



TOURISM PORTAL



Promote yourself, with the Tourism Portal!

The Tourism Portal is a digital promoter for regions, cities, or companies, which combines an online portal and a mobile app. This product was designed to favor simplicity when creating and managing content and usability, so that visitors can easily access relevant content, using a rich and intuitive interface.

This product comprises two components:

- Online portal, which works as a display case for the city/region, allowing the entity to highlight the best it has to offer. The promoter can publish content regarding events and services, share news and promote cultural calendars. The portal can also function as a bookings manager for hotels, restaurants, attractions, etc. This component can be customized to match the visual identity and the requirements of each entity;

- Mobile App, which includes itineraries and points of interest (POI) defined by the entity, and allows the user to locate the nearest points of interest, automatically calculating the directions. The application also offers a menu where the user can find a wide range of content published by the entity.

Available

The application is accessible to anyone, anytime, anywhere;

Interoperable

The Tourism Portal's two components work with the most common and open technologies in the market;

Secure

The users can only see and do what they've been authorized to access;

Intuitive

The user doesn't need any specific technical knowledge in order to use this product;

Integratable

This product has been designed to integrate with multi pie responsive web design technologies and can integrate with applications from other suppliers;

Customizable

The Tourism Portal is highly customizable, which allows the entity to adapt the website to its own visual corporate identity.

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FEATURES & BENEFITS

The Tourism Portal works with multi pie users:

TouristsNisitors have access to a wide range of content promoted by the region/city, and can browse for tourism products either in a structured way (searching for hotels, restaurants, museums, leisure and sports, etc.) or in a casual way (searching, for example, for "crafts"). Visitors can also register on the portal to make and manage reservations in hotels, restaurants, events, etc.

Promoters manage the portal's content. Their access level is defined by the managers;

Managers are responsible for managing the portal and its content, which includes managing users, permissions and respective profiles.

MANAGING CONTENT

Created to serve a distinct set of users with very different requirements, the portal is structured to favor, first of ali, easy access to information and, immediately afterwards, its management.

The toais used for the creation of content/pages, use visual editors and objects/items copy-between-pages functions.

CREATING PEDESTRIAN TOURS

The entity can create pedestrian itineraries that include different attractions. The mobile app offers navigation support along pre-defined routes, identifies points of interest near the user, and calculates paths from the user's current location.

GEO-TAGGING

Every entity is geo-tagged, allowing users to access the details of the organization, check their satellite image and know their exact location. This information is available throughout the portal.

MANAGING THE LAYOUT

Any alteration to the portal's layout is easily replicated throughout its structure, using template pages.

MULTILINGUAL WEBSITE

The application enables the creation of multi-language pages, which means that the portal can be multilingual. The contrai and management of the different page versions is easy and intuitive.

CREATING NEWSLETTERS

The wide range of content allows for the quick and easy publication of a periodic newsletter that can be automatically sent to subscribers.

MANAGING BOOKINGS

A visitar can submit a reservation request to the portal, which is forwarded to the application manager. The manager will then contact the touristic guide to confirm the availability and applicable price. Finally, the manager forwards the response to the visitar. The reservation data can also be stored in the application for later reference.

SEARCHING FOR CONTENT

The visitar (tourist or tourism professional) can easily and quickly access the desired information on the website.

EVENTS CALENDAR

The application includes an automatic events calendar, divided by categories.

WEATHER INFORMATION

The portal offers information about the weather conditions and temperature in the places or landmarks defined by the entity.

MANAGING THE PORTAL

In the administration area, the manager can create new users, set access permissions and profiles, edit content and create pages in multi pie languages. It's also possible to define public and/or restricted areas, by assigning passwords.

EXPLORING MANAGEMENT AND STATISTICAL INFORMATION

The application offers page hits statistics, with the identification of the visitor's IP address, network and page history. In the information exploration module, these data can be represented in management reports and graphs.

TOTAL ACCESS

The user accesses the application online, and as such, doesn't need any additional software.

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