Proximity marketing

**Tourist > visitor > player**

- Allow the tourist to choose, in real time, within the range of proposals (offers) and maximize the pleasure of the stay.
- Acquaint the guest with what is going on, feeding him/her with the best information to choose what is more interesting to them.
- Reach the tourist on site, with a widespread circulation of news and information.
- Manage communication tools able to cover wide areas homogeneously and reach the tourist while moving.

*Internet, smartphone* and *tablet* match these needs.
Tourist communication tools

At home
let the tourist
choose the
destination

On site
support and
feed the tourist
with useful
information

Back at home
follow up of
the tourist
experience
Technology and content

- Apps and web services are **easy to use** and **easy to produce**
- The risk lays in gadget-style apps and web services
- Superabundance of information
- Badly designed **UIs** turn information into noise

Thursday, April 5, 12
Focus on needs

What does a tourist look for?

How can his/her experience be at its best?
Community

Tourist:
- Has the feeling of dropping into a community
- Would like to be part of the community
- Want to know the community
What is iNclusive?

• It's a project developed by a team of expert in tourism dynamics, multimedia publishers and ICT developers
• It's a way to approach tourist information and promotion issues
• It's goal is to create a shower effect, which means collecting and spreading news and information in real time
• Uses new technologies to match new needs
• Is a web based system, with multichannel outputs
System architecture

- **iNclusive** integrates and compliments the technology already available, such as the web site of the tourist site/area and other existing applications

- **iNclusive** is made by:
  - modular applications and tools
  - communication planner
  - self learning systems to train the administrator(s)
  - support and upgrade on-line and/or on-site
  - other services on contents (production, editing, hosting...)

![Diagram showing the relationship between Communication, Learning, iNclusive, Apps, and Services](Image)
System items

Interactive guide of the local area
(Mobile App, Web App backoffice, DataMatrix/QR)

Skier support application
(Mobile App, Web App backoffice)

Diffuse web TV
(Web app, mobile App, Web App backoffice, video streaming)
Network access

The only requirement is the access to a data network, no matter how. This because every single application and solution constantly dialogues with the iNclusive core system.
Tourist guides bring about what tourists will visit. TURmob is a multiplatform (iOS, Android) app to feed tourists with local information, customizable both in graphic layouts and in contents.

**Main features:**
- geolocalisation of the user
- geolocalised tourist evidences with pertinent information
- real-time topic-organized information
- single point or circuit-organized information
- social network integration
- DataMatrix / QR code access to information
- tourists – local tourist office communication tool
**DataMatrix / QR Code**

**DM / QR Code** make it possible to contextualise the discoveries experienced by the tourist which activate a link between a physical element (such as a monument) and pertinent virtual data.

The system can also provide information on alternative sites nearby, circuits, games, commercial promotions or local deals etc.

1. Read the code
2. Send request
3. Get info
TURmob can be easily updated: the admin tools let the manager of the system add virtual data constantly when needed.
Updating

The DM/QR system allows local tourist officers and operators to easily add physical elements to the system.
SkiApp

- Multiplatform (iOS and Android) mobile application supporting skier
- Customized for a specific ski resort
- Web based support service
Features

- Cartographic information
- Skier geolocalization
- Geolocalized information
- Topic-organized information
- Social network integration
- Help request
Cartography

Google Maps

Skier localization

Call-out with infos

Topic - sorted evidences

Bar "La marmotta" aperto dalle 8:30 alle 17:30
Information

Information can be provided by category:

- Local meteo forecast
- Ski runs condition
- Alert (ski- and chair-lifts shutdown etc.)
- Local events
- More...
Help request

By pushing a button SkiApp will send to the rescue team a message with the identity, the phone number and the geographic coordinates of the skier.
Social network

SkiApp allows the user to post directly on the main social networks.

Oggi la neve è splendida!
SkiApp can be customized with the name, the logo, the geographic context, the ski runs, the interesting places and a graphic of the ski resort. It can also be upgraded with specific information channels.
WebTV

Web TV is not only a simple collection of videos available on the web.

It is not enough to have a video player and a few video to provide a web TV service to tourists.
Web TV

A true Web TV has to offer more functionality:

- palimpsest management
- video on demand
- user generated content
- easy integration with a web portal
- user feedback management
- advertisement management
- device-independent capabilities
The system

Network components:
- Cellular network
- Internet
- Backoffice

Device components:
- WTV cellular network
- WTV (displaying content)
- Community Manager

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