Sustainable APP

CULTURAL OVERLOAD - Irig road

cultural
overLoad

The application is designed as a personal guide for tourists, available 24/7. Given that it is a personal guide, the offer must be personalized.

On the other side, the local community will be able to retain tourists and inspire them to come back and visit tours that they haven't before. Also, small businesses/stakeholders will increase their financial income due to the visibility they receive.

Mission of the project

- The main goal of this project is to contribute to the development and improvement of the local community of Irig, and to help create a sustainable business environment.
- The underlying magic of our project is our knowledge of how to unify the local stakeholders to achieve synergy in creating unique product and services experience for the tourists.
- The application will actively engage tourists in the economic development of the location.
- Finally, it is important for us to show that this model is scalable and applicable to other destinations around the world.

Application function

- The first function of the application is to combine tourist demand and supply of products and services of the local community. In accordance with the mentioned functions, the application is divided into two parts: **part for tourists and part for stakeholders.**

- At one side, the application has a goal to inform and guide tourists through natural, cultural, and gastronomic heritage of Irig.

- On the other, backend side, its goal is to structure local tourist attractions, but also to be a place where the offer of stakeholders will be unified and structured.
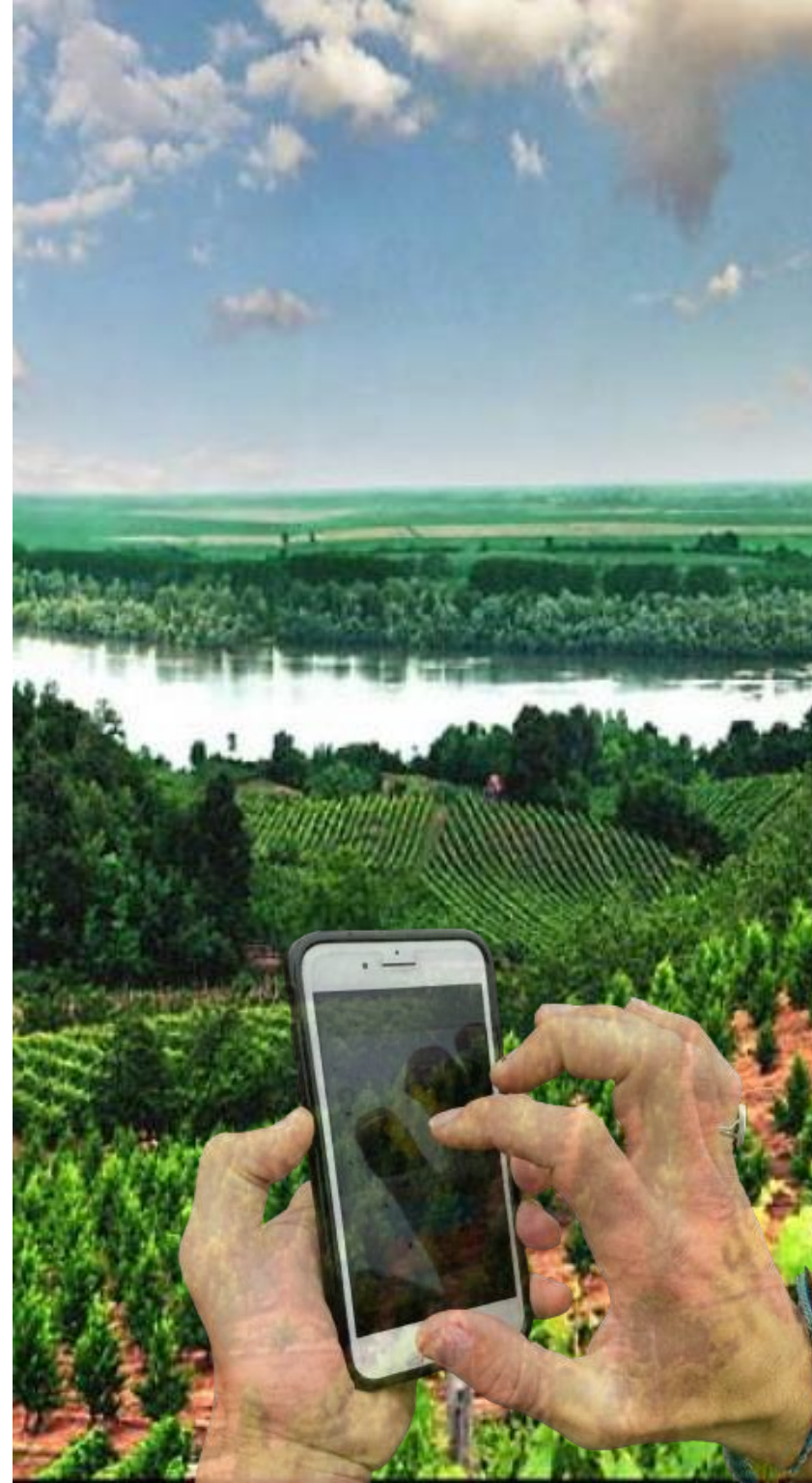
Application - Tourists

- The application is designed to offer tourists several routes - **walking, cycling and car tours**.

- Each of these routes will lead visitors to local service providers and suppliers, members of the local community, where tourists will be able to buy souvenirs and local products.

- In this way, the application becomes economically viable.

Application - Tourists
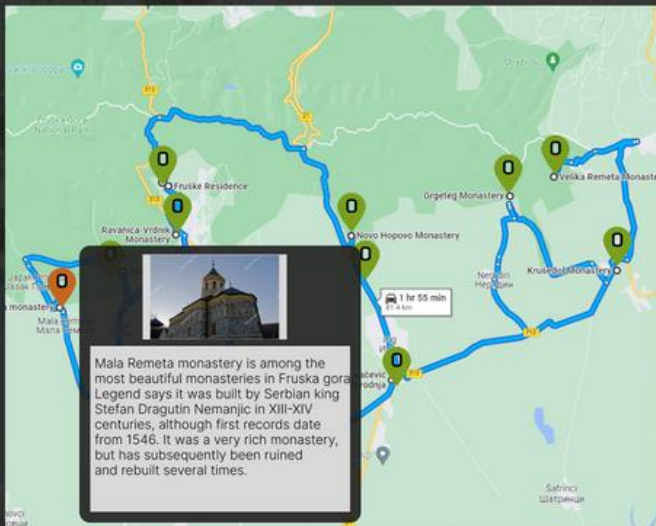
- **Walking tour** will be the cheapest and will include the least amount of content. Most of the content will be oriented to tours through forests.

- **The cycling route** is more complex. Hotel Fruške Terme has already purchased electric bicycles, which will be used for this purpose. This tour will include driving through forests, driving to wineries, eco tours and "forest bathing"

- **The car tour** is the widest and most complex. On it, tourists will be able to consume wine tours, gastronomic and cultural tours.

Application - Team building

- The last service intended for tourists is the organization of **team building and workshops.**
- In cooperation with the local community, we will hold workshops and teambuilding. Interested companies and groups of people will be able to contact us through the application, and we will, in cooperation with stakeholders, organize team building or workshop in accordance with their ideas.
- **Team buildings can be organized in the forest, wineries, restaurants, or on stakeholder properties.**

Application - Stakeholders

- By creating this application we are engaging and connecting all the relevant stakeholders in this growing tourist destination with the goal to create a sustainable business and living environment.

- The local population first of all needs education on how to standardize their products and services. After the training, every interested individual who becomes our collaborator will get visibility on the application through digital routes, but also the opportunity to increase their earnings and develop sales in this way.

- In that way, app also serves as a tool to mobilize, connect, educate, and empower local entrepreneurs and institutions..

The reason for the growth of tourism in Irig

HOTEL FRUŠKE TERME

·200 rooms

·Average price 200 eur
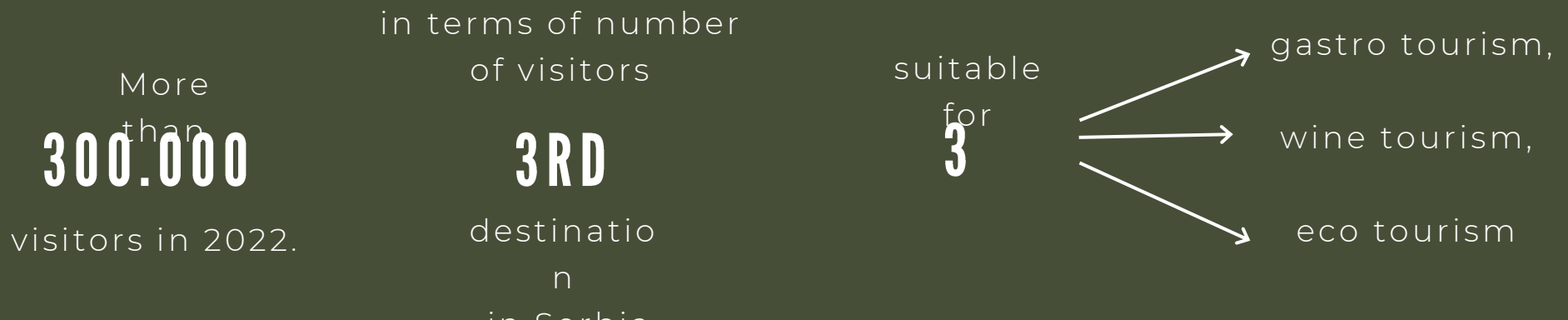
·230.000 overnights in 2021

CONNECTION WITH A TOURISM GENERATOR- HOTEL FRUSKE TERME

·Data about guests
·A need for tours
·Distribution channel – reception desk - tablets
·Our experience in creation of custom made tourism products
·Immersive experience -satisfied guests
·CSR activities for companies
·Feedback for further tourism development

Why now?

Booming tourism indicators in Irig

More than **300.000** visitors in 2022.

in terms of number of visitors **3RD** destination in Serbia

suitable for **3** → gastro tourism,

→ wine tourism,

→ eco tourism

Conclusion:

More than 80% of people use apps to search for tourist spots.

Based on this information, as well as all the ones presented so far, we believe that this application will contribute to:
1. This application will provide a better tourist experience for Irig's visitors;
2. We offer stakeholders a way to retain tourists, education, content structuring, visibility and the possibility of additional earnings.
3. The application is sustainable and applicable to all tourist places throughout Serbia and the world.

Thanks.