

2nd International Conference on Resilience and Sustainable Regions

SHIFT PLATFORM: INVESTIGATING USER INTERACTION DESIGN FOR THE CO-CREATION OF TOURISM PRODUCTS

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SHIFT-Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing
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PTDC/EGE-OGE/2146/2021.

Led by the Polytechnic Institute of Setúbal (Higher School of Business Sciences) in a network with the Estoril Higher School of Hotel and Tourism, the Polytechnic Institute of Lisbon (Higher School of Social Communication) and the University of Algarve (Higher School of Management, Hotel and Tourism). Partnership with Tourism and Tourism of Portugal, IP.

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Development Methodology

By integrating user-centered **design principles** → allows stakeholders to co-create tourism products that meet:

- Local needs and
- global sustainability goals.



Highlighted Features

- **Incubation System:** Facilitates product development and collaboration.
- **Real-Time Monitoring:** Dashboards for data-driven decisions.
- **Gamification:** Avatars, prizes, and rewards to increase engagement, etc.
- **SDG Alignment:** Tools for measuring and aligning with sustainability goals.

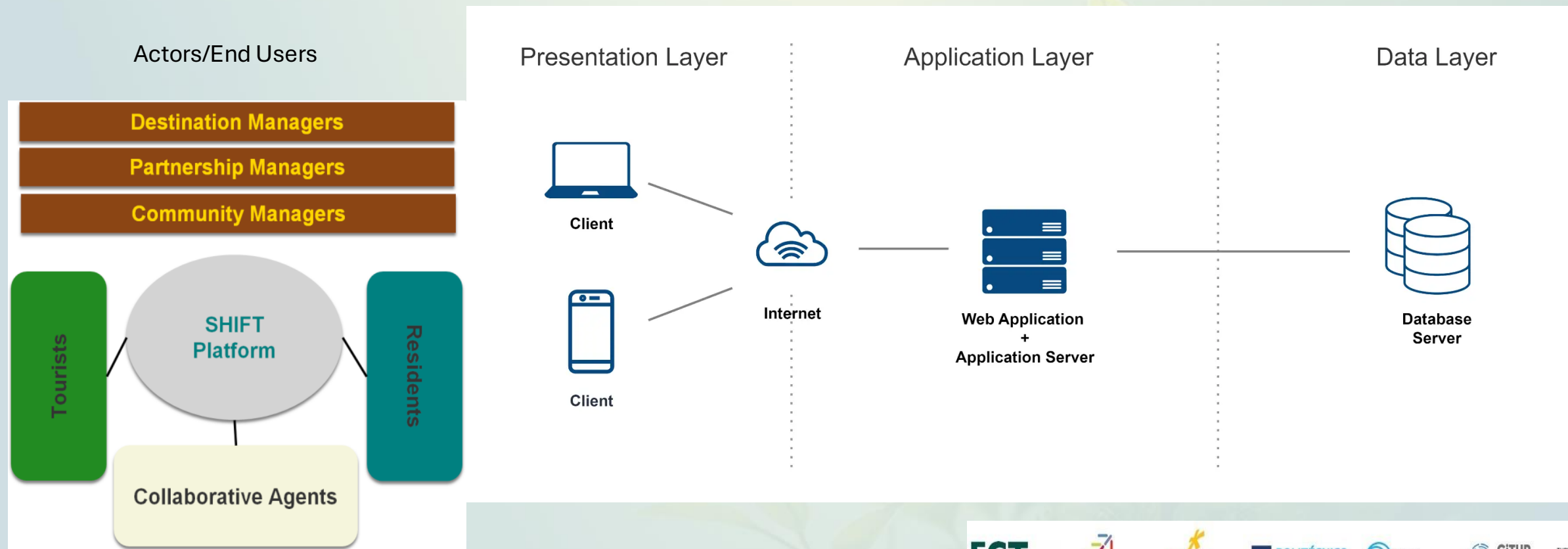


Interaction model

- **Stakeholders** contribute ideas, feedback, and **co-create products**.
 - A Tourism Agent (Collaboration) initiates the process.
- **Gamified tasks** should encourage **ongoing engagement** from tourists and residents.
- **Real-time feedback** loops ensure iterative **improvements** in the **co-creation process**.



System Architecture



Platform Actors/End Users

DESTINATION MANAGER (strategic level; e.g., ATL; CML; ERT)

Defines the destination strategy; defines geographic/thematic areas for priority action; defines guidelines and criteria.



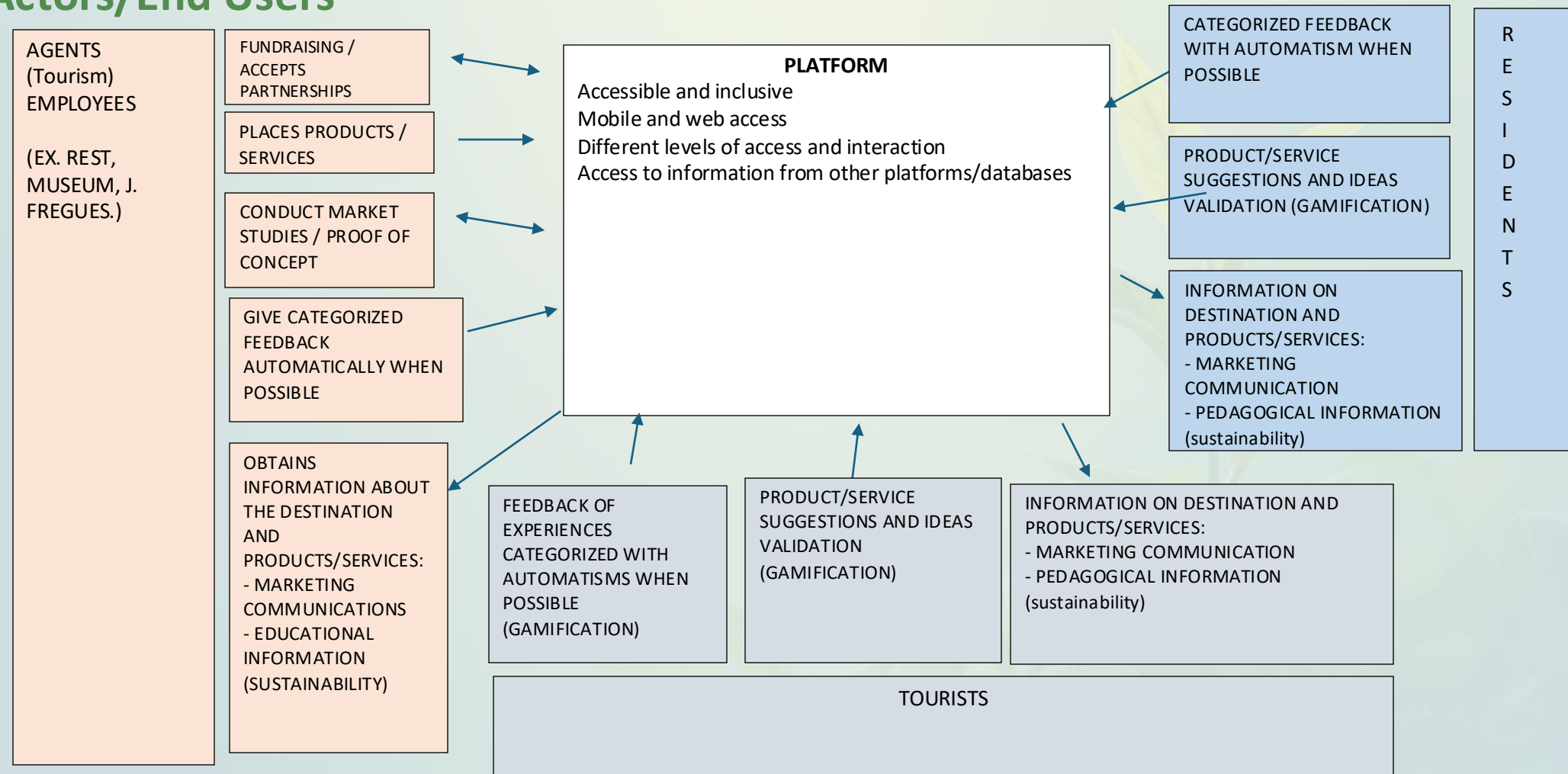
PARTNERSHIP MANAGER (tactical level)

Validates agent integration; verifies participation criteria and the products/services to be made available; validates partnerships; and manages the monitoring flow.

COMMUNITY MANAGER (operational level)

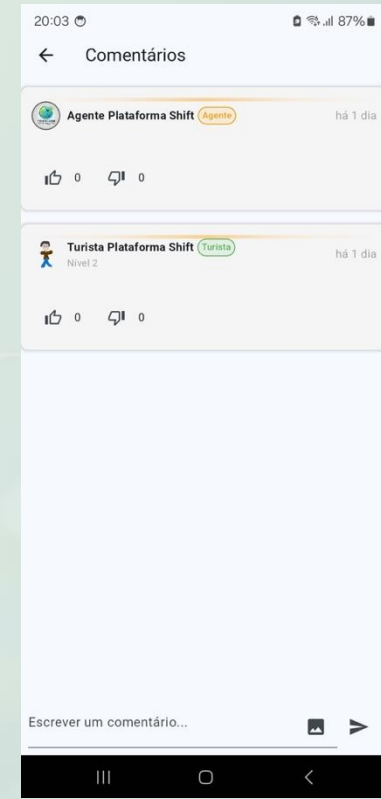
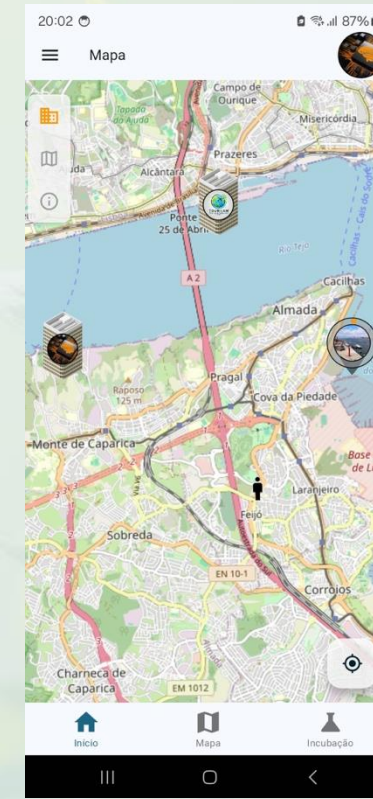
Driving communities of agents, tourists, and residents (e.g., inviting participation; responding to feedback; answering questions; reporting to the partnership manager; ...).

Platform Actors/End Users



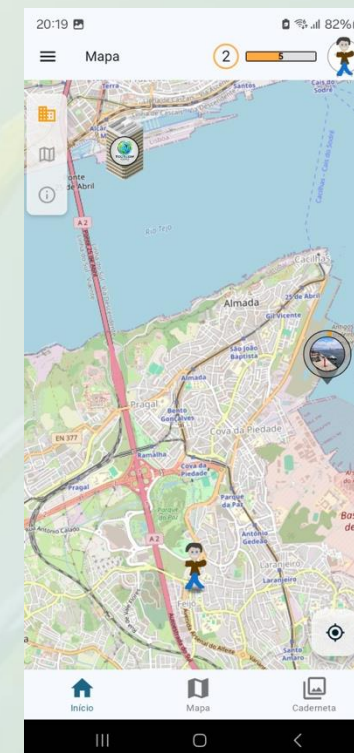
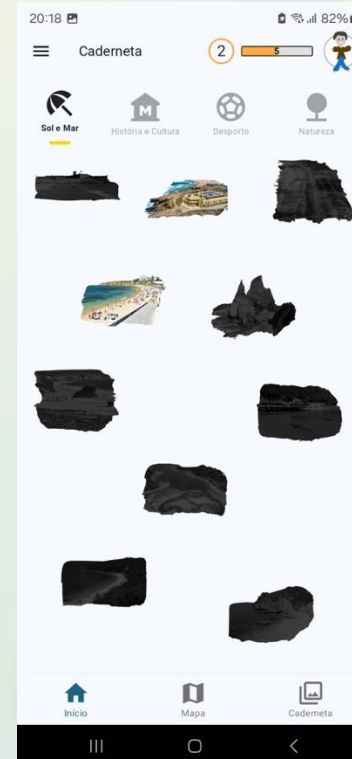
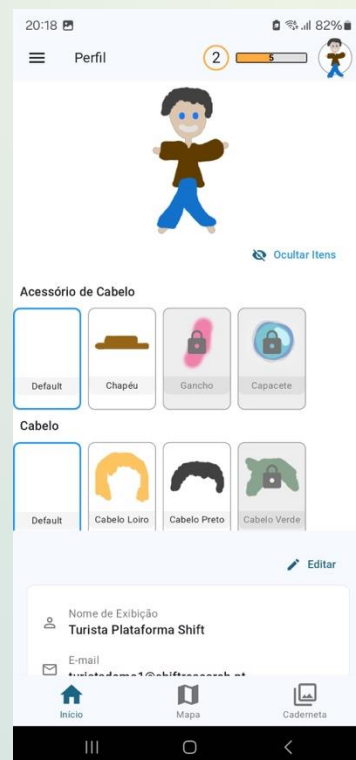
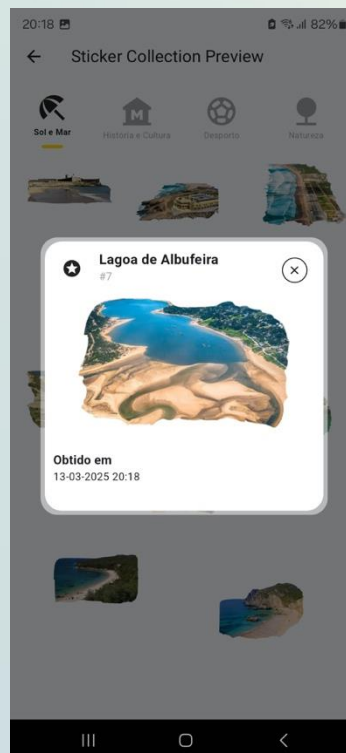
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Some (Mobile) User Interfaces



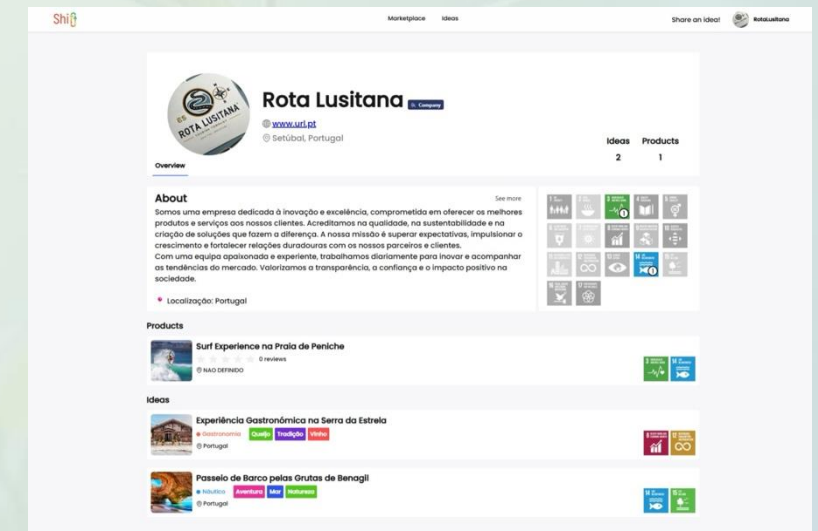
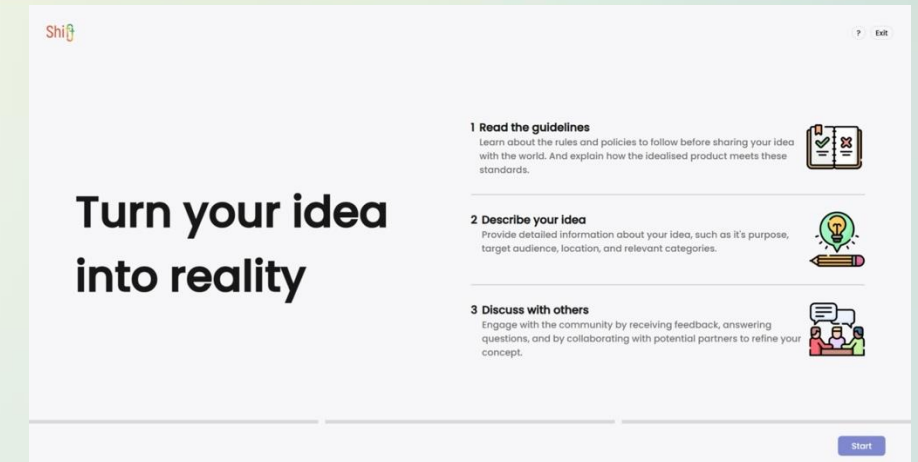
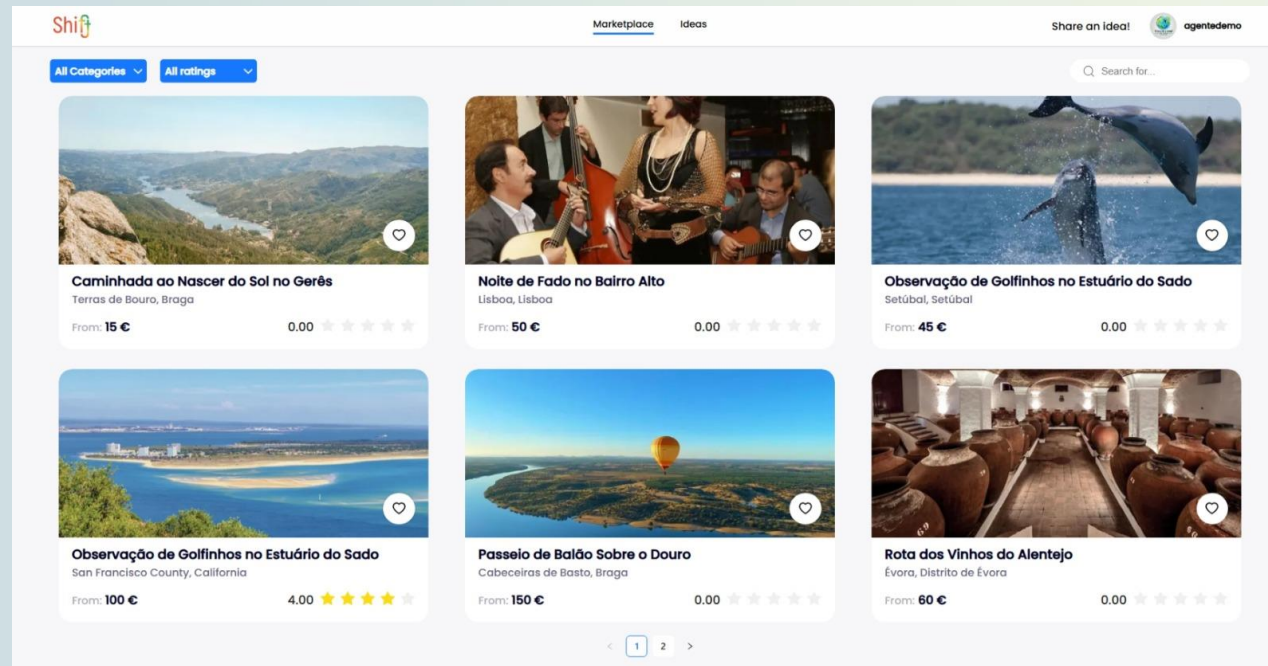
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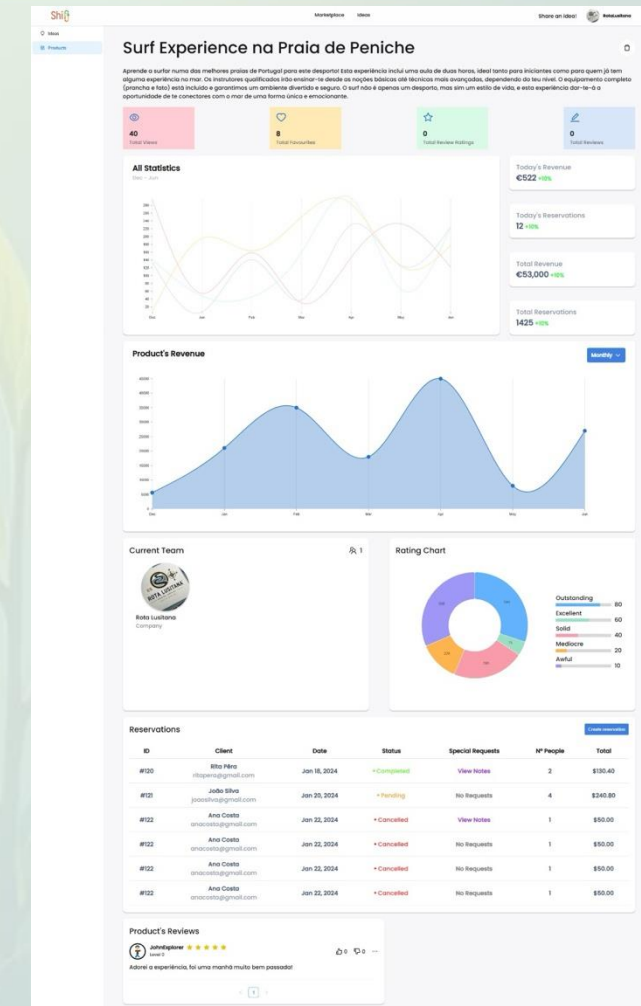
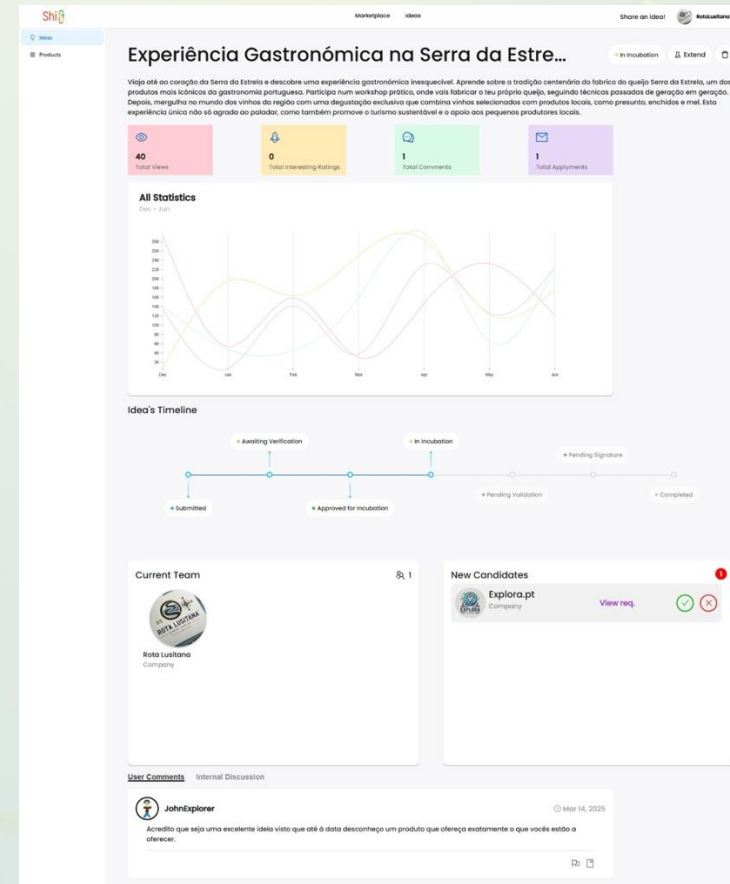
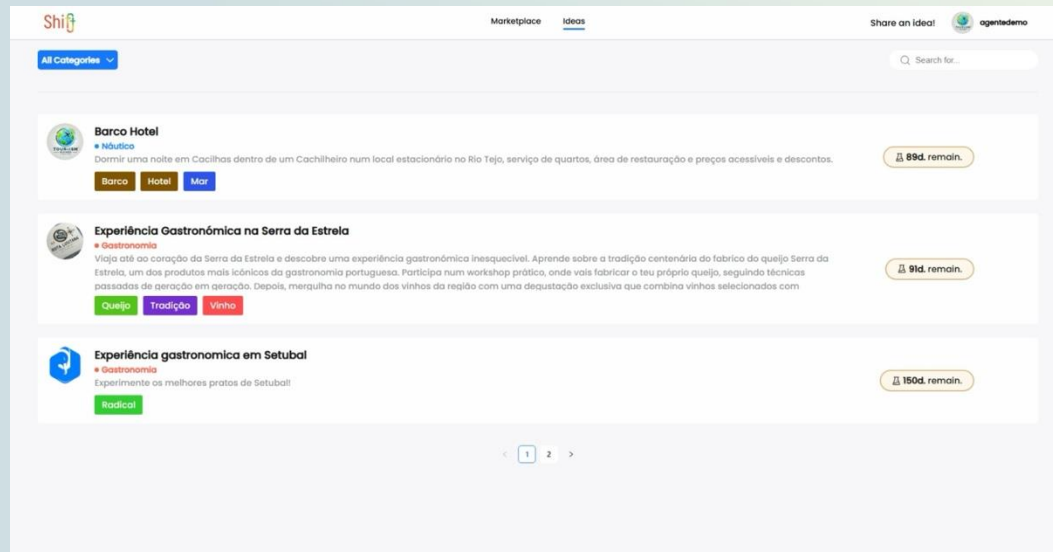
Some (Web) User Interfaces



Project reference: PTDC/EDE-OGE/2146/2021

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Some (Web) User Interfaces



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Time for Demonstration...



- ✚ Exploring the Incubation Interface.
- ✚ Creating a Product.
- ✚ Collaborating on the Product.
- ✚ Accepting a Partnership Proposal.
- ✚ Exploring the Map.
- ✚ Viewing Products and Agents on the Map.
- ✚ Adding Comments or Reviews to Products.
- ✚ Interacting with AI-Chat.
- ✚ ...

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Thank you

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