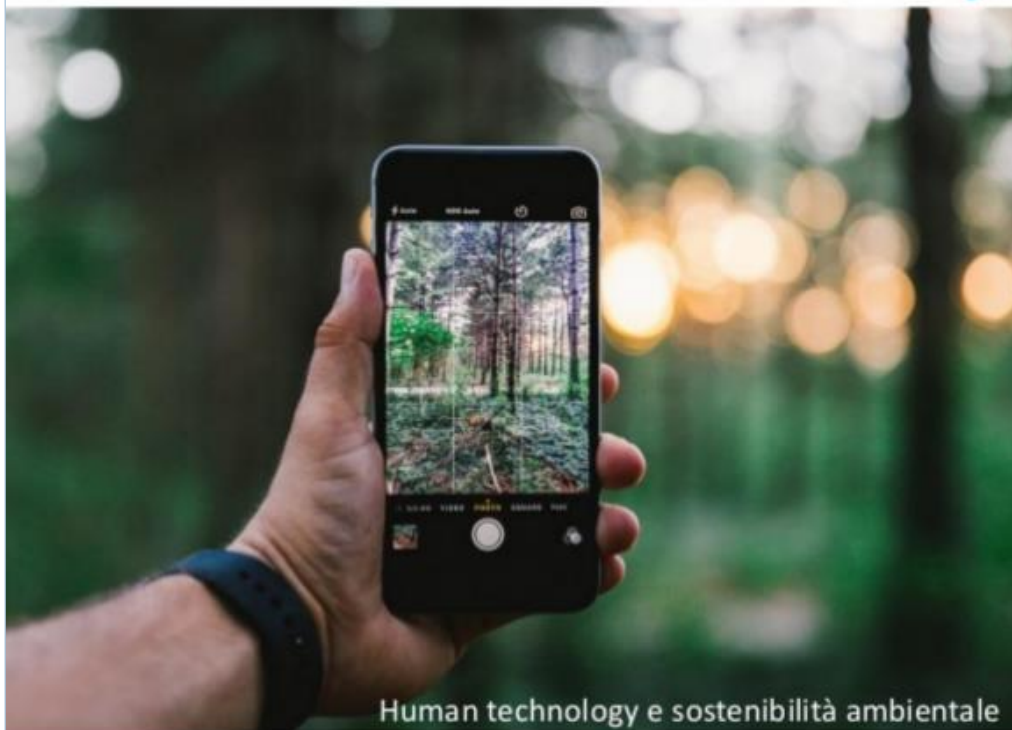
Il digitale è diventato reale.

Oppure il “reale” è diventato digitale?

Già prima della pandemia...



Il turismo sarà sempre più «Onlife» Clip slide



Human technology e sostenibilità ambientale

Dove gestire e integrare una vita ed esperienze reali con quelle virtuali.

Ormai facciamo esperienze concrete vissute ogni giorno mentre si rimane attaccati a dispositivi e ambienti digitali interattivi.

È una condizione esistenziale di non distinzione tra reale e virtuale.

Essere umani in un'era di iperconnessione e sovrabbondanza di informazioni.

Aspetti approfonditi nel dettaglio da "[The Onlife Manifesto](#)" di Luciano Floridi

SILVIA BADRIOTTO
WEB MARKETING E TURISMO LENTO
 @NUOVI_TURISMI

9/11 FEBBRAIO 2020
FIERAMILANOCITY
@BITMILANO #BIT2020

Bit
MILANO
YOUR TRAVEL
EXHIBITION.

... ma adesso a maggior ragione

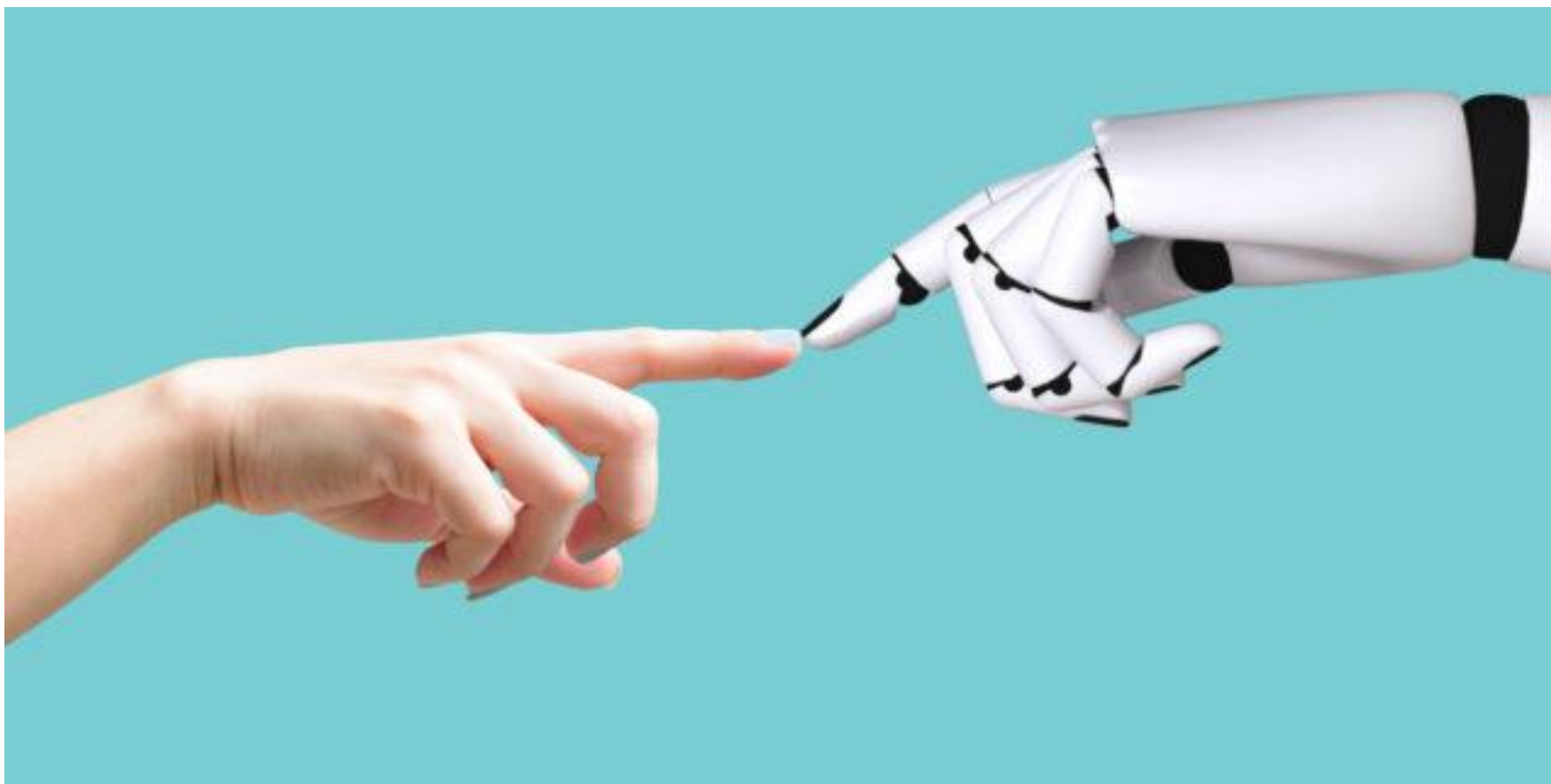


immagine da [Roba da Donne](#)

Dal Politecnico di Milano



MyHome Ricerche Prodotti **Eventi** Community Chi siamo Cerca ROBERTO Carrello

Sei registrato Scarica

Il journey si fa sempre più digitale e contactless

Osservatorio Innovazione Digitale nel Turismo e Business Travel

27/01/21

5

La necessità di DISTANZIAMENTO ha ACCELERATO il processo di DIGITALIZZAZIONE già avviato

Fonte: Indagine alle strutture ricettive 2020

Più strutture offrono servizi digitali

Servizio	2020	2019
Check-in online o da mobile	31%	8% nel 2019
Opzioni di pagamento da mobile (Apple Pay, Google Pay, ...) o da remoto (Pay-by-link, ...)	30%	15% nel 2019
Chat, assistente virtuale o device per fornire informazioni o prenotare	14%	2% nel 2019
Chiave virtuale per aprire le camere tramite smartphone	4%	3% nel 2019

Base: 595 strutture ricettive

36

L'evento viene trasmesso in streaming all'interno di questa pagina. Per poter visualizzare il video è necessario iscriversi. La finestra del video compare circa 30 minuti prima dell'inizio del convegno. Nel caso non compaia il video, provare ad aggiornare la pagina

Descrizione Domande chiave Programma

Aggiungi ai preferiti Condividi

Aggiungi in Agenda

Informazioni

TIPLOGIA

Hai qualche domanda? Scrivi, sarò felice di aiutarti.

Curva epidemica e dati



Un'altra **dimensione** nella quale la Covid-19 ha decretato il completarsi della commistione – o dell'ibridazione, comunque la si voglia chiamare – fra quello che fino a ieri chiamavamo “**reale**” e il **digitale** è il **peso** che hanno assunto i **dati** nel permettere oppure vietare **comportamenti sociali**.



Fonte: Google

Prevedere il futuro



Più in generale, la Covid-19 ha imposto l'utilizzo di **modelli matematici** gestiti con **tecnologie digitali** per ipotizzare che cosa possa succedere in futuro.

Non il futuro nel senso del lungo periodo – perché, come ironizzava Keynes, “In the long run we are all dead” – ma il futuro **nel senso di settimana prossima**.



immagine da [corriere.it](https://www.corriere.it)

Sulla comunicazione delle pandemie



Dove la Covid-19 **non** necessariamente ha fatto **evolvere** i comportamenti sociali è stato, ed è, nella comunicazione. Tanto meno nella comunicazione turistica.

Troppe destinazioni lungo il 2020 hanno **continuato a pubblicare pagine web** in cui si magnificavano le **attrattive** locali, tutt'al più avvertendo che – “al momento”, “provvisoriamente”, “fino a nuovo ordine”... – gli arrivi sul posto non erano consigliabili.

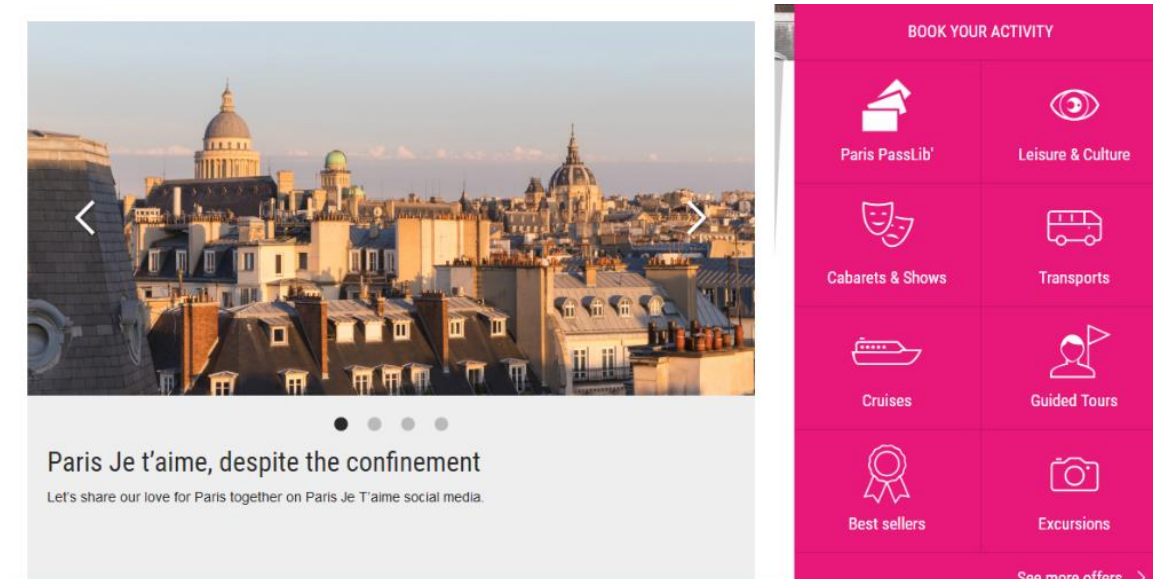


immagine da [paris.info](https://www.paris.info)

18 marzo 2020

Un esempio, datato.

“Welcome to London”?

Ma stiamo scherzando?!?

English

VISIT LONDON

OFFICIAL VISITOR GUIDE

Search



Latest information on COVID-19

Find official guidance and the latest information for travelling safely while visiting London during the coronavirus (COVID-19) outbreak.

COVID-19 information

Welcome to London

Top 10 attractions

Tickets & offers

Day trips

Things to do

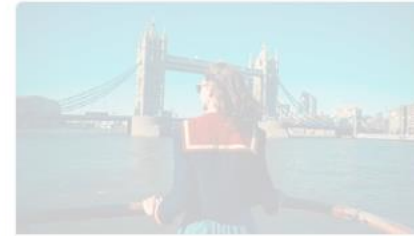
THE LONDON PASS

Access Amazing™

Sightseeing pass



Hop-on hop-off bus



Tours

Sistemi di raccomandazione



Un **esempio** molto **interessante** di gestione del rapporto fra destinazioni o imprese turistiche e **ospiti potenziali** in tempi di **pandemia** è stato presentato al più recente congresso internazionale della **Ifitt** (International Federation for Information Technologies and Travel & Tourism).

Nella zona di München, **Monaco di Baviera**, il turismo di **prossimità** verso luoghi naturali causava **sovraffollamenti**, dannosi per l'integrità del territorio e potenzialmente forieri di ulteriore contagio.

Un **sistema di raccomandazione** gestito dalla piattaforma **outdooractive** ha consentito di **reindirizzare** i potenziali ospiti verso altri luoghi, quando la destinazione cercata risultava troppo satura per garantire condizioni sostenibili.



Overtourism



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„Lassen sich nicht abhalten“: Ausflugs-Chaos an Bayerns Seen - App könnte jetzt helfen

Etwa 150 Verstöße wegen Wildparken im Ostallgäu

Wandern im Stau

Masterplan gegen Staus u wildes Parken

„Das ist eine Invasion“

Vater tag im Allgäu: Dutzende Parkverbote und noch mehr Ausflugsverkehr

Der Staudichter in der Lüberker Buche

Asienbum auf deutsche Schneegebiete: Corona und das Wildpinkeln

Image Source: Collection of Screenshots from different News Websites

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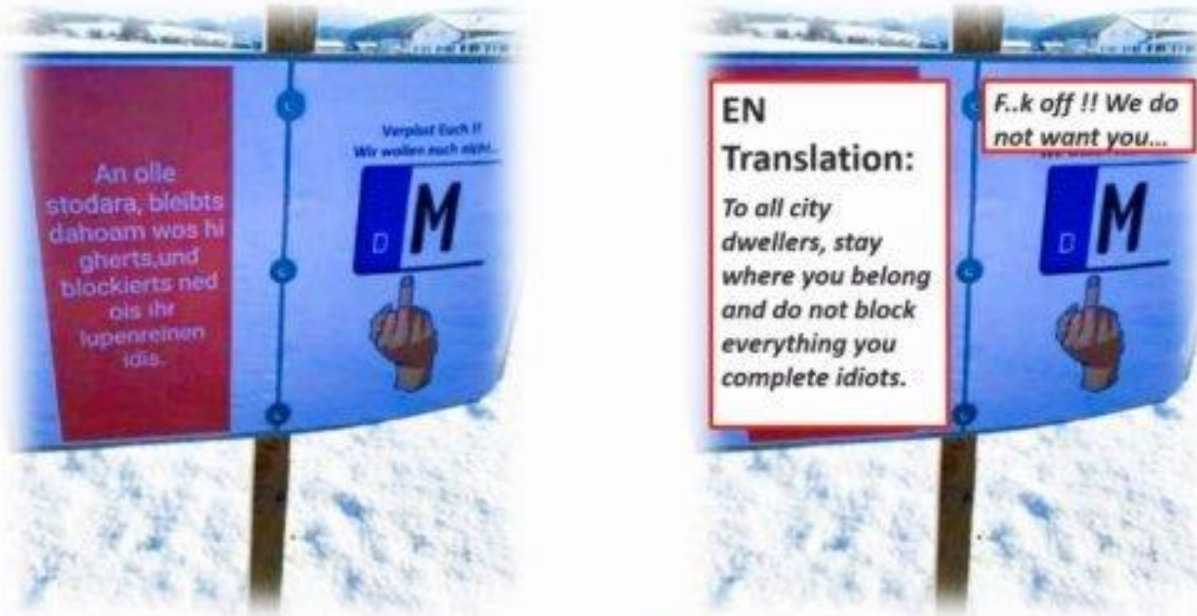
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Antiturismo



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Offensive Sign, put up in the Miesbach (Image source: Frank Info Seite Schliersee, posted on Facebook 2 Jan 2021)

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Piattaforma digitale



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outdooractive

„How can the Outdooractive platform use opportunities to address Corona challenges and provide solutions and add value for better visitor management?“

1. [View presentation](#) | [View slides](#) | [View transcript](#)

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Partecipazione

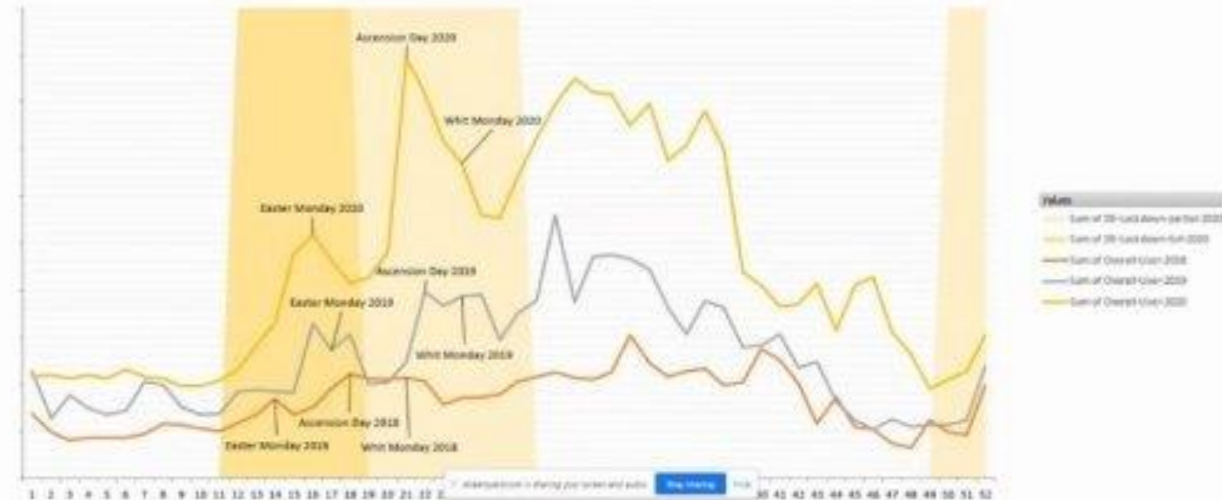


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Outdooractive Observations – Platform Growth

Increase of created users - weekly



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Dati da Outdooractive

Outdooractive Recorded Tracks

- Heatmaps to identify visitor movements (11-17 Jan 2021)
- Various data sources (tour planning, web tracking, platform tracing, etc.)
- Additional data needed for effective visitor management



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Infrastruttura pubblico-privato

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Importance of Data Infrastructure: The AIR Project

- Public funded research project (Federal Ministry of the Environment, Nature Conservation and Nuclear Safety)
- Application of AI technology to create ecological impact
- Objective: Conceptualization of an AI based recommender system for sustainable tourism



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Roberto Peretta



Sistemi informativi per il turismo. Pandemie

Send a message

Consigli agli ospiti

Digital Solutions: Digital Ranger

- Planning tool, providing information on sustainable behavior in protected areas
- Data from "Digitize the Planet",
- Collect, consolidate and create open data for rules & regulations in protected areas



Image Source: Julia Münch, ITS Oberwallau



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Nudging

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Digital solutions: Listings & Capacity Utilisation

- Rankings of tour lists are calculated by algorithms based on content quality.
- Manipulating rankings to nudge users to less crowded places.



Image Source: Screenshots Outdooractive Research App

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Gamification

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Gamification Visitor Management Approach



Video Source: Isabel Schittenkade, Laura Kibner, Simona Dell'Aquila, IS - Remprint: <https://drive.google.com/drive/folders/1T16tM5wKbT16M3Mfwd3rwdXKwv>



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HD 🔊 🔍

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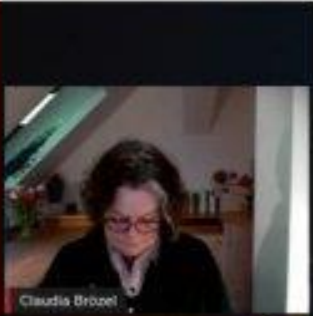
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Send a message

Disponibilità di dati

Real-Time Data Flows for Visitor Management

- Sophisticated data infrastructures that include visitor and traffic flows already exist...
- ... but that does not mean that they are accessible for anyone to innovate and develop solutions for sustainable visitor management...



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Dati integrati



ENTER21 eConference | 19-22 January 2021



BayernCloud – Digital Data Infrastructure for Tourism

The screenshot shows the BayernCloud website. At the top, there's a navigation bar with 'Home', 'Projekt', 'Aktuelles', 'FAQs', 'Partner', and 'Kontakt'. The main content features a map of Bavaria with a network of nodes and lines, representing digital data infrastructure. Text on the page includes 'BayernCloud im Tourismus' and a 'mehr erfahren...' button. Logos for partners like fortiss, Bayerische Staatsregierung, and Fraunhofer are visible at the bottom.



LIVE



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Covid-19 catalizzatore

Corona as a Catalyst for the Digital Transformation

„The Corona crisis could be considered as a catalyst for the digital transformation of destinations’ visitor management strategies and the development of smart recommender systems”



Prof. Dr. Dirk Schmücker (NIT, FH Westküste)



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LIVE



Appello a collaborare

Our Key Learnings from the Corona Pandemic II



2

We need to **increase the collaboration** of all tourism industry stakeholders to **better balance** economic, environmental and social needs

10 minutes in sharing your views and votes [Sign in](#) [Log out](#)

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HD [Volume icon] [Fullscreen icon]



Open data

Our Key Learnings from the Corona Pandemic III



3

We need to **provide open data streams** to foster innovation in products & services and **improve the convenience** to access, use and combine data

Share this slide | Log in | Help

LIVE

HD | Mute | Volume | Full Screen

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Strategie per la resilienza

Our Key Learnings from the Corona Pandemic IV



4

We need to **develop holistic strategies** for visitor management strategies and invest in **high quality physical tourism infrastructures** and **digital data infrastructures** to become more **resilient** in the future

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HD [Volume icon] [Fullscreen icon]

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Our Key Learnings from the Corona Pandemic V



5

We should utilize untapped opportunities for a close collaboration between business and research and administration to develop AI technologies for better visitor management

Microphone is being processed and will stop when you click

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LIVE



Sostenibilità e responsabilità



Una gestione responsabile del turismo durante la Covid-19 deve prevedere non soltanto la sanificazione degli ambienti e la garanzia del distanziamento – fino a quando saranno richiesti – ma anche un dialogo specifico con gli ospiti.

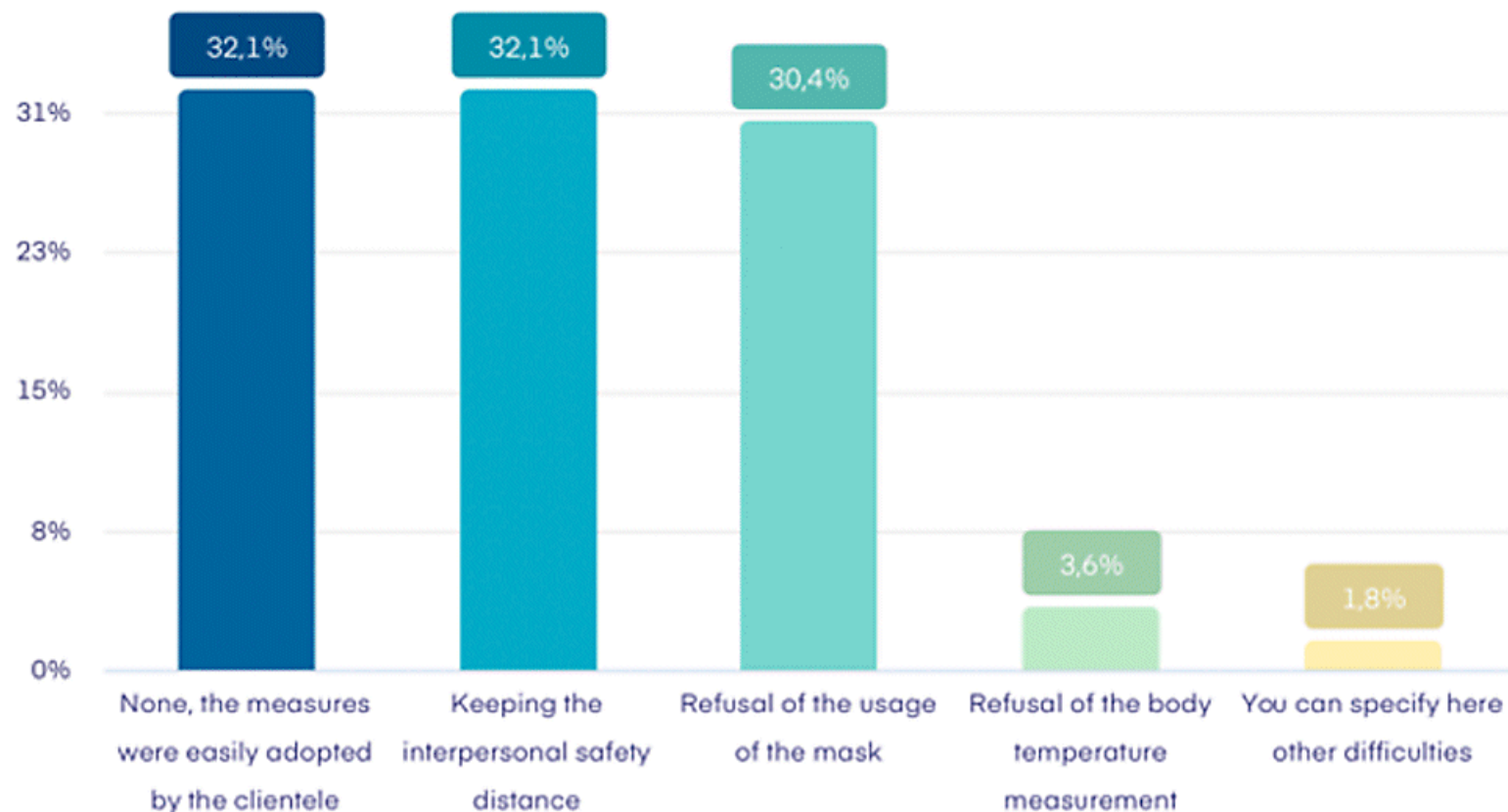
The screenshot shows a live video conference. On the left, a man with glasses and a blue jacket is speaking. The top left of the video frame shows 'LIVE' and '1.3k' viewers. On the right, a presentation slide titled 'Abbiamo infine parlato con gli albergatori' (We finally talked with the hoteliers) is displayed. The slide contains the following information:

- Il 52% degli albergatori ha bisogno di più informazioni sui potenziali viaggiatori
- Il 40% ritiene di non avere competenze sufficienti per implementare strategie di online marketing efficaci.
- In Italia, 1 su 5 non sa da dove iniziare.

The slide also features a lightbulb icon and the Google logo at the bottom right.

immagine da Google per Politecnico di Milano

Problemi possibili



Dati 2020-2021
raccolti sul
campo da una
vostra collega,
per la sua tesi,
su un ampio
campione di
ricettività nel
Garda bresciano

I punti nodali di oggi

1. Sempre di reti si tratta
2. Ora il reale è digitale
3. Numeri per sapere
4. Modelli per prevedere
5. Tacere è stupido
6. ... però si può consigliare
7. e al futuro si può pensare

