



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D.4.3.3 Smart card System

1 January 2022- 30 June 2022

WP: 4 Development and Testing of an Action plan for Inland areas valorizations

Activity 4.3: Testing of New Tools for territorial management and promotions

Deliverable: 4.3.3 Smart Card System Territorial Brand

PP in charge of WP4: PP1

PPs Involved: PP9, PP7, PP1, PP4, PP5

Status: Final

Date: June 2021

27. 06. 2022.

www.italy-croatia.eu/madein-land

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MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D.4.3.3 Smart card System - PP7

MADE IN-LAND Project

(Id 10048184)

WP: 4 Development and Testing of an Action plan for Inland areas valorisation

Activity 4.3: Testing of New Tools for territorial management and promotions

Deliverable: 4.3.3 Smart Card System Territorial Brand

PP in charge of WP4: PP1

PPs Involved: PP7

Status: Final

Date: December 2021

Smart Card System

In the area of Zadar County, as a pilot activity, the development of the territorial brand of the Zadar hinterland in cooperation with the local community and its promotion through innovative IT tools is planned. The developed brand will thematically unite cultural and natural assets and the gastronomic offer as well as the offer of other traditional products and related services offered in the outskirts of Zadar County and connect these contents with visitors on the coast. The brand will therefore serve as a promotional tool in order to bring tourist facilities closer to visitors on the coast, which represent the traditional offer and the wealth of cultural and natural assets. Furthermore, the brand will be accompanied by a visual identity and a marketing plan that will serve as auxiliary tools for future users to implement the developed brand.

Given that the implementation of the project is dedicated to the development of the coastal parts of the partner regions in terms of tourist attendance, the project includes the implementation of three specific Pilot activities in defined areas - two Pilot activities in the territory of Italy and one Pilot activity in the territory of Croatia, which will connect the coast and the suburbs. As a Pilot activity, the development of a territorial brand in cooperation with the local community and its promotion through an innovative IT tool is planned.

The developed brand will thematically unite cultural and natural assets and the gastronomic offer as well as the offer of other traditional products and related services offered in the outskirts of the county and connect these contents with visitors on the coast. The brand will therefore serve as a promotional tool and will be accompanied by a visual identity and a marketing plan that will serve future users to implement the developed brand. The mentioned area was chosen in order to contribute as efficiently as possible to the project goal of connecting the coastal belt and the coastline through the inclusion of cultural and natural heritage and in accordance with the conclusions of the workshops for the participants and their recommendations.

The innovative IT tool consists of a web application and QR code tags. The web application will promote the developed territorial brand in content, marketing and visual sense. As a promotional tool for the brand, the web application will convey the main messages of the brand and present, promote and disseminate content to tourist visitors in accordance with the guidelines of the developed territorial brand. In addition to the above, and as one of the project tasks, it is also planned to collect data on tourist movements in the Pilot area, all with the aim of testing the marketing potential of the developed territorial brand. The application of the web application must enable the analysis of data on tourist movements and visitor preferences. The analysis of data on tourist movements will be made possible by analyzing the use of virtual credits at

individual locations and by analyzing the questionnaire/survey that visitors will fill out after visiting the location.

The subject of procurement includes the delivery of a finished web application (ready-made software solution) with all accompanying items that are necessary for its operation. A total of 18 locations were included in the implementation of the pilot activity, and each visitor will visit 3 locations. The web application will enable tourist visitors to use virtual credits at predetermined destinations. For example, one visitor will use virtual credits to buy a ticket to the nature park, then to buy a traditional souvenir in the workshop and to taste a gastronomic product in the OPG. Arriving at one of the included locations, the visitor will read a QR code that will take him to the web application where, after logging in with his user data, he can use virtual credits. In this way, he will be enabled to use services/content or products. The visitor will use the specified virtual credits at a minimum of three locations to access different services, contents or products. User data and a minimum of 500 virtual credits equivalent to HRK 500 will be assigned to each participating visitor. It is planned to include a minimum of 150 visitors.

The delivered web application contains the following functionalities:

- Compatibility with all modern browsers (Chrome, Safari, Mozilla, Edge, IE11, ...)
- Enables visibility on mobile and desktop devices
- The central part is the collection, processing and analysis of data
- Central part for searching, editing, adding or deleting locations
- Central part for searching, editing, adding or deleting user profiles
- The possibility of managing virtual credits at the level of user profiles
- The possibility of managing virtual credits at the level of locations (For example, a maximum of 1,000 virtual credits can be used to buy a ticket in a nature park, while a maximum of 1,500 can be used to taste a gastronomic product in OPG virtual loans)
- Central part for managing QR codes for individual locations (QR codes must have the option of printing, and saving in .pdf, .svg, .jpg and .png formats). The management of QR codes means the possibility of adding new ones, as well as editing and deleting QR codes.

The central part for sending automatically generated messages that will inform the customer and the service provider about the use of virtual credits:

- The possibility of viewing in Croatian and English
- Minimum 2 user roles/profiles (1. Profile - service provider and 2. Profile - end user)
- Minimum 3 administrator roles (main administrator and two related administrators)

The delivered solution must not have license limitations in terms of data volume, database size or any other type of license limitation. Accompanying items that are included in the delivery of the web application are: Lease of a domain for a minimum of 6 years Lease of a server or server space that meets all the technical requirements of the delivered web application, and which will enable the smooth operation of the same, for a minimum of 6 years Maintenance and/or warranty on work of all functionalities of the delivered web application for 6 years.

Information functionality the delivered Web application must be upgraded in such a way that it provides tourist visitors with quick, accurate and clear information about the facility/location they want to visit. The entire content must be interpreted based on the thematic concept "The Search for the Fifth Element".

At a minimum, the following information must be included for each location:

- Overview of the locations of the desired destination on the map
- Information about the type of specific location (for example, whether it is a location of cultural, natural heritage, gastronomic offer, travel agency, souvenir shop, etc.)
- Information about the specific location (exact name, offer, host...)
- Offer of content of a specific location (services, products, activities that visitors can use/do, etc.)
- For facilities that offer gastronomic facilities, a digital menu must be included that will provide information about the offer in a specific facility

Gamification functionality

The entire Pilot activity is based on the thematic concept "The Search for the Fifth Element", which provides for the end user (tourist visitor) to interpret the tourist content of the coast in an interesting and innovative way. Namely, the cultural and natural heritage and other tourist attractions of the coast will be interpreted in such a way as to encourage further visiting and discovery of these attractions along with elements of the game in accordance with the concept of "The Search for the Fifth Element". Affiliate functionality (two-way communication) The system must have the functionality of two-way communication between the visitor and the service / location / content provider. The mentioned system must enable two-way communication between the user and the service provider in such a way that the contact information of the object is visible to the tourist visitor and the establishment of contact via phone call, e-mail and/or web form. Feedback functionality (data collection and processing) The web application can receive a photo, audio or video from the user. This functionality must include the collection of feedback on the user experience, for example through icons to express visitor satisfaction.

Also, the feedback functionality must ensure the collection and processing of at least the following data:

- most frequently searched contents by minimum 4 categories
- most frequently searched/filtered contents by minimum 4 subcategories
- filling in the survey questionnaire. The content of the survey questionnaire will be defined during the execution of the Agreement in cooperation with the Client.
- Providing a minimum of 75,000 virtual credits in the equivalent value of HRK 75,000
- Designing the optimal method of spending virtual credit - the above implies a detailed elaboration of the way in which the credits will be spent and recorded
- Ensuring monitoring of consumption of virtual credit
- Providing feedback to the Client on the state of consumption of the virtual credit on a weekly basis during the implementation of the Pilot activity
- Providing a symbolic card -Each visitor will be assigned a physical card with a unique label to facilitate the recording of assigned virtual credits. It is necessary to provide a minimum of 150 symbolic cards, minimum dimensions and weight 85.6 mm × 54 mm × 0.84 mm, 6 g, material: PVC.
- Provision of an accompanying catalog – every visitor will be given a catalog with an overview of locations, services and products in the Pilot area. It is necessary to ensure a minimum of 150 catalogs, double-sided printing full color, paper: kunstdruck 135 or 150 gr/m², number of pages minimum 100 pages, minimum dimensions of the catalog: format A6. The service includes graphic preparation, design, content definition in cooperation with the Client, and printing and delivery to the Client.

The catalog must also be available in electronic form. II.2 System networking and support in data collection and processing.

In order to contribute to the sustainability of the established IT system, which will be used as a promotional tool for the brand and the tourism potential of the coast in general, the requested expert will be required to create a sustainable business model for further users. After field testing and based on the collected data, the requested expert will be obliged to adapt the mentioned system in such a way that it meets the needs of the local community, i.e. the stakeholders of the project and the demands of the market. The above includes:

- designing a sustainable business model of a developed ICT system and
- creating recommendations for further use on the market
- reconfiguration of the system to suit the needs of the market

In the end, after the testing, the creation of a functional web application and the promotion of the entire brand, the same was handed over to the Tourist Board of Ravni Kotar for use and further evaluation and improvement.

*Korisničko ime:

*Lozinka:

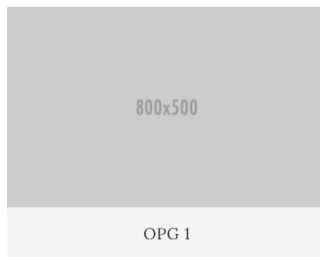
[Prijava](#)



[Sve](#)
[Vinarije](#)
[OPG](#)
[Ostalo](#)



Vinarija 1



Vinarija PROBA

Dobrodošli u Vinariju PROBA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi nibh lorem, viverra sit amet odio non, pulvinar imperdiet mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse una urna, venenatis non dignissim sit amet, luctus auctor nisi. Duis dui mauris, semper vel scelerisque nec.

- ✓ Degustacija vina
- ✓ Obilazak vinograda i pogona
- ✓ Koroba



Upitnik o zadovoljstvu posjetitelja

Ime

Dob

Spol

Država dolaska

Tip dolaska

Nije odabrana niti jedna datoteka.

UPLOAD

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IZVJEŠTAJI - POSTAVKE - LOGOUT

1.348,00 kn

Stanje na karticama u svim objektima

348,00 kn

Stanje na karticama kod svih korisnika

152,00 kn

Ukupna potrošnja korisnika za tekući mjesec

05.10.2021 13:12:25

Zadnja transakcija...

Prikaz transakcija za objekte

Svi korisnici

Šifra korisnika	Naziv korisnika	Datum/Vrijeme	Iznos
1111	PROBA PREZIME	05.10.2021 13:12:25	150.00
1111	PROBA PREZIME	05.10.2021 11:56:02	1.00
1111	PROBA PREZIME	05.10.2021 11:53:33	1.00

Ukupno iznos = 152

Prikaz transakcija za objekte

Svi objekti

Šifra objekta	Naziv objekta	Datum/Vrijeme	Iznos
0803	OPG PROBA	05.10.2021 13:12:25	150.00
0803	OPG PROBA	05.10.2021 11:56:02	1.00
0803	OPG PROBA	05.10.2021 11:53:33	1.00

Ukupno iznos = 152

interreg
Italy-Croatia
Operational Programme

IZVJEŠTAJI - POSTAVKE - LOGOUT

POPIS KORISNIKA

Korisničko ime / kartica:

Lozinka / pin:

Potvrdite lozinku / pin:

Budget:

Ime:

Prezime:

Email adresa:

SPOL (M/Ž):

Štampa

interreg
Italy-Croatia
Operational Programme

IZVJEŠTAJI - POSTAVKE - LOGOUT

NOVI KORISNIK

Korisničko ime	Ime	Prezime	Email	Spol	Stanje budžeta		
1111	PROBA	PROBA PREZIME	proba@proba.com	M	348.00	EDIT	Stanje stanja

POPIS OBJEKATA

Korisničko ime / kartica:

Lozinka / pin:

Potvrdite lozinku / pin:

Budget:

Naziv:

Adresa:

Radno vrijeme:

Kontakt osoba:


Kontakt broj:

Email adresa:

Smi


NOVI OBJEKAT

Korisničko ime	Naziv	Adresa	Radno vrijeme	Kontakt osoba	Kontakt broj	Email	Stanje budžeta	
0803	OPG PROBA					proba@proba.hr	1348.00	EDIT


[IZVJEŠTAJI](#) - [POSTAVKE](#) - [LOGOUT](#)

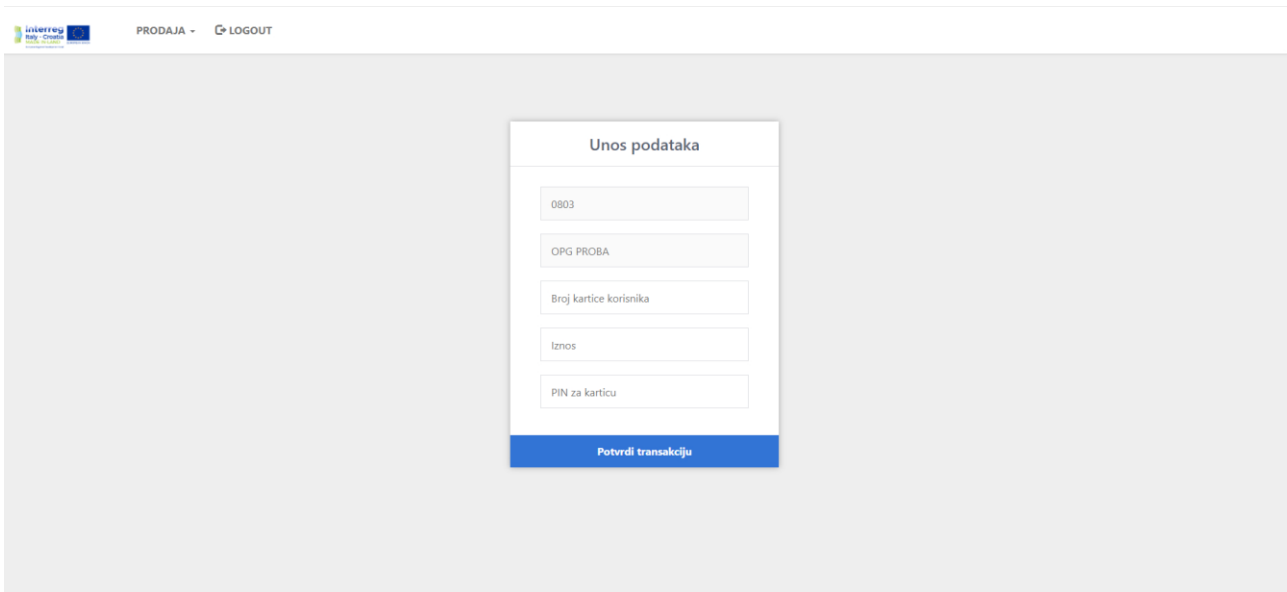
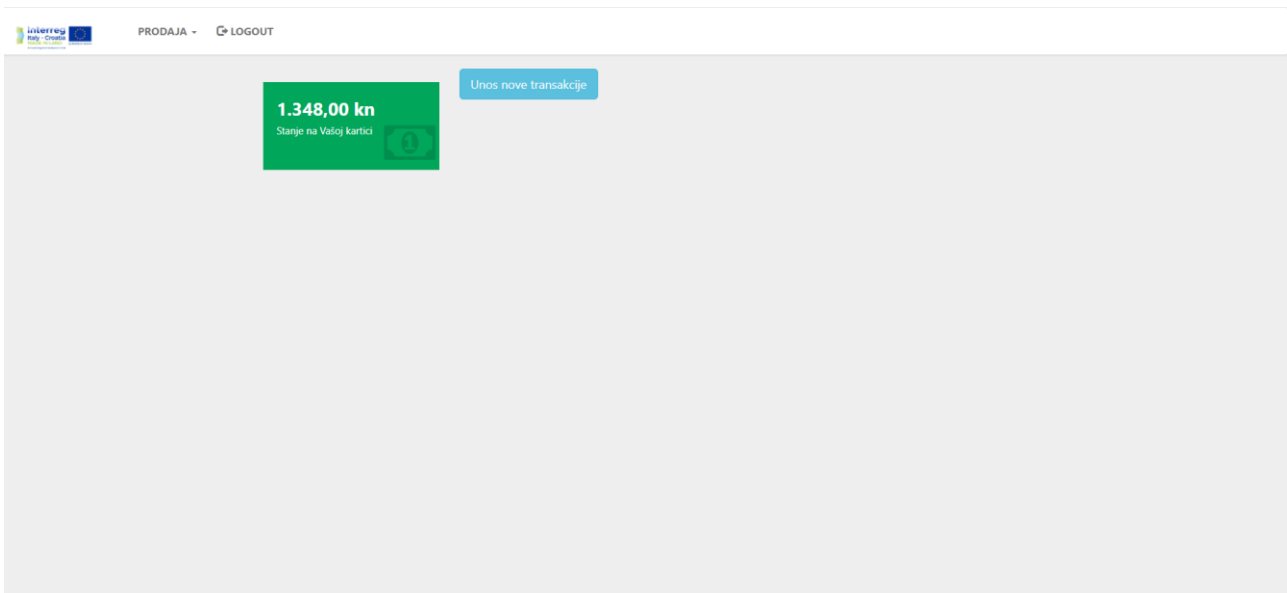
[+NOVI OBJEKAT](#)

Korisničko ime	Naziv	Adresa	Radno vrijeme	Kontakt osoba	Kontakt broj	Email	Stanje budžeta
0803	OPG PROBA					proba@proba.hr	1348.00 EDIT


[POSTAVKE](#) - [LOGOUT](#)

[IZMIJENA PROFILA](#)

348,00 kn
Stanje na Vašoj kartici



Korisničko ime / kartica:

Ime:

Prezime:

Email adresa:

SPOL (M/Ž):

PROMET KORISNIKA
PROMET OBJEKATA**1.348,00 kn**

Stanje na karticama u svim objektima

348,00 kn

Stanje na karticama kod svih korisnika

152,00 kn

Ukupna potrošnja korisnika za tekući mjesec

05.10.2021 13:12:25

Zadnja transakcija...

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Specific Objective: 3. 1. Make natural and cultural heritage
a leverage for a sustainable and more balanced territorial development

D.4.3.3 Smart card System - PP9

MADE IN-LAND Project

(Id 10048184)

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Activity 4.3: Testing of New Tools for territorial management and promotions

Deliverable: 4.3.3 Smart Card System Territorial Brand

PP in charge of WP4: PP1

PPs Involved: PP9

Status: Final

Date: June 2021

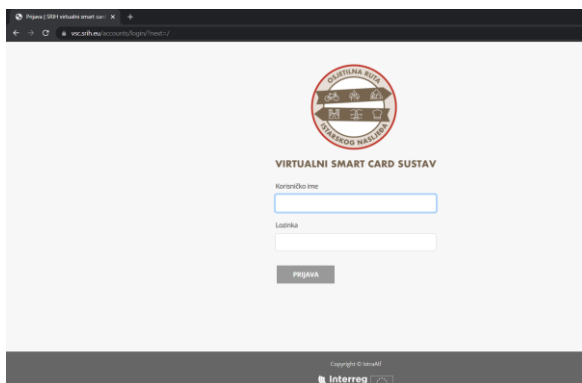
AZRRI d.o.o., PP9, through the MADE IN LAND project created a software/app called "Sense route of Istria heritage" abbreviated as SRIH, which can be found on this web page:

<https://www.srih.eu/en/>

A configuration for a web or mobile application has been designed in Croatian and English, which offers all the information about our designed brand-the route called "Sense route of the Istrian heritage", tracks all the data related to the "use" of that route (number of visits to a particular good within the route, age group of visitors, where they come from...). The application contains a map with highlighted locations/points of goods and their QR codes. The application tests the market potential of this brand/route in order to collect certain statistical data that will serve the project evaluation system.

Extra part of this software/app is a smart card system that is connected to the already designed brand called "Sense route of Istria heritage". The cards have a virtual credit on them that are used for the use of the transport service, entry to certain natural/cultural assets included in the pilot, tastings...and are offered free of charge to tourist groups in order to test the market potential of this inland brand and to collect certain statistical data that will later serve the project evaluation system.


<https://vsc.srih.eu/accounts/login/?next=/>



<https://www.srih.eu/hr/admin/login/?next=/hr/admin/istriaroute/>

SRIH administracija

srih.eu/hr/admin/login/?next=/hr/admin/istriaroute/



Korisničko ime:

Lozinka:

Prijavi se

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