



MODULE 4, PART 1: Why we should use digital tools in regular experiences

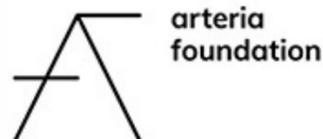
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Technology and its importance in today's world



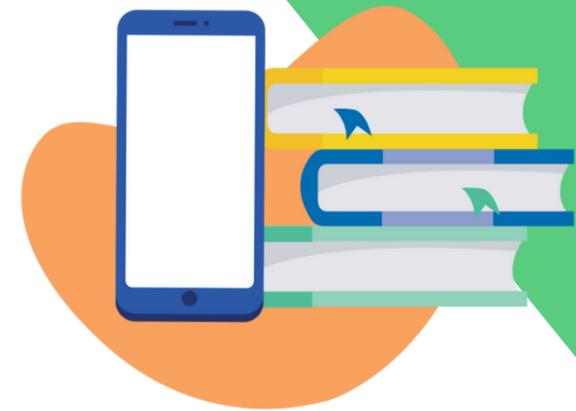
Tourism experiences can be fascinating or dull. Make sure that yours is the former!

Digital tools are used in every sector of business, and it's particularly important to encourage their use in tourism experiences.

It is important to integrate:

- QR codes,
- Augmented reality
- Audio guides

in one's tourist experience to improve it considerably.



The digital world is accessible to people of all ages!

It is crucial to introduce new technologies from the tourism sector not only to the young professionals that are novices in this sector, but also to the people that are already familiar with these technologies and want to improve or update their knowledge.

We want to stress the importance of keeping older professionals in the tourism sector up to speed on this technology and its current uses, since it can make their work a lot easier and more interesting to users.

This document addresses professionals of all ages because we think it is essential that all professionals increase their expertise and get the most out of digital solutions.



The use of technology in the tourism industry

You may not realise it, but you are already using digital tools in your life! Digital solutions might be obvious and very easy.

GPS



QR codes



A lot of tourists who are not professionals in the tourism industry are already familiar with some of the tools that are popular in the sector. A common technological ground can be an important factor in forming a bond with your target group.



The importance of visual and digital elements in your tours

Visual and digital elements can complement each other and create a different level of experiencing tourism.



Visual elements are extremely important, as they let participants picture the monument, site, etc. that is being described. They can also considerably enrich your tour. For example, you can show photos of the tourist site before (100 years ago, etc.) and this makes it possible for you to compare the site's contemporary state with the past.



Digital elements can be a good complement to this visual experience. They can let you broaden your participants' experience and help them look at tourist attractions in a different way. They can also be great way to create a story around your tour. **To see a practical example of digital storytelling, check out the "Lille - Odyssey of Les Halles" case study.**



360° PHOTOS, VR scenes, audio guides, or how to create an interesting tour with the use of technology

Think about how 360° photos can change your tour. What monuments/places could benefit from this enhancement? Will this affect your tour somehow?

Can you think of places/sites that you could show using this or other techniques?

Below, you will find some tools we recommend using while creating your touristic experience. You can find more technical information in the **tools section of this module.** 



[PTGUI](#)

[H5P](#)

[izi.travel](#)



Remember,

You don't have to buy expensive equipment to improve the quality of the service you're providing or to start your professional activity related to tourism. In this document, we tried to list only some affordable ways of doing so. However, professional cameras or computers can easily be rented near you.

To see an example of a sustainability-oriented initiative, check out the "Barcelona - Sound Map" case study.





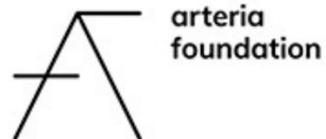
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