

SUSTOUR-MED

2021-2-EL01-KA210-VET-000048093

KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: **[Education in Progress]**

Practice number	4.1
Name of the Practice	CityAROUND
Theme	4. Digital tools for smart tourism operation
Type	4. Online Platform/Mobile App
Developer / initiator	Panorami Elettronici Srl
Short description	<i>The simple and intuitive digital guide allows users to immerse themselves in the city's cultural heritage and landscape. The cityaround navigation system proposes several loop circuits to be covered on foot or by bicycle, and it is possible to choose and customise one's ideal itinerary. Each circuit is mapped and selected on the basis of specific landscape, historical and cultural characteristics, and is implemented with multimedia information on the main points of interest encountered along the way.</i>
Goal	<i>The aim is to promote knowledge of heritage with a focus on archaeological, urban planning, naturalistic and cinematographic aspects.</i>
Detailed description	<i>In just a few clicks, cityaround provides all the best ingredients to enrich your city tour. Download the app, choose the circuit you like best, follow the directions we send you and let us guide you to the city's most beautiful and unmissable attractions, included in each proposed route</i>
Innovativeness	<i>Its innovativeness lies in the opportunity to discover new parts of the city by yourself</i>
Financial aspect	Free
Country	Italy

<p>Target Group</p>	<p><i>small hotels</i> <i>tourism offices</i> <i>tourism agencies</i> <i>destination managers</i> <i>Local authorities</i> <i>VET providers</i></p>
<p>Transferability</p>	<p><i>It could easily be transferred to other countries due to the fact that it enhances the sustainable tourism and encourages positive interaction between the tourism industry, local communities and travellers.</i></p>
<p>Website and/or relevant links</p>	<p>CityAROUND - App su Google Play</p>
<p>Contact information</p>	<p><i>Contact details of the developer/initiator - Not obligatory to fill in</i></p>