



# CELTIC-NEXT Proposers Day

26<sup>th</sup> September 2018, Madrid



**Pitch of the Project Proposal**

## eCoolTour

**EMERGYA**

— Tech Lovers. Focused on you —

 **irdetec**  
Consulting y Asesoría

 **UCA** | Universidad  
de Cádiz

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# Organisation Profile

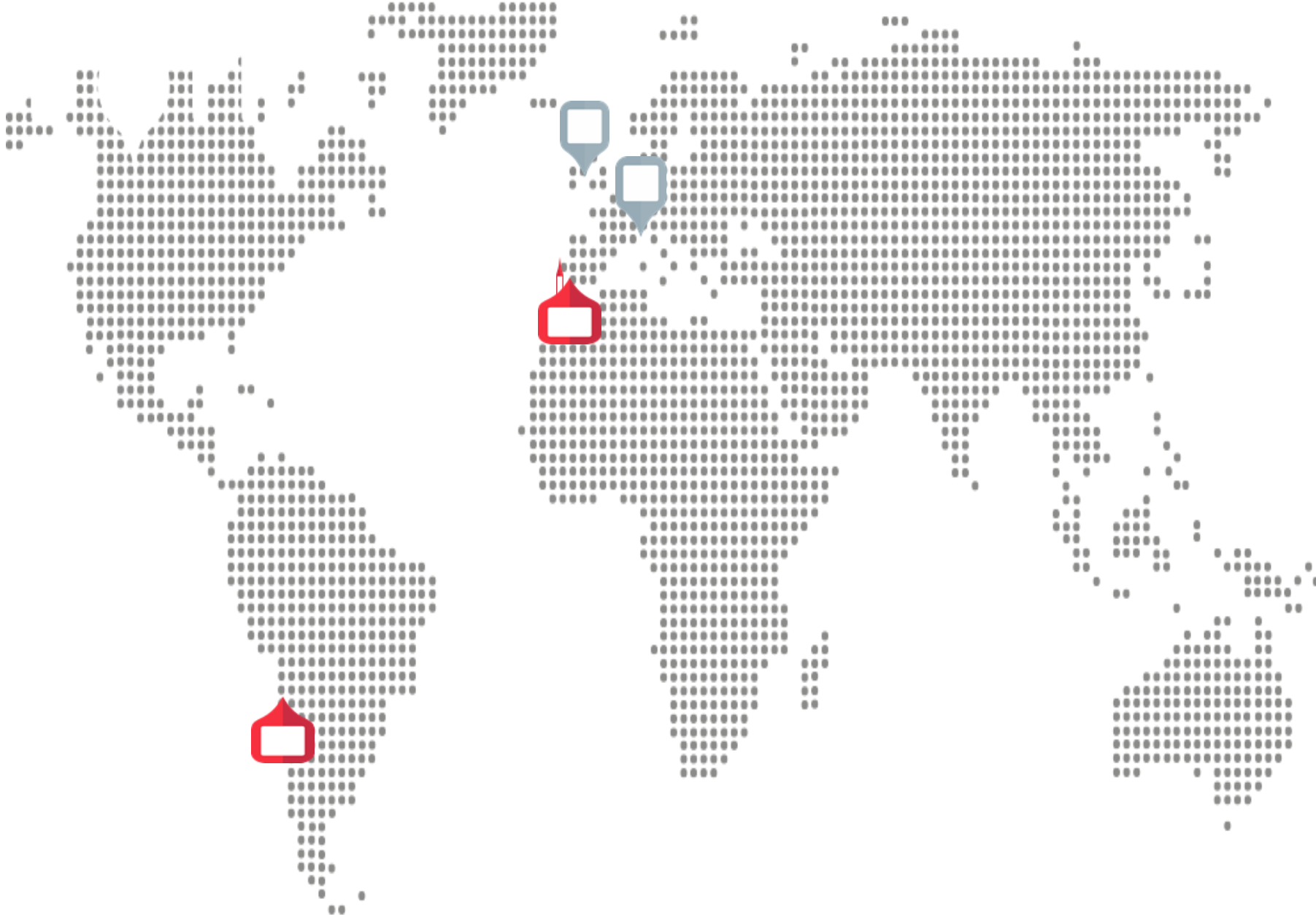


## EMERGYA

— Tech Lovers. Focused on you —

**12+ years** of experience working for **200+ clients** in **400+ projects** already developed. Our **250+ engineers** are at our clients' disposal to help them solve complex **IT challenges**.

**Two specialized development centers** and **two additional project management offices**, we serve clients all over **Europe and South America**.



Education

Govern

Media

Non Profit

Retail

Tech Services

Telecom

Travel



# Teaser

## *Technology-based Tourism Services: a dysfunctional arena*



Tourists lost in a maze of an excess of offering which they can hardly discriminate

DMO heavily investing in data and services that most frequently do not reach general public



ICT developers restlessly providing brand-new solutions and perpetually **REINVENTING THE WHEEL.**



# Proposal Introduction (1)

## In this scenario main strategic objectives of eCoolTour are:

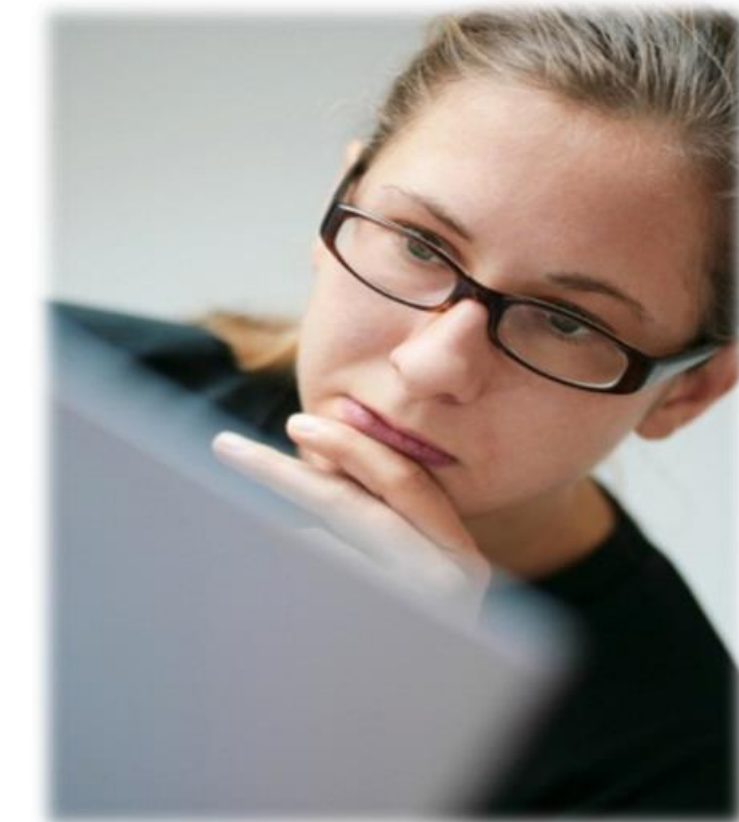


Build a **single access point** to a broad offering of tourism services/data and their corresponding technology-based touristic services (TTS) in a specific geographical area

**Open to final users** a significant amount of public-owned data resources related to tourism that so far are overwhelmingly unknown by both final users and developers community.

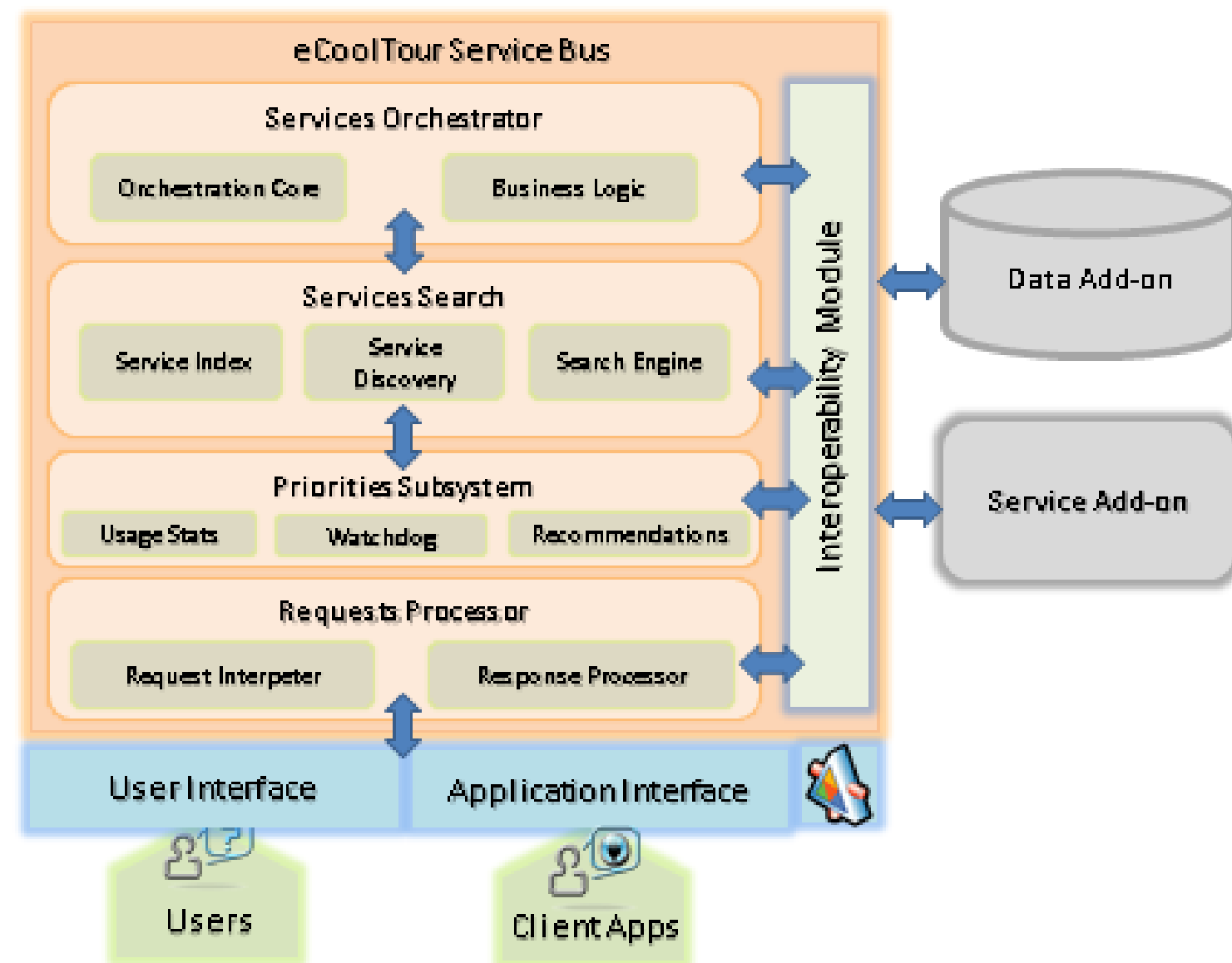
Supply Public Administrations involved in tourism planning and management (DMO) with a **BigData-based** tool to assess and improve the touristic offering in their area of responsibility.

**Coordinate developments** made by technology-based tourism services providers, synchronizing individual efforts and avoiding redundancies.

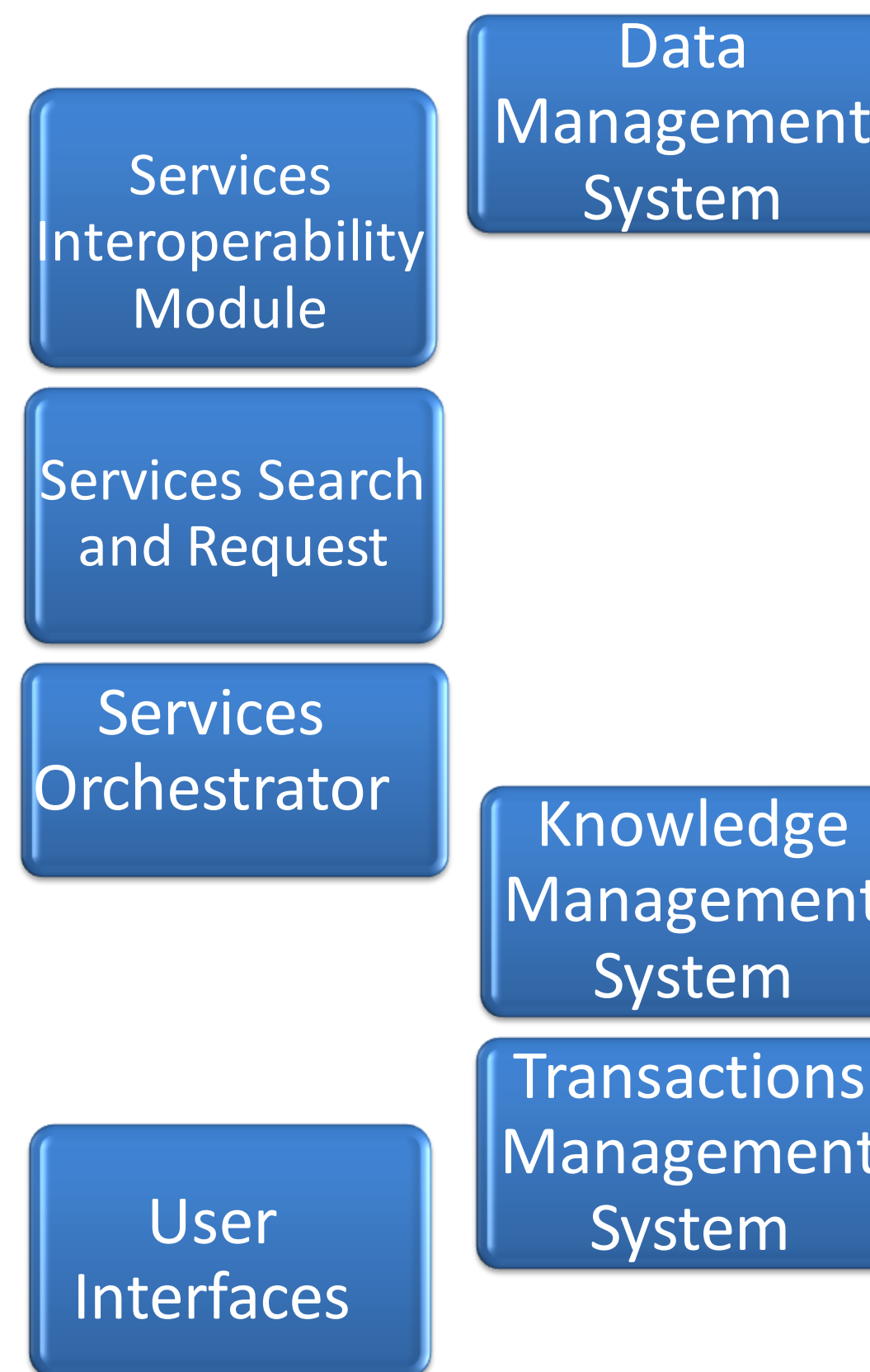


# Proposal Introduction (2)

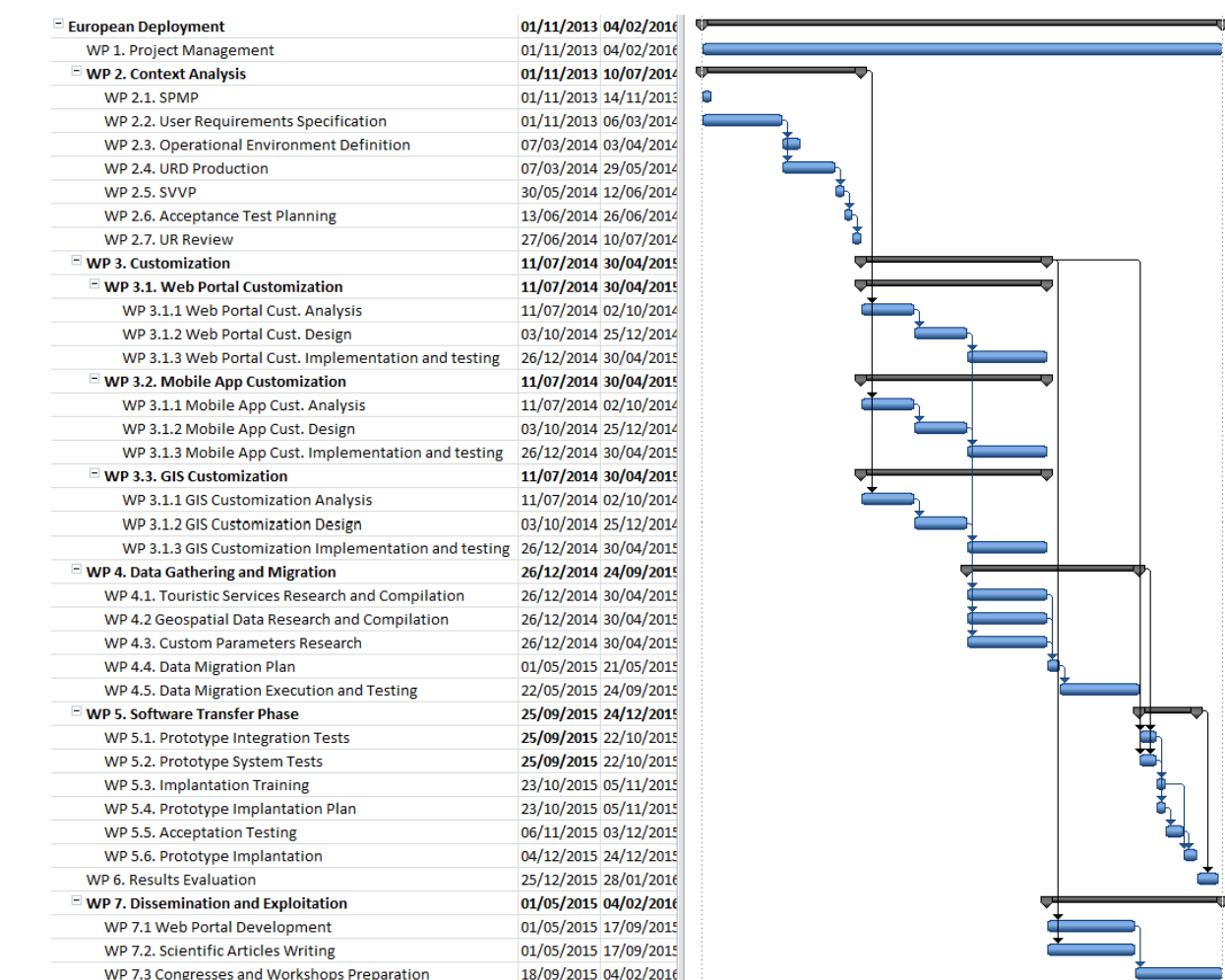
## Architecture



## Components/WPs

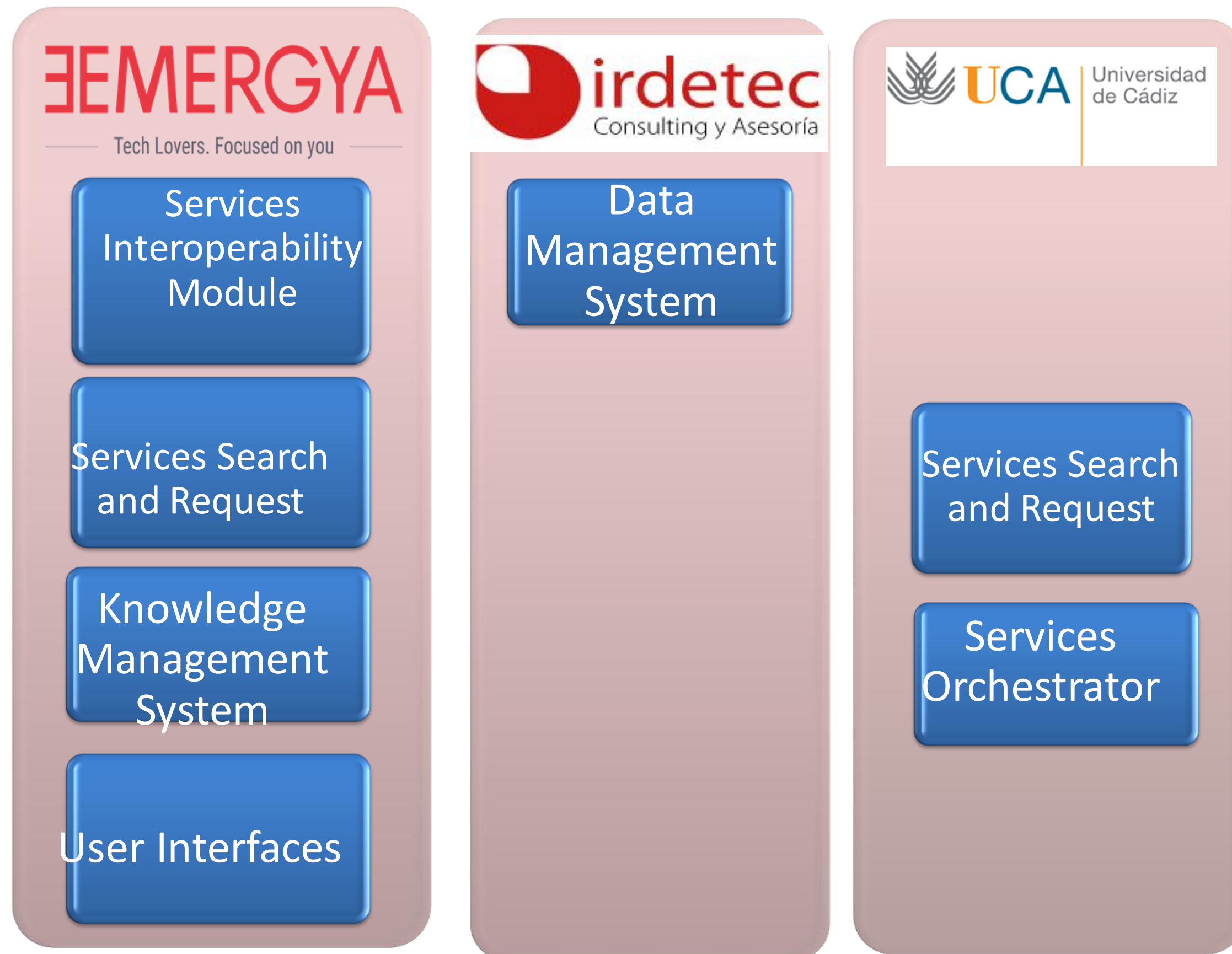


## Schedule

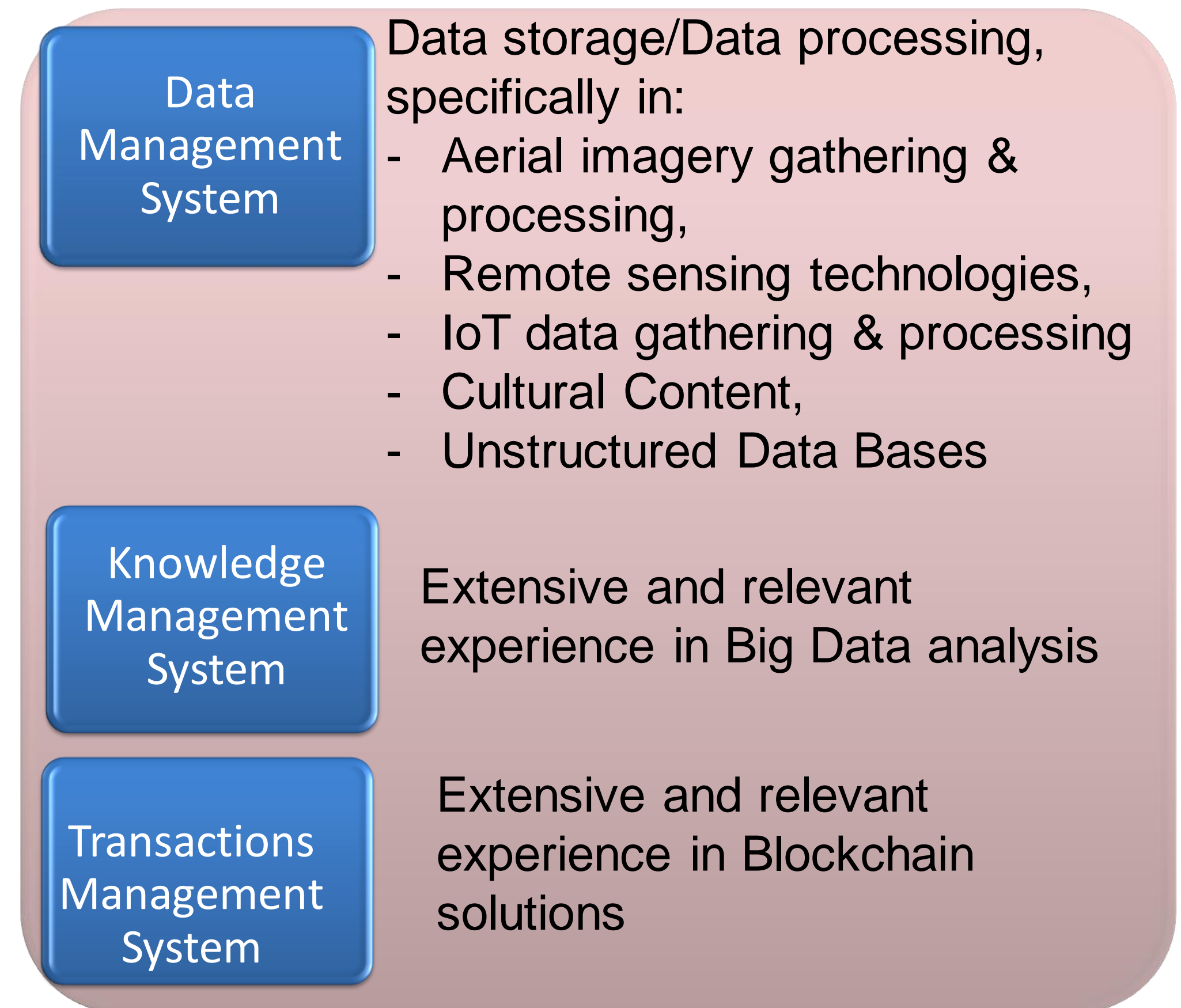




# Partners



## Partner??



# Contact Info



**For more information and for interest to participate please contact:**

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**Presentation available via:**

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# Join the follow-up Telco

## 1st of October 16 CET

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