



Infopack

ROAD TO ICT PLATFORM FOR SUSTAINABLE CULTURAL TOURISM DEVELOPMENT

Lesson learnt from UNINOVA – Instituto de Desenvolvimento de Novas Tecnologias

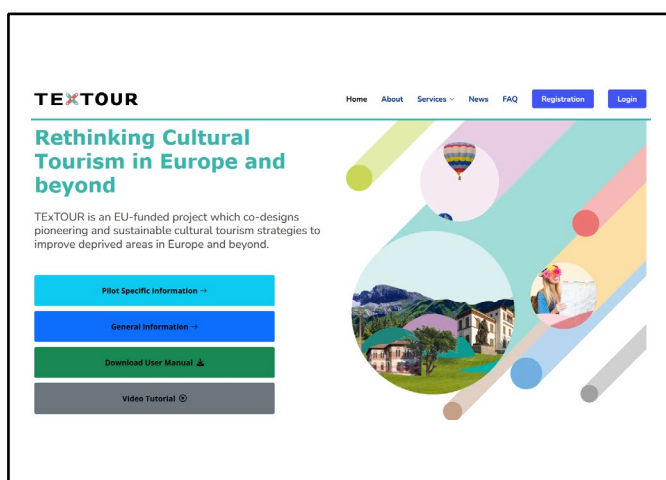
This road is for:

TECHNOLOGY PROVIDERS, UNIVERSITIES AND RESEARCH INSTITUTIONS, TOURISM SERVICES PROVIDERS, CULTURAL ASSOCIATIONS, TOURISTS, AND POLICY AND DECISION-MAKERS INTERESTED IN COLLECTING AND SHARING DATA AND INFORMATION ON CULTURAL TOURISM ACTIVITIES.

Abstract

TE^xTOUR has developed an **innovative ICT (Information and Communication Technologies) platform** that serves as a guide and monitoring tool for the **implementation of cultural tourism strategies**. The platform helps pilots and cultural tourism stakeholders to work together and it provides key recommendations to support socioeconomic development in remote areas.

Our platform provides **information and data to a variety of users**. Tourists can find everything about the main events, fairs, museums, villages and other places to visit, and the most interesting routes in interest. CT (Cultural Tourism) sites can advertise their activities on the platform and use the data collected to monitor the effectiveness of their cultural tourism actions. Moreover, the data collected through our platform **can provide evidence to support policy and decision-making**, and to define sustainable business development related to cultural tourism in remote areas.



Pic. 1: TExTOUR's platform homepage

This goal is achieved extracting the key performance indicators (KPIs) for cultural tourism defined during TExTOUR project and transferring their information into inputs of policy and practice making. Our platform's algorithms convert data into knowledge that can be used to create innovative activities, personalised offers, collaborative networks, and much more.

The way our platform is designed **supports TExTOUR mission to support lesser known and remote areas in protecting and valorising their cultural heritage**. Its strength is to be a living platform that keeps growing and evolving with the inputs from its users.



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What to pack:

KNOWLEDGE, TOOLS, AND SKILLS REQUIRED BEFORE IMPLEMENTING THE ACTION

1. TECHNICAL SKILLS

- Data Analysis: Understanding data structures for user interaction insights.
- Software Engineering: Proficiency in Django framework for backend development.
- UX Design: Knowledge of HTML/CSS/JavaScript for user interface design.

2. SOFT SKILLS

- Communication: Effective collaboration with different stakeholders.
- Cross-Functioning: Ability to integrate functionalities for consistent user experience.



Description

TEXTOUR's ICT platform:
(<https://platform.textour.grisenergia.pt>)

Assists remote and less developed areas to develop a **collaborative strategy** to valorise their cultural heritage and promote sustainable cultural tourism.

It has **three modules**: the first is the input module (upload), the second is the monitoring module (follow and evaluate actions), and the third is to promote CT services and actions.

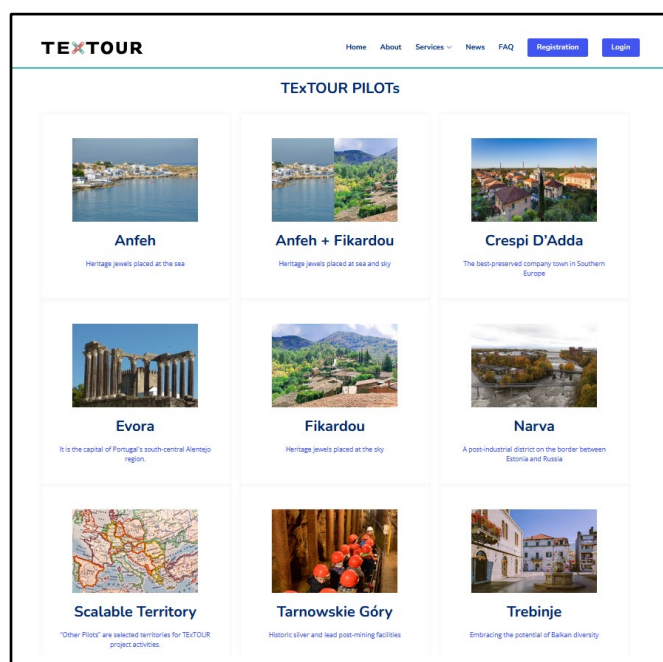
The first module can be used by CT sites to **upload the most important information for tourists**: points of interest (POI), accommodation options, events, routes and more.

The second module is still for CT sites to **monitor and evaluate their strategy** using the data collected through the platform.

The third module is for the tourists to **find the information they need** to plan their travel and to give their feedback.

In its first stage, the ICT platform was accessible only to the project's pilot sites. Through a registration form, each site had the possibility to activate its profile on the platform. Now the platform is open also to the five

CT sites that are replicating TEXTOUR's methodology (the "scalable territories"). After the end of the project, the platform will be **open for every CT site** to register and create their own profile.



Pic 2. CT pilots and scalable territories page.



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There will be automatic data validation embedded in the platform to avoid data error, supported until the end of September 2024.

The platform offers a series of services assessed following two criteria: **feasibility** (based on the user's ICT infrastructure and available data), and **scalability**.

The platform offers eight main services:

1. Point of Interest (POI):

museums, villages, history and other important points are collected under the POI category. This service provides the location of the POI and the main information about it, shared as well via QR code linking to textual, visual and audio content.

2. Route:

provides information about accessible routes and paths connecting the nearby towns and cities, even if they are in different countries.

3. Event:

everything related to cultural tourism happening in the touristic sites registered on the platform. Here it will be possible to share incoming events, workshops, tours, fairs and more.

4. Local Product Promotion:

introduces and promotes local foods, products, and vendors to support local producers and economy, following the criteria of a sustainable use of resources.

5. Occupancy Rate:

shows the waiting time and live occupancy rate in the CT sites.

6. Visitors' Satisfaction:

provides users' feedback regarding the events, routes, places and other touristic activities.

7. Establishment:

provides digitalised documentaries to boost visitors' engagement and experiences.

8. Visitor Flow:

it is a service to monitor tourism flow with a feedback system.

The main challenge in developing the platform was to set up services catering for the **unique needs of each pilot**.

Since **people tend to gravitate towards what they understand**, it is crucial to comprehend our users' backgrounds and provide systematic training or discussion forums to familiarise them with each feature and product.



SIGN UP YOUR CT SITE ON OUR PLATFORM!

platform.textour.grisenergia.pt

Roadmap:

THE MAIN STEPS TO EMBARK ON

- 1 8 MONTHS**
Identification of needs, services and KPIs for the CT pilots
- 2 6 MONTHS**
Platform's Backbone Infrastructure Specifications
- 3 30 MONTHS**
Platform's Backbone Infrastructure Development
- 4 30 MONTHS**
Services development
- 5 CONTINUOUS PROCESS**
Technical verification, testing activities and bug fixing



Testimonials

“The ICT platform has been built starting from the needs of our CT pilot sites, and supports the protection and valorisation of cultural heritage in lesser-known areas collecting data and converting them into information and knowledge to be shared with policy and decision-makers.”



PEDRO PEREIRA – UNINOVA

New fellow travellers

WHO JOINED AND FORMED THE NETWORK

Region, municipalities, UNESCO-sites, cultural associations



Souvenirs

BEST ACHIEVEMENTS RELATIVE TO THE PROJECT'S IMPACTS



RESEARCH IMPACTS

- Successfully creating an application for multiple platforms presents an exciting challenge. We succeeded by carefully balancing initial design considerations with continuous integration of users' feedback.
- Data collected through the platform will be available to be used to monitor and study the effects of different CT actions and strategies.



SOCIAL IMPACTS

- Engaging individuals from diverse backgrounds and expertise, who are actively involved in lesser-known and remote regions, fosters awareness and motivation to know these areas better and inform others about their CT potential.



ECONOMIC IMPACTS

- Our ICT platform supports local cultural tourism development and local products valorisation, generating income for the CT sites' communities.



POLICY IMPACTS

- Data collected through the platform is transformed into knowledge to be used by policy and decision-makers.

Contact us if you want to strengthen the cultural identity of your community through cultural tourism

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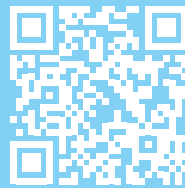
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Visit our website: textour-project.eu
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