

Kazakh Ablai Khan University of International Relations and World Languages



The Culture app

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1) Plan and purpose of our project

Plan and purpose of our project

- Our main idea is developing touristic app which would be easy to use and help people to plan their vacation or business trips. Also enter to international IT and touristic market. It would show that our country can develop not just chocolate or other type of meal that we have good touristic and IT product. By the way it would be good advertisement for our country and also for our specialists. That's main purpose of our app.

2) Few words about app

Main information about the app

Plan your trip

Discover everything from experiences, to hotels and restaurants and more

Local experts

Get a feel for what makes a place special through local writers, filmmakers and creators

Wishlists

Collect articles and videos to view offline, and plan for your next big trip using wishlists.

3) Information about creators and company

Features

- Read, watch travel stories from around the world
- Explore locations
- Bookmark articles
- Create destination wishlists
- Offline mode for reading later
- Share stories on (Social Media) Facebook, Twitter, Pinterest and Instagram

App use in the **300 destinations around the world.**

Everyone can read about **inspirational places to visit, watch exciting travel videos, and enjoy insider recommendations** for restaurants, bars, popups, food markets, fashion and culture. App creators are local experts and keep Culture Trip up-to-date, fresh and authentic.

4) Our ideas about creating same app with unique features

Our ideas about creating same app with unique features

We would use main features of that app. But we would add several functions like:

- -**Podcasts** about cities there history and unique attractions;
- -**Maps** of that cities with showing locations of attractions;
- -Contacts of **guide** services in app.
- That new functions would make that app more useful for our customer. And we also would make apps interface easier to use for people. We will discuss other unique things in next slides.

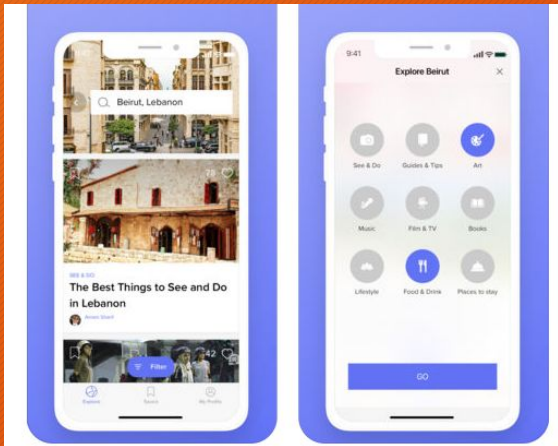
Podcasts about cities their history and unique attractions

A **podcast** is an episodic series of digital audio or video files which a user can download in order to listen.

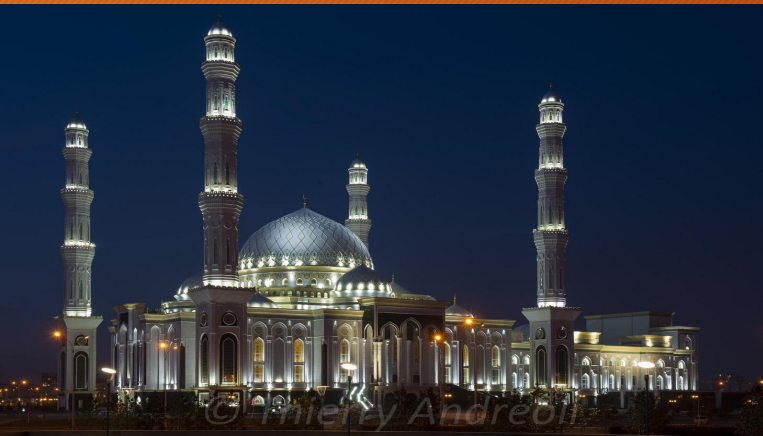


We would like to introduce our product in the largest and most visited cities of Kazakhstan, such as:

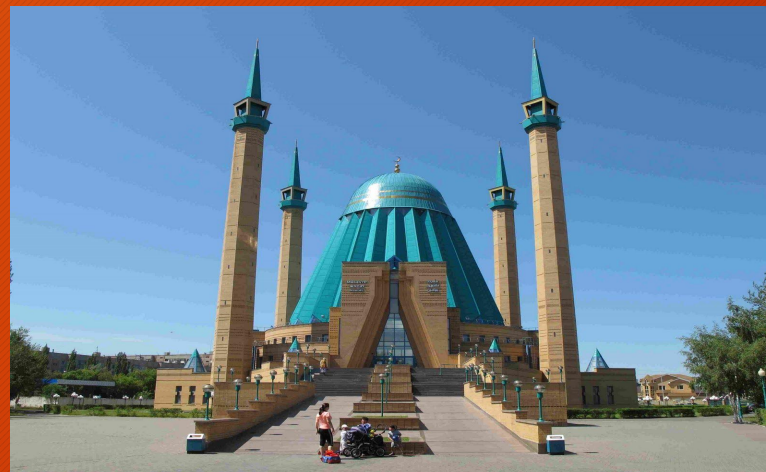
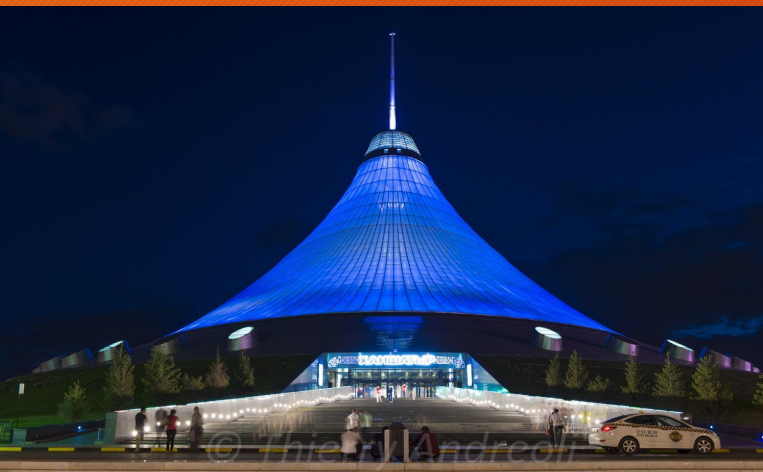
1. Nur-Sultan
2. Almaty
3. Aktau
4. Kokshetau
5. Turkestan



Attractions of Nur-sultan as explanation



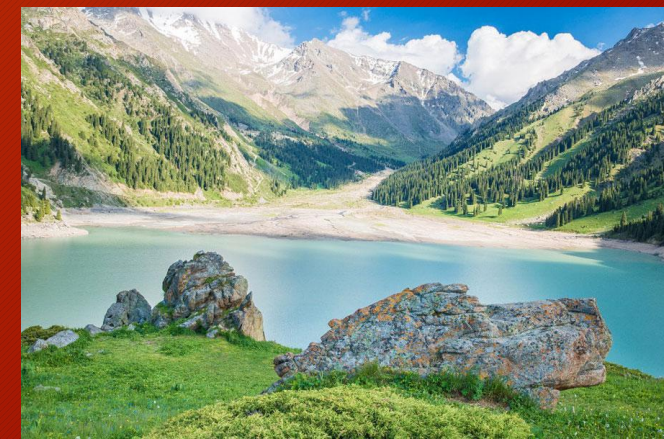
- Under picture we would write short description about history of object and how important that attraction is for this city. Also we would add “star” system for viewers to take feedback from them. And finally we would leave there contact of the guide service or just on specialist who now that object better than other people.



Attractions of Almaty as explanation



- That also would have features which we wrote in previous slide. Next feature would be audio information under text description about object and video material which would explain text description more properly.



Contacts of guide services in app

Our guide services would make not just usual **tour around the city** they would also **record video and podcast tours**, **promote our app** around there clients.



Conclusion



It is necessary to carry out more research on the use of innovation in tourism especially in Kazakhstan.

We have to pay much attention to innovation policy than would be desirable.

Our group create new app to our country for tourists which would be easy in using.

References:

1. Beritelli, P. and Laesser, CH. (2012), Challenges of innovation in alpine tourist destinations and the DMO as container for innovative processes, Presentation from International Conference „Changing Paradigms in Sustainable Mountain Tourism Research: Problems and Perspectives“, Brixen, 25 October. Björk, P. (2008),
2. Innovative tourism, in: Innovative Tourism: 2-6.

Source:

- <https://theculturetrip.com/about-us/>
- <https://en.wikipedia.org/wiki/Podcast>