

# LION-APP SUMMER SCHOOL

MACHINE LEARNING AND INTELLIGENT OPTIMIZATION  
APPLIED TO TOURISM AND HOSPITALITY

TRENTO - ALTO GARDA, ITALY, JULY 5-9, 2019



UNIVERSITY  
OF TRENTO - Italy



The school is a full-immersion five-day residential course in an inspiring location, a stimulating environment for PhD students, early career researchers and industry leaders. The courses will be lectured by **world-renowned experts in scientific methods and tools for tourism and hospitality**. It focuses on methods based on **data-driven models ("big data")**, **machine learning and optimization**.

Among the confirmed lecturers:

**Prof. Dimitrios Buhalis**, Bournemouth University **Smart Tourism: Management and Marketing**

**Prof. Daniel R Fesenmaier**, University of Florida **Designing Tourism Places**

**Prof. Jochen Gönsch**, Universität Duisburg-Essen and Claudius Steinhardt, Universität der Bundeswehr München **Introduction to Revenue Management and Dynamic Pricing**

**Prof. Stanislav Ivanov**, Varna University of Management **Robonomics and Tourism**

**Prof. Ulrike Gretzel**, University of Southern California

**Persuasive technologies for tourism and hospitality**

**Prof. Nikolaos Matsatsinis**, TU of Crete **Multi-Criteria Recommender Systems**

**Prof. Amir Atiya**, Cairo University **Demand Forecasting and Opinion Mining**

**Prof. Rob Law**, The Hong Kong Polytechnic University **Website evaluation in tourism**

**Prof. Roberto Battiti and Mauro Brunato**, University of Trento

**Machine Learning and Optimization in Tourism and Hospitality**

Detailed and updated info, with complete Program Committee:

<https://lion-app.org/>