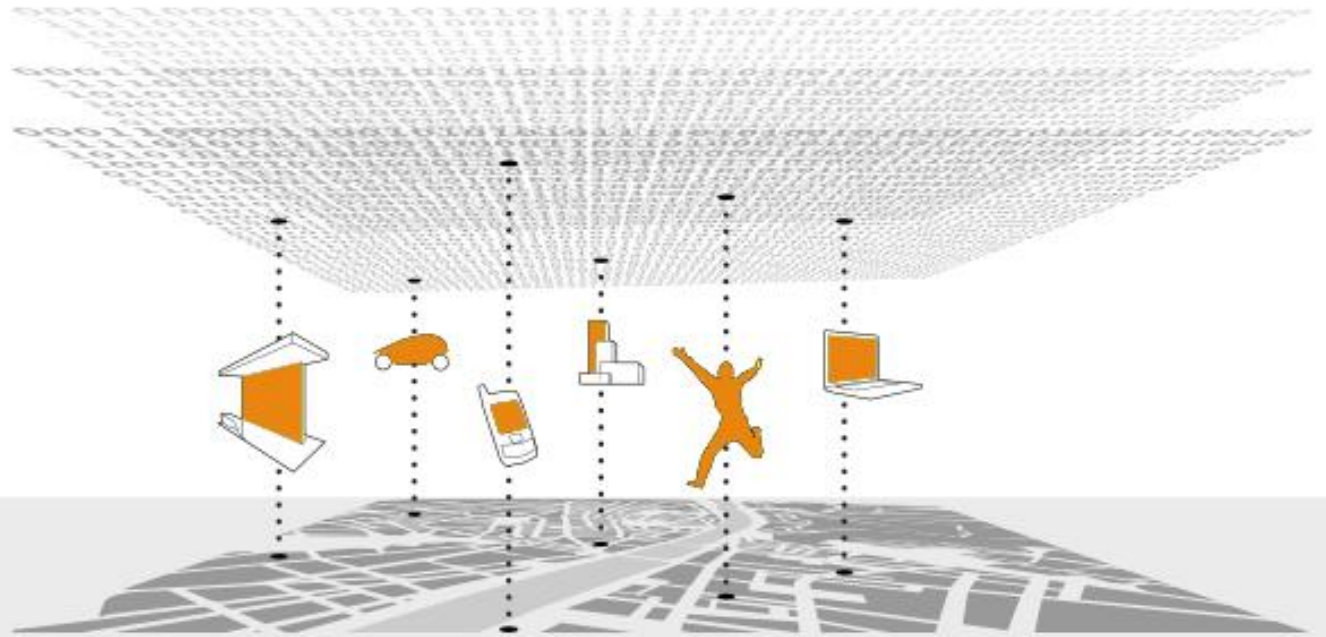


ICT tools for sustainable tourism destination management: the case of Digital Corfu

PARASKEVI TARANI, URENIO RESEARCH UNIT



Thessaloniki, 11/12/2012

TOWARDS A BLACK SEA NETWORK FOR REGIONAL DEVELOPMENT

Tourism:

the world's largest “industry”

Even if tourism is often represented as industry of low impact, the researchers have begun to recognize the tourism as a factor of environmental change and taking into consideration the heterogeneous nature of the tourism phenomenon and organizational and functional structures of tourist destinations.

The “new tourist” in the “new economy” era

Recognition that the “old” form of mass tourism can destroy the nature of host communities through pollution, overcrowding, environmental degradation, crime and deviance, has led to internal and external forces which continue to change the nature of the tourism industry.

Internal forces for change include “new” aware consumers, as well as availability of new technologies, while **external forces** include recognition of environmental limits and the emergence of a new global “best practice” of flexible production.

New tools for sustainable tourism destination management

Internet and tourism have close links as one of the earliest global applications of world-wide computer networks were the ticketing systems of airlines. The various available internet services may be categorized in specific sub-systems of applications as below:

- **Information**
- **Promotion and virtual tours** (virtual representations of the physical space, 3D models of buildings and public spaces, panoramic photos, interactive maps, videos or even real time web cams)
- **On line services** (on line booking, e-commerce and e-booking, digital market places).
- **Consumer Generated Media** (the new travel community strength)



SKIP INTRO ▶

Juan Ignacio Vidarte

Director General of the GUGGENHEIM MUSEUM BILBAO

The General Director of the Guggenheim Museum Bilbao welcomes users in a virtual tour to the museum

Source: http://www.guggenheim-bilbao.es/visita_virtual/visita_virtual.php?idioma=en

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Today's Top 10: Island Escapes

1. Maui, Hawaii, United States
2. St. Lucia, Caribbean, North America
3. Santorini, Cyclades, Greece
4. Puerto Rico, Caribbean North

Rants & Raves

The best and worst revealed



Hilton Hawaiian Village Beach Resort & Spa

Honolulu, Oahu



"The room was large and the view
MAGNIFICENT!" more
By mmcke90445



Galt House Hotel & Suites

Louisville, Kentucky



"Smelly, Hot, Shabby & Dirty-Otherwise OK." more
By BruceLafleur

Featured Traveler Photo



Colonia del Sacramento: From the pier
Submitted by: identraveler

FIND OUT MORE ABOUT COLONIA DEL SACRAMENTO

Web 2.0 and Consumer Generated Media

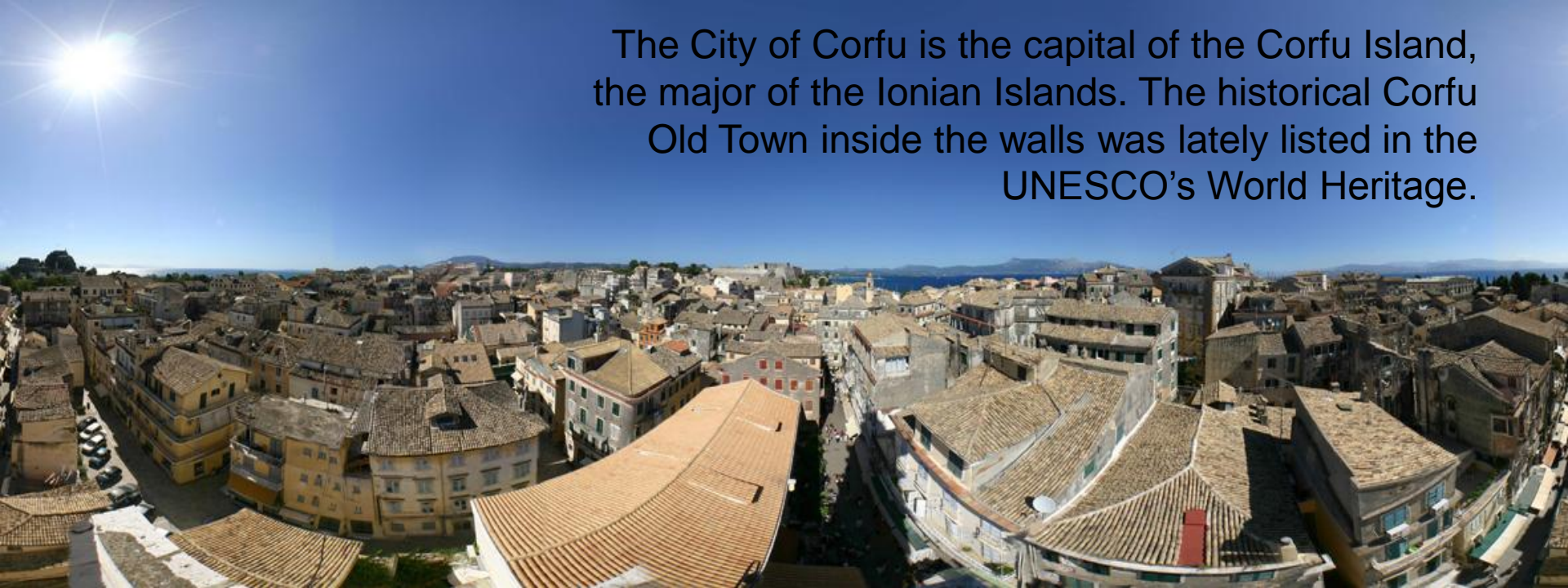
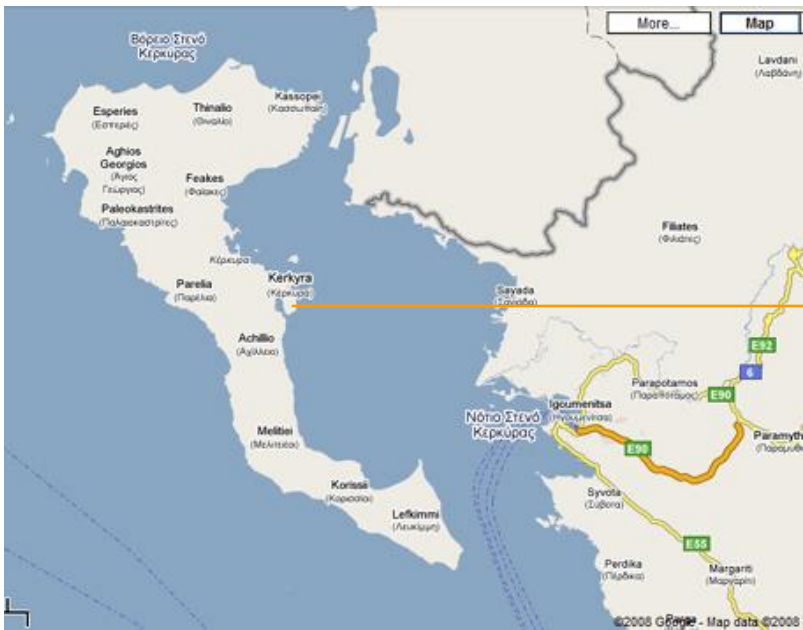
These new technologies and basically this new "internet ethic" has led to the creation of a dense web travel community whose action brings exponential changes to the travel culture and affect tourist destination leadings.

the case of Digital Corfu

www.digitalcorfu.com

Digital Corfu platform has been developed by the Urban and Regional Research Unit (URENIO) of the Aristotle University of Thessaloniki in the framework of the co-financed European Innovative Action 2000-2006 program **“3I-Innovation in Ionian Islands”**.

The object of the “Digital Corfu” program action was the creation of the digital city of Corfu, as a pioneer effort for the representation of the Old Town of Corfu by the means of virtual tour technology.



The City of Corfu is the capital of the Corfu Island, the major of the Ionian Islands. The historical Corfu Old Town inside the walls was lately listed in the UNESCO's World Heritage.



digital Corfu

a virtual tour to the historical city center



the digital Corfu project

Managing body

contact

- City & culture
- Virtual city tour
- Sightseeing
- Day tours
- Staying
- Dinning
- Shopping
- Having fun
- Festivities
- Public services
- Arriving to Corfu
- Yachting
- Weather
-
-



city & culture



virtual city tour



sightseeing



day tours



staying



dinning



shopping



having fun



festivities



public services



arriving to Corfu



yachting



weather

- city and culture
- virtual city tour
- sightseeing
- daily tours
- staying and dinning
- shopping
- having fun
- festivities

The Platform's Architecture:

- public services information
- arriving to Corfu
- yachting and weather



digital Corfu

a virtual tour
to the historical city center



the digital Corfu project Managing Body contact

- City & culture
- Virtual city tour
- Sight-seeing
- Day tours
- Staying
- Dinning
- Shopping
- Having fun
- Festivities
- Public services
- Arriving to Corfu
- Yachting
- Weather
- USA
- UK



Click on the red dots...



- bigger map window
- bigger panorama



Use the buttons on the right, or drag the panorama to explore it.



virtual city tour

Spianada Roof Garden-Tour Start

Welcome to the Virtual Tour of Corfu's historic center

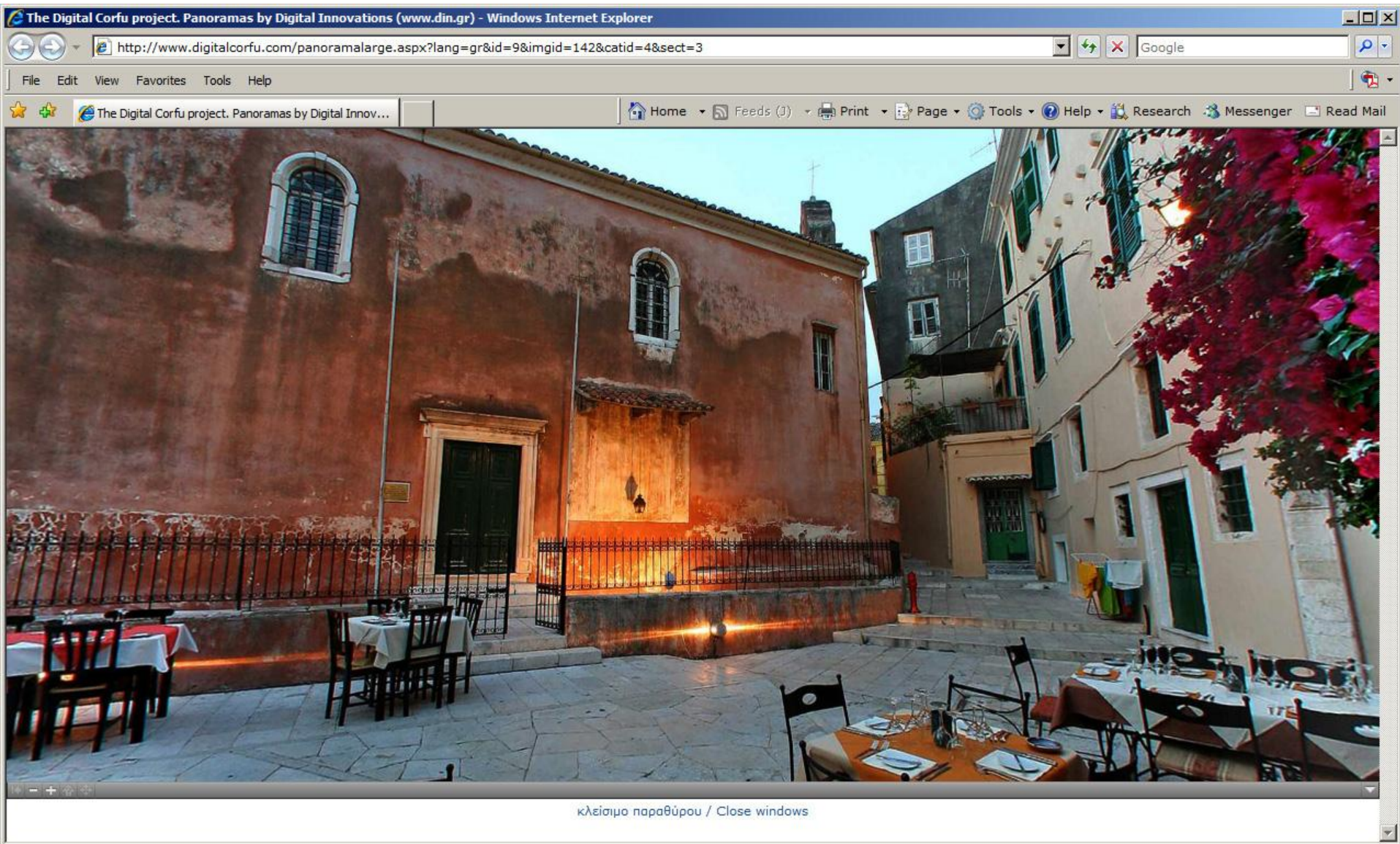
At the map on the left window you can see a number of interesting places marked with red dots. You can explore them, by clicking on these dots. Your current place is marked with a bigger red-yellow dot.

At the right window you can see what you would have been seeing with your own eyes if you were standing at that place, in the virtual world (the panorama). Dragging your mouse lets you move your virtual view to any direction. Pressing the [A] and [Z] keys on the keyboard lets you zoom-in and zoom-out.

Clicking on the red dots appearing in the panorama, you can move to another part of the virtual tour.

Have a nice (virtual) touring.

1. Digital Corfu Virtual Tour



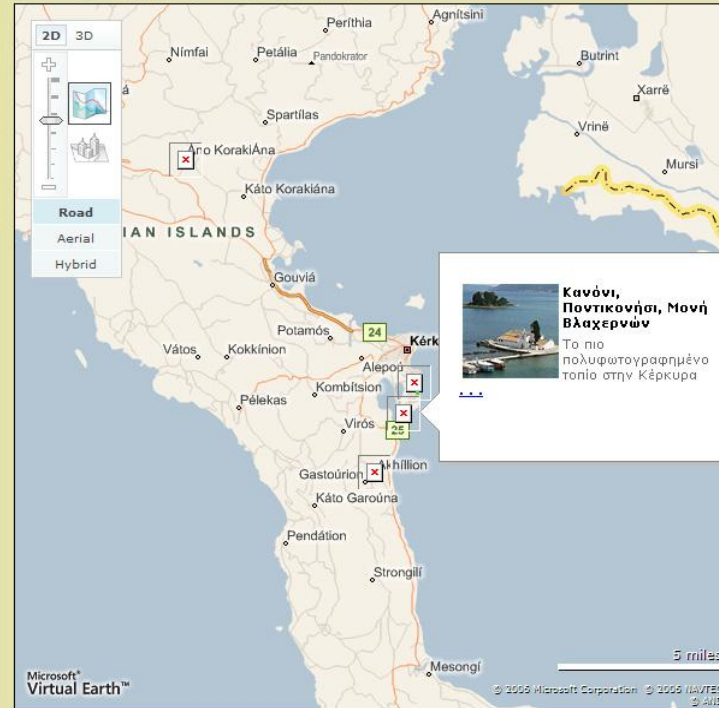
The user can choose to see bigger map or a bigger panorama



διαδρομές

διαδρομές

προτάσεις για περιηγήσεις στο νησί της Κέρκυρας.



1. Κανόνι, Ποντικονήσι, Μονή Βλαχερνών
 Το πιο πολυφωτογραφημένο τοπίο στην Κέρκυρα



2. Αχιλλείο



3. Μονη Ρεπος. Αρχαιολογικός χώρος Παλαιόπολης
 Ο σημαντικότερος αρχαιολογικός χώρος του νησιού και το θερινό ανάκτορο



4. Άνω Κορακιανά
 Παραδοσιακό, διατηρητέο χωριό για το οποίο αξίζει να σημειωθεί το μεγάλο πλήθος εκκλησιών του.



Σημεία ενδιαφέροντος πέρα από το ιστορικό κέντρο της Κέρκυρας

Κανόνι, Ποντικονήσι, μονή Βλαχερνών

Αχιλλείο

Μονη Ρεπος, Αρχαιολογικός χώρος Παλαιόπολης

Άνω Κορακιανά

2. Daily Tours



digital Corfu
a virtual tour to the historical city center

the digital Corfu project Managing body contact

City & culture Virtual city tour Sight seeing Day tours Staying Dining Shopping Having fun Festivities Public services Arriving to Corfu Yachting Weather

and go to that location

bigger map window bigger panorama

Use the buttons on the right, or drag the panorama to explore it.

Outside view Typical Room Balcony view

Staying at Corfu's historical center

hotel's name	category	hotel's name	category
Corfu Palace	Lux	Siorra Vittoria	Lux
Cavalieri	A	Bella Venezia	B
Arcadion	B	Konstantinoupolis	Γ

select on of the hotels in the list or one of the red dots in the map.

CONTACT INFORMATION
Address: 2 Blasopoulou st - Spianada
Telephone(s): 003026610 37670, 003026610 45087
Email: info@arcadionhotel.com
Web Site: www.arcadionhotel.com

GENERAL INFORMATION
Category: B
Operation months: January - December
Construction date: 1968
Refurbishment date: 2001

ROOMS
Numbr of rooms: 33
32 rooms 1 suite

MEALS
Breakfast: Continental buffet
Lunch: A la carte
Dinner: A la carte

DISTANCES
from the city: 0
from the airport: 2
from the seaport: 2

HOTEL FACILITIES
A/C, Bar, Breakfast room, Central heating, Lift, Lobby lounge, Reception, Roof garden, Safe boxes, TV room, Room service, Garage

ROOM FACILITIES
A/C, Internet facilities, Heating, Bath/Shower, Mini bar, Telephone, Satellite TV

OTHER FACILITIES

OTHER INFORMATION

Reservation form

Arrival date: January 1 2007

Departure date: January 1 2007

Adults: Children:

Comments:

Full name:

Full address:

Telephone:

Fax:

Email:

Submit

3. Accommodation

ψηφιακή Κέρκυρα
 μια εικονική περιήγηση
 στο ιστορικό κέντρο

Πολιτισμική Κέρκυρα | Προσέξτε διαχειριστές | επικοινωνία

Πόλη & πολιτισμός | Εικονική Πόλη | Αξιοθέατα & Μνημεία | Διαδρομές | Διαμονή | Εσπατόρια | Αγορά & καταστήματα | Ελεύθερος χρόνος | Εκδηλώσεις | Υπηρεσίες προς το κοινό | Πρόσβαση | Ελλυμενισμός | Καιρός



και μεταφερθείτε σε εκείνο το σημείο

μεγαλύτερος χάρτης | μεγαλύτερο πανόραμο

για να δείτε την πανοραμική απεικόνιση χρησιμοποιήστε τα διπλάνα πλήκτρα:



επιλεγμένα μέρη για φαγητό
 στο ιστορικό κέντρο της Κέρκυρας

Όλες οι κατηγορίες, **Τοπική κουζίνα**, Διεθνής κουζίνα, Ψαροταβέρνες, Snacks & fast food

Εσπατόριο Αίγλη	Εσπατόριο ΡΟΜΟ D'ORO
Το βενετσιάνικο πηγάδι	Rex
Βοκαμβίλια	Το Δημορχείο
San Giacomo	Εσπατόριο Τα Κοκόρια
Εσπατόριο Μαγειρέματα	Εσπατόριο Ο Ρουβάς
Ζυβεσπατόριο Το Ναυτικό	Εσπατόριο Το Παραδοσιακό

επιλέξτε ένα από τα εσπατόρια της λίστας ή μια κόκκινη κουκίδα από τον διπλό χάρτη.

ΣΤΟΙΧΕΙΑ ΕΠΑΦΗΣ
Διεύθυνση: Λ. Αετούλα 1, Πλατεία Κρεμαστής, περιοχή 2661044761
Τηλέφωνα: Καμινιέλου
Email:
Ιστοσελίδα:

Ρομαντικά δείπνα υπό το φως των κεριών με φόντο το βενετσιάνικο πηγάδι στην πιο όμορφη πλατεία του Καμινιέλου. Χαμηλός φωτισμός, "πειραγμένες" ελληνικές γεύσεις, έθνικ μουσική που σε ταξιδεύει. Η ιδανική κατάληξη μιας βόλτας στα καντούνια.

Ένας εκλεπτυσμένος χώρος, όπου παντού διακρίνεται έντονη η πολυοικισμικότητα. Η στέγαστρα, η γέφυρα, η μουσική, όλα αρμονικά συνδυασμένα σε ένα παλιό οικήμα του 1630.

Πρόκειται για έναν μεγάλο χώρο μυστηριακής διάθεσης με τοιχογραφίες συμβόλων των τριών μονοθεϊστικών θρησκειών, ο προσύλειος χώρος του εσπατορίου διατρεί το δίκτυο του μύθου. Σύμφωνα με αυτόν, τον καιρό που το λαθρεμπόριο ανθούσε στην περιοχή, από το πηγάδι έβγαине μια αγελάδα με μια κουδούνα κρεμασμένη στο λαιμό, και οι ασιόχοι που την κοίταζε, μαρμαρώνε. Η μια πλευρά της μικρής πλατείας όπου λειτουργεί το καλοκαίρι ως εσπατόριο, πλαισιώνεται από τον έναν τοίχο της εκκλησίας της Κρεμαστής, η οποία αναμνηστική έπει λόγω των καντηλιών που κρεμούσαν απ' έξω.

Κι αφού κάνετε αυτή τη mini αρχαιολογική Εξάνηση, μπορείτε να διατηρήσετε τη ρομαντική σας διάθεση ή να την εγκαταλείψετε στα ασύγκριτα πιάτα της διεθνούς κουζίνας του εσπατορίου. Ένα πολύ ενδιαφέρον πιάτο είναι το αρωματισμένο κοτόπουλο με σάλτσα με σαφράν, σαμπάνια και καραμελωμένο αμύγδαλο ή κρέπες με σπανόκι και πράσινο τσάι, γεύσεις που μπορείτε να συνδυάσετε με εκλεκτά κρασί Γ. Μπουτάρη, Κατάι ή Περκινιάρικο Χρυσόχου. Το επιδόρπιο είναι –όπως όλα εκεί- εξίσου ενδιαφέρον και περιλαμβάνει μους σοκολάτας ή τούρτα κατά παραγγελία.

Το εσπατόριο μπορεί να το επισκεφτείτε από τη Μεγάλη Εβδομάδα και για όλους τους καλοκαιρινούς μήνες.

Ώρες λειτουργίας
 δείπνο

Σпеσιαλιτέ
 αρωματισμένο κοτόπουλο με σάλτσα με σαφράν, σαμπάνια και καραμελωμένο αμύγδαλο ή κρέπες με σπανόκι και πράσινο τσάι

ΆΛΛΕΣ ΠΛΗΡΟΦΟΡΙΕΣ

All categories ←

4. Dinning / restaurants



digital Corfu

a virtual tour
to the historical city center



- City & culture
- Virtual city tour
- Sightseeing
- Day tours
- Staying
- Dinning
- Shopping
- Having fun
- Festivities
- Public services
- Arriving to Corfu
- Yachting
- Weather
- the digital Corfu project
- Managing body
- contact



shopping at Corfu's historical center



All the categories, Café - Bar, Patisseries , Jewelry Shops, Clothes & footwear, Gift shops & souvenirs, Travel Agencies, Opticians, Bookstores, Various

Olympia - Zisimos

The most famous coffee-beer-patisserie shop in Corfu.



Alexis Periklis

Traditional patisserie - dairy



Athanasiou

Preserving the tradition of Corfiot sweets for two generations



Voulismas

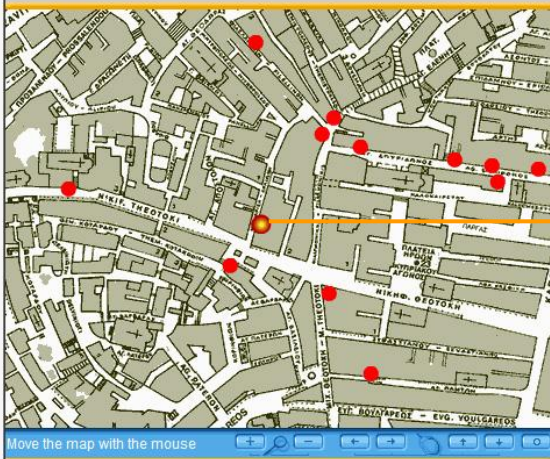
Hidden in a narrow passage, known to connoisseurs and the versed in quality products.



**select one of the stores in the list
or one of the red dots in the map.**



4. E-market place – *list of shops by category*



Use the buttons on the right, or drag the panorama to explore it.

[bigger map window](#) [bigger panorama](#)

Panorama #1

dinning
at Corfu's historical center

All the categories, Café - Bar, Patisseries , Jewelry Shops, Clothes & footgear, **Gift shops & souvenirs**, Travel Agencies, Opticians, Bookstores, Various

Ronaldo's workshop

Ronaldo's workshop, full of paintings, special ceramic creations and unique masterpieces.

Antica

For those who love old and beautiful things...

Antiquerie

The jasmine on our doorway, our natural politeness and smile are waiting for your visit.

Athinaios Ceramics

ceramics to cover all tastes...

select one of the shops in the list or one of the red dots in the map.

In a 16 th century Venetian edifice in Corfu old town, in Kantouni Bizi, you'll discover how creative it is to choose the perfect present for every relation and occasion...

at CAVA PAIPETI

We have decorated our place with a lot of care, thus creating the appropriate environment for providing you with comfortable and friendly service.

We have got a special and selected collection, which is constantly enriched with the best products available. Our collection comprises an ample variety of wine and champagne from Greece and from all over the world.

We can provide you with varieties of Grappa, Malt Whisky, Vodka, Swiss chocolates GOLDKENN and Belgium chocolates CORNE'PORT ROYAL.

In our shop you'll also find a large variety of traditional Corfiot products, such as koumkuat, caramelized almonds and sweet almond paste bars.

We create the finest and the most original handcrafted packages, making our products glorious for the eyes and making sure, at the same time, that they be dispatched on time.

All you need to do is call us at 2661030778.

[View products](#)

Operation hours:
7, Arlioti- Maniarizi St.
tel: 003026610 30778 fax: 0030

The **Digital Corfu commercial district** includes 110 business: hotels, café, restaurants, cake-shops, jeweler's, boutiques, shoe-maker's, gift shops, tourist and local products shops, travel agencies, bookshops etc.

The "shopping" option gives the user the choice of taking a virtual stroll around the shop windows

Digital Corfu e-market place: cava shop

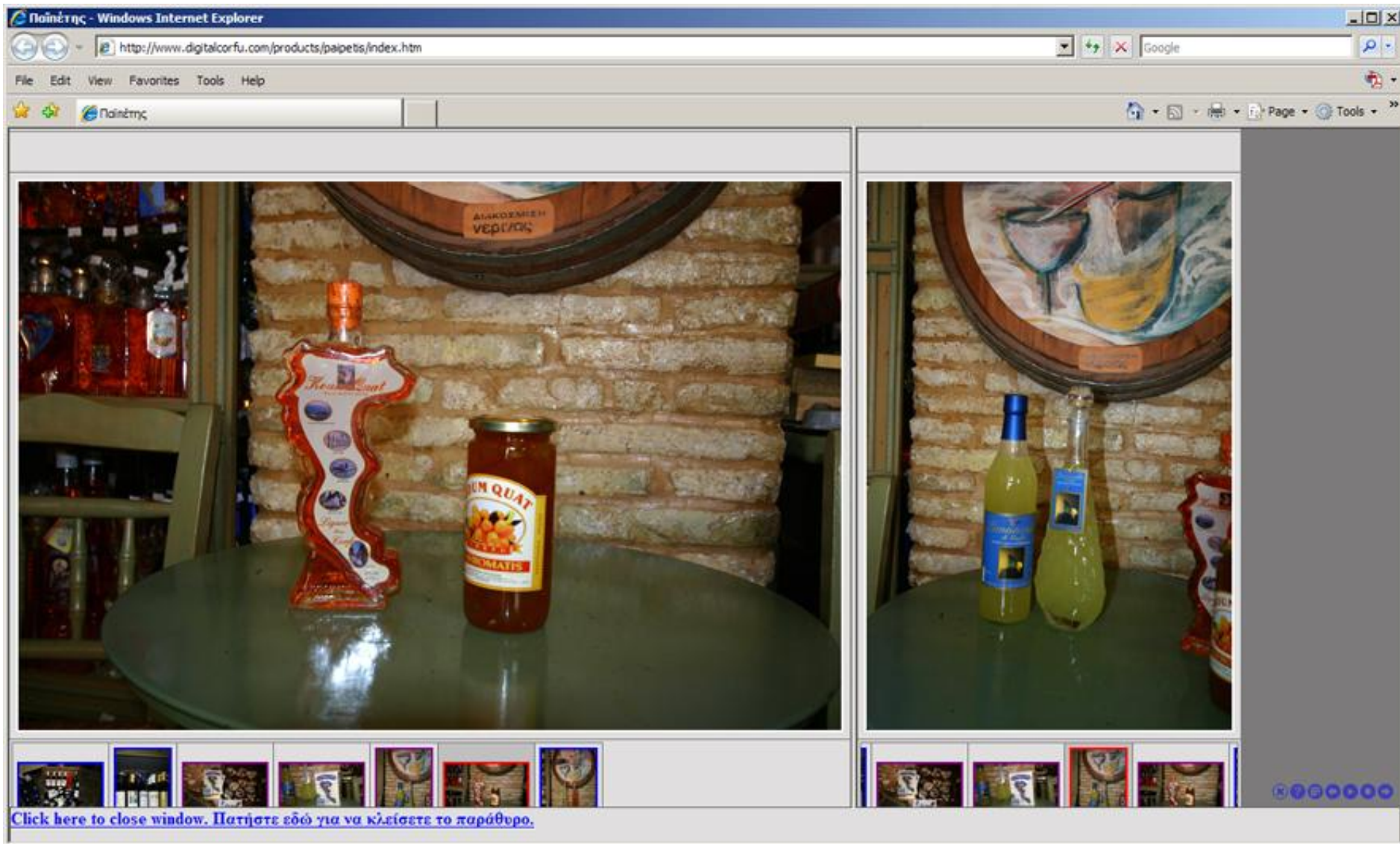
Παϊνέτης - Windows Internet Explorer

http://www.digitalcorfu.com/products/paipetis/index.htm

File Edit View Favorites Tools Help

Παϊνέτης

Page Tools



Click here to close window. Πατήστε εδώ για να κλείσετε το παράθυρο.

The user may have a detail view to the products

Visitors to www.digitalcorfu.com (dates and **country totals** below)

Navigation: [Maps Archive](#) | [Notes](#) | [Full Map Key](#)

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Διαφήμιση Google



Cluster Map - Visitors to www.digitalcorfu.com

Conclusions:

towards a creative travel experience

The support of the new digital technology is valuable in a sustainable tourism destination management as, now, tourism related governmental agents have strong tools in order to:

- Promote the specific cultural or environmental identity of each place, all over the world, against a mass cultural homogenize.
- Promote alternative tourist destinations against traditional and replete ones. Emergence of new alternative tourist destinations - thematic tourism
- Inform travelers with a high quality of information about tourist destinations and support them with specific e-services. Well-informed travelers with respect to the environment, the monuments, to the local ethics and the cultural identity.