Challenges and opportunities for the use of mobile applications in tourism

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How can Service Innovations support Sustainable Tourism in Rural Regions?
22-23 November 2010, Saint Vincent, Valle D’Aosta, Italy
Support the competitiveness of high growth businesses in mobile services

Strengthen their opportunities for growth and market access, in Europe and globally

Policy makers

Europe INNOVA initiative
MOBIP services to SMEs

- Improve innovation capacity and investment readiness
- Improve access to:
  - Investors
  - International markets
  - Large Mobile Corporates
- Partner with stakeholders of the mobile services value chain
MOBIP Partnership and Investment events

Partnership and Investment for Mobile Services

- 2010: Valencia, Spain (10-11 June)
- 2012: Thessaloniki, Greece
Mobile Services

- Mobile technologies are changing the world we live in. From e-... to m-....
- A wide range of new mobile services is emerging: mobile shopping, health applications, social networking, gaming, etc
- Mobile services have a huge economic potential for competitiveness, innovation, and growth
Mobile Services

- > 5 billion mobile phone users globally
- Mobile web expected to be bigger than desktop Internet use by 2015
- It is presumed that in 2010 4.5 billion mobile applications sold, generating $6.8 billion in revenue
- Prediction for 2013: 21.9 billion downloads, $29.5 billion of revenues
Opportunities for the use of Mobile Services in Tourism

- Convenience to access information - almost everyone has a mobile phone
- Personalisation – each user has his own device
- Positioning – information and services can be specific to user location
- PDAs
Applications of Mobile Services in Tourism

- Localisation
- Routing
- Location of points of interest / augmented reality
- Information about traveling conditions
- Reservations
- Travel schedule information
- Suggestions / advertising
General Framework of tourist development in rural areas

Globalisation – Compatibility vs diversification

- Innovation
- Cultural difference
- Sustainability
- Balanced development
- Poly-occupation
- Social acceptability
Special requirement for rural areas

- Most applications designed for urban areas
- Demand for rural areas:
  - Better accessibility to nature
  - Safety related services / specialized devices
  - Sustainable tourism
  - Environmental awareness
Challenges in rural areas

- Limited volume of market in some rural areas
- High cost for network connection of users
- Rather complicated value chain, with a large number of stakeholders
- High cost of creating context
- Lack of people
- Mobile and mobility services is a must
- DG Regio
What will the future traveler expect?

- More informed and educated - Increased expectations
- More personalisation
- More detailed information
- Access to information anywhere, at anytime
- Social interaction
Examples of Mobile Applications in Tourism
Online community for GPS trip sharing
Track route while traveling
Maps and travel guides
Share interactive trips with other travelers

Developed by GlobalMotion Media, Inc.
California, U.S.A.
Members are sharing their trips at a rate of 1,500 per day
> 300,000 user-generated trips /
> 140 countries
Has raised $1m from private investors
Winecode

- Wine-labeling system
- Traceability and marketing services of the wine, directly on the mobile phone of the consumer
- Barcode on the label of the wine bottle decoded by the phone camera

*Developed by Distribuzioni Digitali, Brescia, Italy*
Winecode

Information on the mobile phone on:

- Types of grapes
- Winemaking techniques
- Advice on conservation and aging
- Organoleptic characteristics
- Suggested food combinations
- Map showing the geographical location of the vineyards

Available in various languages
Winecode

Digital marketing services directly on the phone

- The winery
- Its history and wine-making techniques
- The catalog of wines
- The map on how to get to the winery
- Contact information
- Promotional videos
- Event information
m2drive!

- Mobile car rental platform for car rental companies and travel intermediaries
- Allows their customers to book and pay car-hire services while they are on-the-go

Developed by Mobile Travel Technologies, Ireland
Mobile hotel platform for hotel chains and travel intermediaries

Used by Sol Melia hotels

Developed by Mobile Travel Technologies, Ireland
Soundwalks

Acoustic identity of an area: sounds stemming from landscape, meteorological conditions, living beings, etc.

The area's acoustic identity along with the individual way one perceives it, constitutes the Soundscape of an area

Soundwalk: an intentional and interactive walk-through within a Soundscape

*Under development by Atlantis Consulting S.A., Greece*
Soundwalks

- The service: real-time user navigation within selected soundscapes supported by wireless technology
- At each point on the route the system offers information related to the sequence of acoustic situations that evolve along the path the user is following
- Pattern recognition of sounds
Soundwalks

Users have the ability to request and receive from the system information concerning a specific sound they hear at any given time (e.g., bird singing, which species it is, etc.).

Environmental education
Xenagos

- Provides information, interactively, to visitors of exhibition areas
- RFID tag placed beside the exhibit
- Visitor is supplied with PAD

Developed by Prisma Electronics, Greece
Xenagos

- Information appears in the form of a webpage, including text, audio messages, images and video
- Educational applications: hunting of the knowledge, puzzles
- Exhibits search, comparison between them
Alpine ski trail maps

- Trail maps are downloaded and saved on the mobile phone.
- Quick links to dial the resort phone number, access the resort homepage, and map the resort location (via Google Maps).

Developed by Clearlogic, U.S.A.
Conclusion II

- Mobile services have a huge potential for applications in tourism
- Mobile delivers innovation and R&D results quickly and directly to citizens
- High societal impact
  - Environmental monitoring
  - Reduced energy consumption – carbon footprint
  - Improved healthcare delivery
  - Improves accessibility, particular for an ageing population.
- Contribute to European strategy for *smart, sustainable and inclusive growth*
Conclusions II

- Flexibility
- Internet changed tourism
- The same is happening with mobile
- New customers – global vs specific visibility
- Is a must
- Is context specific
- People depended
Contact information

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