proceedings

MDPI

Proceeding Paper

AI and Custom Marketing for Cultural Initiatives in Regional Projects: Perspectives on the Territorial Integration of Communities with Tourism †

Mariflora Caruso *, Laura Leopardi and Saverio Giulio Malatesta

DigiLab Interdepartmental Research Centre, Sapienza University of Rome, 00185 Rome, Italy; laura.leopardi@uniroma1.it (L.L.); saveriogiulio.malatesta@uniroma1.it (S.G.M.)

* Correspondence: mariflora.caruso@uniroma1.it

† Presented at the Una Quantum 2022: Open Source Technologies for Cultural Heritage, Cultural Activities and Tourism, Rome, Italy, 15–16 December 2022.

Abstract: This poster delves into the integration of Artificial Intelligence (AI) with both the marketing and cultural heritage realms. By examining case studies, we elucidate AI's pivotal role in personalizing consumer experiences within marketing. In the domain of cultural heritage, AI is instrumental in crafting bespoke experiences, such as the "Hermes—a trip as you like it" project. By utilizing AI algorithms, this initiative tailors customized itineraries for visitors based on data analysis and user input. This approach aims to predict and meet individual preferences, redefining engagement and outreach strategies in cultural settings.

Keywords: artificial intelligence; custom marketing; cultural enhancement

1. Introduction

According to the definition provided by the Artificial Intelligence Observatory of the Politecnico of Milan, AI refers to the process of developing computer systems capable of independently performing defined tasks and making decisions that typically require human intelligence, such as visual perception, speech recognition, data retrieval, decision-making, and translation.

AI has also been applied to tangible and intangible cultural heritage in recent years, especially for designing and supporting consumption and enhancement strategies, accessibility, inclusion, and entertainment activities. So, the vision and mission of cultural institutions are increasingly intersecting with customers' needs. This research paper used a comparative approach amongst case studies from the marketing sector and case studies of AI applied in cultural projects. From this analysis, it is possible to understand that some elements can be used in both contexts [1].

2. AI Case Studies in Marketing

Along with developing new technologies, we have reached a unique evolution point in marketing. It is possible to speak of Artificial Intelligence Marketing, thanks to which multiple automated applications and AI-based systems facilitate the traditional process of targeting and customising consumer experiences. More and more companies are moving towards a data-driven approach to make informed decisions to offer customers the most customised experience possible [2].

For years now, we have known about chatbots or virtual assistants. The latter can quickly respond to simple questions and guide customers in solving a problem or put them in real-time contact with a human operator. Chatbots can be incorporated into a company's website or social media channels, thus expanding communication possibilities. A case study of AI applied to marketing can be observed in the Virgin Active Quest [3] campaign.

check for updates

Citation: Caruso, M.; Leopardi, L.; Malatesta, S.G. AI and Custom Marketing for Cultural Initiatives in Regional Projects: Perspectives on the Territorial Integration of Communities with Tourism. *Proceedings* **2024**, *96*, 8. https://doi.org/10.3390/proceedings2024096008

Academic Editors: Gabriele Ciccone and Giuseppe Guarino

Published: 13 March 2024

Copyright: © 2024 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (https://creativecommons.org/licenses/by/4.0/).

The agency Techsys Digital launched the Virgin Active Quest campaign on WhatsApp using the builder app Boomerang. The campaign consists of a series of challenges that Virgin gym members can complete each week with an exciting point system, winning prizes upon achieving a particular point tag. The WhatsApp menu keeps track of the wins, shows the monthly winners, and allows users to share their WhatsApp link with their contacts. The main objective is to retain existing customers [4].

3. AI Case Studies in Cultural Heritage

In the field of cultural heritage, as already mentioned, the core business of artistic projects today mainly consists of all the activities related to cultural offerings for touring services and so-called "accessory services". A second level of application, compared to the previous ones, intersects different areas: the use of AI to create models of customised offerings aimed at improving the relationship between the cultural subject and the customer through a defined process, that is, through strategies of customised recommendations which make the customer feel unique.

Today, the main requirement is to predict custom strategies in the engagement and outreach phases. An example of this is the project "Hermes—a trip as you like it" (Figure 1) [5], which was born within a project funded by the Regional Government of Lazio and will be able to combine variables derived from analyses and data provided by the public to propose customised itineraries to visitors through AI.



Figure 1. HerMeS (heritage smart social media assistant).

4. Conclusions

Based on the reported case studies, we can maintain that AI applied to cultural heritage has the most significant impact when it can balance the needs of economic operators and territorial communities with the public's expectations.

Author Contributions: Conceptualization, M.C., L.L. and S.G.M.; methodology, M.C., L.L. and S.G.M.; survey analysis and validation M.C.; writing—original draft preparation, L.L.; writing—review and editing, L.L. and S.G.M. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: No new data were created for the research.

Conflicts of Interest: The authors declare no conflicts of interest.

References

1. Amato, G.; Cardillo, F.A.; Falchi, F. Technologies for Visual Localization and Augmented Reality in a Smart Cities. *Sens. Past* **2017**, *16*, 419–434. [CrossRef]
2. Amato, G.; Falchi, F.; Vadicamo, L. Aggregating binary local descriptors for image retrieval. *Multimed Tools Appl.* **2018**, *77*, 5385–5415. [CrossRef]
3. The Virgin Active Quest. Available online: https://www.techsys.co.za/Campaign/WhatsApp-Bot/Virgin-Active-Quest-/121 (accessed on 27 February 2024).
4. Miller, A.I. *The Artist in the Machine.The World of AI-Powered Creativity*; The MIT Press: Cambridge, MA, USA, 2019.
5. Hermes—A Trip as You Like It. Available online: https://hermes.cnr.it/ (accessed on 27 February 2024).

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.