

# **Presentation of ENPI Karelia CBC KA322 project**

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# Objectives

- contribute to increase of a share of tourism in regional GRP by increasing inflow of “organized” tourists (economic development, multiplier effects)
- maximize the use of regional infrastructure and services
- market the programme area for tourists from other regions and countries with advanced information and Internet technologies
- contribute to improving the regional image as a center of excellence in the field of advanced ICT technologies
- 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
- help universities to incubate new competences demanded by tourism and ICT industries and improve collaboration with regional and international companies

- PetrSU – large federal educational institution, recognized leader in development of IT and international cooperation among universities of Russia, long and successful history of participation in international and cross-border projects and grants
- UoO – provide tourism user-driven innovation approach and testing environments (e.g. OULLABs), as well as 3D Internet competence
- FRUCT Oy – organization of the project events, providing pool of experts and application development steering and supervision, access to the latest ICT competences and technologies
- SPIIRAS – direct involvement in development of the e-tourism framework and pilot services on its basis
- TIC RK – expert evaluation at the planning and applications development stages, assisting in organizing conferences and seminars. Their web-site will be modified

# WP1. Evaluations and planning

- Create an expert team from Project partners including specialists in tourism and ICT both from the Region and by bringing top external expertise and best practices
- Identify typical tourist demands and use cases for applications that need to be developed
- Develop and maintain informal cooperation network between tourist companies and ICT experts
- Finalize development plan
- Study how existing digital services can be integrated with the e-tourism infrastructure and extended by Smart Spaces and 3D Internet technologies.

Evaluation will be 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 following use cases will be considered and elaborated:

- Searching information about the Region out of curiosity
- Requesting information about the Region during preparation to a trip
- Real-time information about the Region at the time of trip
- Support the user after the trip
- Personalized services and individual onsite support for frequent travelers with clear agenda and interests
- Personalized services and support for tourist companies and group visits
- Release of the regional electronic “road signs” guide system.

## Tasks:

- Implement region-customized knowledge aggregator tools to collect, archive and help to automatically translate the most important tourist information to maximize comfort and safety of the tourists visiting the Region.
- 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 (in Oulu and Karelia regions).

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

Dissemination of developed framework and applications on its basis – how regional tourist business and end users can benefit from them before and during the travel?

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



- Established laboratory (at PetrSU), enhancements in TIC RK
- The regional e-tourism framework based on the latest and most attractive technologies, providing solution for the identified use cases
- 10 new pilot services on the basis of the developed e-tourism framework, including practical testing on pilot territory.
- New networks and connections between tourism and ICT experts in Karelia and in Oulu, as well as between tourists coming to the Programme area.
- New innovative business models for tourist and hospitality companies

**Feedback wellcome!**