

If user chooses to edit the proposed schedule, the screen that contains the TradeOff will be displayed as shown in Figure 5. In the TradeOff screen the user will be able to compare other POIs and chosen another option.

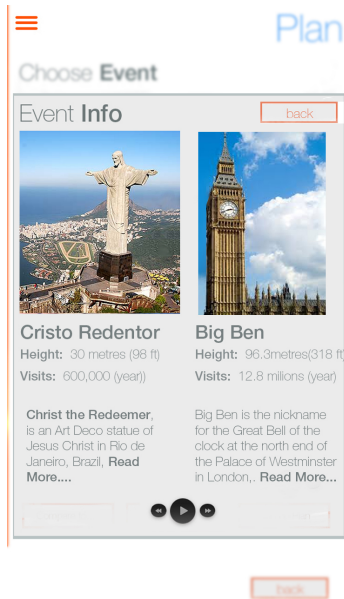


Figure 6: Comparison between a POI recommended and another POI from the nationality of the user associating attributes from user context to show local information. In case the user is British

On the other hand, if the user clicks on the event name detailed event information will be presented to the user. In this way, it is possible to the user compare the presented POI with another POI from his nationality. For example, as presented in Figure 6, Christ the Redeemer is compared with Big Ben since the user is British.

3. CONCLUSION AND FUTURE WORK

Currently, search filter techniques are not efficient and not tailored to user’s personalities. Curating data for travel is difficult. Usually it addresses diverse audiences (old, young, different purposes). Olympics is an elite event (passive and active tourists), thus molding user’s path can help them to spend less time weighing the pros and cons.

Destiny simplifies the path choice filtering results in a clear and ordered manner. Also, *Destiny* helps identify niches of users and their behavior as sometimes they search on mobile phones and by on other platforms. We choose Rio de Janeiro in Brazil to be the first city to have the Cognitive Mobile Guide - *Destiny*. Tourists, athletes and athletes’ parents are the main focus from it during the Olympic games. As a future work we plan to evaluate *Destiny* with real users. Also, we will improve the choice of traits characteristic and try other distance functions.

4. REFERENCES

[1] K. Baxter, C. Courage, and K. Caine. *Understanding Your Users: A Practical Guide to User Research Methods*. Morgan Kaufmann Publishers Inc., San Francisco, CA, USA, 2 edition, 2015.

[2] L. Cao, J. Luo, A. Gallagher, X. Jin, J. Han, and T. S. Huang. A worldwide tourism recommendation system based on geotagged web photos. In *ICASSP, 2010 IEEE International Conference on*, pages 2274–2277. IEEE, 2010.

[3] S. Chen, D. Amid, O. Shir, L. Limonad, D. Boaz, A. Anaby-Tavor, and T. Schreck. Self-organizing maps for multi-objective pareto frontiers. In *Visualization Symposium (PacificVis), 2013 IEEE Pacific*, pages 153–160, Feb 2013.

[4] L. R. Goldberg. An alternative “description of personality”: the Big-Five factor structure. *Journal of personality and social psychology*, 59(6):1216–1229, 1990.

[5] L. Gou, J. Mahmud, E. M. Haber, and M. X. Zhou. Personalityviz: a visualization tool to analyze people’s personality with social media. In J. Kim, J. Nichols, and P. A. Szekely, editors, *IUI Companion*, pages 45–46. ACM, 2013.

[6] A. Hinze and S. Junmanee. Advanced recommendation models for mobile tourist information. In R. Meersman and Z. Tari, editors, *OTM Conferences (1)*, volume 4275 of *Lecture Notes in Computer Science*, pages 643–660. Springer, 2006.

[7] C. JÄunsson and D. Devonish. Does nationality, gender, and age affect travel motivation? a case of visitors to the caribbean island of barbados. *Journal of Travel & Tourism Marketing*, 25(3-4):398–408, 2008.

[8] N. Luz, R. Anacleto, and A. Almeida. Tourism mobile and recommendation systems - a state of the art. In *Proceedings of the International Conference on E-Learning, E-Business, Enterprise Information Systems, & E-Government*, pages 277–283, 2010.

[9] K. Meehan, T. Lunney, K. Curran, and A. McCaughey. Context-aware intelligent recommendation system for tourism. In *PERCOM Workshops, 2013 IEEE International Conference on*, pages 328–331, March 2013.

[10] J. Patton and P. Economy. *User Story Mapping: Discover the Whole Story, Build the Right Product*. O’Reilly Media, Inc., 1st edition, 2014.

[11] A. Pizam and S. Sussmann. Does nationality affect tourist behavior? *Annals of Tourism Research*, 22(4):901 – 917, 1995.

[12] K. Reinecke and A. Bernstein. Knowing what a user likes: A design science approach to interfaces that automatically adapt to culture. *MIS Q.*, 37(2):427–454, June 2013.

[13] O. Shir, S. Chen, D. Amid, O. Margalit, M. Masin, A. Anaby-Tavor, and D. Boaz. Pareto landscapes analyses via graph-based modeling for interactive decision-making. In A.-A. Tantar, E. Tantar, J.-Q. Sun, W. Zhang, Q. Ding, O. SchÄijtzte, M. Emmerich, P. Legrand, P. Del Moral, and C. A. Coello Coello, editors, *EVOLVE - A Bridge between Probability, Set Oriented Numerics, and Evolutionary Computation V*, volume 288 of *Advances in Intelligent Systems and Computing*, pages 97–113. Springer, 2014.

[14] Åÿystein Jensen, J. S. Chen, and T. Korneliussen. *Cultural-Geographic Influences of Destination Images: A Case of Northern Norway*, chapter 7, pages 3–19.