



# Tourism Futures Web

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# Prediction for the future

## Problem

1. Give the user what they want.
2. When they want it.
3. In the format that they want.
4. Through the decision making process they want to take.



## Technology

- ❖ Instant confirmation
- ❖ Location aware
- ❖ Semantic Web



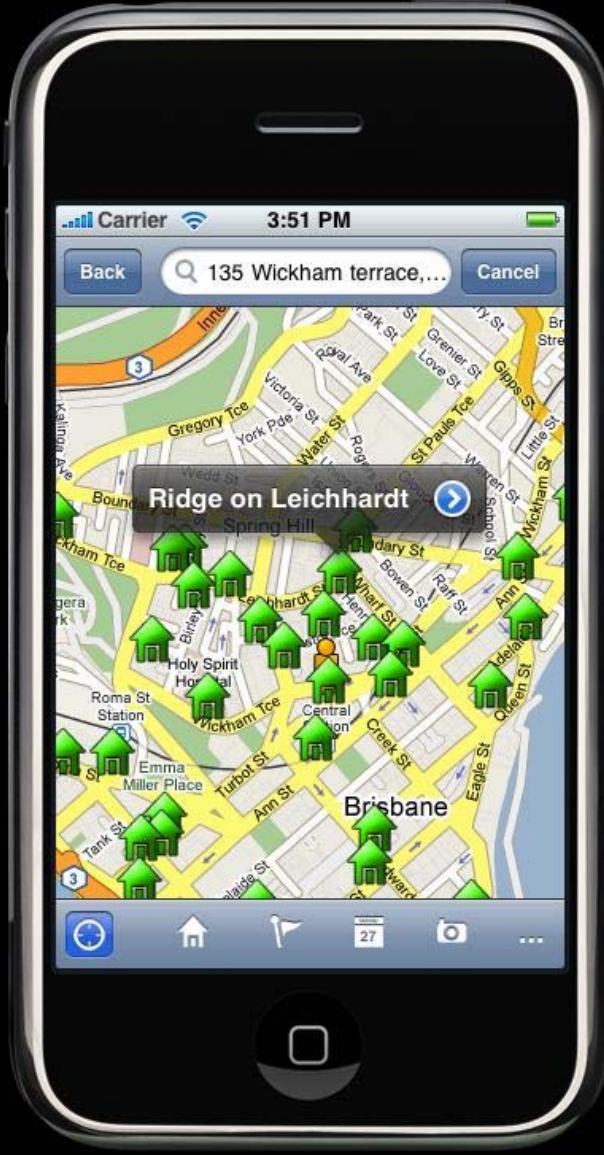
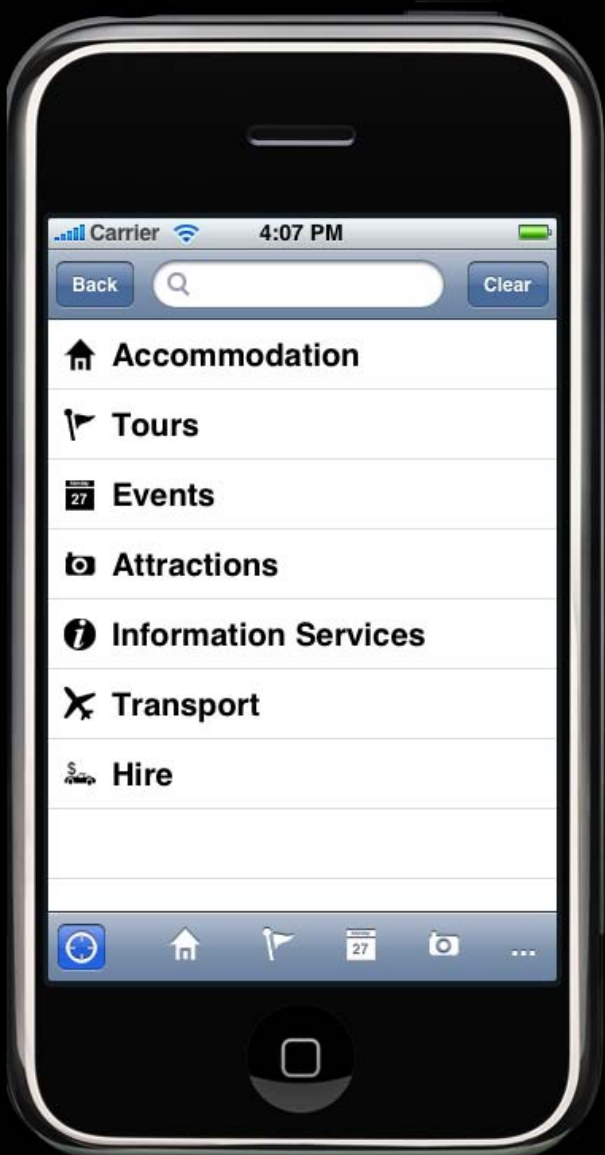
**Give the consumer what they want.**



**In a format that they want.**



**When they want it.**



# Queensland iPhone App



Consumers shift to NOW

**N**o prior booking

**O**n top of alternatives

**W**ant instant results



Ready for NOW

**Are you ready for  
NOW?**



Ready for NOW

**Tip #1 Get all your  
information on the  
map.**



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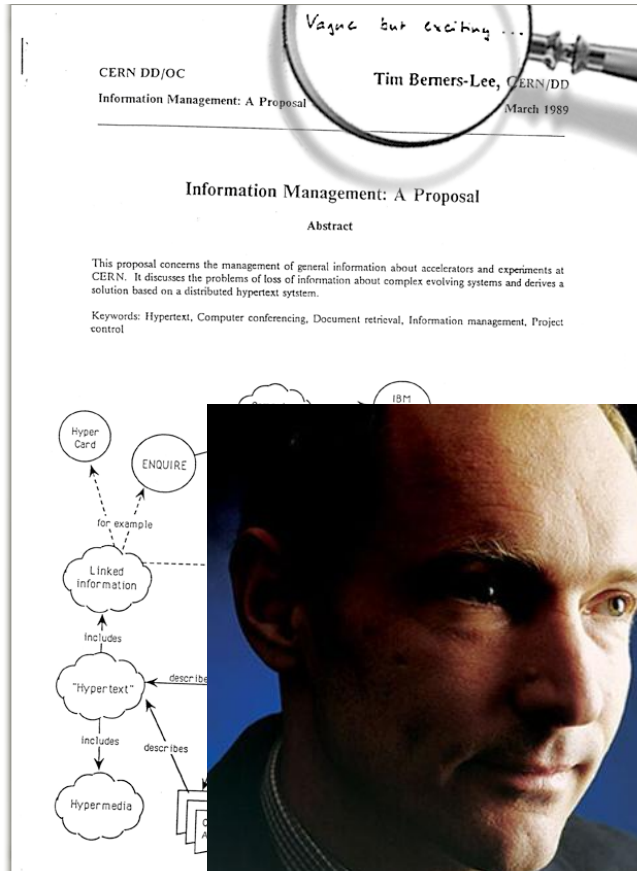


## Technology

- ❖ Instant confirmation
- ❖ Location aware
- ❖ **Semantic Web**



# Vague but exciting



Sir Tim Burners Lee

Accomplishment :  
Inventor of the **World Wide Web**

Through the decision making process they want to take.



여행 사랑

我愛旅遊

Semantics vs. Syntax



私は旅行好き



Bank robber  
Floyd is a  
pretty boy

Whose a  
pretty boy ?

Google



# Web Today



# Solution – Semantic Web



Resource Description Framework (RDF)  
- Represent any concept, relationship or thing



# Solution – RDF and Triples



Resource Description Framework (RDF)  
- Represent any concept, relationship or thing

Format **Knowledge** into **Subject**,  
**Predicate** and **Object**

**Subject** : - Thing that your  
describing

**Predicate**: - Attribute of the  
thing you are describing

**Object**: The thing you are  
referring to with the predicate.



# Knowledge Network represented in RDFs

A RDF triple can be formed from any semantically meaningful statement. Here are some examples:

**<This product> <has> <a trip advisor review>.**

**<This product> <has> <photo>**

**<This product> <has> <online booking>**

Can be used to represent any piece of meaning.



# Semantic Web

Semantic technologies will make the technology itself more personal, satisfying and targeted.

Semantic technologies enable search to be conducted **proactively** on your behalf, as opposed to passive search results.





# Who is using it?



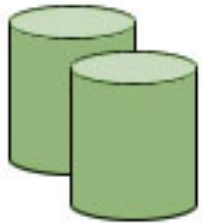
SearchMonkey

Making Yahoo! Search results more useful and visually compelling.

<http://developer.yahoo.com/searchmonkey/>



Data extracted from your pages



Data Feed



[Dr. Seuss' Horton Hears a Who \(2008\) Movie - Acme Movies](#)

[Movie Details](#) | [Showtimes & Tickets](#) | [Trailers & Clips](#) | [Reviews](#)

- Reviews: ★★★★★ (173)
- MPAA Rating: G
- Running Time: 1 hr. 28 min.
- Release Date: March 14th, 2008

[acmemovies.com/hortonhearsawho](#) - [Cached](#)



Yahoo! Enhanced Search Result

# Who is using it?

## Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index



### Introducing Rich Snippets

Tuesday, May 12, 2009 at 12:00 PM

Webmaster Level: All

As a webmaster, you have a unique understanding of your web pages and the content they represent. Google helps users find your page by showing them a small sample of that content -- the "snippet." We use a variety of techniques to create these snippets and give users relevant information about what they'll find when they click through to visit your site. Today, we're announcing Rich Snippets, a new presentation of snippets that applies Google's algorithms to highlight structured data embedded in web pages.

#### [Drooling Dog Bar B.Q. - Colfax, CA](#)

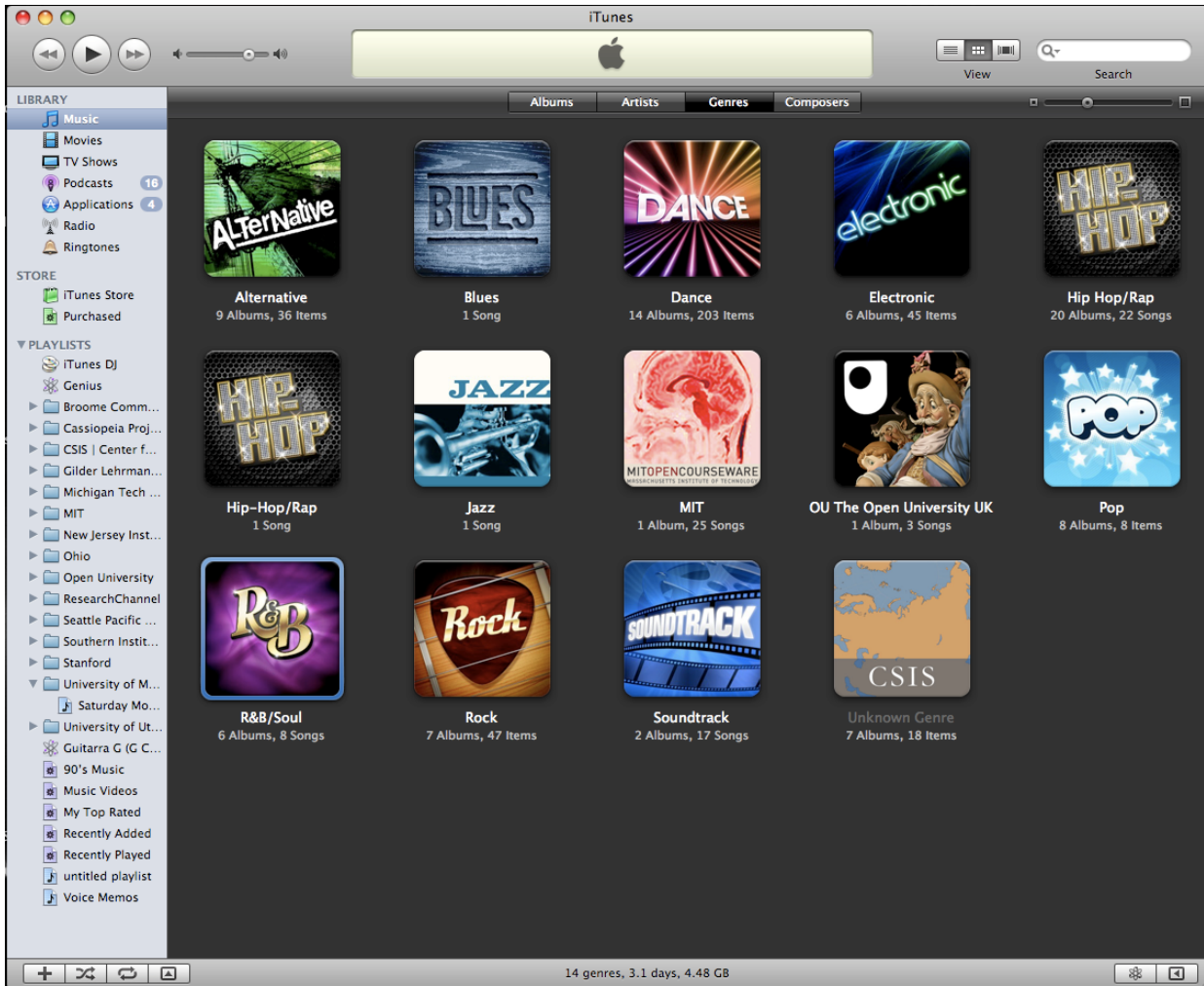
★★★★☆ 15 reviews - Price range: \$\$

Drooling Dog has some really good BBQ. I had the pulled pork sandwich, .... Drooling Dog BBQ is a great place to stop at on your way up the hill to Tahoe ...

[www.yelp.com/biz/drooling-dog-bar-b-q-colfax](http://www.yelp.com/biz/drooling-dog-bar-b-q-colfax) - 75k - [Cached](#) - [Similar pages](#)



# iTunes Facet Browsing



- Genre
- Artist
- Albums
- Composers



# iTunes Facet Browsing applied to Tourism



**Like the music industry will the Tourism industry reinvent itself around this technology?**



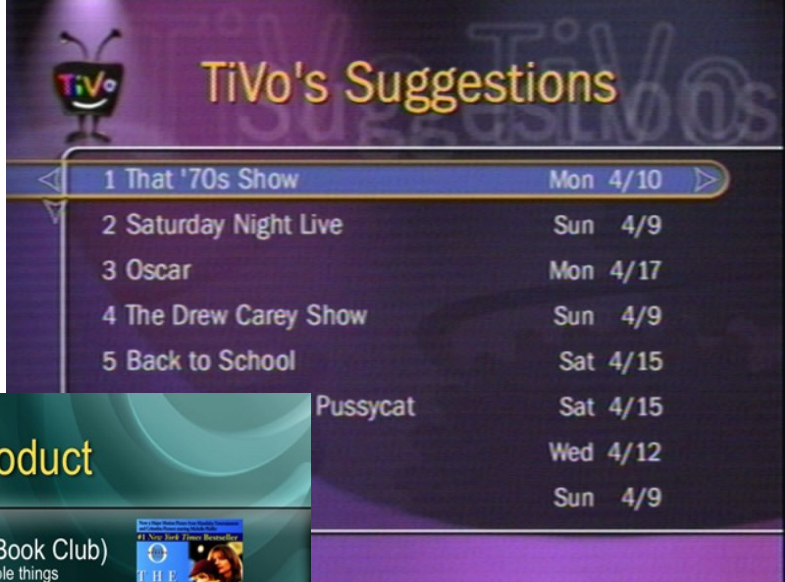
Ready to KNOW - Challenge

**You may not always  
know your  
intermediaries in a  
semantic web.**



# TiVo– Facet Browsing and Profiling

My  gets me.



TiVo's Suggestions

1 That '70s Show	Mon 4/10
2 Saturday Night Live	Sun 4/9
3 Oscar	Mon 4/17
4 The Drew Carey Show	Sun 4/9
5 Back to School	Sat 4/15
Pussycat	Sat 4/15
	Wed 4/12
	Sun 4/9



Amazon Product  
Books

**Deep End of the Ocean (Oprah's Book Club)**  
Jacquelyn Mitchard (1999) One of the most remarkable things about this rich, moving and altogether stunning first novel is Mitchard's assured command of narrative structure and stylistic resources. Her story about a child's kidnapping and its enduring effects upon his parents, siblings and extended family is a ...

Customer Rating: ★★★★★  
List Price: \$13.95  
Amazon Price: \$11.20\*

Author: Jacquelyn Mitchard  
Signet, 448 pages, Paperback  
Press INFO for product details

[Purchase or add to Amazon.com cart](#)  
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\*Amazon price does not include tax or shipping (if any)



# Conclusion

- 1# Become a mobile consumer.
- 2# Make sure your content is ready for location aware applications i.e. Google Maps.
- 3# As the Australian Tourism industry we need to describe our industry in a semantic way and recognise the trusted source early.





# Questions?

Thank you!

