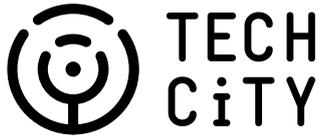




2nd Edition

Aveiro Urban Challenges

Inclusive Tourist Guide



Challenge Proposal

Inclusive Tourist Guide

We aim to create an inclusive tourist-cultural guide to make the Municipality of Aveiro and its tourist offer known by using technological solutions capable of providing a comfortable, attractive, interactive and interesting visit or experience to the diverse audiences, including individuals with mobility, vision, hearing and age-related limitations.

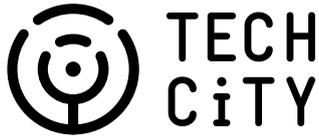
This solution is also intended to complement the promotion of the City, not only in digital media, but also at capitalisation activities and other events, providing the following features in an innovative and integrated way:

- Touristic information about the Municipality (accommodation, restaurants, tourist entertainment, access to beaches, cultural agenda...)
- Main points of tourist interest; monuments and heritage.
- Visits to Aveiro Museums.
- Online ticketing.
- Remote guided tours.
- 360° experiences, such as: circuits to get to know the city, trip by “moliceiro” boat in the urban canals, walk in the Ria of Aveiro, visit to “Dunas de São Jacinto Nature Reserve”, gastronomy....
- Availability of the cultural events agenda.

Scope of the Challenge

Post-pandemic recovery requires that tourist destinations provide comfort and security to those who visit their territory. 360° virtual guides and visits can be excellent options for promoting and publicizing destinations, attracting new audiences not only to the City but also to Museums and other spaces/services that are distinguished in the local tourist offer.

On the one hand, the intention is to promote the Municipality and its tourist-cultural offer, passing on the message that it is safe to visit, experiment and consume in the Municipality's accommodation, catering and entertainment services, as well as supporting the sector in the resumption of local economic and social activity. It is also intended to make this solution available



at the municipal information and reception post(s) as a support tool to be given to the visitor, as well as to be used in fairs and other promotional events, national and international, in which the Municipality intends to be represented.

In this perspective, it is also intended that the solution includes information, visit proposals, circuits and experiences for the visiting public / tourists, including children (families); juvenile; people with limitations.

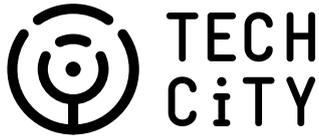
Challenge's development

Interface

- Simple and intuitive navigation, with graphic elements and CMA's own branding, as well as inclusion of accessibility features (WCAG).
- Integration of a 3D virtual map with hotspots to connect to points of tourist interest, visits to Aveiro Museums, proposals for itineraries/urban circuits, experiences and, eventually, local flavors with an indication of the dishes and restaurants that adhere to "Aveiro Sabores com Tradição".
- Responsive multi-language with landing page.
- Live Guided Tours - possibility of providing guided tours at a distance (guided tour by videoconference).
- Ticket and product availability of online museum stores - link to the Card4All project
- Final solution should allow the future integration of new offers associated with local economic dynamism.

Contents

- Contents' creation and their adaptation to the interfaces to be made available will be company's responsibility.
- CMA content validation.
- Audio content with description in Portuguese, English, Spanish, French and German.
- Translated content to English, Spanish, French and German.



Image

- Capture and post-production of images (photographs and 360° videos), according to the points of interest and spaces identified by the CMA.
- Creation of visits / experiences for web, mobile and eventual application for virtual reality devices.
- Capture photography and video with quality that can guarantee longevity of the tool's action and thus follow the evolution of electronic equipment in the coming years (minimum 8k).

Content Management

- Content management tool, which allows content editing over time.
- Monitoring, configuration, training, backoffice installation, project management possibility of introducing new languages.

Others

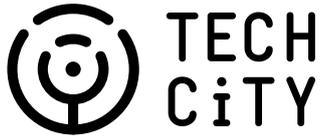
- The platform will also serve as one of the instruments for monitoring audiences, through monthly reports and the possibility of applying surveys.

Measurement's indicators

- Number of users who access and use the tool
- Origin of users
- Points / experiences of greater visualization
- Frequency and duration
- Other to evaluate

Potential link to other ongoing projects

- Access Tur [CIRA] | project to develop the tourist potential of the "Centro" Region, through the promotion of accessible tourism and social inclusion, namely the qualification of tourist supply and demand, the demystification of prejudices and stereotypes about people with disabilities or



some type of differentiating characteristic

- Card4ALL
- 360° virtual tours (city and museums)
- Aveiro Museums' Website

Challenge Mentorship

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