

**8<sup>th</sup> Joint CORNET Call for Transnational Collective Research Proposals**  
**--- Project Idea ---**

<b>Subject:</b>	<b>Dynamic Packaging Tourism</b>
<b>Coordinator:</b>	Confcommercio di Reggio Calabria, Italia
<b>Other applicant(s):</b>	- Spin, consorzio di Ricerca, Innovazione e Trasferimento Tecnologico
<b>Sector/target group:</b>	Companies operating in the tourism sector
<b>Proposal summary:</b>	<p>The project idea is to test a “Dynamic Packaging Tourism” system, described below, at the cluster of company operating in the turism sector and/or in one o more districts with the possibility of extend it to a corresponding district in another country, creating a kind of "twinning" of clusters.</p> <p>It is not a simple booking because it has the dynamic packaging features that enable his innovative and still now similar systems are not existing</p> <p>The concept is not merely technical but is broader: to maximize the customer's need . This aspect is very important in the tourism sector where is considerable growth in demand and supply fails to give adequate answers.</p> <p>The transition from “destination” tourism to “motivational” tourism has completely changed the system offered by operators that restricted the attractiveness of the traditional “static turism packages”.</p> <p>From this need was born the idea of using new information technologies to better meet the needs of tourists.</p> <p>The system allows consumers or travel agents to bundle trip components. Customers can specify a set of preferences for a holiday and the "system" accesses and dynamically queries a set of information sources in real time to find the desired components (such as pricing of flights, rental cars and activities recreation). Once the user has entered the travel preferences, the system will respond with a set of choices in terms of, preference of flight; preference for housing; preference of room type and related services, car rentals: car, model and brand name; dates of withdrawal and redelivery; excursions and optional activities (eg pony trekking, bike hire, scuba diving equipment, etc.); <i>leisure time activities</i> ( entry to dance clubs, theme parks, drink in pubs, etc..) optional insurance such as that for the cancellation of the trip, etc.</p> <p>The platform is based on solutions to IT architecture (XML) that allows additions, upgrades and migration to more advanced systems than the existing systems at any time.</p>

<p><b>Advantages for trade and industry:</b></p>	<p>The application provides the possibility for the consumer-tourist or travel agent to combine online different components of travel (including services often excluded from traditional static packet), to receive real-time quotations and finally to be able to assemble a tourism package custom-made .</p> <p>Currently, travelers must visit different websites manually before being able to plan their trip, often they must register their personal data and wait hours or days for a response or confirmation, as well as make multiple payments by credit card or other type of payment. Consumers are discouraged by this lack of functionality, require the ability to create, manage and update personalized itineraries.</p> <p>Travelers can create online customized package tourism combining their preferences for services and activities - such as flights, car rentals, hotels, admission to theme parks, guided tours, local transport, etc. - in one single price.</p> <p>Therefore, the dynamic packaging system offers great security and authentication systems by increasing the mutual trust between those who create tourism packages (tour operators), retailers (travel agencies) and tourists consumers.</p>
<p><b>Dissemination concepts:</b></p>	<p>The dissemination of knowledge generated will consist to create a website and organizing workshops and seminars aimed at businesses of the tourism sector, the scientific community on this issue and other public bodies and private individuals.</p>
<p><b>Profile of additional partners:</b></p>	<p>Associations of companies operating in the tourism sector that represent more than all the companies in the tourism sector.</p>
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