



grassroots
young entrepreneurs in eco-health tourism

Matia, Matera's Chatbot

Experience Design for an idea by
Alina Dumitru, Matera, Italy (2024)

*"A helpful chatbot
providing
thorough advice
on grassroots,
unconventional
experiences in
Matera"*

FACT SHEET

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An idea by Alina Dumitru (2024)



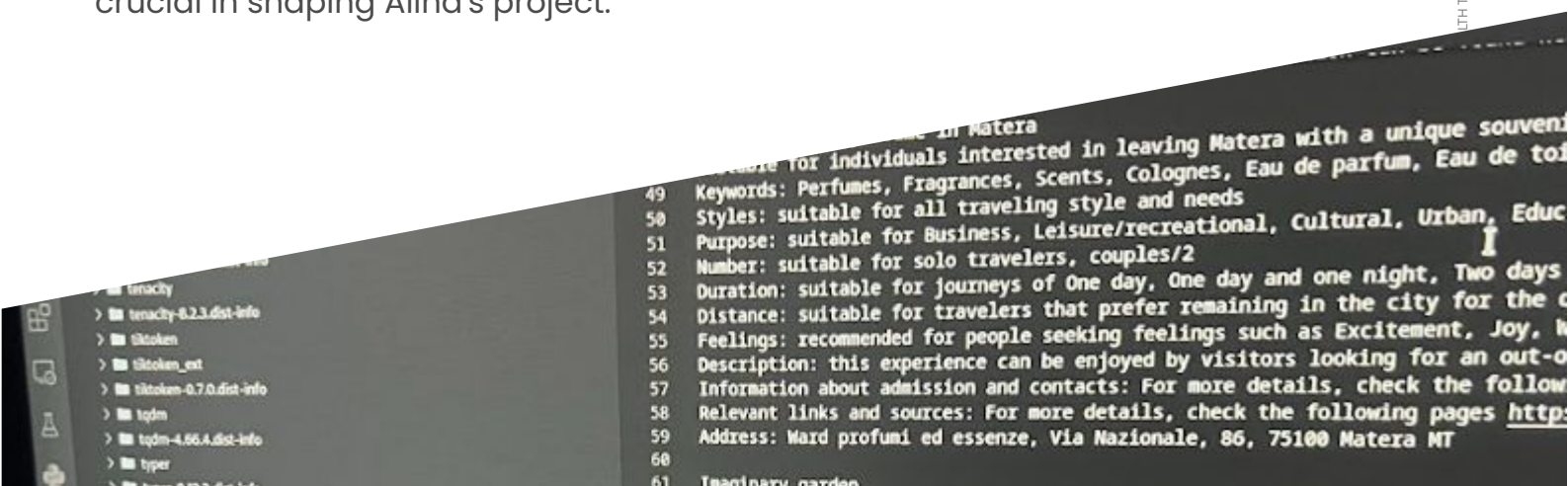
An AI Guide to Hidden Gems of Matera

Alina Dumitru developed an AI-powered chatbot to promote local, alternative experiences in Matera, Italy, aiming to redirect tourists from the crowded city center to lesser-known attractions. Inspired by her time in Matera and the uneven distribution of tourism, Alina collaborated with Sara and a local programmer, Matteo, to create a prototype after a successful hackathon.

The chatbot seeks to offer a more meaningful way to discover Matera's hidden gems, moving beyond typical online searches. The first test of this innovative tool occurred at the Grassroots Tourism Hackathon in Brussels in May 2024, with further testing involving local stakeholders planned for the fall. This initiative strives to create a sustainable and interconnected local tourism network.

About the mentors

Cesare Fialà, co-founder of Culture Hint, provided expertise in data measurement for tourism. **Raffaele Vitulli**, founder of Basilicata Creativa, offered insights based on his experience with tourism and culture projects, helping Alina clarify her chatbot's purpose. **Matteo Benedetto**, a developer, freely assisted Alina in co-developing the chatbot. Sara Simeone, the Grassroots project manager and a former tourism entrepreneur, guided Alina in transforming her initial idea into a tangible product. **Laura Magan**, from Momentum, also provided valuable feedback during the Brussels hackathon. These mentors offered diverse expertise, from data analysis to local tourism knowledge and technical development, all crucial in shaping Alina's project.





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