

Code Sprint Submission Document

Country Represented: Trinidad and Tobago

Project Title: my.tt: A Tourism Portal

Team Name: Team CITS

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Problem Being Solved

Carnival and Christmas seasons are highly favourable for Trinidad and Tobago but are under-utilised. How can the data we examine help to reach potential visitors and peak their interest in Trinidad and Tobago? How can we maximise on both the peak and off-peak seasons when the tourists visit? Can the impact of existing tourism initiatives be measured?

Several tourism themed websites offer numerous datasets specific to Trinidad and Tobago, but not in a user-friendly, or readily accessible manner. Up-to-date useful information on Tourism options, presented in graphical formats are difficult to find without extensive searches across multiple websites.

Solution

A data-driven, centralized, integrated and interactive Tourism Portal for Trinidad and Tobago, catering to both international and domestic tourism.

Features include:

* A searchable database of restaurants, hotels, recreational/social as well as transportation options.
* Uses open data to dynamically show potential visitors peak periods and other up-to-date tourism statistics.
* Uses open data to provide dynamic and specific up-to-date information about the Country’s visitors.
* Utilizes dynamic “mash up” graphs built on open data with options for presentation, customization, social media sharing and download.
* Utilizes a responsive web design for maximum compatibility and accessibility across a wide range of devices, inclusive of mobiles and tablets.
* Seamless integration with popular social media, such as Facebook, Twitter, Pinterest, Google+ etc.

**For future development**

* An administration section will be developed to ensure the use of up to date information and to manage sponsored advertisements.
* Use of a social media and crowd-sourcing strategy to rate and review tourism options.
* Development of an intelligent rating system to mitigate potential abuse and spamming.

Business Model

The portal is designed around a ‘Free-to-use’ approach in order to facilitate maximum user exposure. International and Domestic Tourists can use the full feature set of the website at no cost.

The business model is hinged around strategic partnerships and a preferential advertising plan, based on a hierarchical model. Tourists’ experiences are categorized and preferred sponsors can have their results appear in a special section of the search results. For example, a platinum sponsor in the Restaurant Category will have his business placed at the top of the search results based on Restaurants on the island. Sponsored results will be limited to the first three records on a page of ten records. The preferred sponsorship subscription will be billed monthly.

There will also be an option of an advertisement supported revenue stream through the use of strategically placed banners. Since the website is free to use, the client base would be potentially larger than that of a paid subscription which will encourage advertiser participation through positive visitor flow through the website.

Additionally, there are long-term business opportunities to advantageously partner with local or regional banks and air carriers. The benefit to the visitors can be discounted rates and additionally, the partners can benefit from premium advertising placement on the website.

Technologies Used

**Runtime Software:**

Apache Server

MySQL  
CKAN API  
Tableau Public Visualization Software

JQuery JavaScript Library

D3 JavaScript Library

XAMPP

**Development Software:**

JavaScript

PHP  
phpMyAdmin (MySQL Interface)

Notepad++

JSON Viewer (jsonviewer.stack.hu)

Adobe Photoshop CS5

Adobe Fireworks CS5

Template Monster Website Template

Screen Cast video link

The demonstration of my.tt is located at: <http://www.screenr.com/CA37>