

Sixth Framework Programme  
Horizontal Research Activities involving SME's  
Co-operative Research Project



**EU Project Aladdin**

**Mobile**

**Destination-Management**

**for SMEs**



**European Commission**





www.aladdin-project.org

### Background

European SMEs in the destination area of the tourism and travel industry are facing serious challenges from large international companies. Incoming tour operators, tourist offices, restaurants and museums are typical SMEs which need to provide a different service for the same customer, the tourist, in a cost-efficient but attractive way. Optimised tour transfer set-ups, tailored offerings, the handling of last-minute changes to hotel bookings are the key issues for incoming agencies to deal with the future upcoming trends of mixed individual / group travel and the highly volatile business processes (last-minute bookings and changes of hotels and flights) that increase process complexity and therefore the costs of such transactions.

### Consortium

The ten partners in the Aladdin consortium were carefully selected to accomplish the project objectives and to contribute to the creation of new work opportunities and destination services and to successfully disseminate and exploit the achieved results and impacts.

The project brings together an international and multidisciplinary set of SMEs and research organisations from six European countries with complementary skills and experience to form a balanced and capable consortium.

### Project Technical Goals

- Identification of processes and derivation of the required system functionality
- Selection of task and user environment oriented devices
- Provision of good and relevant content
- Development and integration of the basic system
- Selection, integration and interoperability of mobile networks and location technologies
- Functionality tests
- Pilot set-up and implementation

### Project Scientific & Societal Goals

- Analysis of major business and customer processes in the incoming tourist destination lifecycle
- Definition of new services
- Increasing service levels and quality for group and individual travellers
- New work opportunities for tour guides
- New advanced service and sales opportunities for regional SMEs
- Reinforcement of European strengths in mobile and wireless communications



### Project Facts

EU Contract No:	017566
Project acronym:	ALADDIN
Priority:	Co-operative Research
Start date:	01.08.2005
Project duration	24 Months
Total project costs:	1,8 Mio Euro
Commission funding:	1,3 Mio Euro
Consortium:	10 partners from six European countries

# Innovation

## Project Summary

The EU project Aladdin aims to develop a mobile destination system that combines both the provision of a mobile incoming tour operator workspace and a mobile content and service management system for destinations.

Thereby Aladdin will consider different usage scenarios, having in mind the variety of holiday types, such as culture, city or sun destination trips and different types of travellers, like business and leisure travellers in groups or as individuals.

A detailed business analysis and specification carried out by the research partners of the project will be the basis for the final implementation of the Aladdin system. Field test in three partner destination areas shall assure and help to improve the proper running of the system in real environments.

Extensive dissemination in the public and scientific area will be the basis for good exploitation efforts. In addition the so far non-existent competition in the area of mobile applications for tour guides opens a promising market for a standard that is supposed to assure the success of the Aladdin system beyond the co-operative research project.

## Expected Results and Impacts

Aladdin supports the participation of small/medium enterprise (SME) partners in the continuous process of innovation and technical adaptation that is demanded by the competitive European travel market. The project intensifies the international cooperation between SMEs and universities, and enables the SMEs to benefit directly from the Aladdin project outcome. Research partners contribute with their scientific and technological research in order to improve their knowledge in an innovative, practical and tourist-related project.

With focus on the tourism market Aladdin aims to provide small-to-medium-sized travel organisations with an innovative mobile service and information platform to increase their business opportunities and lead them to a sustainable enhancement of their competitiveness. A broad array of location-based and custom-tailored mobile information and services will be offered to tourists during their stay and tour guides at the destination will be supported efficiently in their daily work while using the mobile application of the Aladdin system.

Furthermore Aladdin encourages local SMEs to contribute content and services for a mobile business marketplace at the destination by providing them with a new, easy-to-use and flexible marketing channel for their destination services and information.

# M o b M o b i l i t y



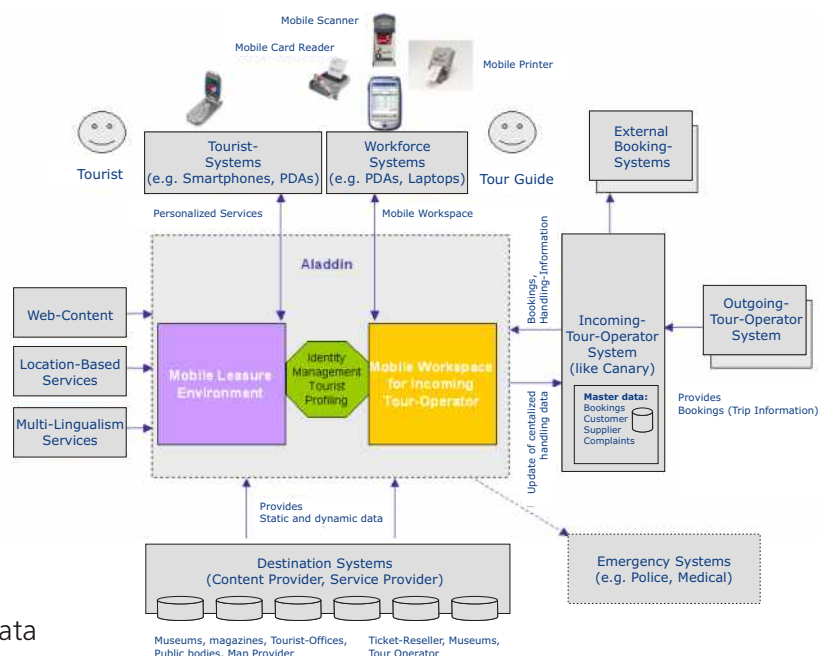
## Technical approach

The implementation of the mobile workspace for incoming tour operators and the mobile leisure environment requires substantial development of new applications and services, as well as adaptation of existing solutions.

The Aladdin system will be developed on the paradigm of a service-oriented architecture (SOA). This architecture, made up of different components and interconnections, stresses interoperability and location transparency of service providers and service customers. The interoperability is based on the ability of the Aladdin service to be invoked by any potential mobile or fixed client of the service.

## Aladdin System Components

- Mobile leisure environment platform for personalised destination services and information for travellers
- Mobile workspace environment platform providing tourist and tourist group tailored information and services for tour guides
- Identity management for seamless use of services and data privacy of profile information
- Web content integration
- Location-based services and information
- Multi-lingualism service
- Easy-to-use mobile Java client applications for mobile devices
- Destination system for content and service provider integration
- Interface to incoming tour operator system
- Mobile network (UMTS, GPRS, GSM) and location technologies (GPS / Galileo) connection





# Flexibility

## Practical User Scenario Examples

The Aladdin system provides incoming tour operators with a variety of services that help to improve their business-to-business (B2B) and business-to-consumer (B2C) businesses and to reduce processing time during the different phases of the incoming tourist life cycle:

### Before the Journey Starts

- The visiting tourist is invited to reveal his personal details and interests using a portal application
- This profile information is used for providing advanced customer service and support, and for a personalised mobile custom-tailored content and service offer
- Online advance reservation of incoming tourist services can be offered to the customer

### On Arrival

The incoming agency will use the combined information about the customer from the portal along with information about his booking for an optimal arrival management:

- Arrival lists on the tour guide's PDA for arrival checks
- Arrival numbers and possible changes, updated automatically in the incoming reservation system
- Special customer profile data for use on the first contact
- Provision of current multimedia content and service information about the destination on the traveller's smart phone such as mobile infotainment about restaurants, golf clubs, diving clubs, sightseeing tours, museums and about the region itself
- Variable and regularly updated content and service information about the destination such as current events, excursions, concert information and shopping offers

### During the Stay

- Provision of further service offers on the tourist's smart phone tailored to his particular interests e.g. special deals in local restaurants, current exhibitions
- Mobile information about booked excursions, including map information and travel itineraries

### On Departure

- Current departure information on the tourist's mobile phone
- Current departure information listed on the tour guide's PDA, assisting the organisation of departing tourists, thus assuring an optimal departure management
- Integrated map functionality on the PDA to provide incoming staff with an elaborate routing plan for pick-ups

### After Return

- Ongoing post-travel customer relationship activities via the personal portal site for marketing and service offers



# Consortium



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