







Slow Tourism ICT Solutions

Project: A_A.1.3_0210 MED PEARLS

Output 5.2 Slow Tourism ICT Solutions (Publishable version)

A 5.5 Evaluations of the proposals-Innovation Facility

















Table of contents:

1.	Introduction	
2.	ICT Solutions portfolio	4
a.	Slow Tourism ICT Solutions in Egypt	6
b.	Slow Tourism ICT Solutions in Greece	8
c.	Slow Tourism ICT Solutions in Italy	10
d.	Slow Tourism ICT Solutions in Jordan	11
e.	Slow Tourism ICT Solutions in Palestine	12
f.	Slow Tourism ICT Solutions in Spain	14
3.	Slow Tourism ICT Solutions evaluations	

1. Introduction

One of the major goals of the Med Pearls project is to **set up a network of Slow Tourism products** across the 6 project countries (Egypt, Greece, Italy, Jordan, Palestine and Spain). These products (also called 'PEARLS') share similar characteristics, follow the Slow Tourism spirit defined in WP3, and offer equivalent and fully adapted experiences in the different countries. Thus, they are aimed at setting up the basis for the promotion of the Mediterranean in a unique platform to enjoy Slow Tourism experiences at a reduced pace.

The so-called "PEARLS" were developed in a set of pilot areas identified in the roadmap developed in WP3 of the Med Pearls project:

- 3 pilot areas in Catalonia, Spain: Ribera d'Ebre + Anoia + Garrigues
- 2 pilot areas in Thessaloniki, Greece: Imathia Veria + Olympos Pieria
- 2 pilot areas in Jordan: Al Salt + Jordan Valley
- 2 pilot areas in Italy: Etna-Alcantara + Sabina-Reatina
- 2 pilot areas in Palestine: Jenin + Bethlehem
- 2 pilot areas in Egypt: El-Montazah + Lakes Mariout and Edku

In this context, it was decided that these new products should be enhanced with **innovative and creative solutions based on ICT technologies**. Thus, a call for proposal was set up to invite ICT MSMEs, start-ups & entrepreneurs from the eligible areas of the Mediterranean region to submit their own ideas to make the Med Pearls tourism experience much more exciting, professional and competitive in the international markets.

To integrate the ICT solutions into the developed Slow Tourism products, the project offered a combined support to awarded proposals:

- Financial assistance in the form of subgrants to finance the eligible expenditure related to the ICT solutions creation, development and testing process.
- Technical expertise in designing ICT solutions relevant for the Slow Tourism products and pilot areas through an expert in ICT technologies applied to the tourism industry. A mentor was assigned to the awarded candidates to guide them in the conceptualisation, implementation, and testing phase of the solutions for the new offer of tourism experiences / products. This expert also gave regional coherence and consistency to the different solutions provided.

2. ICT Solutions portfolio

To define what the ICT solutions applied to Slow Tourism should be the Med Pearls project performed an ICT needs assessment test among the travel agencies awarded with subgrants and the following areas of ICT solutions were considered as priorities:

- GAMIFICATION: to complement and support the enjoyment of the Slow Tourism products with educational and ludic ICT solutions.
- 2. **VIRTUAL REALITY AUGMENTED REALITY:** to enable travellers to discover the destinations in a deeper or different way both during the trip but also from their own home when preparing their trips.
- 3. **DIGITAL BOOKLETS / ONLINE TOURISM GUIDES / GEOLOCATION SOLUTIONS:** to make key information of the destinations easier to access by tourists, including geolocation data. To design and plan trips based on travellers' preferences.
- 4. **PROMOTIONAL TOOLS**: to support local business to have more visibility and make it easier for visitors to purchase the services and products they offer.

The result, after the end of the implementation period, has been a total of **10 Slow Tourism ICT solutions** developed by 10 sub-grantees spread in the 6 countries of the project. These ones are ready to be used by visitors and companies. This were the final subgrantees awarded:

- Egypt:
 - o Code 95 with EG-Lake District APP
 - o Mohamed Dwidar with EG-Alexandria Ad Aegyptum Digital Portal
- Greece:
 - Dotsoft with GR_GINO: Greek Innovation and sustaiNable tOurism
 - Comitech with GR_GLOOM: Greek sLOw tOurisM
- Spain:
 - TourKnife with CAT_Digital Inventory and Commercialization of Slow Tourism Experiences
 - Iternatura with CAT_Anoia Slow Quest
- Palestine:
 - o Intertech with PAL Siraj Center Beit Sahor Palestine
 - Tour Palestine with PAL TOUR PALESTINE
- Jordan:
 - o Sawwa with JOR_Abu Jaber Museum Virtual Reality experience
- Italy:
 - Lascó with IT_Pearls Island

Each solution has been considered finished once the sub-grantee delivered:

- 1 ICT solution applied to at least to one of the Med Pearls Slow Tourism products of the network, already tested in the concerned territories, and ready to be used by final target users. This ICT solution had be in line with the priorities previously defined, and adapted to complement any of the Slow Tourism products.
- 1 final report created by the subgrantee at the end of the creation process that included: an executive summary of the solution, a problem and solution approach, a description of the ICT design and results, a list of assets and companies of the project that the ICT involves, and a proposal on how the solution will become sustainable and replicable.

In the following pages we present an executive summary of each solution, and in section 3 the results of each evaluation.

a. Slow Tourism ICT Solutions in Egypt

ICT		
Solution	Alexandria Ad Aegyptum Digital Portal / EGMAZING	
name:		
Company	Divet / Mahamad Hassas Divides	
name:	Pivot / Mohamed Hassan Dwidar	
ICT		
Solution	Egypt	
country:		
Type of	Online portal.	
solution:	Offiline portai.	
Links to	 Website link: https://egmazing.com/ 	
the	- IOS App: https://egmazing.com/	
solution:	- Google Play:	
	https://play.google.com/store/apps/details?id=com.sevensquare.egmazing&hl=en≷ =US	
ICT		
solution	Was the sel that he are all	
approved	Yes, the solution is approved.	
:		

Executive summary of the ICT Solution:

EGMAZING is a comprehensive online portal that aims to provide visitors with experiences in Egypt's two Slow Tourism pilot areas of the Med Pearls project: Al-Montazah District, and Laked Edku and Mariout.

The platform serves as a complete guide, offering a diverse range of activities and multiple accommodation options to cater to the diverse needs of travelers and help them plan their trip more efficiently. With EGMAZING, visitors can browse through various choices of accommodations that cater to all budgets and preferences. The best part is that the portal handles all the technical aspects of your reservation and payment gateways, ensuring a smooth and hassle-free experience for the user. Furthermore, it is an interesting tool to make travellers excited about their trip and make the most of their time in Egypt. Visitors can also get in touch with local travel agents and tour operators who can help them plan their itinerary and make the most of their stay.

All in all, EGMAZING is a one-stop-shop for anyone looking to explore Egypt's slow tourism pilot areas, offering everything from accommodation options to activities, local cuisine, and cultural experiences.

ICT Solution name:	Delta Lake district app	
Company name:	Code95	
ICT Solution	Egypt	
country:		
Type of solution:	Mobile application	
Links to the	- Google Play:	
solution:	https://play.google.com/store/apps/details?id=com.code95.boghaz	
ICT solution	Yes, the solution is approved	
approved:		
E (.) LOTO L		

Executive summary of the ICT Solution:

The Bogaz, Delta Lake District project aims to develop a mobile application for iOS and Android. The app caters to two main user groups: visitors and local service providers. For visitors, the app provides information about the area, helps them plan their trip based on their budget and interests, navigate the region, connect with locals, and document their experiences. For service providers, the app facilitates content generation, promotes their products and experiences, raises awareness for local causes, encourages interactions with visitors, and allows them to showcase their areas.

The app benefits the company by promoting the areas, gathering data on visitors and local potential, improving visitor experiences through data analysis, utilizing datasets for advertising and revenue generation, and generating profit through ads, commissions, and subscriptions.

The ICT solution effectively addresses the needs of emerging destinations by creating a relatable image, reducing uncertainty, and fostering excitement. It covers various stages of the travel cycle, from inspiration to on-site experiences. The app provides inspiring stories, images, and testimonials, assists with trip planning, offers secure booking options, and enhances the informative and joyful aspects of the visit through features like audio-guided tours and interactive maps. It also facilitates connections with local communities and provides support in emergencies, ensuring a safe and engaging travel experience.

b. Slow Tourism ICT Solutions in Greece

ICT Solution	Greek sLOw tOurisM (GLOOM)	
name:		
Company name:	ComiTech SA	
ICT Solution	Greece	
country:		
Type of solution:	VR Game	
Links to the	https://drive.google.com/file/d/1rxrmLUXI3WvLyeXCF4tymc	
solution:	g g69BNL/view?usp=share link	
ICT solution	Yes, the solution is approved.	
approved:		

Executive summary of the ICT Solution:

GLOOM is an innovative ICT solution designed to engage tourists in the philosophy of SLOW tourism and promote local pilot areas. The primary objectives of GLOOM are to provide a unique perspective on the pilot areas, encourage tourists to visit key points of interest (POIs), promote local gastronomy, wineries, and cultural/natural/historical attractions, and attract diverse groups of tourists, including families, solo travellers, seniors, young groups, children, and women.

To achieve these goals, GLOOM utilizes a virtual reality game that offers several services. First, it introduces visitors to the POIs in the local pilot areas, providing educational content on local gastronomy, wineries, history, and culture. The game also provides an interactive historical and food-themed experience for users and facilitates navigation to local businesses, trails, and leisure routes.

The development of the GLOOM ICT solution has been successfully executed, with a focus on promoting local gastronomy, history, and culture. Through workshops involving all eight stakeholders, the team conducted user requirements analysis and established technical specifications for the game, considering wider dissemination, elimination of restrictions, and budget constraints. The resulting cardboard VR app was released free of charge on App Stores, ensuring accessibility to a wide range of users.

During the development process, the team created various elements of the ICT solution, including characters, animations, plotlines, dialogues, and voiceovers. They also designed digital environments and developed assets such as virtual local products, detailed cultural and historical information, traditional recipes, and cooking videos. The result is an immersive and interactive experience that allows users to deeply engage with the local culture, gain new perspectives, and learn about the community and its traditions.

ICT Solution name:	GINO (Greek Innovation and sustaiNable tOurism)		
Company name:	DOTSOFT SA		
ICT Solution country:	Greece		
Type of solution:	Mobile application to promote slow tourism in the pilot areas		
Links to the solution:	 For Android devices: https://play.google.com/store/apps/details?id=gr.dotsoft.gino&hl=en ≷=US For IOS devices: https://apps.apple.com/gr/app/gino-med-pearls/id1673061606 		
ICT solution approve d:	Yes, the outcome of the ICT solution is approved.		

Executive summary of the ICT Solution:

GINO is a mobile application designed to promote specific routes, trails, points of interest (POIs), local businesses, and service providers from local communities and organizations, as well as adventure, accommodation, food, and transportation enterprises. The app primarily targets tourists visiting from external websites such as the Med Pearls program and associated cities and regions. Its purpose is to support travellers in making informed decisions and purchasing their preferred tour packages. Additionally, the app offers on-site guidance as travellers navigate through highlighted routes and POIs, ensuring their expectations for slow and sustainable tourism services are met.

Furthermore, GINO provides post-travel functionality, allowing users to share user-generated content and review the services and products they encountered during their trip. This valuable information is shared with relevant stakeholders to ensure the philosophy of slow sustainable services is upheld and to identify any areas for improvement or quality gaps. Travel agencies can utilize this information to enhance their offerings and provide better experiences for future travellers. The app serves as a platform for fostering communication and collaboration between tourists and service providers, ultimately promoting sustainable and high-quality tourism experiences.

c. Slow Tourism ICT Solutions in Italy

ICT Solution name:	Pearl Island	
Company name:	Lasco.io	
ICT Solution country:	Italy	
Type of solution:	Gamified ICT solution	
Links to the solution:	- Website: https://www.pearlsisland.app/	
	- Log-in: https://dashboard.pearlsisland.app/login.html	
	- IOs: https://apps.apple.com/it/app/pearls-	
	<u>island/id6447755858</u>	
	- Google Play:	
	https://play.google.com/store/apps/details?id=app.pe	
	<u>arlsisland&pli=1</u>	
ICT solution approved:	Yes, the solution is approved.	

Executive summary of the ICT Solution:

Pearls Island is a gamified solution that links the three slow tourism products of the Etna-Alcantara Valley pilot area of the Med Pearls project, into an integrated experience for tourists in the destination through gamification. The solution consists of a gamification tool for travel agencies, and a gamified mobile app for tourists and travelers. This one leverages the language of game design to transform the journey, exploration, and discovery of the products into an emotional, engaging, and fun experience.

The solution aims to integrate the activities and complementary components of the different packages within the three slow tourism products with game mechanics and dynamic, transforming them into an engaging adventure for individuals and groups. Through the app, tourists and travelers in the Area are encouraged to participate in the experiences of the different products through intrinsic rewards, social participation, challenges, and fun adventures.

d. Slow Tourism ICT Solutions in Jordan

LOT C. I. I.	AL	
ICT Solution name:	Abu Jaber Museum Virtual Reality Experience	
Company name:	SAWWAH	
ICT Solution country:	Jordan	
Type of solution:	Virtual and augmented reality app	
Links to the solution:	 iOS: https://apps.apple.com/jo/app/sawwah-xr/id1671726984 Android: https://play.google.com/store/apps/details?id=com.Sawwah.Sawwah XR Website: https://sawwahxr.com/ 	
ICT solution approved:	Yes, the solution is approved.	
Executive summary of the ICT Solution:		

The Abu Jaber Museum Virtual Reality experience is an ICT solution that embraces innovation by introducing a 360 virtual reality (VR) app and an augmented reality (AR) app. This one enriches visitors' experience with their exhibits. The VR app provides users with an immersive journey through high-resolution 360-degree panoramic images, allowing them to explore the exhibits from every angle.

The app goes beyond traditional interpretations by offering interactive elements, such as the ability to manipulate lighting and closely examine exhibit details. On the other hand, the AR app combines virtual information and animations with physical exhibits, offering visitors additional context and details about the artifacts. Users can engage with the exhibits through videos, virtual models, and even experience virtual recreations of historical events. These cutting-edge apps breathe life into the museum's collection, creating a more captivating and interactive encounter that complements the written and multimedia interpretations of the exhibits.

By embracing virtual and augmented reality technologies, the Abu Jaber Museum Virtual Reality Experience demonstrates its commitment to enhancing visitor engagement and providing a dynamic platform for exploring the region's cultural and historical heritage.

e. Slow Tourism ICT Solutions in Palestine

ICT Solution name:	Bike Tour-Bethlehem and Siraj Center - Beit Sahor - Palestine		
Company name:	Inter Tech		
ICT Solution	Palestine		
country:	Palestine		
Type of solution:	VR web and mobile application		
Links to the	Virtual reality VR application: https://youtu.be/Lf8ocb9tB7s		
solution:	and https://youtu.be/9UO1f-KfhNs		
	Mobile application:		
	- <u>Android</u>		
	- <u>iOS</u>		
	Web-based platform:		
	http://clients.intertech.ps/eb/index.htm		
ICT solution	Yes		
approved:			

Executive summary of the ICT Solution:

An E-Bike VR, web and mobile application developed by applying and combining various audio-visual and programming technologies such as: high quality VR-360° videography & photography, interactivity solutions, and dynamic textual infographics.

The solution wants to solve the lack of innovative promotional tools of the pilot area of Jerusalem Wilderness and Bethlehem Governorate in Palestine and aims to attract the attention of many potential tourists visiting the area. The E-Bike VR, web and mobile application has been developed by applying and combining various audiovisual and programming technologies such as:

- High quality VR-360° videography & photography
- Interactivity solutions
- Dynamic textual infographics
- An English version as a standard language with an option to add more languages

Furthermore, the application runs on 3 different platforms so that the users are not limited to the VR headsets. The applications are:

- Stand-alone VR headsets
- Smart phones (through a mobile app)
- Web 360° Version which can be linked to designated websites, among which is Siraj Centre's main website.

The mobile version also includes additional information and Facts related to tourism in Bethlehem area. The mobile and web versions are linked to a designated booking service to enable the users to directly book their tours.

ICT Solution name:	Tour Palestine	
Company name:	name: Waselat AlMuffaker for educational services Co.	
ICT Solution country:	Palestine	
Type of solution:	Online platform to promote the destinations and attractions	
	of Palestine.	
Links to the solution:	https://tourpalestine.ps/	
ICT solution	Yes	
approved:		

Executive summary of the ICT Solution:

Tour Palestine is a platform through which users can explore Palestinian tradition & culture through presenting the map of Palestine and recognising the location of each city. The platform also introduces cities in Palestine through introductory videos about each city with 360° views, photo albums, and interactive games showing the most beautiful sites and activities of the city with a short description. Lastly, it also lists all of the historical and religious sites with all the business that are related to the Palestinian culture, and the are categorised according to their speciality: touristic sites, national walks and festivals, local food places, traditional hand made products, archaeological sites and accommodation services.

The main features of the app are:

- Detailed information on each the cities of Jenin and Bethlehem.
- Cross platform abilities, Android and IOS.
- Accessibility functions (Auto generated audio, Color switching, text-sizing, etc.)
- Puzzle games
- Multi language functionalities.
- Google Maps Integration
- Push notifications with Firebase

f. Slow Tourism ICT Solutions in Spain

ICT Solution name:	Anoia Slow Quest	
Company name:	Internatura comunicación S.L.	
ICT Solution	Spain	
country:		
Type of solution:	Virtual voucher visit programme	
Links to the	- Link to the back office: <u>www.slowquest.es</u>	
solution:	- For the webapp view (like on the mobile phone), use	
	the following link:	
	https://slowquest.projectes.iternatura.es/	
ICT solution	Yes	
approved:		

Executive summary of the ICT Solution:

A virtual voucher visits' program that includes all points of interest within the local area of Anoia, in Catalonia, Spain. The voucher is visible to all potential tourists of the area, and its system includes gamification, VR features, and a travel guide.

The system showcases the fine points of any given package contracted, as well as the geolocated itinerary or itineraries and POIs (points of interest), the visits, as well as support before, during and after the visit from the tourist manager. In addition, this solution enhances the slow tourist experience thanks to a combined system of features that include gamification, VR, the promotional tool, and the travel guide. To develop it, the company has carried out the following activities the design, development, and implementation of the technological solution:

- Meeting and prospective research.
- Recruitment of personnel.
- Conceptualisation, design, and programming of the application.

ICT Solution name:	Digital Inventory and Commercialization of Slow Tourism		
	Experiences		
Company name:	TourKnife		
ICT Solution country: Spain			
Type of solution: Website booking platform			
Links to the solution: https://turismovivencial.yovivo.es/			
ICT solution	Yes		
approved:			

Executive summary of the ICT Solution:

Set up a web page of the slow-tourism activities implemented locally, with the possibility of booking them online. This provides travel agencies & experience suppliers with an additional platform to promote & increase their traffic. The objectives of the ICT solution are:

- To provide travel agencies and suppliers with a backend platform to manage, commercialise and promote their slow tourism products.
- To set up a webpage that showcases the slow tourism activities in the Catalan pilot areas of the project.
- To automate processes such as payment control and receiving feedback.

During the mentorship process the company has been able to:

- Identify the needs of slow travel suppliers by meeting with them.
- Define the new functionalities that the software needed to cover these needs.
- Design a website suitable for slow travellers.
- Create a useful backend that helps travel agencies and suppliers manage reservations, as well as interactions with suppliers and consumers.

3. Slow Tourism ICT Solutions evaluations

Once the solutions were finished and delivered, they underwent the following evaluation process that included these steps:

A. General check performed by the country lead:

- a. The Contracting Authority/Lead partner, filled-in the form *Partner_Checklist for Final Evaluation ICT Subgrant*.
- b. If any check was not positive, the Contracting Authority/Lead Partner liaised with the subgrantees to amend the corrections needed.

B. Check performed by the evaluation panel:

- Once all the checks were positive for each subgrantee, the Contracting
 Authority/Lead Partner sent the *Evaluator_Checklist for Final Evaluation ICT*
 Subgrant to the evaluation panel of their country.
- b. The member of the evaluation panel proceeded with the evaluation through the following steps:
 - i. Downloaded the Final Report of the Subgrantee that was found in ONCAT
 at: Home → Projects → DMC package → Deliverables
 - ii. Evaluated the solutions by filling 1 xls sheet per ICT Company.
 - iii. Once the evaluations were done, they had to sign the sheets and send them to the lead partner.
- c. If all the evaluations from the evaluation panel reported that the solution was OK, the Subgrant work was considered approved. If there was any contradictory situation, a meeting to conclude with the evaluation panel was held.

C. Technical feedback added to the final evaluation of the subgrantees.

- a. In the meantime, with the mentor, there was a procedure to get the mentor feedback on quality and compliance with the goals of the call.
- b. Once the results were obtained, they were sent to the lead partner.

Furthermore, the evaluations followed the calendar below and were evaluated by the following partners and member of the project:

- Evaluation Panel Calendar:

Company	Project	Start Date	End Date
Code 95	EG-Lake District APP	02/11/2022	02/04/2022
Mohamed Dwidar	EG-Alexandria Ad Aegyptum Digital Portal	01/09/2022	20/02/2023
Dotsoft	GR_GINO: Greek Innovation and sustaiNable tOurism	31/08/2022	31/01/2023
Comitech	GR_GLOOM: Greek sLOw tOurisM	31/08/2022	31/01/2023
TourKnife	CAT_Digital Inventory and Commercialization of Slow Tourism Experiences	16/08/2022	16/01/2023
Iternatura	CAT_Anoia Slow Quest	15/08/2022	15/01/2023
Intertech	PAL_Siraj Center - Beit Sahor - Palestine	10/08/2022	10/01/2023
Tour Palestine	PAL_TOUR PALESTINE	30/11/2022	31/03/2023
Sawwa	JOR_Abu Jaber Museum Virtual Reality experience	28/08/2022	28/01/2023
Lascó	IT_Pearls Island	28/11/2022	28/04/2023

- Evaluation Panel Committee:

ICT Solutions applied to:	Evaluation panel:	ICT Solutions applied to:	Evaluation panel:
Catalonia	 Lluís Santamarta Hind Hard Fabrizio Giglioni Lamees Shakhshir Chrysanthi Tasiou 	Italy	 Fabrizio Giglioni Daniela De Gregorio Lluís Santamarta Mousa Omar Chrysanthi Tasiou
Egypt	 Omar Al Sahili Mousa Omar Lamees Shakhshir Lluís Santamarta Marion Kussman 	Jordan	 Omar Al Sahili Mousa Omar Lamees Shakhshir Lluís Santamarta Marion Kussman
Greece	 Fabrizio Giglioni Lluís Santamarta Marion Kussmann Anastasia Karachisarli Lamees Shakhshir 	Palestine	 Omar Al Sahili Mousa Omar Lamees Shakhshir Lluís Santamarta Marion Kussman