



An innovative tool for innovative services

SMART TRAVEL ADVISOR

PROJECT BACKGROUND AND OBJECTIVES

- Our project was developed within the startup of the research and development department in the association of travel and tourism agents in Lebanon. Our industry of service to tourism businesses and tourists has changed, but our professionals are still working with the tools used for their old services. Our new professions of travel advisor, consultant, expert, designer, concierge and others require new tools. To this end, we have developed a prototype tool model that could be used by industry professionals to ensure dignity of function and promote personal enrichment.

ADDED VALUE AND MILESTONES

- The tool will offer more professional intelligence options as well as better interactivity and personalized service. Among other things, this tool will make it possible to accommodate several types of compensation according to the formula chosen by the tourist and the tourist company.
- Our team has conducted research on the evolution of our profession of travel intermediaries, and organized several working sessions to identify the needs of our professionals of tomorrow. We also took into account the recommendations of the United Nations World Travel Organization for sustainable tourism to develop the plan and maps of this IT tool.