

Proceeding Paper

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

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**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



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## 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,

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