

Ideas of e-Tourism services for Karelia region

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Common user activities

- 1 Information about region
 - ▶ Feedback from other tourists
 - ▶ Places of interest
 - ▶ Proposals and recommendations
- 2 Travel plan
 - ▶ Transport logistic
 - ▶ Reservation
- 3 Real-time information during trip
 - ▶ Guides
 - ▶ Proposals
 - ▶ Local services
- 4 Sharing trip experience



Specific of region

- Border area
- Poor infrastructure
- Lakes and small rivers
- Natural resources
- Historical and nature places of interests

Popular forms of tourism

- Excursion and recreation
- Rafting and fishing
- Touring by car or bicycle



Coverage

List of proposed services: http://www.ticrk.ru/ru/section_33011.html

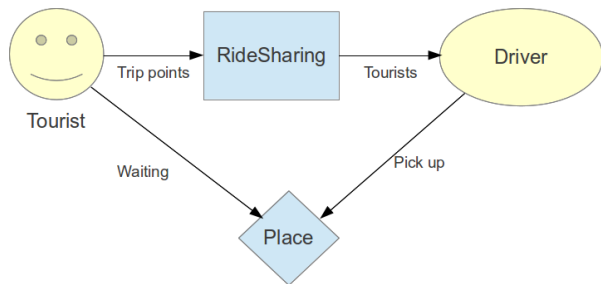
- Information about region
 - ▶ Place reviewer
- Travel plan
 - ▶ Natural wealth of Karelia
 - ▶ MyTrips
 - ▶ Social program service for conference participants
- Trip support
 - ▶ Ridesharing service
 - ▶ Museum Logistic service
 - ▶ TourMe (Walk tourist tools)
 - ▶ Road signs
- Feedback
 - ▶ “Social networks”



RideSharing service

- Small size of cities
- Large distance between places of interests
- Delivery to the starting point
- Complexity of using local services

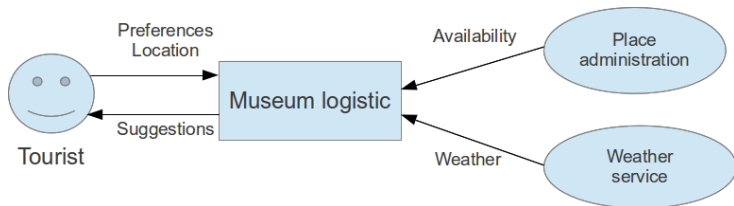
Idea: finding a driver, which can pick a tourist up and to give him/her a ride to the desired place.



Museum Logistic service

- Place of interest schedule
- One-time events
- Weather restrictions
- Huge amount of places with limited amount tourist time

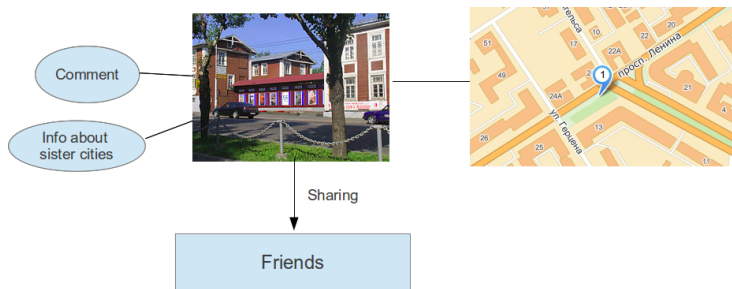
Idea: Suggest to tourist a places which are better to attend.



TourMe

Idea: Helps tourist during trip.

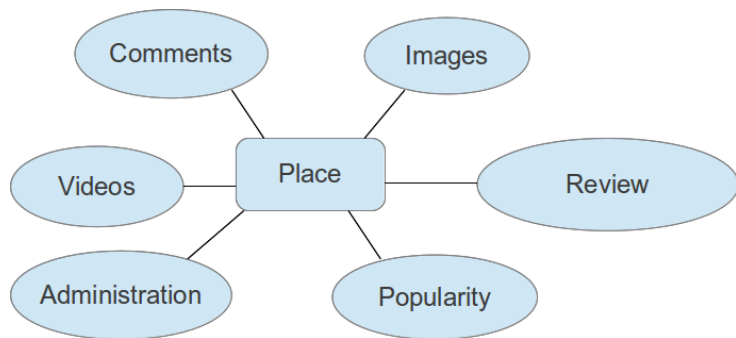
- Full “offline” data about region
- Travel log
- information about nearest places of interests
- Sharing trip status between friends



Place reviewer

Idea: Collects and share information about place.

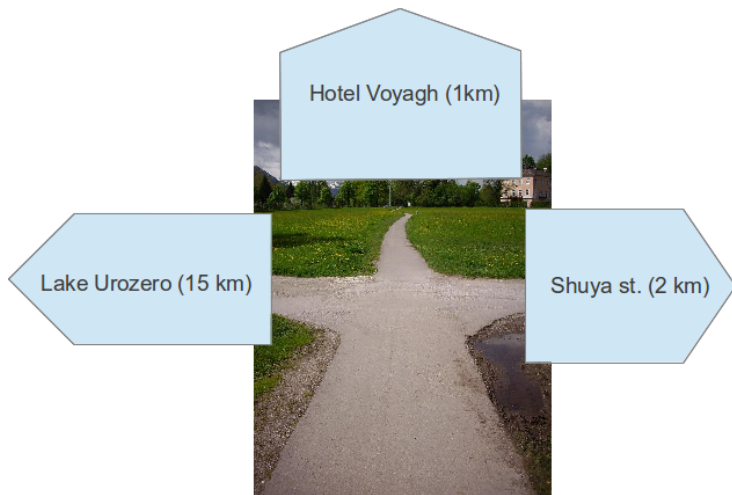
- Mark place as interesting
- Comments of visited places
- Add info about place (images, videos, reviews)
- Web service with API and client



Road signs

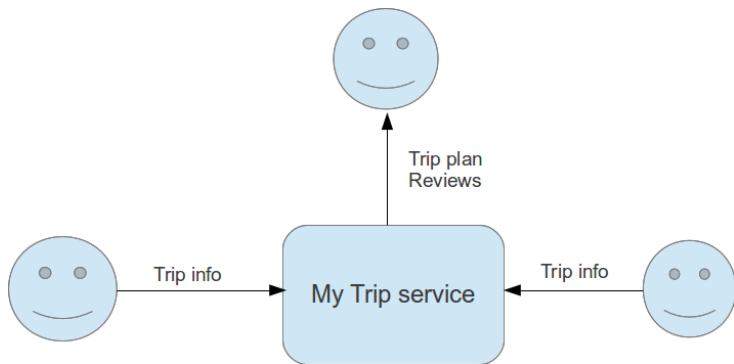
- Many crossroads has not road signs

Idea: show places and distances for roads in crossroad.



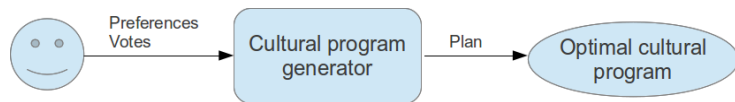
MyTrips

- Collects trip tracks from tourists and companies
- Generate template of trip plan
- Sharing trip experience between friends



Common cultural program

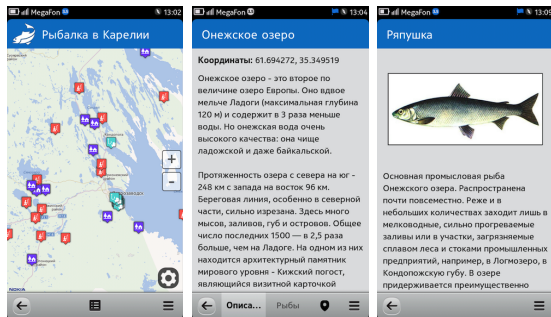
- Each conference member has own preferences
- Any member can vote for trip plan
- Create optimal cultural trip plans and groups



Natural wealth of Karelia

Idea: Organize nature tourism

- Information about laws and restrictions
- Rules of conduct in nature
- Technical support (shops, services)
- Additional information: signs, recommendations, etc.
- List of applications: camping, hunting, fishing, visiting parks, etc.



Used services

- Social networks
 - ▶ Points of interests (Foursquare, Yandex.Points, etc.)
 - ▶ Share trip experience
 - ▶ Comments places
- Geo2Tag platform
 - ▶ Storage for places of interests
 - ▶ Storage for trip data
- Mobile platforms (Symbian, Asha, Android, iOS)
- Maps and public collections points of interests (wikimapia)

