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: PERSONALIZED POI SEARCHING IN TOURISM

Short description of the prototype:

There are approximately 700 touristic thematic paths in Slovenia, each being presented virtually on a separate web site or paper leaflet. Many of them are described in a form of mere pdf file. Usually they do not contain quality maps or navigational instructions for a troublefree independent visit. The consequence is bad promotion and less visited POIs (points-of-interest along such paths-of-interest). The aim of the prototype is to gather presentations of many thematic paths with many points-of-interest on a single web site to enable personalized choice of sightseeing objects with the aid of geolocational and touristic data, enriched with social collaboration data entries. The choice could be performed at home on a web site, on site with a mobile device, or as a targeted augmented reality application.

The expected benefits are easier trip tailoring to the needs and preferences of individual tourist, unified design of touristic offering, centralized easy-to-find information, attracting more tourists resulting in more consumption, benefits for local economy, dispersion of visitors to more POIs.

The main stakeholders should be national and local tourist boards and organizations. The application could be used nationally, cross border, or in any EU country. There are many conceptual and technical extensions to such an application. The aim is to concentrate massive tourist information in order to provide personalized querrying of sightseeing and hiking options for tourists.

Our references are:

- (1) An innovative technological solution for web presentation of thematic paths with geolocated and touristic data (ie. geo-path). Geolocated data are eg. topographic and thematic maps, 3D models, animated films, spatio-temporal models, aerial, panoramic and 360-degrees photos, Digital Earth visualizations (like Google Earth and Maps), geo-multimedia.
- (2) A web portal www.potka.si as a focal point for gathering web presentations of such descriptions of thematic paths.
- (3) A web portal for collaborative gathering and construction of thematic paths by tourists and tourist organizations (under construction; part of the EU project CentraLab with a focus on eco-tourism).

ICT requirements for the prototype deployment:

Web application, Mobile application, Augmented reality application for smart phones with camera, GPS, gyroscope, digital compass and accelerometer

Proposer (contact person)

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What type of partners are we looking for?

Promotors and marketing of tourism applications and services. Tourism content providers. IT services and programming								
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