

Code Sprint Submission Document

Country Represented: Guyana

Project Title: TourismVIZ

(based on the Tourism Caribbean Competitive App (TCCA) Idea)

Team Name: CodeStars

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Problem Being Solved

[Taken from the Crisis and Impact Statements of TCCA-Tourism Caribbean Competitive App found at: <http://developingthecaribbean.org/tcca-tourism-caribbean-competitive-app>]

“The Caribbean moves towards unifying tourism product. However ultimately they compete for a limited resource. Will information about peak and low seasons in territories help to drive initiatives in other countries.”

“Move toward understanding when to visit islands. Helps planning, can be used as platform for tourist travel recommendation app.”

Solution

On one level, the TourismVIZ App strives to incorporate tourism data from various Caribbean nations into a unified collection of data visualisations of tourist arrival statistics by year, month, country of origin, Caribbean destination, etc. These visualisations seek to provide intelligible representations of arrival statistics to influence decision making regarding the tourism industry across the Caribbean.

On another level, the TourismVIZ App serves as a utility for tourists to make informed decisions regarding their next vacation destination. This goes beyond simple comment and rating tracking into a customised, statistical view of the most popular destination based on tourist nationality.

Finally, the TourismVIZ App provides a means to continually populate the initial open datasets for continued tourism intelligence data gathering across the Caribbean. The TourismVIZ App is intended to integrate with ports (air and sea) across the Caribbean as well as provide entry and exit surveys for tourists so that the app may continuously acquire, organise and present data for meaningful use in the evolution of the tourism industry across the Caribbean.

Features

* First ‘intelligent’ vacation destination advisor in the region
* Google Maps & Goole Charts powered data visualisations
* Service Oriented Architecture with standard interface for open data access allowing the development of additional, other apps.
* Easy to use interface
* Accessible across mobile and desktop platforms

Business Model

The App will be based on a “Freemium” subscription. The application’s core service is intended to be deployed for free. The core service includes the registry of all Caribbean nations, ports of entry as well as the collection and presentation of arrival statistics gathered from the various ports of entry. In this regard, TourismVIZ will serve tourism industries across all Caribbean nations through its visualisations and analytics for free. Since the application is also expected to be an “intelligent” vacation advisor to tourists based on this open data, it expects to make money by charging a small subscription fee for the profiling and promotion of specific tourist resorts, hotels, restaurants, bed and breakfasts and the like across the entire region. Once an establishment is profiled on the App, it may be specifically recommended to tourists when they use the App to plan their next vacation destination.

Technologies Used

**Runtime Software:**

SQL Server

IIS

Google Maps API V3

**Development Software:**

HTML5

C# .NET

Visual Studio 2012 Express

Screen Cast video link

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