

# Towards a Single Market in Tourism: The Role of Multilingual Interactive Digital Assistants

## Building Research Outcomes into Go-to-Market Projects

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# Vision

Interactive **digital assistants** that allow people to access **tourism** content and **associated** services **seamlessly** through any device and language **of their choice**

# State-of-the-Art

- Mainstream**
- Broad domain (mobile voice search)
  - Limited domains (in-car)
  - .. but generally shallow interactions

- Advances**
- Reliable, multilingual ASR, with speaker adaptation
  - Intelligible multilingual speech synthesis, trainable, semi-automatic adaptation
  - Trainable, but limited, spoken dialogue systems
  - Initial systems for generation and recognition of affect and social signals
  - Multimodal processing

**Open resources** Festival, HTK, HTS, Juicer, Kaldi, MARY, Moses, NXT, openEAR, RASR, Semaine, Sphinx, Torch

# Call for a Fresh Approach

## Multi-sided Platforms

Bring together 2+ groups of customers

Create value as intermediaries by connecting them

Key steps: Platform management, service provisioning and platform promotion

## Enablers

Mobile, Cloud, Social media infrastructures.

## Barrier

Fragmentation, lack of large European companies

Chicken-egg dilemmas

## Pilots

Regional: Public-Private Partnerships

Niche markets: Adventure/Medical/Conference tourism

## Policy

Fast tech transfer from research

Become patient for growth

# Remarks

## Multi-sided Platform

New types of travelers, keen than ever to use simple integrated LT mobile solutions  
Business as usual: not really an option  
Multi-sided platform business model: promising & timely

## ROCKIT

A new Action  
Building the ecosystem (focus on SMEs)  
“Conversational Interaction Technology Innovation Alliance”

This is an important goal to strive for.  
Let's ensure that we deliver!

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