

2nd Danube eRegion Conference – DeRC 2012

Grand Hotel Union Ljubljana, Slovenia

Monday - Tuesday, September 24-25, 2012

<http://eLivingLab.org/CrossBordereRegion/DeRC2012>

Cross-border eSolution/eService Prototype Development

Prototype title: Smart services for sustainable development of eco-tourism

Short description of the prototype (problem to be solved, expected benefits, main stakeholders, expansion opportunities, related EU projects, references):

The problem identified lies in the lack of innovative and integrated offer, lack of tourism service and offer integration, and lack of visibility in Gorenjska region in Slovenia.

The overall goal is to develop sustainable new innovative value added products and services in the field of eco-tourism in the respective region and wider. To achieve this, there is a need to link stakeholders, service providers and users. For this purpose the living lab has been established. It consists of local tourist organizations, natural park, tourist farms, accommodation providers, cultural institutes, researchers, web developers and end-users – tourists.

The prototype will consist of web based portal, enabling the design of innovative linked and individualized on-line services, supported by geo location information and enabling social media and web 2.0 elements. The prototype will offer help when planning a trip, enable interactive communication on the way and documenting the trip. It will also enable tourists to add the multimedia content and to rate, recommend and suggest the routes. The goal is to provide self-sustainable platform which will result in improved, new and integrated tourist offer.

Expected benefits are especially: higher recognition of regional tourist offer, better and more eco-tourism services – offers and identification of new touristic offer and services in the region and wider. It is expected that living lab approach and use of modern ICT will pursue innovation and development in tourism sector. Pilot area currently covers Gorenjska region in Slovenia but will be extended to the other countries (meaning cross-border or wider).

Reference:

Central European Living Lab for Territorial Innovation – CentraLab project. Central Europe, European Union, European Regional development fund (<http://www.centralivinglab.eu>)

ICT requirements for the prototype deployment:

Any type of computer or mobile device with Internet connection.

Proposer (contact person)

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Existing partners (representative, position, organization, country):

Providers of tourist services

Local Tourist Organizations:

Bled Tourism, Radovljica, Žirovnica

Natural Parks: Triglav National Park

Tourist Farms: Tourist Farm Mulej

Hotels: Sava Hotels Bled

Cultural Institutes: Bled Culture Institute

Slovenia forest service

Tourists: domestic, foreign, young, families, elderly ...

Researchers: Faculty of Organizational Sciences, University of Maribor

Web developers: Geodetic Institute of Slovenia

New partners search:

Tourist organizations, natural parks, tourist farms, hotels, accommodation providers, cultural institutes