



Tourism Naturally
Online Symposium

October 14th, 2021

www.tourismnaturally.com

Conference Programme

Workshop

Biometric technologies for tourism: getting insights in the field iMotion



iMotions offers innovative software technologies for research with biometric sensors, such as Eye-tracking, Facial Expression Analysis, Heart Rate monitoring, and allows you to run studies both in the lab and in the field. We're going to present our Mobile platform, with a case centered around the use of biometrics and location-aware technologies to get insights on how visitors explore a city. We will also demonstrate our Online platform, which can be used for large scale studies on tourist websites and promotional materials.