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Innovation in Tourism

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GTPP Research Project 2012



EACH

Escola de Artes, Ciências e Humanidades
da Universidade de São Paulo





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Innovation in Tourism

Brazil

GTTP
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Our sincere thanks to the Global Partners! “Obrigada”



Lufthansa



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Carlson Wagonlit Travel





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**We would also like to
thank the support of
our teachers,
colleagues and
companies...**



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Привет

Olá

Hello

你好

Helló

Bonjour



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Mobile tourism: audio tour experience in Brazil





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1. Introduction
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Introduction

What is Brazil's image?











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Or...





25 de Março

Rua Vinte e Cinco de Março

637 a 693

CEP 01021-000

LOJAS
MILLÖR
FANTASIAS

BIJUTERIAS
123

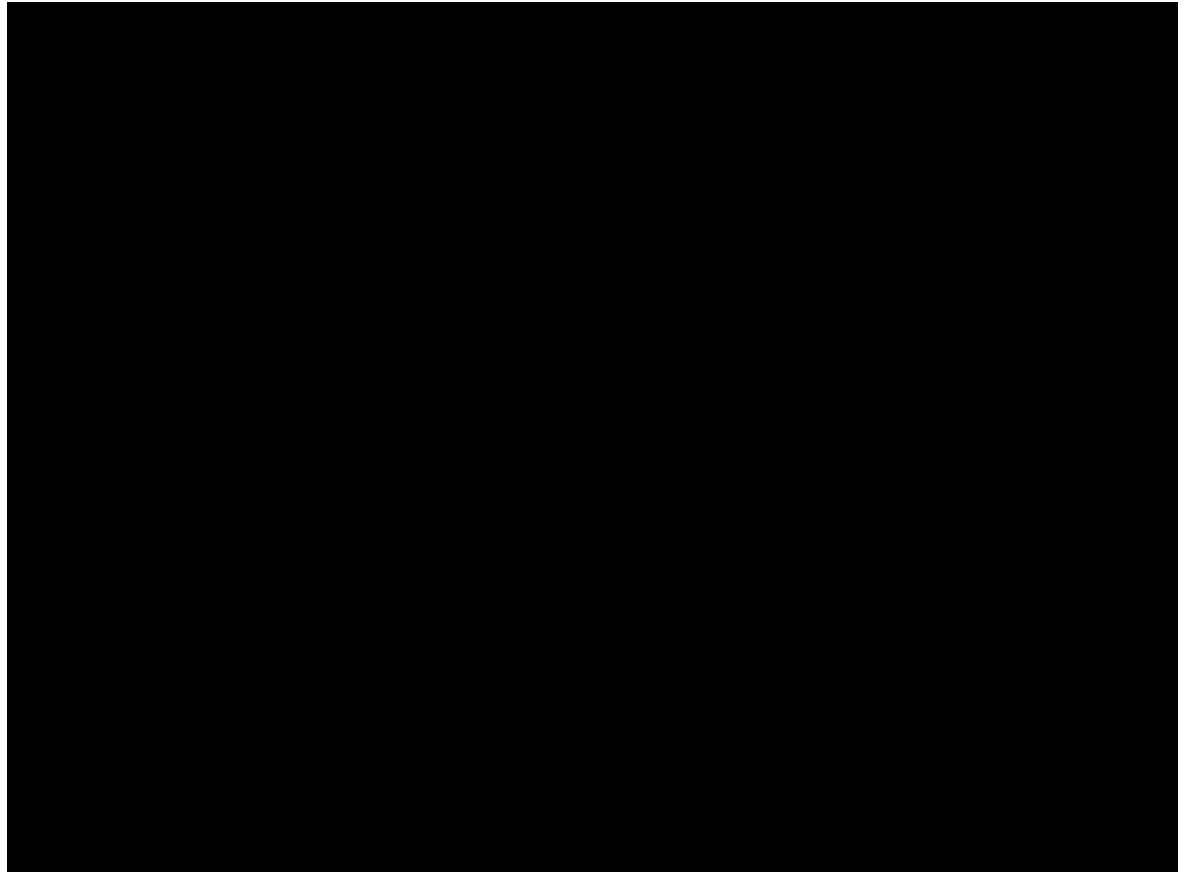
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S. Bento

Introduction



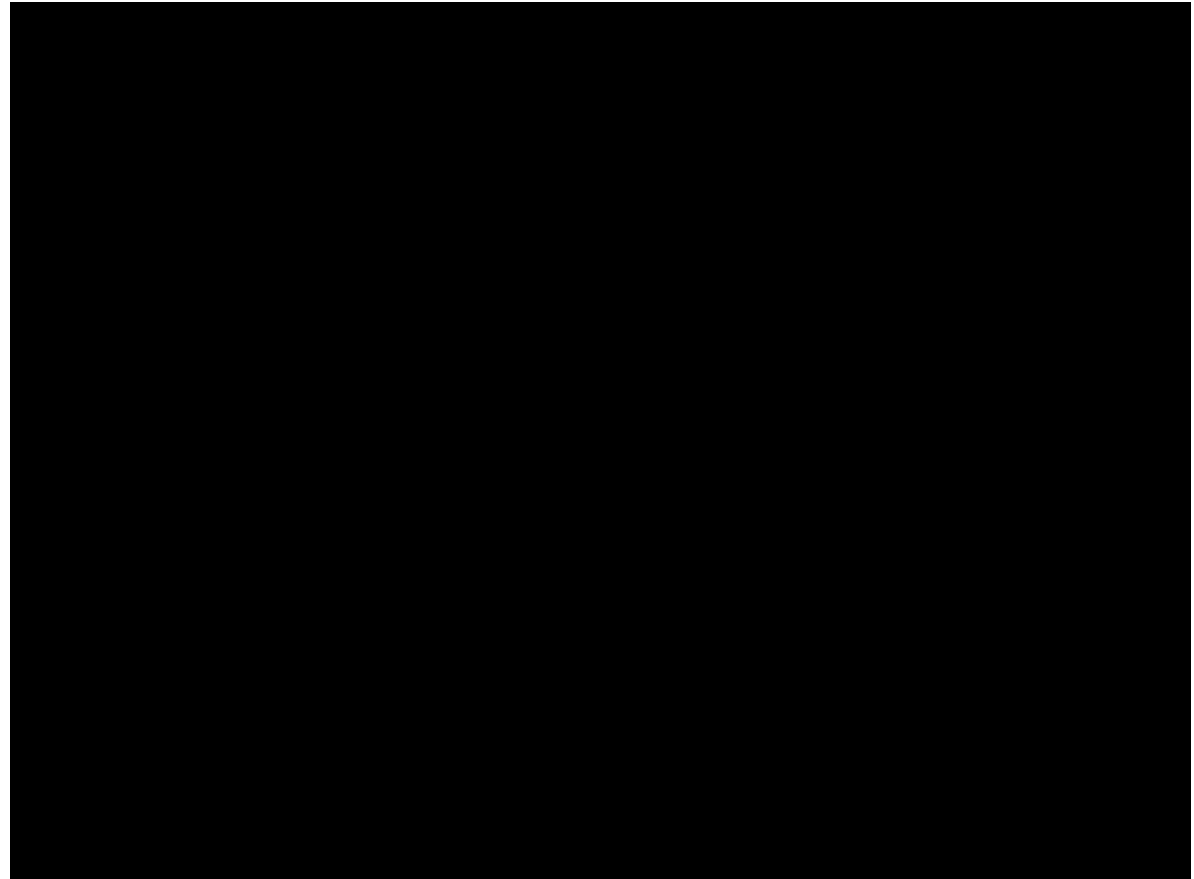
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Introduction



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Destination: Brazil

- 1st destination for foreign tourists in Latin America;
- Growing number of international events;
- Blurred and stereotyped image;

Destination: Brazil



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- 982 millions of tourists traveled in the world
 - 25 millions visited the South America
 - 5 million were in Brazil
-
- Language (Portuguese) is a great barrier for Tourism Development.



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Destination: Brazil

Challenges:

- FIFA World Cup 2014
- Summer Olympic Games 2016



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Initial Questions

- How should we present our history and culture to some 500 thousand tourists during FIFA World Cup 2014?
- How can we try to guarantee positive experiences to all tourists that come to our big and diverse country?



Initial Questions

- What will be their comments on social networks, during and after their trip?
- What should we do to enhance their experience, so that they would return in the future, improving our tourism industry?



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Research Question

Can the mobile audio tour innovation contributes to changing Brazil's image, improving the quality of services delivered around the country?



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Concepts

Innovation

"[...] The effort to create changes objectively focused in economic potential or social development" (Druker, apud Davila & Shelton, 2009, p. 25).

Concepts

Tourism

“Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation” (UNWTO, 2010, p.1)

Concepts

Mobile Tourism

“Mobile internet and tourism together creates a very interesting concept, namely mobile tourism services. Location-based services and personalization are the two main distinguishing features of a mobile tourism service over existing tourist guides and resources” (Meijster, 2003, p.1).



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Conceitos

Smartphone

“It’s a kind of mobile phone that offers portability and flexibility and combines communication with sophisticated personal use technology such as access to the Internet and the ability to download applications” (Tutorial 50, 2012, p.2).



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Concepts

Audio tours

“[...] visitor routes with interpretative content, with soundtrack, that may also have support illustration, maps and other online complements” (Fagliari, 2012, p. 5).



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Audio tour experience in Brazil

Proposition

Make available a series of audio tours in as many languages as the number of international tourism strategic markets for the country.



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Characteristics

- Ubiquity
- Self guided visits, in open or restricted areas
- Dynamic
- Audio presentation of different points of interest
- Customized language and information



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Benefits

- Dynamism
- Versatility
- Information
- Multiple languages
- Diverse content integration
- Multiple uses
- Use of tourist own smartphone



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Disadvantages

- There isn't interaction with a tour guide
- You can't make specific questions
- It's an individual process



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Access

- Totens
- Audio guides
- Multimedia guides
- Web downloads (apps)



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App Market

- There is already competition among companies providing apps and audioguides.
- Android and IOS (Apple) are the most common platforms.
- The productive process unites content, layout and functionality.



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Field Interviews

Tourists from Brazil, UK, Japan, Canada, France, Peru, Colombia and Germany

- Gender:

Male 36%

Female 64%



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Field Interviews

Have you used travel apps for mobile phones during your trips? If YES, which ones?

Yes: 14%

No: 86%



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Field Interviews

Which one would be your natural choice – in the presence of a tour guide or an audio tour downloaded to you own mobile? Why?

Tour guide: 57%

Audio tour: 21%

Depend: 22%

- **Information**
- **It is easier**
- **It is free**
- **I do what I like**
- **Freedom**
- **Flexibility**



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Field Interviews

Have you used mobile audio tours while visiting another countries?

No: 43%

Yes: 57%

In museums:

**USA, UK, Austria,
France, Argentina,
Germany and Brazil
(as a tester)**



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Field Interviews

Would you use mobile audio tours, in your own language, during your visit to Brazil? Justify:

No: 14%

Yes: 86%

- **Allow me to understand**
- **Give me access to content, and also helps me moving around**
- **Trustful information**



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Audio tour experience

Audio Tour Experience in Brazil





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Audio tour experience

Audio Tour Experience in Brazil

















Octavio







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Conclusion

- The use of tourist's own smartphone eliminates language barriers and reduces costs.
- The audio tour is a customized resource, adapted to the particular interest of the tourist, and to the available time for visit.
- It is easily downloaded in almost every model of smartphone.



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Conclusion

- In the actual Brazilian scenario (few tour guides speak English), the audio tour will allow a more complete experience.
- Instant sharing of emotion, experience, information on the tour, using social networks.



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спасибо

Obrigada

Thank you

謝謝

köszönöm

Merci