

# Eureka-Eurostars

## Project partners Search Form

**Program** (select appropriate):

☒ EUREKA

☐ EUROSTARS

☒ CLUSTER

☒ CELTIC-NEXT

☐ ITEA3

☐ EURIPIDES<sup>2</sup>

☐ EURIPIDES<sup>2</sup> - PENTA

☐ EUROGIA<sup>2020</sup>

☐ METALLURGY EUROPE

☐ PENTA

☐ SMART

**Contact Person Details**

Name: Cenk Yusuf Ustabas

Position: R&D Process Leader

Phone: +905353555250

Email: cenk.ustabas@gmail.com

**Organization Details:**

Name: Setur Servis Turistik A.Ş.

Country: Turkey

Website: www.setur.com.tr

Type of ☐ SME

☒ Large Company

☐ University

Organization: ☐ Research Inst.

☐ Administration

☐ Other (specify):

Number of ☐ < 10

☐ 11-50

☐ 51-100

Employees: ☐ 101-250

☒ > 250

**Describe the activities, products, services, and expertise of your organization:**

- Setur is an innovative and technology-based tourism company, especially in the field of tourism.
- Including existing R&D projects, artificial intelligence, machine learning, natural language processing and blockchain use deep learning technologies.
- By combining its rich data set with artificial intelligence applications, it is proceeding in line with the vision that will create the tourism of the future, which will recognize its customer and serve as virtual assistant to it.
- Setur will work especially for the recommendation engine in the smarTravel project and will lead the integration of the whole platform in general.
- Setur will design and implement the recommendation engine. It will also implement and demonstrate.

Project Details	
Project Title	Smart Travel Digital Ecosystem
Acronym	smarTravel
Keywords	
<p><b>Describe your Project:</b></p> <p>smarTravel is a digital ecosystem in the concept of smart cities. Artificial intelligence, continuous information extraction, behavioral categorization, new travel trends, seasonal choices, weather-sensitive choices, travel optimization are the main elements under this project idea. smarTravel aims to assist and guide users' journeys from beginning to end in respect of transportation, accommodation, and activity services. smarTravel is also powered by artificial intelligence applications which analyze user profiles, travel preferences and pre-existing conditions to create useful journey recommendations. These recommendations help travel planning and make journey experience more comfortable and efficient regarding time, cost and user expectations. Future is shifting to virtual platforms and robotics; the future of service is not the hard part of robots, but the soft parts will dominate and increase the user satisfaction. Satisfaction of any traveler depends on the knowledge of her needs, routines, preferences. The success is related to how deep and well you know the person. This requires previous information, reservation details and more. The system will consider privacy, security as well. The objective of SmarTravel is to provide an interface between the visitor and the destination for a responsive orientation towards solving specific needs, preferences, and external information. Optimization of resources is integral to the functioning of systems in smart tourism destinations which connects such a concept to sustainability, privacy, and security. Smart airports, smart transportation, smart museums, smart restaurants, and smart events may join the system as they construct their system with the required protocol.</p>	
<p><b>Describe the innovative part of your project:</b></p> <ul style="list-style-type: none"> <li>• Personalized traveler choices</li> <li>• Speech &amp; text recognition</li> <li>• Integrated travel ecosystem</li> <li>• Considering all conditions: season, attractions, hotels, flight optimization, end-to-end flight planning</li> <li>• Micro and macro travel organization and attraction planning</li> <li>• Digital identity and reputation service</li> <li>• Privacy, security, safety and touchless travel</li> </ul>	
<p><b>Describe the market expectations of your project:</b></p> <ul style="list-style-type: none"> <li>• The platform could drive the future of travel, with knowing the traveler, learning from the experiences, making use of big data, integrating with many micro systems and travel partners and works in real time.</li> <li>• Reliable and contactless travel is at the forefront on the <b>smarTravel</b> platform since it has become important for people to act together after Covid-19</li> </ul>	

### Possible Partner Profile:

Type of Partner Needed [ ] SME [X] Larger Company  
(multiple choices are allowed) [X] University [X] Research Institution  
[ ] Administration [ ] Other (specify):

### Describe the expertise of possible partner(s) required for your project:

- They should either have tourism data of their own for more than 5 years.
- Or have been working on latest technologies of AI, NLP, Blockchain, Data mining, data analytic, deep learning.
- Smart cities, smart travel
- IOT integration and processing

### Describe the role of possible partner(s) in your project:

- Tourism related Research center
- Computer Science or Software Engineering Departments of Universities, especially working on data analytic AI, Deep Learning, NLP, Image processing fields.
- Text mining, Data analytic, AI, Deep Learning, NLP, Image processing technology companies.

**Deadline for Partner Search: 21.12.2020 (Before Christmas Holiday we have to find partners so we can get partners' contributions.)**