SOCIAL eTOURISM WITHIN CLOUD COMPUTING

Dr. Dalibor Radovan

Geodetic Institute of Slovenia, Ljubljana

Saša Planinc

Turistica –

Faculty of Tourism Studies, Portorož, Slovenia

Ninetta Chaniotou

Kainuun Etu Oy, Regional Development Company, Kajaani, Finland

SHORT DESCRIPTION

- **Mobile applications for personalized tourist itineraries with e-maps**

- **Information exchangable with friends: eCollaboration**

- **Focus in social tourism: off-season, less popular regions, mobility for all**

- **Cost saving IT solution with cloud computing**

BENEFITS FOR THE STAKEHOLDERS

- **Encouraging individual travel and consumption**

- **Stimulation of local tourism and economy**

- **Encouraging travel in less touristic regions**

- **Seasonal dispersion of travel**

- **More tourists, greater mobility – "EU tourist"**

- **Cross border and inter-regional tourist exchange**

- **Regional development**

INNOVATIVE COMPONENTS

- **Multicriteria route planning with mobile platforms**

- **Tourist maps produced on demand in real time**

- **Combination of features of travel planners (ViaMichelin, GoogleMaps, YourTour)**

- **Travel tailored to individual preferences**

- **Collaborative tourist data**

- **Social rating of itineraries**

- **Cloud computing decreases costs of data and applications sharing**

ICT ASPECT

The prototype includes:

- Personal mobile platforms

- eContent, MultiMedia

- Geo-data & massive POI database

- Web mapping

- Mobile navigation

- QR codes

- Cloud computing

CONTACTS

Dalibor.Radovan@GIS.si

Sasa.Planinc@Turistica.si

Ninetta.Chaniotou@Kainuunetu.fi