



Interactive Cultural Digital Map of Montenegro CultDMap

The project is co-financed by the European Union



Collaborative grant scheme for innovative project ideas

Interactive cultural digital map of Montenegro (*CultDMap*)

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Deliverable 3.6: Report - Start-up “Digital Innovations in tourism”- Plan for market orientation

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1. Market Orientation

Market orientation is an approach that prioritizes identifying the needs and desires of consumers and creating products and services that satisfy them. Market orientation is a strategic focus on identifying who our consumers are and what are their needs and desires in order to improve our existing product or to define new products to be developed.

With an increasingly global economy projects that adapt to a market orientation may benefit from a competitive advantage over other projects.

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When a project has a market orientation approach, it focuses on designing and providing products and services that satisfy customer needs in order to be successful.

2. User-centered Approach

In modern society users have come to expect easy to use applications that can help them navigate through everyday life. CultDMap application was designed from ground up with “user-centered design philosophy”. Application is streamlined and allows for fast and intuitive browsing of Montenegrin cultural heritage.

The UI is designed in a way to allow users to quickly find the locations they are looking for, and if they are not looking for anything specific, the app will guide them with location pins in their surrounding and with easy filtering of objects by categories. Once users select a location a window opens up with a gallery of pictures and a short description of the location.

Users may opt to visit the location by tapping the “Directions” button that will guide them straight to the chosen location. If they want to read about the location in detail they can expand the window.

3. Personalization

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Many studies have associated customer engagement with mobile phone applications and digital media. Personalization is said to be the prime driver of technology adoption. Advances in technology, data, and analytics will soon allow applications to create much more personal and “human” experiences.

With CultDMap we defined 3 groups of users (tourists, citizens, students) and made 3 versions of the text to suit each user group. For tourists there an English version of the text exists with capabilities and plans to add more languages. For citizens the text was written for domestic tourists and everyone else who wants to learn more about their cultural heritage. This version as well as the English version can also help researchers which can reference the information found in the application. For students a simplified version of the text was written aimed mainly at elementary, and high school children.

Tourists

Tourism is an important part of CultDMap’s market orientation. Tourism is directly responsible for 5% of the world’s GDP. The tourist sector employs 1 out of every 12 people around the world, and 1 out of 8 in the United States. (*source The US Travel Association, www.ustravel.org*)

Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural

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attractions/products in a tourism destination. Cultural tourism experiences include architectural and archaeological treasures, culinary activities, festivals or events, historic or heritage, sites, monuments and landmarks, museums and exhibitions, national parks and wildlife sanctuaries, religious venues...

Rich cultural history of both Montenegro and the pilot Municipality of Niksic, spanning from the times of Ancient Rome to modern age can provide ample opportunity for engaging tourists in a personalized way.

Citizens

Cultural heritage has the potential to promote access to and enjoyment of cultural diversity. It can also enrich social capital and create a sense of individual and collective belonging, which helps to maintain social cohesion.

With CultDMap we aim to engage citizens of Montenegro to explore their cultural heritage. Domestic tourist engagement can have a positive effect on the popularity of the CultDMap by word of mouth, while also providing tourism exposure to the parts of the country that are perhaps less developed when it comes to tourism.

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Students

Interactive Learning is a pedagogical approach that incorporates social networking and urban computing into course design and delivery. Simply put, interactive learning is learning that requires student participation.

Culture and tradition offer a sense of belonging and comfort and serve as an anchor that binds a person to his/her roots. Having a deep understanding of the connection that one has with the extended members of the culture helps the children in realizing their self-worth.

By learning about cultural heritage, students learn about geography, history, culture and language, human migration, agriculture, and human interconnectedness.

We believe that CultDMap has great potential as a learning tool. With its simple and intuitive design we believe that children in elementary and high schools will have an easy time using the interactive map to learn more about cultural heritage.

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