ITALINERARY
GROUP-2

Saloni kyal, Sankari Gopalakrishnan, Mohini Gupta

INTRODUCTION

Tourism in Italy is booming, as the latest figures show another record year for the country with more than 420 million visitors. Interest for travelling has rose up and there is a lot of information available on the internet in different categories but more often than not, it is a chaos with multiple options. Students new to Italy would love to travel ,experience the culture and are looking for easy options. Italinerary is an application to help amateur travellers. It presents convenient itineraries based on user preferences along with local information. The user needs to provide the possible dates and the kind of vacation along with the type of travellers and the application presents with a set of itineraries to choose from. Once the itinerary is chosen, it also gives information about the transport options available in the city and local food suggestions with restaurant details. The whole itinerary is also shown in a map view so that it is convenient for the user to follow. Destination Suggestions and customized schedules makes the application unique from the abundant travel information found in the web.

IMPLEMENTATION PLAN

Travel data is already on the web from various sites. More importantly, datasets like WikiData have well organized data, free and available for redistribution. Wikivoyage is a free web-based travel guide for travel destinations and travel topics written by volunteer authors. It also has its API open to users. The API returns data in JSON format which can then be parsed to get a list of attractions and their geographic coordinates sorted by distance to create a route. Moreover, the city information is extracted to tag them into various predefined categories. There are auto tagging algorithms like Latent Dirichlet Algorithm that facilitates this process. This collected data would be used when we provide destination suggestions based on user preferences.

BUSINESS PLAN

The only initial cost would be the time spent on building the application. Target users would be users from Politecnico di Milano and advertising can be done in the welcome week through posters and talks as a part of ESN(Erasmus student club)

- For the launch period, the plan is to start out as a free app.
- User registrations will be based on google login.
- After 250 downloads, a day and at least 100 registrations of our app, we start with restaurant affiliation.
- User collects points for visiting the suggested restaurants which can be later redeemed for discounts.
- We get commision from restaurants based on number of visitors from our application suggestions.

PROOF OF CONCEPT

As a proof of concept for the project, we have chosen one city, Pisa and shown how the individual modules work in creating our database which is the most crucial part of our application. The modules are,

- Data fetching from WikiVoyage API followed by cleaning to extract a list of attractions along with the geographic coordinates.
- The list is sorted based on distance to create a route.
- LDA would parse the city data to fetch the tags that would place the city in one of the predefined categories.

This procedure can be further extended to get list of restaurants, transport options from WikiVoyage and scaled to other cities in Italy.

CONCLUSION

Travellers are constantly looking for information and our application provides it, in an intuitive and complete manner. Despite having enormous travel blogs and websites, travellers gets lost while planning an itinerary. Italinerary reduces the traveller’s trip planning effort, by suggesting multiple customized itineraries. This application also provides destination suggestions based on user preferences if the user cannot decide a particular destination to visit. Thus making it stand out from other travel websites.