




LT-Innovate Needs Specification Segittur

-  Segittur (Madrid, Spain)
 - Spanish Government Organization
 - Mission:
 - develop new tourism-related technology, and to encourage the use of this technology within the sector, with the aim of consolidating Spain's position as a leading tourist destination in the world
 - Objectives:
 - Promotion of Spain abroad using new technologies.
 - Develop tools for the tourism sector that enable the integration of electronic commerce in Spanish companies.
 - Facilitate the commercialization of tourism companies that have on-line booking systems.
 - Manages Spain's official tourism website www.spain.info and its complements: www.spaininwords.com, www.spaininsight.com, www.youtube.com/spain

- Different tools for supporting the promotion of Spain across the globe:
 - CRM system for Tourist Offices
 - Knowledge Network (Ayud@tur, Intelitur, ThinkTur)
 - Promotion (PrivilegeSpain, Turespana, Europe Senior Tourism ...)
 - Commercialization Platform

32 countries, 24 languages

- What's the problem?
 - Interacting with people in all these countries in their own language, understanding their needs, offering customized services adapted to their culture in their language

VISION – WHY LT?



- Segittur's vision is that Language Technology is a key technology to help realize real interaction between the Spanish tourist industry and its target markets, and therefore a key enabler to help consolidating Spain's position as a leading tourist destination in the world



USE CASE



<http://www.nttdocomo.com>

- Early April Helmut states on Facebook that he is fed up with the cold weather and that he wants to go to the sun.
- Moments later he sees this nice advertisement for a city trip to Barcelona in the upcoming school holiday.
- Helmut decides that this is a good idea and makes an online reservation for a hotel in Barcelona. He can do this in German and gets extra offers that appeal to a typical German tourist.
- Helmut clicks on the Mystery Trip offer and sees that it will guide him through the city in an electric vehicle that is capable of adapting its tour to his wishes. As he is a technology geek and likes surprises he decides to book the Mystery Trip.
- When Helmut later arrives in Barcelona he steps in the Mystery Trip vehicle. The weather is nice, so the vehicle drives him by the nice lanes and the beach. Helmut asks if he can visit the soccer stadion. The vehicle informs him that it will rain in the afternoon and suggests to visit Camp Nou then. Helmut agrees and they continue the trip to Montjuic with the Mies Van der Rohe pavillion.

- Segittur wants to launch a new campaign to attract more Polish visitors.
- From Twitter and Facebook they learned that Polish don't like very hot weather and are fond of the Catholic religion.
- Therefore they decide to launch a campaign around Santiago de Compostella.
- They create a mini-site and flyers around Santiago for the Spanish Tourist Office in Warshaw. All content is automatically translated in Polish. A limited review is sufficient to ensure good quality for the target audience.

- Segittur needs a cost-efficient, high quality, timely (real-time), locally adapted, multiplatform solution for translation
- Segittur needs to dispose of detailed analytics, coming from their multi-lingual channels (web, social), enabling touristic product and service suppliers to understand customer needs better (CRM)
- Segittur needs to customize advertising, online marketing strategies, webs, and perform brand tracking in the required languages
- Segittur needs solutions that allow to build with voice a real conversation with the tourist
- Segittur needs to harvest and analyze data from social networks in multiple languages and communicate back with targeted offers (cfr reach.ly)

- Challenges for the LT vendor community:
 - Come up with a solution proposal that helps the customer solve his problem (cfr slide 3) and is a real answer to the needs and wants of the customer
 - Explain/Demonstrate how your solution proposal helps the customer solve his problem (cfr slide 3) and meets each of the needs and wants of the customer
 - Position yourself (or your consortium) as a reliable (long-term) partner

- Some concrete questions:
 - On the solution itself:
 - describe the main difference in the customer experience before and after. What will be fundamentally different and how will it help solve the business problem (interact with all these people across the globe)?
 - which applications are part of the solution and how do they interface with each other?
 - which part of the applications would you provide yourself, which parts would be developed by which partners?
 - On your position as a reliable (long-term) partner:
 - References/Credentials: which cases can you and your partners provide that illustrate your experience/maturity in this field?
 - Describe how you see the collaboration of the customer's teams and your team(s), how will you set it up, manage it? (or outsource it?)
 - Tell more about the methodology you use and how you structure your work:
 - Which (if any) established methodology do you have experience with
 - how would you as a vendor translate / unravel the needs of our company into applications of technology
 - Which are the priorities that you take when approaching such problem
 - What are the typical risks you foresee or you have experienced in a similar project, how would you go about overcoming them
 - Support and maintenance:
 - Once the solution is in place, how will you make sure it keeps running as it should - and if not: what will you set in place that guarantee fast maintenance?

