

.....

A TOURISM MANAGEMENT TOOL FOR SUSTAINABLE MOBILITY

AUTHORS: Mark Bugeja, Suzanne Maas, Maria Attard

Short Description

My input lies in investigating the concept of Circular Economy and Sharing Economy in the mobility system. Which materials are used, how can they be looped and what hidden energy or material uses exist? Finally, how can mobility's energy and material use be ecologically, socially and economically sustainable?

Main part

A tourist's experience cycle goes through several processes that define how they consume some touristic experience. This process includes planning a schedule that covers attractions and activities that are in line with the tourists taste. Irrespective of the activity a tourist will need to also plan for the transportation aspect. That is, how they can travel to chosen sites and destinations. From the other end, tourist operators are increasingly finding new ways to market their services to tourists through the use of digital technology such as TripAdvisor and mobility applications such as Google Maps or Triplt and Visit a City. More recently, through the use of newer technology such as AR and VR. Combining both these different aspects of tourism does not afford much for governments to control sustainable transportation. In this session, we present an application "My Malta Plan" developed with the aim of bringing tourists and operators together through a digital mobile application and portal to push for sustainable travel mods. In addition, we present a data collection framework that collects transport modes and tourist activities that is low cost and easy to manage. Through the app, tourists can plan their trips to Malta, either by using the automatic trip generator feature that generates an itinerary based on tourist activity preference and trip dates, or, by customising the trip to suit their needs based upon the available activities. The app information is updated through a backend portal that is accessible only to verified tourist operators. This process ensures that the information is consistent and tourists can only add activities based upon availability of the activity depending on date and time. Tourists can also post private feedback viewable only by the tourist operator. Finally, Transport Malta, the islands' transport regulatory authority can also use the backend system to mine information on the current tourist operations across the Maltese islands and help reroute traffic from busy touristic areas to funding new touristic operations in less known areas in Malta with the intent of diverting traffic across the island instead of concentrating on touristic hotspots.