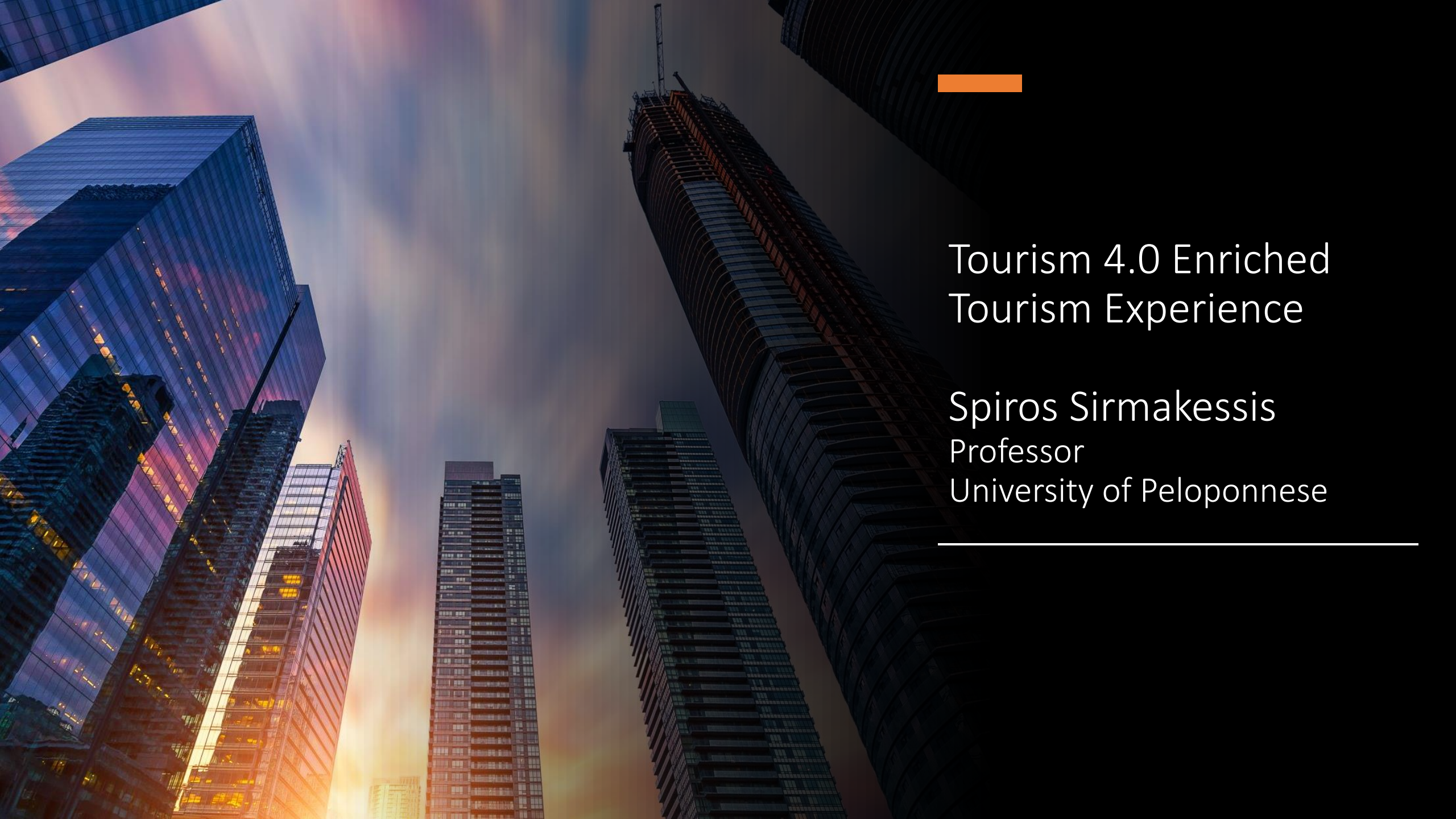
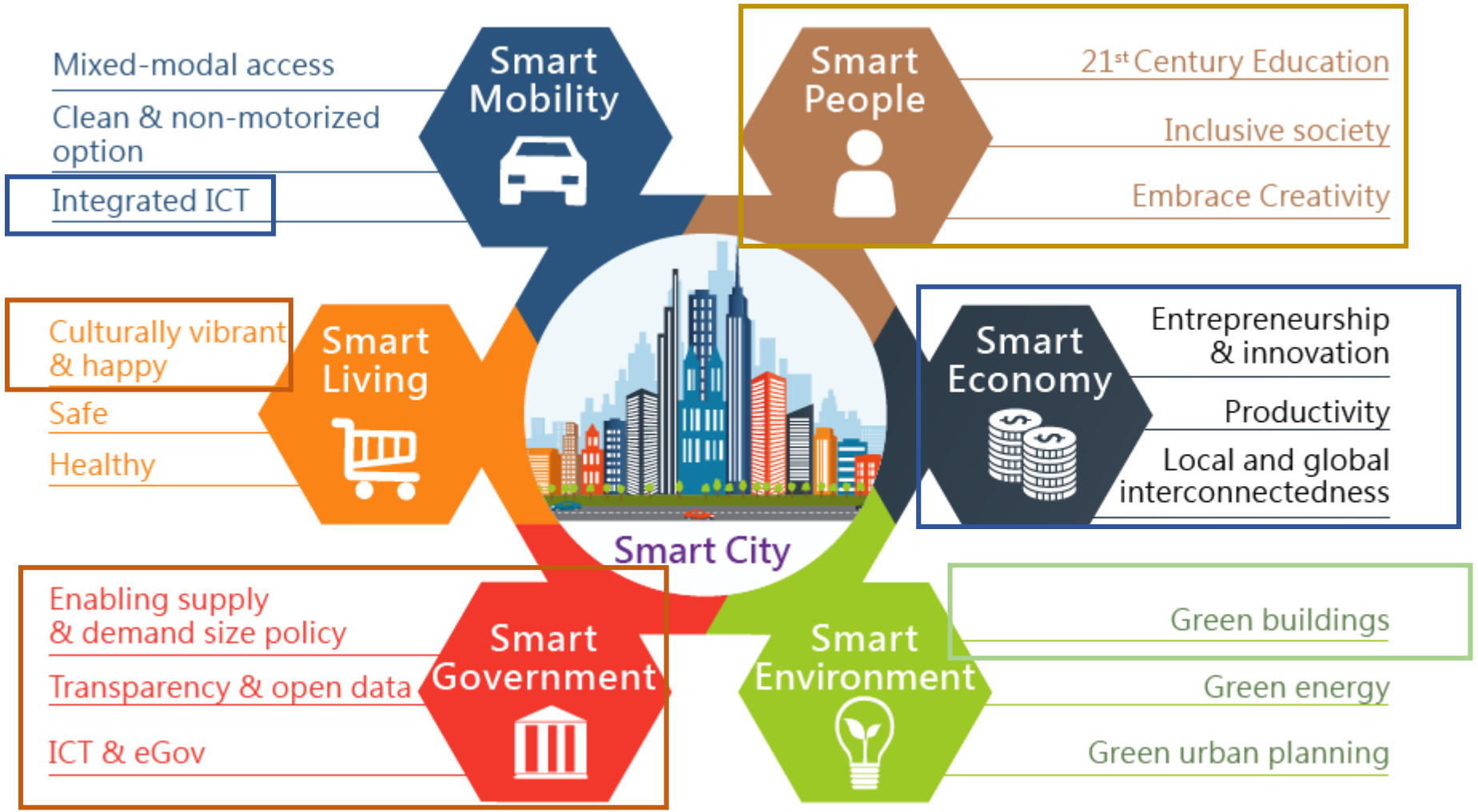


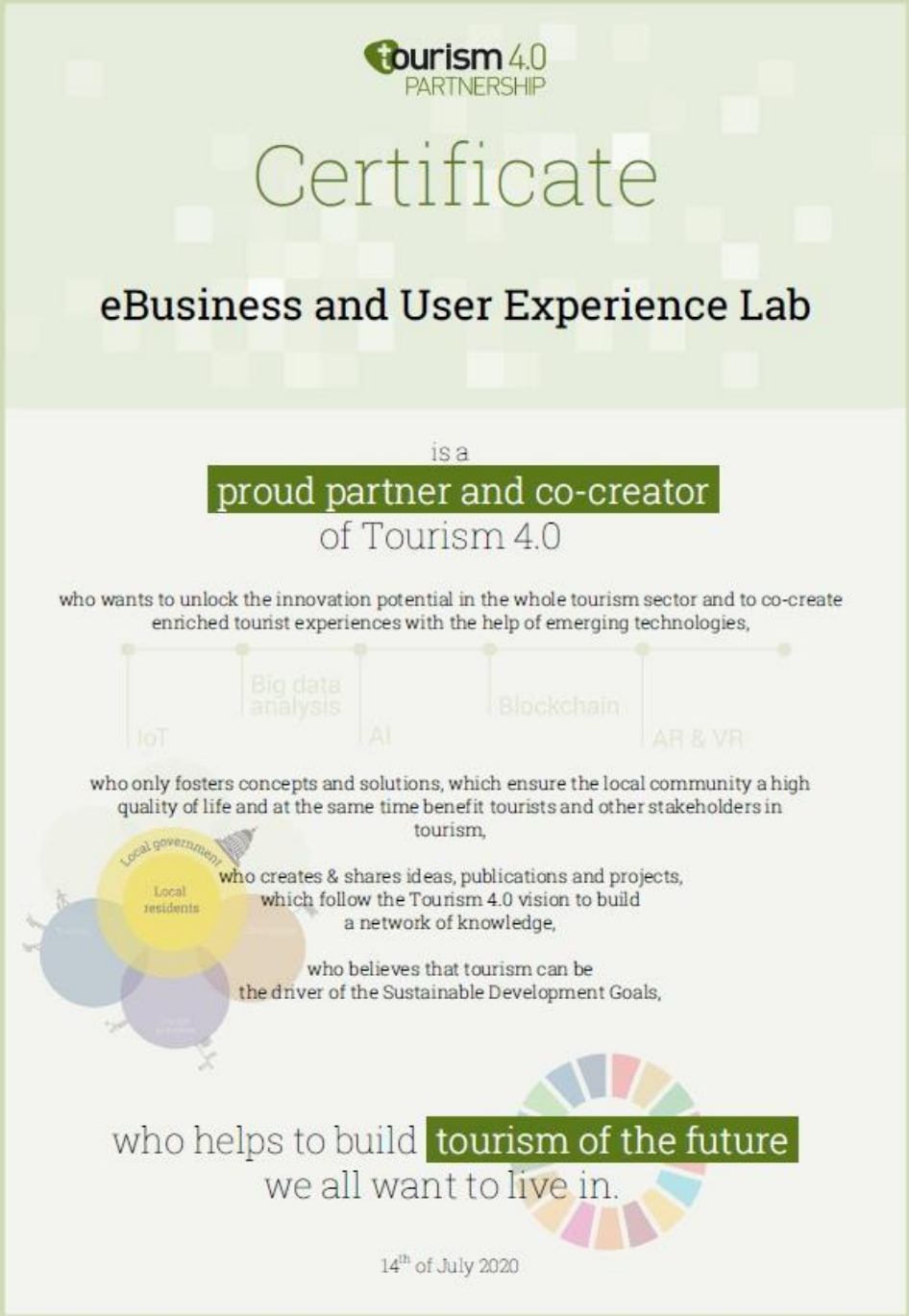
Tourism 4.0 Enriched Tourism Experience

Spiros Sirmakessis
Professor
University of Peloponnese

eBusiness and User Experience Lab @ University of Peloponnese (GR)

tourism 4.0
ENRICHED TOURISM EXPERIENCE



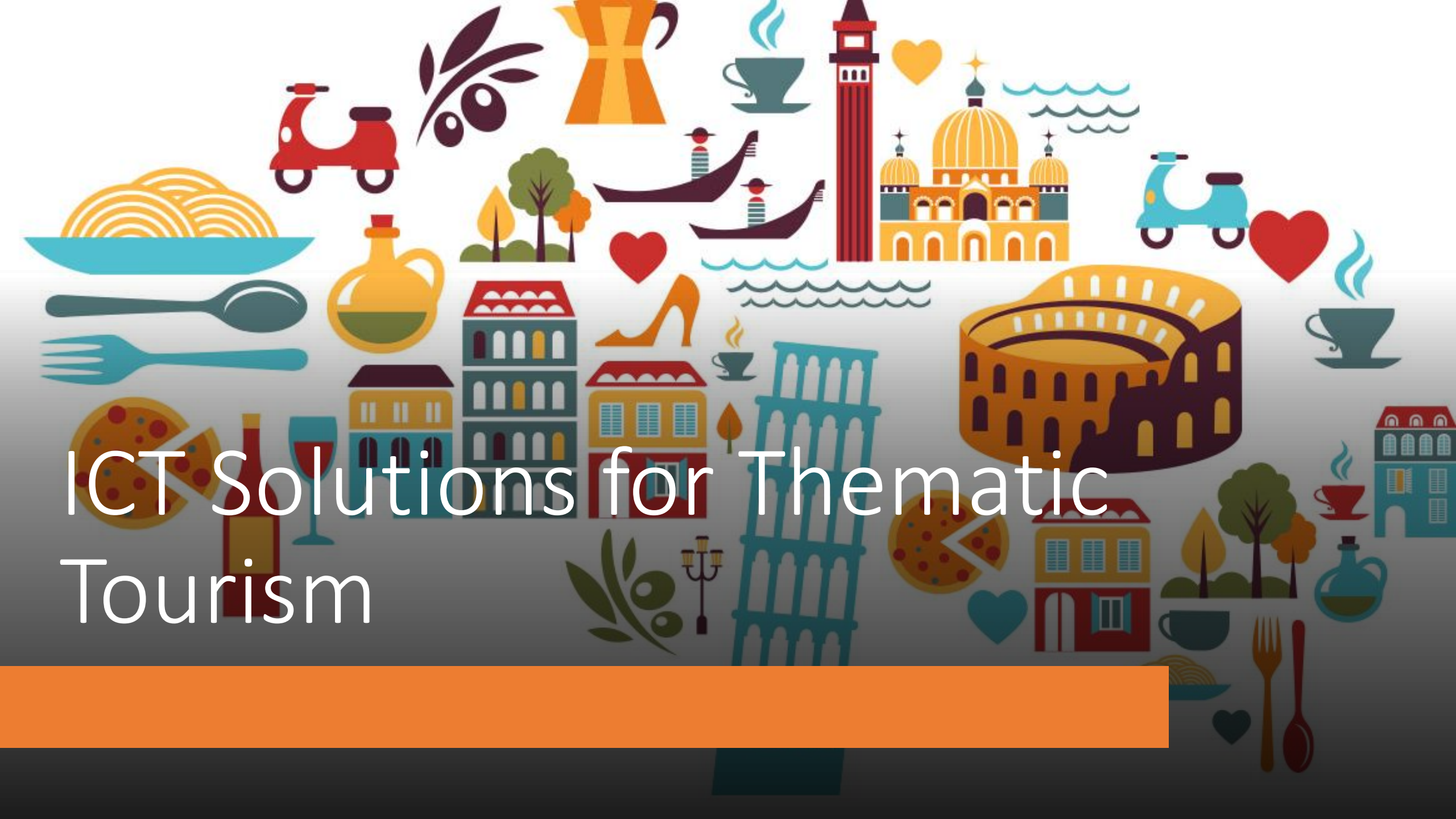


tourism 4.0
ENRICHED TOURISM EXPERIENCE

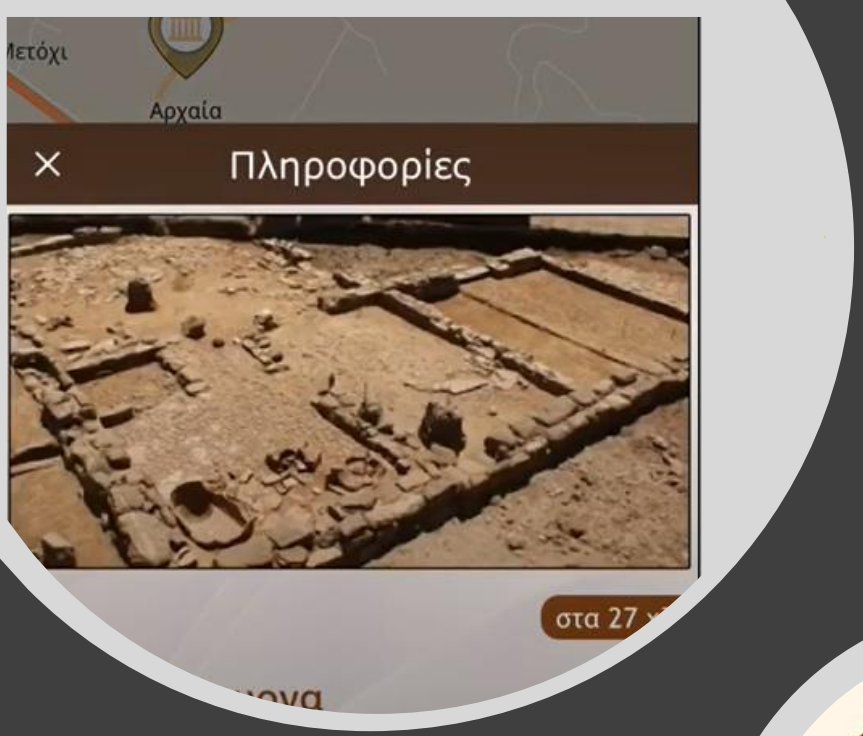
"who wants to unlock the innovation potential in the whole tourism sector and to co-create enriched tourist experience with the help of emerging technologies"

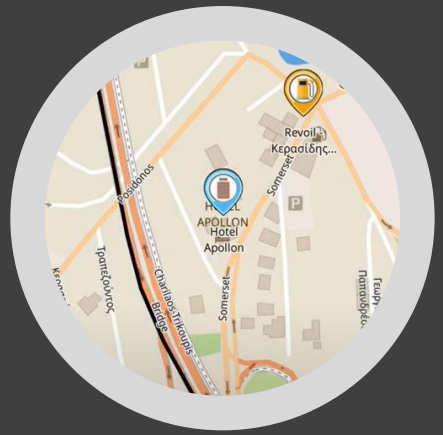
Tourism 4.0 support is…

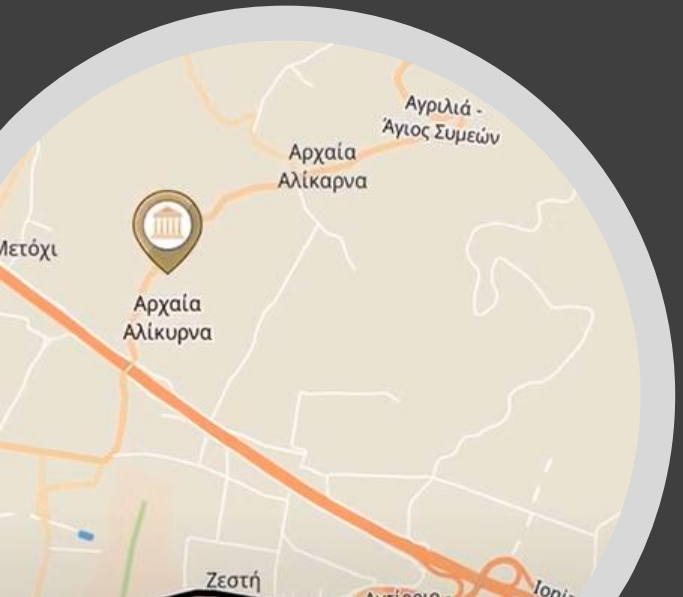
- ICT Solutions for Thematic Tourism
- Augmented Reality in Tourism
- Digitalisation of Cultural Heritage



ICT Solutions for Thematic Tourism





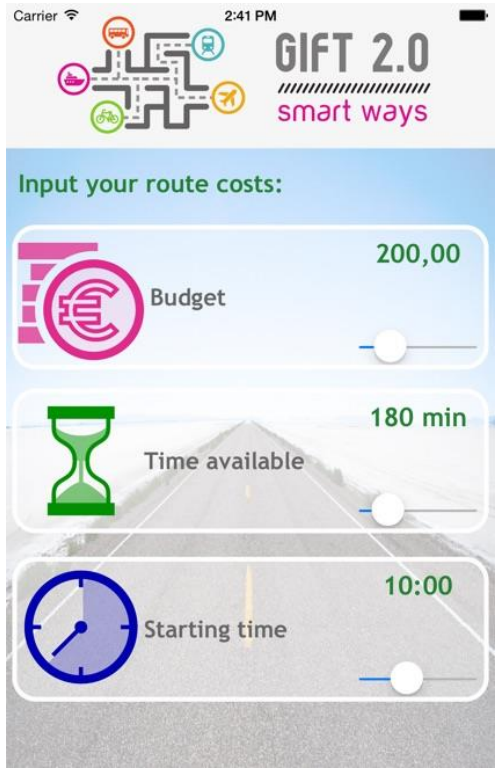


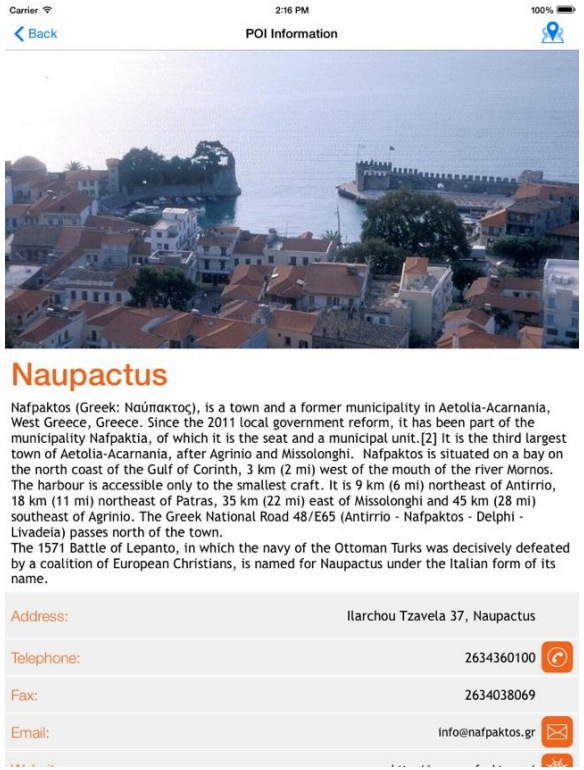
#RestartCycleTourism

- Support Eurovelo 8 Cycling Route
- Dynamic Management of Points of Interest
- Connection with the local economy through the promotion of regional enterprises [link]

- interactive exploration in areas or routes **(360’ Spherical)**
- digital representation of exhibits, with multiple representations (still images, animation, videos) and different perspectives
- predefined thematic paths (physical paths or groups of items)
- list of exhibits (and their description) and identification of their location in the physical space
- General information about the area enriched with multimedia content. [Demo Link]

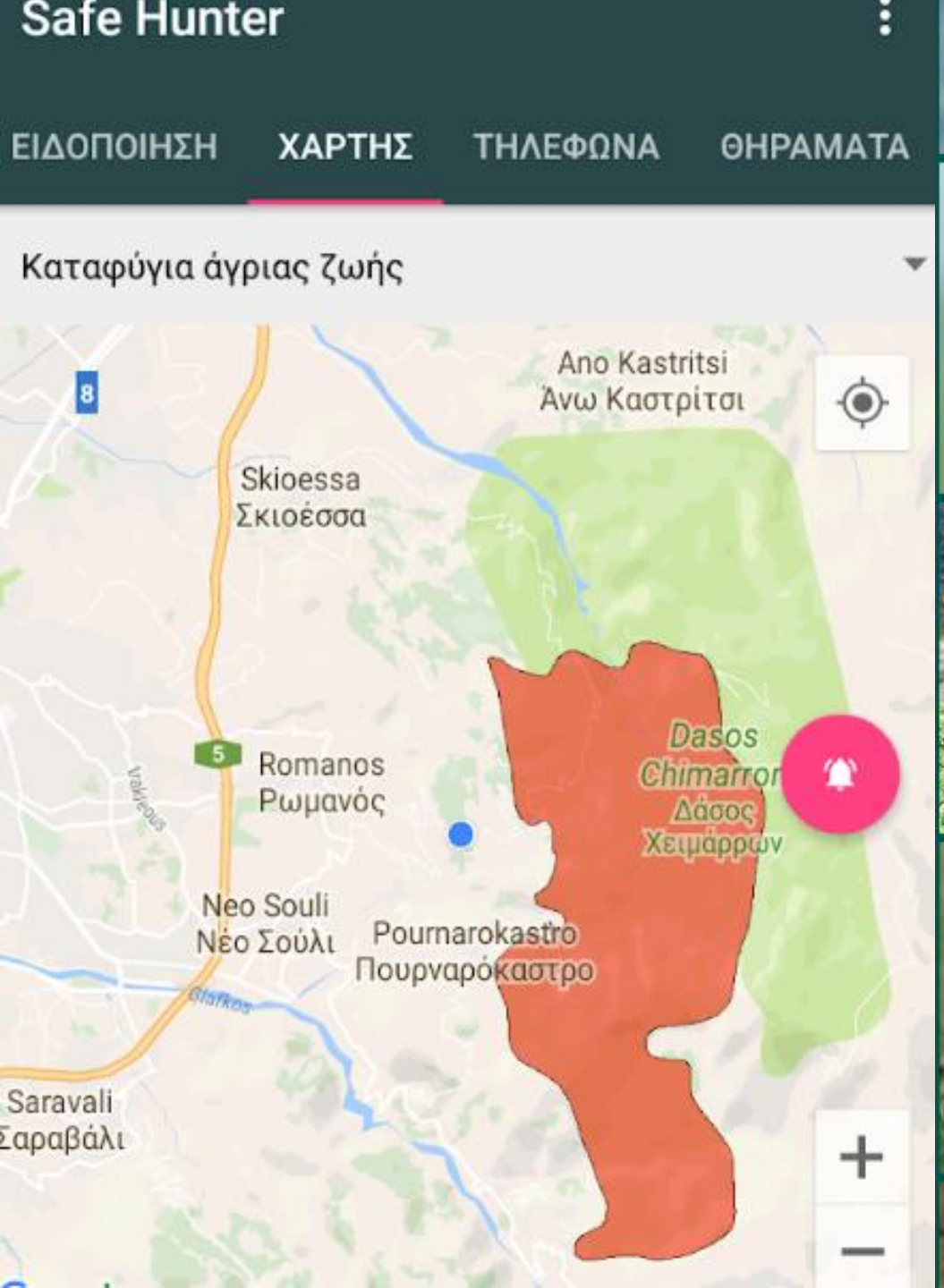
Trip Planner in one Click





Tourism 4.0: Smart Touristic Villages and Disabled

- Presentation of Accessible Infrastructures in Regional Level
- Dynamically Points of Interest
- Accessible touristic attractions
- Presentation of Accessible Enterprises at a Regional Level
  - Available in iOS and Android



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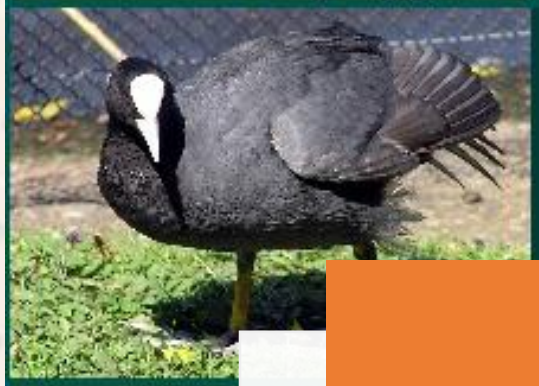

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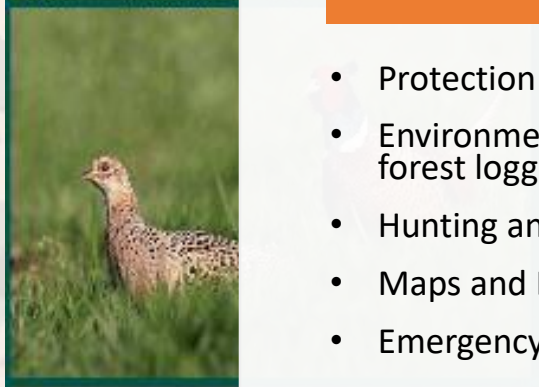


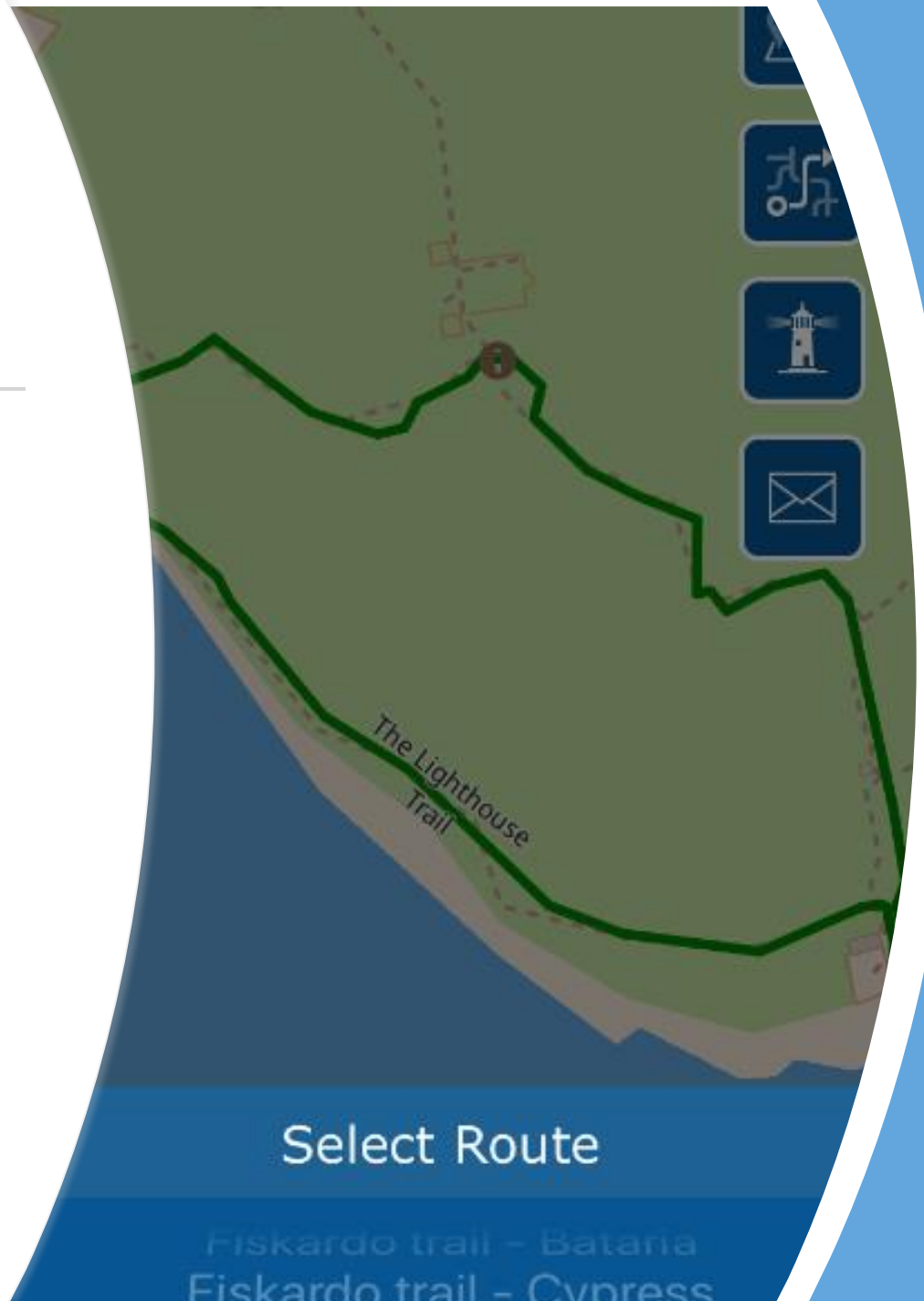
Φασιανός

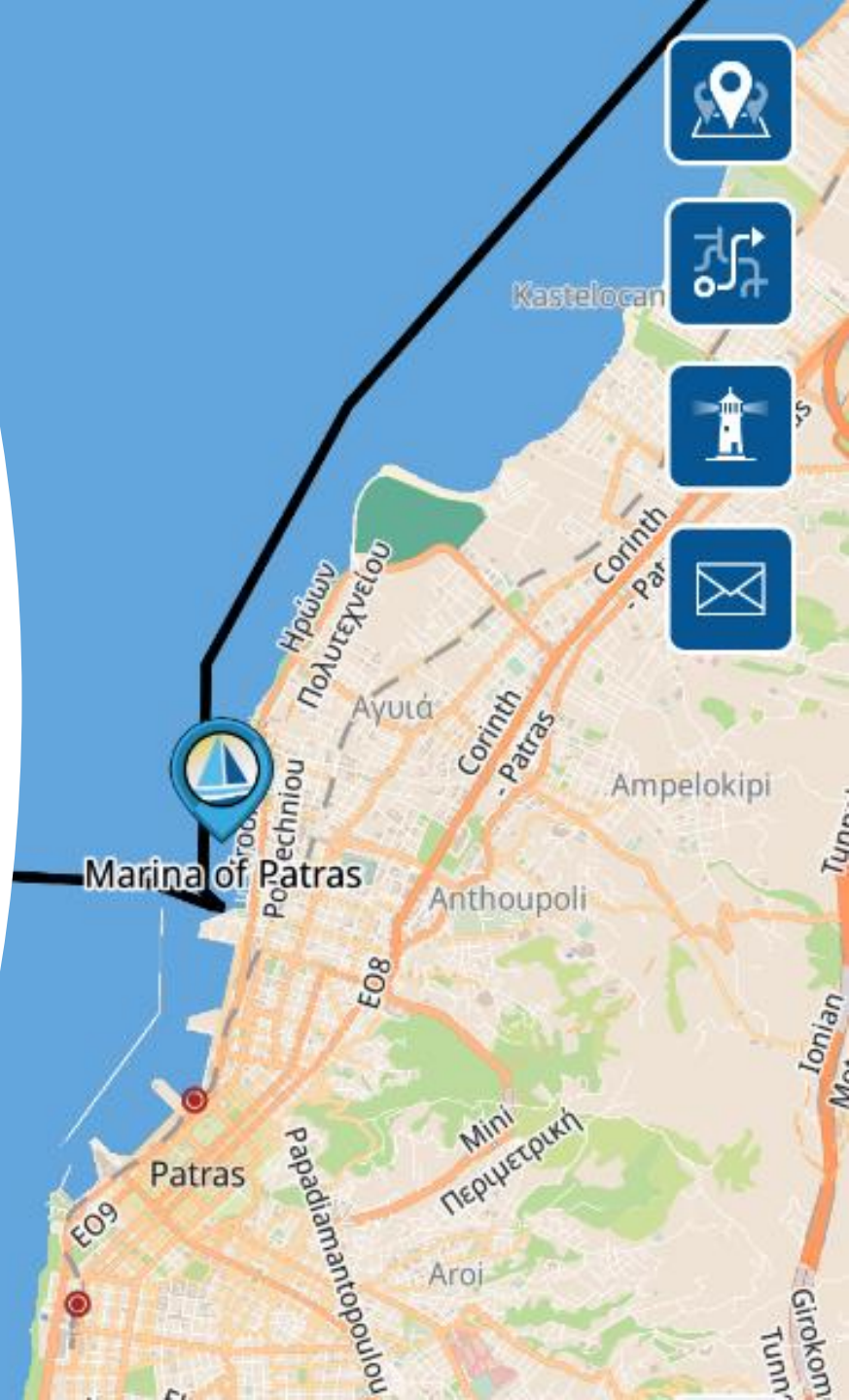
Hunting Experiences

- Protection against illegal hunting
- Environmental Alarm (reporting of fire, illegal hunting, illegal forest logging)
- Hunting and related information
- Maps and Legal issues
- Emergency Button SOS

Integrated platform for Accessing "Blue" Experiences

- Dynamically create yachting pathways
- web platform responsible for the centralized content management (photos, videos, texts), route planning, recording stops and exhibits, user management, statistics [link]
- mobile app offers visitor's experience with 360' Spherical; Gamification; Story Telling etc [link]

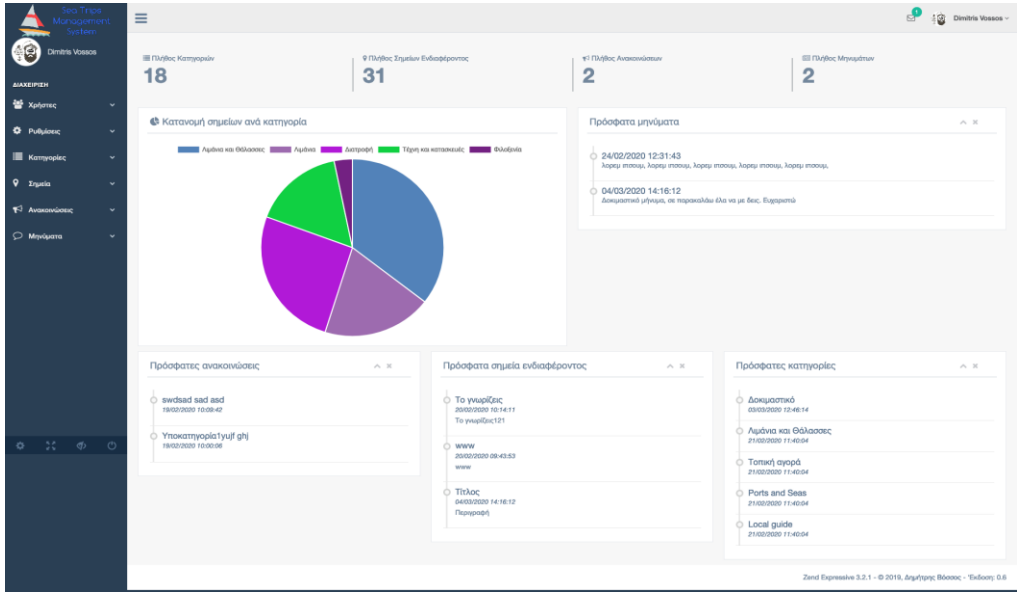


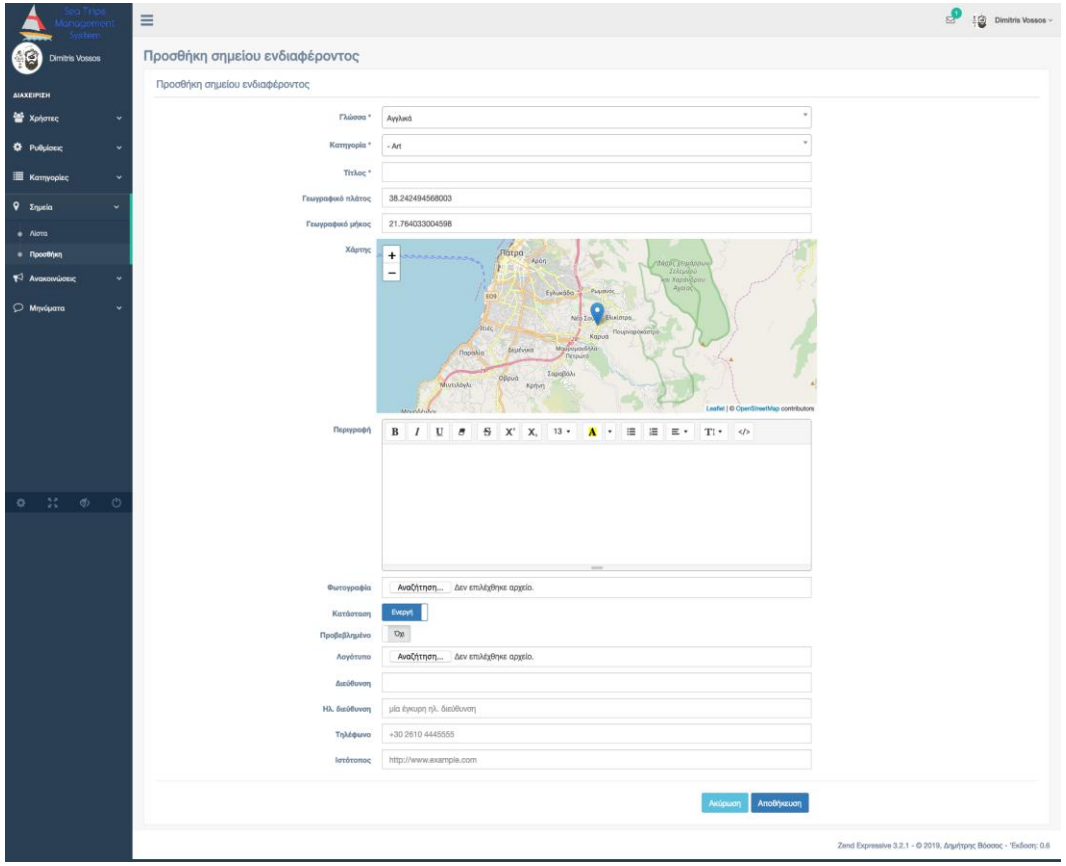


Interreg ADRION ADRIATIC-IONIAN
BLUE_BOOST

ThinkCoastal *solution is mainly oriented, toward technological diversification, in the development and promotion of touristic sea routes due to the fact of the lack of documented and evidence-based content.*

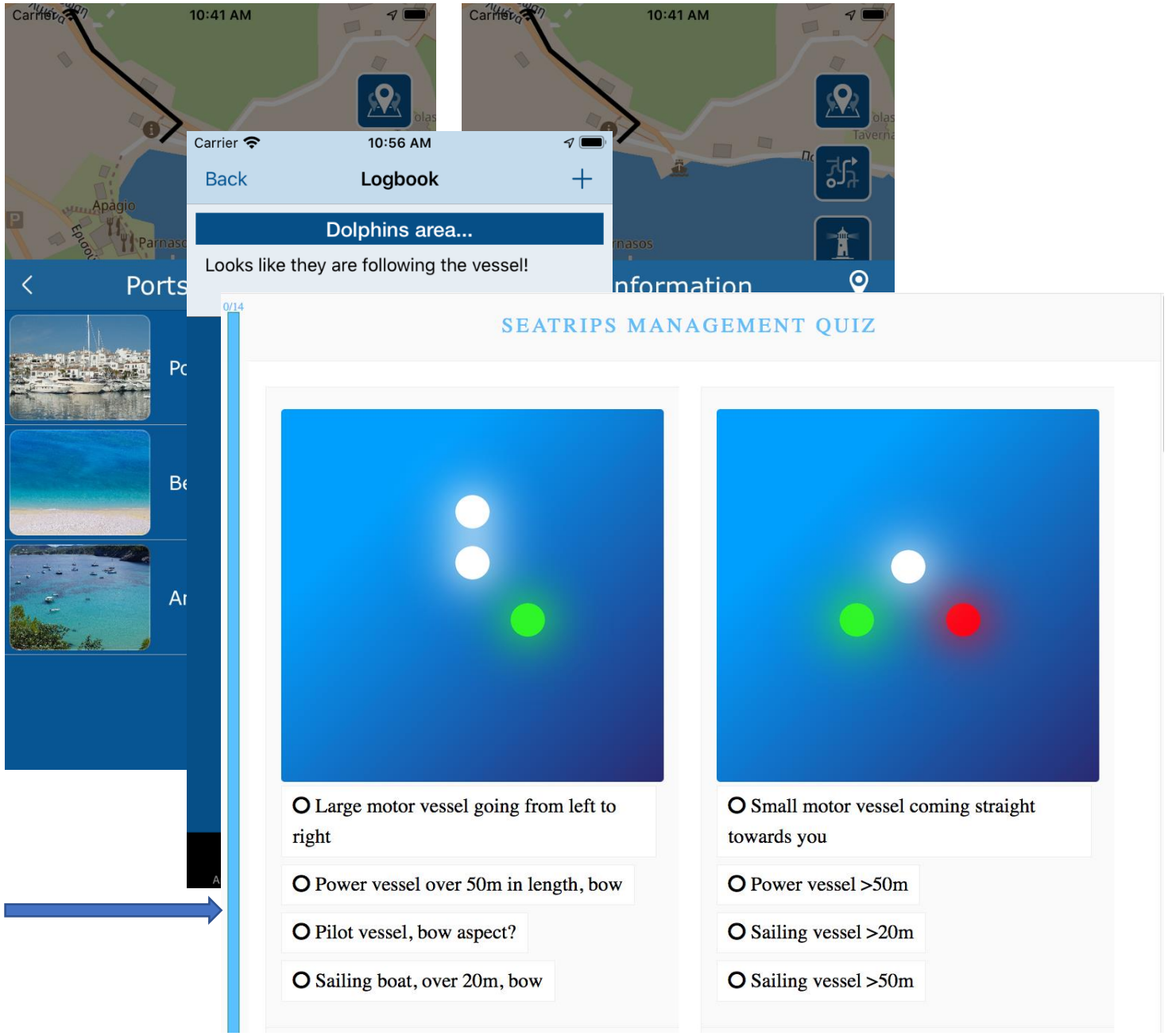
It consists of (a) web platform responsible for the centralized content management (photos, videos, texts), route planning, recording stops and exhibits, user management, statistics





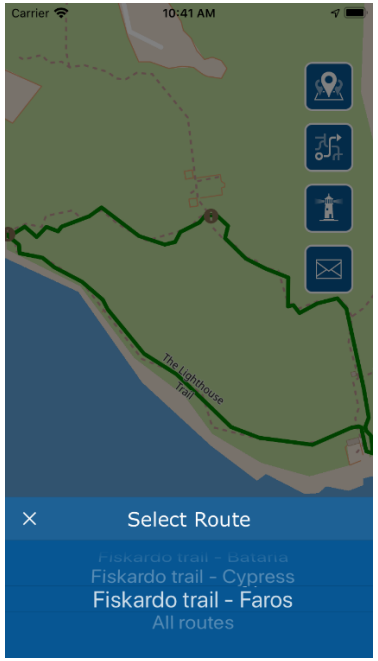
Mobile apps (iOS, Android) offering

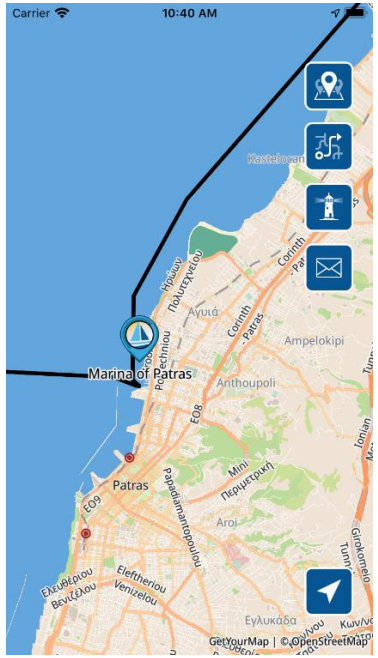
- *points of interest organised in thematic or other paths, with rich media contents*
- *Personal travel logs*
- *Gamification for kids (simple sailing rules)*



Seatrips (our first pilot SME) thinks:

"The mobile application will support our company to raise its green profile, improve its branding and attract more tourists with higher disposable income. Encouraging eco-friendly activities related to coastal tourism such as sailing, diving, windsurfing, kite-surfing and swimming forms a key component of the company's sustainable tourism and Blue Growth philosophy."





- *Available for*
  - *Android at* https://play.google.com/store/apps/details?id=gr.seatrips.thinkcoastal and
  - iOS *at* https://apps.apple.com/us/app/thinkcoastal/id1503976800).
- *A walkthough video of the mobile app*
  - *in iOS is available at* https://youtu.be/haEblPJiiUA.
  - *in Android is available at https://youtu.be/dMaJ5NCbXTA*

erry tomatoes and bottarga

Summertime shrim

w nd bo

Gastronomy Pathways

- Promotion of Bottarga as a touristic product
- #Visit and Taste [Demo Video]
- Online shop of local products

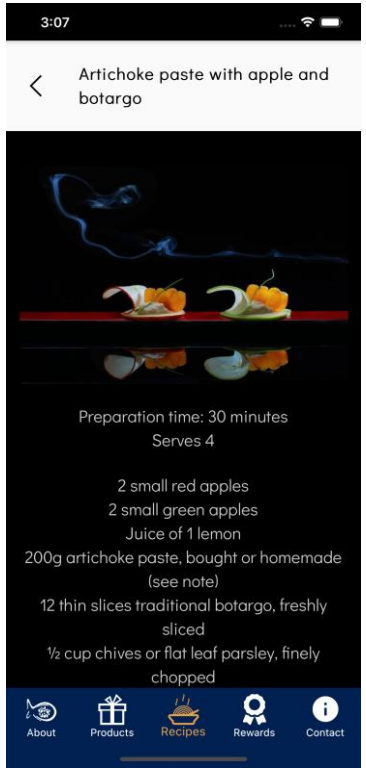
s/33-samphire-salad-with-cherry-tomatoes-and-bottarga

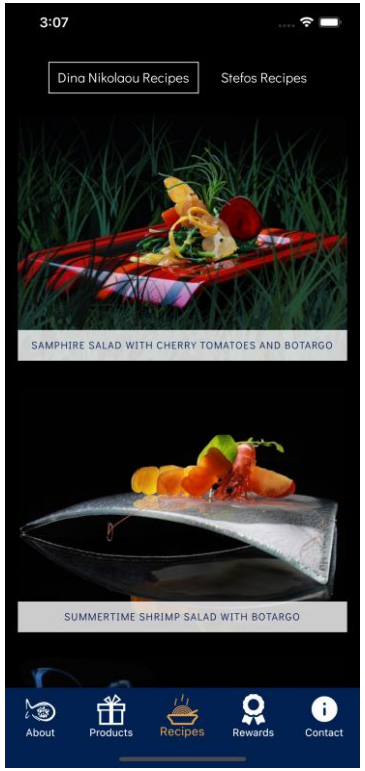
Melon pearls with bottarga slices, syrup of condensed

Vegetable tagliatelle with yoghurt sauce

Collaboration with “Stefos” est 1962 (a family business in bottarga “industry”)

A marketplace offering services and descriptions of the bottarga culture, products and the possible activities related with their job.





An app for mobile phones that guides anyone to know everything about the product from any aspect and in every tiny detail.

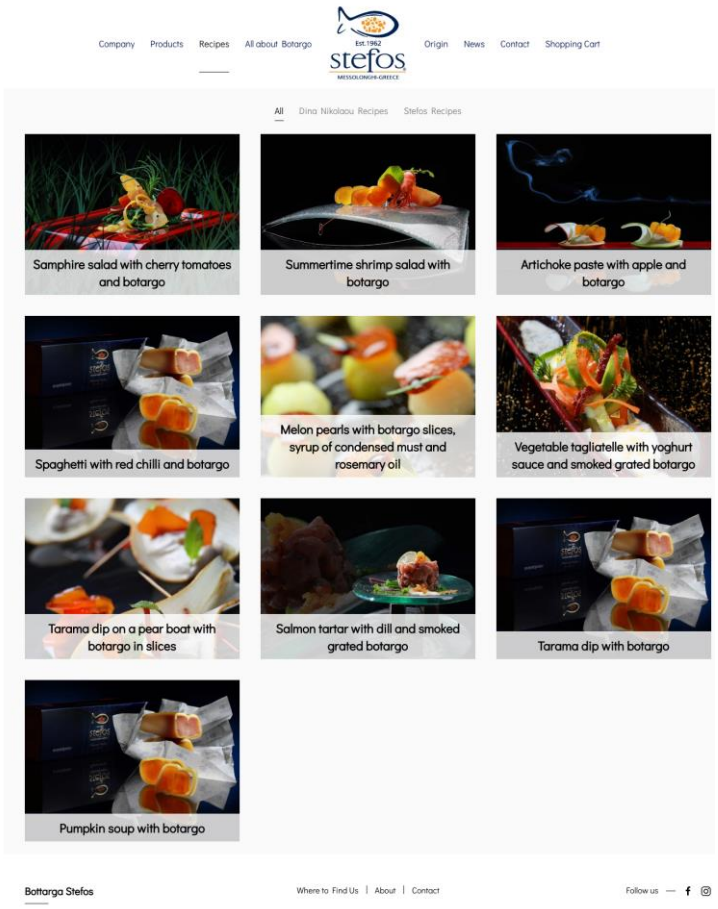
A series of short (15 seconds long) videos that gives “the world a glimpse of bottarga and the magic around it”.

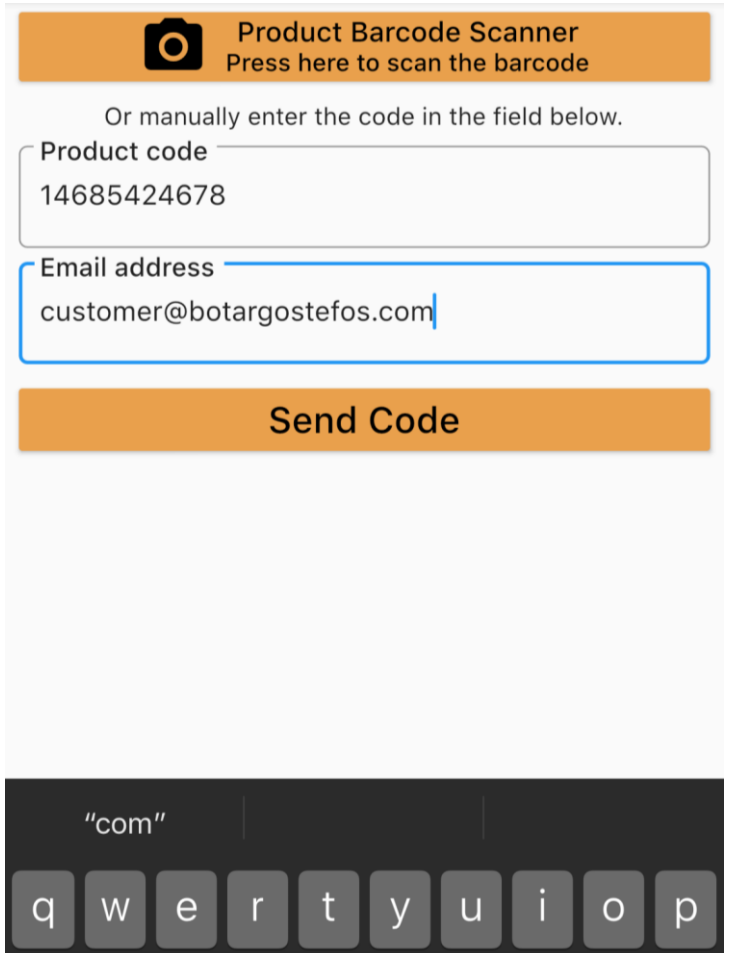
The Goldfinger!

11 February 2020

Want it all? Want it now?

From Messolonghi to the 🌎 with ❤️! Just another ordinary day at work! All the gold you need is here @bottarga_stefos !!! The Goldfinger!

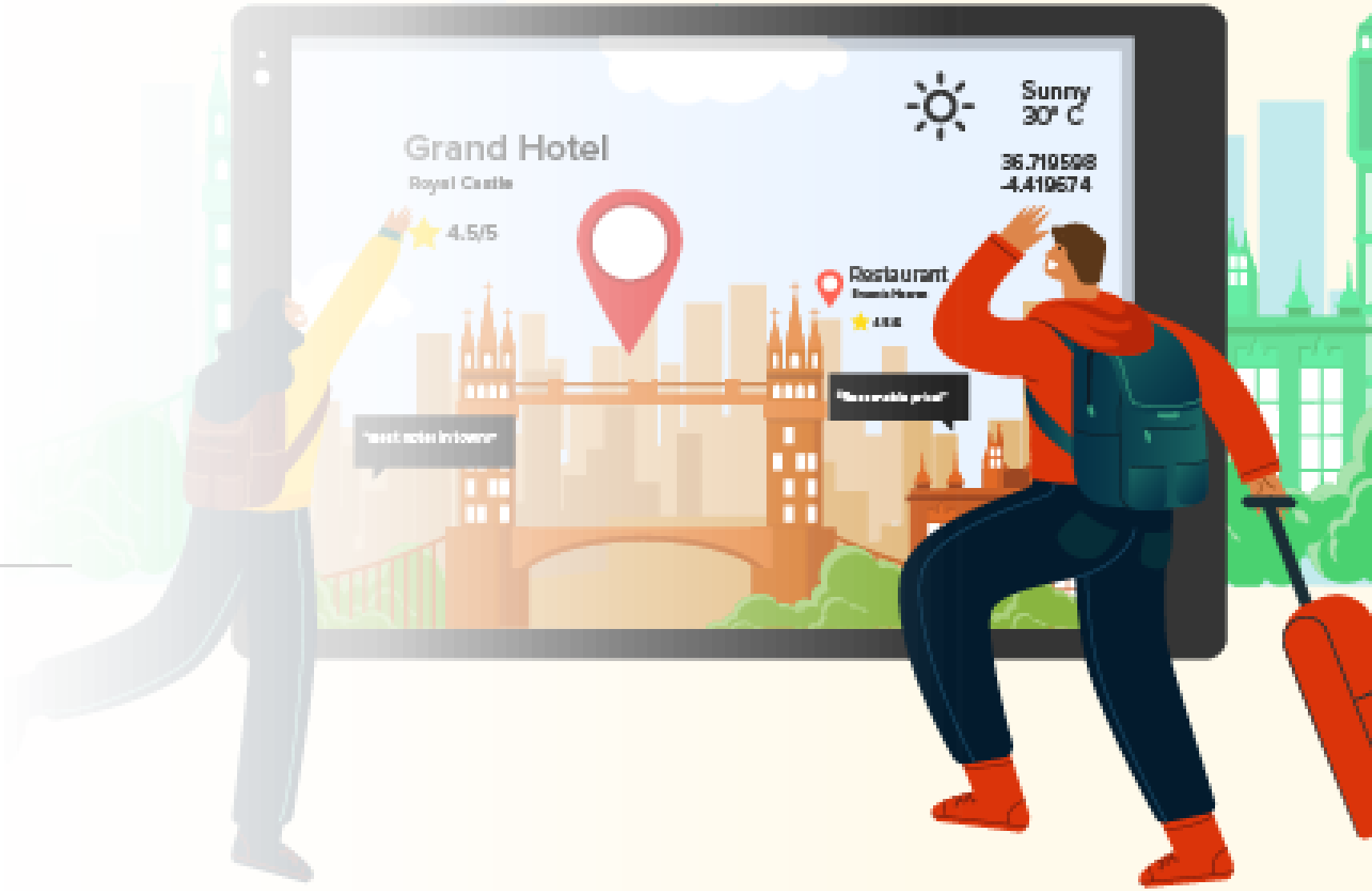




A focused strategy of advertising and promoting these tools in selected audience. (including a rewarding system)

tourism 4.0
ENRICHED TOURISM EXPERIENCE

Augmented Reality in Tourism

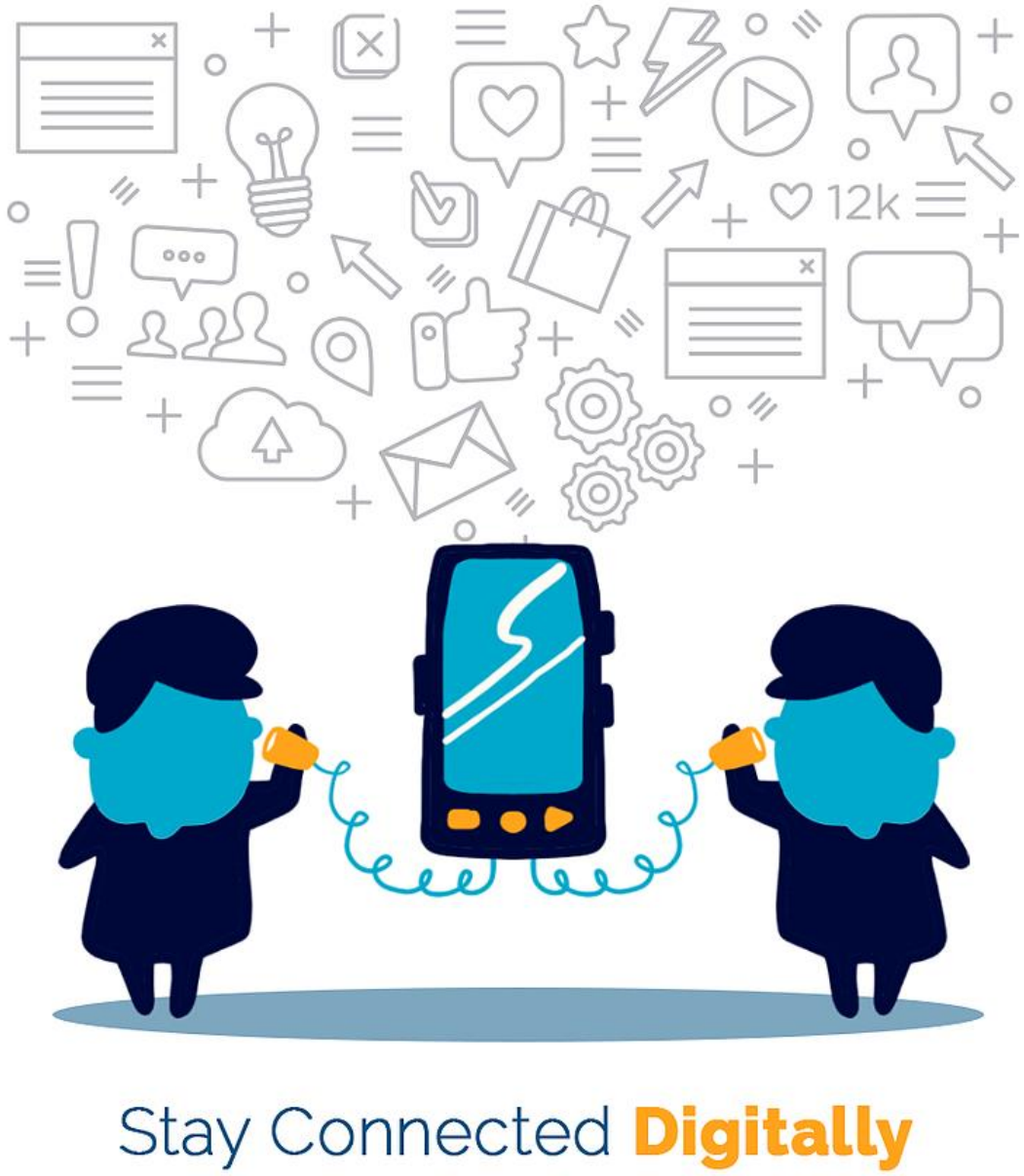


AR in the Tourism and Culture

- An innovative ubiquitous platform for cultural routes, and different computing devices using cultural inventory of travelogue literature, the digital material of today's travelers and new information and communication technology.
- It will offer cultural interpretation services that combine the visit of an area with the acquaintance of the historically recorded and the contemporary touring experience.
- personalised recommendations
- AR presentation in visiting experience
- Marker-based AR technology
- Location based delivery of data stored
- Simultaneous Localization and Mapping (SLAM) technology available
- Available (2021) on web, iOS & Android

Tourism 4.0 Digitise Heritage+

- an innovative approach to creating new enriched tourist experiences.
- uses **advanced technologies** (360° photo and video, Augmented Reality, 3D scanning, modelling and printing, Simulated Reconstruction, …), **hybrid skills of digital business model development, and strategic planning of digital transformation**.
- a **social innovation**, answering to the needs of society and local communities for sustainable development, communication of heritage values and reinforcement of the sense of belonging [commercial demo-move mouse while viewing]



Stay connected

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