Acknowledgement

Security and Privacy in i-Tour

The social networking aspects of i-Tour are designed with the control of user privacy in the hands of the user. The core model adopted is to use a consent driven recommender system that develops trusted groups willing to accept shared data.

INTERNET

i-TOUR

intelligent Transport system for Optimized URban trips

an EU 7th Framework Programme project

Making transport better for passengers

Scope and purpose of the i-Tour project

The i-Tour project aims to take the every evolving services that promote multi-modal transport and offer them to the transport user in a way that allows them to have greater say through their preferences in how the transport options will be supplied to them.

i-Tour will then allow transport users to control some parts of the impact on the EU citizen's lives across for example for safety, congestion and environmental responsibility.

1. **Safety**, as 40,000+ people die on Europe roads each year with a cost for the European economy of approx. 200B€ p.a.

2. **Efficiency**, Congestion costs an estimated in 1% of EU total GDP or 100B€ p.a. and i-Tour will provide transport users greater information about the level of congestion on their journey to allow them to maximise the efficient use of time on that journey.

In addition i-Tour offers a significant degree of social co-operative planning for transport by allowing users to share experiences and recommendations with each other.

This social interaction for transport efficiency has the potential to bring a revolution in transport efficiency.

3. **Environmental sustainability**, as transport accounts for 30% of total energy consumption in the EU, with the vast majority being consumed by road transport.

i-Tour's route optimisation model takes into account parameters accounting for personal use of public transport including travel times, costs, preferred transport means, number of modality changes, pollution minimisation, real-time public transport load, weather conditions.

As for the impact on efficiency i-Tour allows sharing and recommending transport modes through models of social networking infrastructure.