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APPLICATION OF INNOVATIVE APPS IN TOURISM

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Abstract. During Covid-19 pandemic, an innovative method how to learn history of the city was developed as an alternative to traditional learning in the classroom. The aim of this method is to encourage young people to acquire knowledge related to urban history via innovative technologies. The article presents comparison of the innovative apps used for local tourism in the UK and Ukraine.

Keywords: QR CODE, TOURISM, HISTORY, INNOVATION.

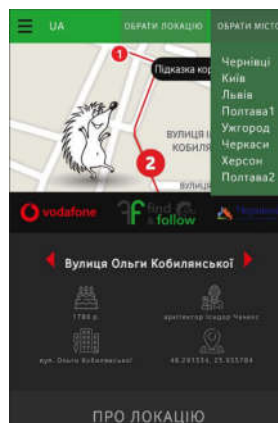
Introduction

The beginning of modern tourism that involves a short stay and day trip can be dated back to the beginning of the 20th century. Today, tourism is a massive phenomenon and up to the Covid-19 pandemic outbreak the tourism business worldwide has experienced a significant boom. Currently, due to the lockdown of many countries and restrictions to travel abroad, people start to travel and explore the country locally. Instead of traditional guided tours many people can benefit digitization of information, particular in QR scanner app. It also helps to learn history of the city via application of new technologies.

The aim of the work is to develop methods to motivate young people to learn history of the city while visiting memorable and cultural places.

Analysis

Find and Follow (pic. 1) is a travel project developed by Vodafone, the telecom operator in the territory of Ukraine.



Picture 1 – Find and Follow site

The project aims to support the growth and development of domestic tourism by encouraging people travel, buy and use various services locally and support small businesses scattered across the country. In addition, the project contributes to the establishment of digital infrastructure for the roads of Ukraine [1].

Citizens and tourists of the capital of Ukraine Kyiv and other cities such as Lviv, Chernivtsi, Poltava, Cherkasy, Uzhhorod and Kherson can benefit the advantages of the innovative pedestrian QR routes. The routes consist of special signs with QR codes that are installed on cultural and historical buildings, memorials or other significant objects, and the arrows, which indicate the path. Once the code is scanned, the person will immediately get all the necessary information about the place where he is currently present (pic. 2). In this way, a tourist or any other person can read texts on his smart phone and get more information on city's architecture, culture, history, etc.



Picture 2 – QR-code in Chernivtsi

In addition to pedestrian QR routes, there have been implemented other IT projects on the territory of Ukraine based on the foreign experience. City Monmouth [4], Wales (UK) has become the first Wiki in the world. The price to implement the latter project was affordable due to three factors: promotion of wiki places of Great Britain in the Wikimedia chapters, organization of Wiki Projects through written documents and QR codes. This has resulted in Monmouthpedia, a collaborative project that links the articles published online in the Wikipedia to the town of Monmouth located in the U.K. The project initiated back in 2011 is increasingly developing and at present there are more than 1000 QR codes in the world (pic. 3).



Picture 3 – QR-code in Monmouth

For example, in the city of Grodno, Belarus [5], such QR codes were installed in 2015 (pic. 4). QR codes are useful for tourists to plan itinerary and to localize themselves. Also, they can provide additional information including cultural and historical festivals. It is believed that use of QR codes can meet student's needs and might be very appealing to young people that use smart phones to scan the code and get historical knowledge. Learning history outside the classroom using QR might be considered a better option to acquire knowledge in comparison to reading textbooks and taking notes that is outdated and time-consuming. In addition, QR codes provide information on art galleries, museums, restaurants, other places of interest in the particular territory. Access to museums, art galleries and other places of interest is not free of charge, not to mention catering services,

so this might be considered as a barrier inhibiting interest and demotivating students or other young people to use this app.

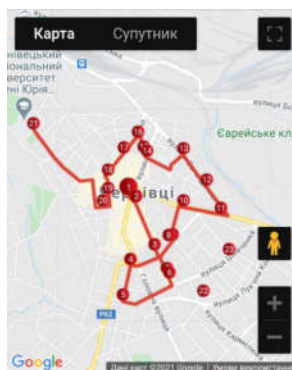


Picture 4 – QR-code in Grodno

New creative solution

The task – create a new application for young people. For this reason, an alternative product must be developed for the use of Kharkiv residents and tourists. And also the introduction of a cumulative card for peer-reviewing the QR code is a good idea at the place, which will be at the end of a day. In this rank, one can accumulate points, for example, for a pot-free coffee in one of the coffee-sponsored projects, or a ticket to gallery/theatre. To improve the quality of the project and to complete the supplement – a quest for the place. And so, as Kharkiv is a student place, it is necessary to confirm its status.

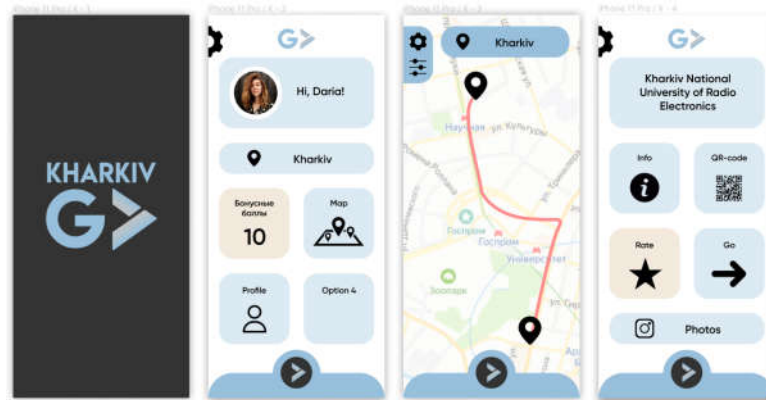
Despite some advantages of using QR codes, there are some issues that need to be tackled. First of all in order to introduce the route via the site, it will require the access to the Internet and the message (pic. 5).



Picture 5 – Example of the route

Furthermore, it will load the information in advance, and app will require only GPS-signal and Internet is required for additional functions of the app.

From this it follows that you need to come up with a name of project and make several layouts for the example. Let's take something simple – for example GO, and the name of the city, Kharkiv. As seen the pictures below, there are some mockups for future coding. As seen from left to right: application download screen, main page with all options, interactive map with the ability to build a route and filter points on the map, information page about the object (pic 6).



Picture 6 – Example of design idea

After analysing the alternative product, the conclusion can be drawn that implementation of Kharkiv GO is possible, but with a different concept and message. As the result, primary layouts for visualization based on the drafts have been developed.

Conclusions

In this work the different interactive IT products have been reviewed and analysed. The study shows that there are many interesting ideas related to IT and tourism, but unfortunately, not all of them can be applied in practice due to different expectations among young people.

The innovative idea presented in this paper could increase the development of tourism industry in Kharkiv.

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