

Mobile Tourism

Enhancing SOFT & ICT /Mobile learning SKILLS scenario 2025 for innovation, branding, livability and creativity in the VET tourism sector.



META DATA

Partners

Spain

Slovenia

Germany

Malta

6 Intellectual Outputs



The project is not about the monument or putting in value what is in value today.

The project is about understanding the shifts in the tourism sector created by the pro-sumers (visitors with smart-phones) who creates a complete different city identity if we compare it with the Tourism plan destination. How this affect the local stakeholder and the business and what need to be changed at education level in order to addressed the changes. In the other hand to develop new services or improvement of the existing ones.

Intellectual Output delivers:

- ▶ Services analysis, study on what is going on at tourism level, main business indicators affecting the shifting.
- ▶ Partners Touri-preneur business hub web platform for innovation projects

The project is about how the educational system has to start to include in their Tourism educational programs other subject in the curricula. for e.g. BIG DATA analysis and understand the WHAT- data HOW- is created WHY of these data affect the whole tourism stakeholder map. This project develops this curricula.



WHAT1

A innovative training methodology involving ICT tools to gather, analyze and understand big data from various trip-related social media (Twitter, Youtube, Facebook, Instagram, etc) for the optimization and improving educational services of tourism in partner's cities. A platform for a geo-referenced database equally usable for all cities, and the resulting maps of tourists' space usage are the main outcomes.

HOW1

All relevant tourism related websites will be analyzed, and all geographically referenced data will be gathered in a new platform, a map-based analytical database. Behavior of tourists deduced from this database will be analyzed by professionals of different disciplines of tourism studies. An accurate function and space usage map will be delivered.

This analysis will be complemented with a qualitative research tools (for example interviews, focus groups, shadowing etc) applying agile methodologies in order to dig deeper and know more about the motivation, behavior and actions of the tourists and also citizens who want to be tourist in their city.

WHY1

Urban tourism today still lacks data on the behavior of tourists, therefore it is hard to study tourists' movements in cities, it is hard to plan better services for them, and as a result only theories and a fuzzy knowledge on urban tourism in cities can be taught to students. Tourists do give evidence on their preferences, movements and experiences in cities using various social media available on the internet. Such online services can provide useful data on tourism if analyzed and categorized.

WHAT2

A new tourist oriented application for mobile devices (Apps) to help tourists orientate and find experience in an urban destination, and to deliver new data on the behavior of tourists in cities usable in education, research and enterprise development. The new application gives a real-time feedback from users, measuring their geographical location, their current tourist activities and the satisfaction with those. In exchange tourists will get up-to-date information about places to visit and ratings of others of urban spaces. The application delivers a solution for all cities analyzed, and it is based on a high level of gamification of the tourist experience and application usage.

HOW2

Co-creation workshops will be held involving all of the stakeholders to develop the final output of the project. These workshops will be designed based on the methodology of Design Thinking-a problem-solving approach oriented to innovation-using tools and methods as brainstorming, synthesizing, customer journey, service blueprint, rough prototyping, Business Model Canvas .

The newly developed application will require GPS location data and user-generated content involving them into the service to be shared with the community using it. Smart-phones of different platforms - connected to the internet - can be used by tourists. First a group of 100 students from the Descartes University will test the application to fine-tune its usability and to develop the method to evaluate and to use the data received from such application. The application can be tested with specific based professional communities as Service Design Community, UX Community and Data-daters. A final version will be then created and implemented in partners countries.

WHY2

The datasets gathered and analyzed in phase1 from existing social media will give a better understanding of the tourist systems of the cities involved, but will also have its limits to be explored during the period of implementation of phase1. In phase 2 the new mobile application will be usable for more accurate data on aspects of urban tourism which must be implemented in the project outcomes. This tool will be usable in teaching, policy making and research and will permit as to detect new service innovation opportunities or the improvement of existing services in the tourist industry.

Intellectual Output delivers:

- ▶ A report on the state of the art of Big Data
- ▶ A platform for a geo-referenced database equally usable for all cities
- ▶ Thematic maps of tourists' space usage
- ▶ A training program (OER) how to implement BIG DATA in the curricula
- ▶ A Methodology how to implement BIG DATA analysis

The project is about improving ICT-Social Media skills to manage new emotions therefore enhance soft skills in the people involved in the tourism services enabling people to have a complete different personal experience.

Most tourism businesses are aware of the importance of social media but many struggle to get to grips with even the basics. We will provide sound advice on how to effectively decide on and manage social media networks developing the Community Manager Network.

Today, conversations between friends are more likely to happen through social media than in person. This revolution in the way in which we communicate has brought people around the world closer together, a conversation is no longer restricted by distance or cost. It has empowered revolutions and it has revolutionized travel.

Opinions previously sought in person are now being sought online. Experiences shared around a table are now posted to on your wall and the sources of inspiration are no longer found in glossy magazines but through online communities.

Most business owners are aware of how social media has transformed their own lives but many struggle to get to grips with the way in which it can change their business. This training program will cut through the noise surrounding social media and provide practical advice on how choose, use and manage social media to work in business.

Intellectual Output delivers

- ▶ Training program (OER) and how to choose, use and manage social media to work in tourism business.



4

The project is about to understand how to create emotional ICT thematic maps in order to develop a new kind of tourism management destination.

This project will run a series of workshops focused on the importance of content in tourism marketing and how to plan for, publish and disseminate great content to promote any business.

The importance of content in tourism marketing is not new but it is something which continues to evolve. Rich images, inspiring videos and fascinating stories are all behind giving teasers of the true experience.

Written content, photos and videos are important to telling the story behind an experience. If told in the right way, that story can be the one that inspires someone to read further or the tipping point which makes them decide to book.

This workshop-training will look at how to plan for, create and publish great content. It will also look at how content should fit in to any digital strategy and the purpose served at each stage of the visitor buying cycle.

Intellectual Output delivers:

- ▶ Hero's visitor Journey map of the digital strategy. Methodology & training program (OER)

The project is about to develop Mobile Apps that enables monitories in real time Quality of Services and Data.

The very nature of being connected 24 hours a day 7 day a week is a game changer for the tourism industry, even more so than the rise of social media. Smart-phones are a seen as an essential travel companion for today's youth and are being used at every stage in the visitor cycle.

Smart-phones are instrumental in shaping decisions, supporting experiences, providing information and facilitating quick decision marking and on-the-go commerce. For many, the smartphone touchpoint of a product or service is not only a part of the experience but the entire experience.

This project will develop an OER how mobile is impacting decisions and opinions at every point in the buying cycle and highlight quick-wins, strategic approaches and new opportunities. The learnings will be both practical and educational and show

how to begin planning for and thinking about mobile.

Intellectual Output delivers

- ▶ Mobile web pages at least 10 business pages upgraded
- ▶ App development center at least 5 new Apps
- ▶ Hackaton Tourism App event 100 people participating



The project is about to develop **OER** and **MOOCs** to support new service design in the tourism sector. This workshop will serve as an introduction to the series and offer a complete insight into what it means to be small or medium sized business welcoming visitors in 2015.

The 2008 global financial crisis impacted country and every industry the world over and changed things forever. Nearly six years on from the crisis some EU member states have recovered to pre-crisis levels, yet many still have some way to go. Tourism is one answer to this crisis, where the direct and indirect benefits represent 10% of GDP within the European Union. As a fragmented industry made up of many micro, small and medium sized businesses, it has shown itself to be an excellent catalyst for growth, employment and intercultural dialogue.

Today, the tourism industry looks considerably different to that of just ten years ago. The internet has levelled the playing field and the rise of social media and a socially powered economy has shown itself to be disruptive and is driving real change.

Today's visitor is also changing, both in origin, where we see increasingly affluent long-haul emerging markets sending more tourists than ever before and in expectations, today's visitors are connected, informed and seek unique experiences.

These changes pose huge challenges for those who, for many decades, have enjoyed a well established way of doing business. Change is opening up new opportunities for startups to enter the market and compete, whilst savvy established businesses who 'get it' continue to re-invent themselves and remain competitive. This is both an opportunity but also a challenge.

In this introductory seminar we will look at the change taking place in the industry and offer businesses wanting to get-ahead and succeed the opportunity to understand what's driving change and how to embrace it.

It delivers

A MOOC how to implement all project Intellectual Outputs in the educational sector

The project is focused in the new learning space 2025 for entrepreneurship and new business Models in the tourism sector in the frame of Smart Cities to address Policy Makers role change.

In the era of Internet and social media accessibility, where millions of contacts are made person-to-person in real time, the empowerment of individuals and bodies beyond the state-centered tourism paradigm and sometimes, coincides with an unprecedented degree of a choral performance of international affairs and a collective design of the global agenda, enhanced by the universal use of social media and the flow of information along the World. Cities are becoming SMART.

The internet had enabled mass peer-to-peer cultural contact eroding the supremacy of the original elite-to-elite (Tour operators-business owner)-and then elite-to-many (travel agencies to clients) focus, and was now entering a people-to-people stage, enhanced by travel, migration and the internet culture, resulting a world politics featuring many-to-many communications, where social media communities and emerging

influencers are now more likely to trust and believe their peers than tourism business owner or tourism plans or the traditional media.

As a result of that, influence is moving away from governments and institutions and towards individuals and civil society, especially in Cities and urban entities. Open Innovation for cities, talented freelance commitment and collaborative experiences through digital (and physical) networks are widening the weapons and resources in hands of cities, by removing the barriers for cooperative discussion and knowledge production. This project creates a MOOC addressing this issues.

It delivers

- ▶ A report of the changes to be addressed as recommendation for policy makers and the educational institutions.

