

Development of cross-border e-tourism framework for the programme region **Smart e-tourism**





lead partner

IT development, international cooperation



user-driven innovation approach, testing environments (OULLabs), 3D Internet competences



organization of the project events, application development steering and supervision, access to the latest ICT competences and technologies



expert evaluation, assisting in organization of the project events, TIC RK web-site updates



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development of the e-tourism
framework and service piloting

Objectives

- market the programme area for tourists from other regions and countries with advanced information and Internet technologies
- maximize the use of regional infrastructure and services
- maximize user experience at and after the trip by providing personalized services
- increasing awareness and heating-up interest to the Region by showing it as an attractive and secure tourist destination
- bring new tourism-related know-how to the Programme area
- Other



Evaluation and planning - carried out by all Project partners and possibly invited experts. PetrSU is responsible for organizing evaluation in Program area in Russia, FRUCT - in Finland

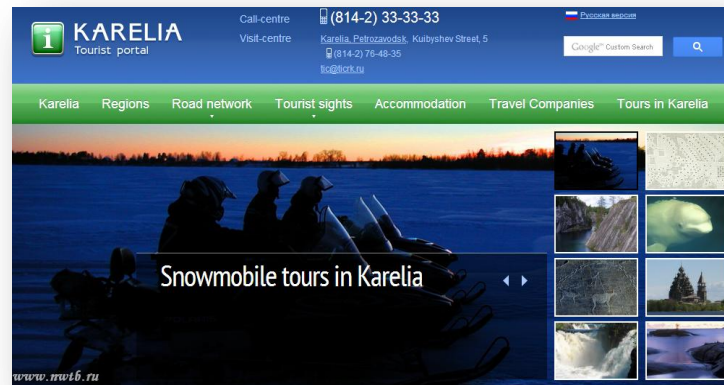
The expert team, including tourism and ICT specialists:

- gathers expertise and best practices (e.g. route planning: kwenda.ru, autotravel.ru, mtrip.com; trip booking: tripster.ru, tripit.com; information services: etovidel.net, geocaching.su, mir.travel, etc.)
- identifies typical tourist demands and use cases for applications needed to be developed
- studies how existing digital services can be integrated with the e-tourism infrastructure and extended by Smart Spaces and 3D Internet technologies
- develops and maintains informal cooperation network between tourist companies and ICT experts, organizes project meetings (Business Oulu, Oulun Liikekeskus, other ENPI projects etc.)

Tasks:

- Create the regional e-tourism framework that is based on the latest technologies and capabilities of the social network
- Implement 10 new pilot services on the basis of the developed e-tourism framework
- Deploy developed solutions in two pilot zones (Oulu and Karelia regions) – to be selected

Basic ICT-competences are being developed in the project KA179 “Complex development of regional cooperation in the field of open ICT innovations”



- Release of project web-site and enhancements to web-site of TIC RK (www.ticrk.ru)
- 2 official presentations in Petrozavodsk and Oulu
- 2 workshops on e-tourism combined with the marketing actions to promote new electronic services in Petrozavodsk and in Oulu
- 4 advanced trainings
- 10 publications, 6 papers and reports at events outside the Region
- Developed applications available for download from relevant repositories



Thank you!
Feedback is welcome!



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