

## “Innobasque Tuesdays”

Nov 29, 2013

The Faculty of Engineering at Mondragon Unibertsitatea, as a research partner of ETORTEK called KNOWTOUR, took part at “Innobasque Tuesdays” conference about the research activity on languages. This conference was held at the headquarters of the Basque Centre of Applied Mathematics (BCAM) in Bilbao. The main agents that make up the language industries in the Basque Country also attended the conference ; their activity is focused on designing, producing and marketing products and services that are involved at the treatment of languages.

Ainhoa Serna, Felix Larrinaga, Osane Lizarralde and Unai Bernabé from the Faculty of Engineering at Mondragon Unibertsitatea, researchers of the software engineering group took part at the conference

KNOWTOUR project, entitled “Towards a travel industry and tourism based on knowledge”, is a project under the framework of an ETORTEK program of the Department of Industry, Innovation, Commerce and Tourism of the Basque Government. The main aim of this research project is to analyse the fingerprint of the tourist (before, during and after the visit to our land) to know what are the reasons that give value to a destination (in this case the Basque Country) from a tourist perspective. For that reason, the visitor behaviour is analysed at different stages of the visit and we obtain conclusions about the visitor’s behaviour, activities, preferences, habits, in order to personalise their experience as much as possible. On the other hand, it is also examined if there is a correspondence between tourists and destination managers, that is, how tourists perceive a destination and how destination managers promote them. Thus, they can identify the weakness helping to improve tourism competitiveness.

Technologies applied are Social Web, semantic Technologies, Semantic Web and Linked Open Data and has also worked with the opening data ODE (Open Data Euskadi) that Basque institutions offers.



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KNOWTOUR Project