

Introduction/Business Problem

intro

The decision about placement or destination is pivotal in many fields such as, among others, tourism, real estate sector and service business as well.

An interpretative model for consumers, citizens and business decision makers it's therefore the tool for supporting the intake decision process based on a rationale approach, avoiding personal or irrational decision.

Description

In this project we try to compare to different but at same time similar cities such as Toronto and New York focusing especially on the perspective of tourism. The comparison is made by the service resources the two towns have rooted in the territories (accommodation and hospitality, restaurants, entertainments, etc.)

Toronto and New York are the famous places in the world. They are diverse in many ways. Both are multicultural as well as the financial hubs of their respective countries. The project want to explore how much they are similar or dissimilar in aspects from a tourist point of view regarding food, accommodation, beautiful places, and many more.

Target audience and people who care about

Information in the Tourism sector is very important as can drive the selection of people among many destinations. The capabilities of central or local administration to give citizen or tourist a dashboard of synthetic but at the same time exhaustive information to select the correct destination based on their needs is a strong weapon to utilize in a website or portal for information or advertisement for tourist.

Therefore the target audience for this project could be i.e. a "tourist office" or a public administration who wants give specific information to their public. The project that has been created as a pilot model for comparison of two or more destination can be subsequently implemented in an automated application for website or mobile app.

This prototype can also be extended for other different targets. Let's imagine this model applied for the comparison of two cities (or neighborhoods in towns) in the sector of real estate. In this case the information in the model would also consist of the houses (qualities and quantities) and the price per square meter. In this case the people who would care about can be the real estate companies interested to give more information to their clients and the final target of the "app" could be the people interested to get information about a new house.