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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 there 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.





Maps of that cities with showing locations of attractions



lights:		10	Starbuck
Spoonbill 🔂 Giant Anteater	Ê	16	Island
chibits 🐻 Roam tropical garden pathways		17	Animal I Riversi
est Cafe® O BLD \$\$ Array of ornelets,			accessor
urgers, seafood, ribs, steaks, pasta and a full		18	Discov

• Rainforest Cafe* Safari Bar LD SS Beer, wine. PANDORA -- THE WORLD OF AVATAR

Camera supplies and Park souvenir

Animal Highlights: Cotton-top Tamarin 🔜 Ring-tailed Lemur

4 Wilderness Explorers & Become a Wilderness Explorer by completing challenges and earning badges as you work your way around the Park! Interactive adventure. At your own pace. Additional starting locations can be found on Discovery Island and in Pandora - The World of Avatar", Africa, Asia and DinoLand U.S.A.®

5 It's Tough to be a Bug!" FP+1 & M HC Discover what it's like to be a bug in this 3-D film inspired by the Disney • Pixar film "A Buo's life " Some creene-crawly moments in the dark 6 Discovery Island Trails & Stroll along tranqui

pathways and discover the many animals around the Tree of Life®. 7 Adventurers Outpost FP+ 2006 Meet Mickey and Minnie in their exploration headquarters. See Times & Animal Guide.

- 1 8 Eight Spoon Café S S
- Warm sandwiches, soda and bee
- 11 Isle of Java S S 12 Tiffins Restaurant O LD SSS
- 13 Nomad Lounge LD \$\$ international beer and small bites.
- chicken, garlic knots and soup. Pizzafari Family-Style Dining O D SS

served family-style.

- sted External Defibrillator Roby Corn Center Hosted by Human
- roller Rentals Hosted by Huasie

- 15 Creature Comforts SB \$ 1 30 Tamu Tamu Refreshments S \$ DOLE WHIP ks® espresso. Artisan breakfast sandwiches and soft server ice cream sundaes, desserts and beer nade Disney pastries. 1 31 Dawa Bar \$
 - Mercantile Disney Character and Disney's Cocktails, wine and domestic and African beer Kinadom[®] Theme Park-inspired souvenirs 1 32 Donald's Dining Safari at Tusker House ide Depot Disney Character apparel, Restaurant 🕸 🔘 B SS LD SSS Disney Character iffet with Donald and friends. B: American cuisine.

A B HC H Experience the colorful world of exotic birds with your friends, Russell and Dug from Disney • Pixar's

"Up" in this breathtaking show. 25 minutes. See Times & Animal Guide.

tigers, monkeys, bats and a Komodo dragon.

38 Kali River Rapids* FP+ A 1 38"/97 cm.

39 Expedition Everest – Legend of the Forbidden Mountain[®] FP+ 分 ▲ ●

See Times & Animal Guide

landscape on this wet raft ride.

See Times & Animal Guide.

DinoLand U.S.A.

1 41 Caravan Road LDS \$

1 43 Warung Outpost S S

And Must transfer to standard wheelchair,

Sion Language (Available Tuesdays

Devices Available at Guest Relations

63 Animal Highlights

5

CC Video Captionin

40a FastPass+ entrance in Asia

37 Maharajah Jungle Trek® 6 🔊 Embark on a

self-guided walking tour of Southeast Asia, home to

K MO Travel through the turbulent rivers of a juncle

44"/112 cm. 👌 🦇 Ride a speeding train th

40 Rivers of Light FP+ & Delight in this

40b Dining Package seating entrance in

40c Standby entrance in DinoLand U.S.A.

Margaritas, beer, pretzels and frozen beverages

Frozen beverages, alcoholic beverages and snacks

Shopping

Mobile Ordening

Call 407-WEW-DINE (919-3463

B - Breakfast L - Lunch

D - Dinner S - Snack S = \$14.99 and under per adult

\$\$ = \$15-\$34.99 per adult

\$\$\$ = \$35-\$59.99 per adult

Asian-inspired offerings. Open seasonally.

1 42 Mr. Kamal's S Seasoned fries and hummus.

1 44 Drinkwallah Hosted by Coca-Cola® S S

nighttime water show on the Discovery River combining

isneynature footage and an original score. 15 minutes

the Himalavan mountains while avoiding the clutches of

LD: African-inspired cuisine. very Trading Company One-stop shopping destination for Disney Character gifts and Park souvening 1 33 Kusafiri Coffee Shop & Bakery SB \$ Breakfas offerings, pastries, sandwiches and coffee

Mombasa Marketplace 19 Na'vi River Journey" FP+ 🚳 🚧 Disney "The Lion King" merchandise, carvings and drums Zuri's Sweets Shop Journey deep into a bioluminescent rainforest in search Tasty treats, snacks and African-inspired home items

the Na'vi Shaman of Songs. 20 Avatar Flight of Passage[™] FP+ ▲ ● 1 44"/112 cm. → 26 月 CC ≥0 400 Fly on the back of a mountain banshee during an exhilarating 3-D ride

- Animal Highlights: Tiger S Gibbon Komodo Dragon S Lion-tailed Macaque S Exotic Birds above this vast moon. 1 21 Pongu Pongu SB \$ S: Glowing, frozen Pandoran 36 NEW! UP! A Great Bird Adventure FP+ erages, pineapple lumpia, pretzels and beer.
- B: Breakfast sandwiches 1 22 Satu'li Canteen D LD S Wood-fired beef and chicken, chili-spiced tofu, shrimp and noodles in

Take a safari ride through the lush African savanna to search for lions, elephants, giraffes and more. 22 minutes

26 Gorilla Falls Exploration Trail

San Timor & Animal Guida

resh fruit, pretzels and bev

ED FastPass+ experience

Walk through a tropical forest inhabited by African wildlife – including gorillas, hippos and exotic birds.

27 Rafiki's Planet Watch® Discover how you can help

save the world! Get a behind the scenes look at our

animal care center and learn about conservation. See Times & Animal Guide.

Inspired African-style ribs, chicken and bee

The secting and restraints on th

May be frightening for children

Must transfer to standard wheelchai

May romain in wheelchair /FCV

body shapes or sizes from riding.

Attraction/Show Considerations

attraction may prohibit Guests of certain

t transfer from wheelchair/ECV

Symbols in List

FR Single Rider Queue

huild-your-own howls 23 Windtraders Head for this transformed RDA structure to find a nature-inspired shop featuring the many wonders of Pandora - The Morld of Avatar

AFRICA

Animal Highlights: 과 Elephant 🌄 Lion 🚺 Gorilla Giraffe Mippopotamus Colobus Monkey

- 24 Festival of the Lion King FP+ & D HC H ome inside and experience the pageantry and puppetr of this bio-as-Broadway show 30 minutes lee Times & Animal Guide.
- 25 Kilimanjaro Safaris* FP+ 🛦 🚲 🖧 💽 🕬 🚧 10 Flame Tree Barbecue LD SS Smoked barbecue
- Coffees, pastries, pretzels, frozen beverages and soda
- nally-inspired world cuisine.
- 14 Pizzafari D LD \$ Freshly-baked pizzas, salads with
- 1 28 Harambe Fruit Market S \$ Italian feast of pizza, pasta, Caesar salad and more 1 29 Harambe Market D LD S
- R Disney PhotoPass® Photographer Memory Maker Sales Center
- Wildemess Explorers Troop Park Information
- FastPass+ kiosks available in English, Spanish and Portugu S Disney Vacation Club Information Center

Special Considerations for Attraction All dining locations listed accept a Disne afety: Plassa abida by all safety warnings and notices. Supervise children at of times. Children under age 7 yes dining plan unless otherwise noted.

1 45 Yak & Yeti" Restaurant O LD \$\$ Pan-Asian

1 46 Yak & Yeti" Local Food Cafes BLDS \$

1 47 Yak & Yeti" Quality Beverages S S

1 48 Anandapur Ice Cream Truck S S

1 49 Thirsty River Bar & Trek Snacks S \$

light snacks, pretzels and popcorn

🔄 American Crocodile 💽 Tyrannosaurus Rex

the heart of DinoLand U.S.A.

time-machine coa

1 59 Trilo-Bites S S

62 The Dino Institute Shop

55 TriceraTop Spin

save a dinosaur from extinction.

treats, sundaes, floats and pretzels.

1 57 Restaurantosaurus 🔓 LD \$ Angus burgers,

1 58 Dino-Bite Snacks S S Häagen-Dazs* ice cream

1 60 Dino Diner S S All-beef hot dogs, churros and beer.

Snacks, toys and Disney Character souvenirs

61 Chester & Hester's Dinosaur Treasures

Diposaur-inspired toys and youth apparel

53 Finding Nemo - The Musical FP+

Soft-serve ice cream treat:

🔒 50 Serka Zong Bazaar

DINOLAND U.S.A.

Animal Highlights:

cream cheese wontons.

and Koho heaf burners

cuisine, chicken tikka masala, ahi tuna nachos and fried

B: Bacon & egg sandwich and breakfast burrito. LDS: Egg rolls, Teriyaki beef bowl, Korean barbecue rib

Frozen Yak Attack, draft beer, sangria and turkey legs

Specialty cocktails, frozen beverages, ice cream treats

Expedition Everest souvenirs, apparel and Yeti toys.

51 The Boneyard® & Explore and have fun at this

52 Fossil Fun Games 6 Play carnival-style games in

5 📓 HC 😝 🕸 🥮 Step inside to help find Nemo

stunning puppetry. 40 minutes. See Times & Animal Guide

in this must-"sea" adventure of spectacular music and

54 Primeval Whirl® FP+ ▲ 1 48"/122 cm.

Spin and slide through curves and drops on this

Fly high on a friendly dinosaur above DinoLand U.S.A.

56 DINOSAUR FP+ A 1 40"/102 cm. & Falce #

Take off on a rip-roaring prehistoric tour in the dark to

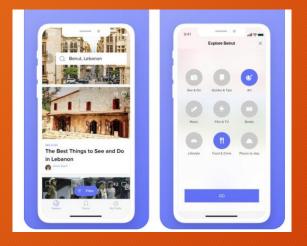
sandwiches, chicken nuggets, fried shrimp and salad

Buffalo chicken chips, milk shakes, margaritas and beer.

The main idea to made special icons for every attractions of cities of our country. If person tap on that icon he would see short information about place and contacts of nearest guide service. That would service g₁ve 15%-20% discount for people who use our app.

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 wright 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 feed back 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:

- 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.

Sourse:

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