Usability, Communicability and Cultural Tourism in Interactive Systems: Trends, Economic Effects and Social Impact

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Abstract. We have developed a set of techniques and an analysis methodology aimed at boosting the quality of interactive tourism systems. The details of it will be presented in full and with real examples which have yielded interesting results in the last few years, both from the social and economical point of view, but with a huge wealth of cultural and natural heritage. We will also present a first guidelines to foster tourism in those villages that are willing to promote themselves in the national and international market at a low cost.

Keywords: Communicability, Usability, Software, Outsourcing, Cultural Tourism, Hypermedia, Web 2.0, Evaluation

1 Introduction

Tourism is a very important source of financial revenue. There are countries that promote cultural tourism, as well as natural and cultural tourism [1] [2]. The first one via the cultural patrimony of ancient civilizations that have left a very important imprint in the history of humankind. The second, that is to say, natural tourism, especially in those countries where nature still prevails over human beings. Lastly there are those scientific breakthroughs and discoveries that have changed the quality of life of the inhabitants. Currently, there is a tendency to combine these three models.

Through the new interactive multimedia/hipermedia technologies on-line and off-line this goal has been boosted in the last decade, to such a degree that in the official websites of every country we have witnessed constant evolutions. Obviously each one of the stages of this evolution has been accompanied by a continuous growth of software and hardware, whether it is on the side of the official bodies which promote their cultural, natural and scientific heritage or on the side of the users [3] [4] [5].

In this process of constant change it is important to analyze the speed of adaptation in the time of these new trends in the interactive design and communicability, for instance, which carry out the regions that because of their economica wealth, based on other productive industries, usually leave the touristic industry in the background. Besides, it is interesting to examine how those regions called poor or underdeveloped in regard to the productive average inside a given state, use the latest technological breakthroughs to foster tourism, since usually it is an important source of financial resources. At the same time it is essential to study the adaptation of the touristic localities to the new technologies, especially in the areas far away from the traditional circuits. These are towns and villages that do not have big budgets for tourism promotion as compared to the regional bodies to which they belong. We present the results of a first comparative work of the official on-line websites analyzing the presence of the Web 2.0 resoruces in the design.

The Web 2.0 and the Web 3.0 are boosting new mechanisms of interactive communication among the users and the microcomputing devices (i.e., iPhone, iPod, Palm, PC tables, etc.) where the contents of the interactive systems must be adapted not only to the new dimensions of the screens, but also to the new requirements of the potential real and virtual visitors of the cultural heritage of a state, region, province, city or town. These mind-boggling changes force those responsible in the tourism offices to hire services that are alien to their institutional structures through what is known as outsourcing services [6] [7]. Theoretically these are businesses that know very well the territory and the cultural heritage where they have to contribute original, simple and universal solutions. However, in many instances these businesses are based on simple comparative studies of other tourism environments and they try to apply the same communicative strategies in diverse realities, even inside the European Union. That lack of attention to the real problems of the customers of the businesses which offer outsourcing services has led to this kind of solution being advised against when it comes to solving problems related to the new technologies [8]. The reason that has generally justified resorting to these services was the lack of great financial resources to set up the structure and train the staff to carry out the tasks that are performed by the employees of these outsourcing businesses in a short time. The equation "shorter time in solving a problem related to tourism" may mean higher costs along time. That is, it can generate a kind of boomerang effect with said businesses. The problem is that the solutions offered by these businesses is based on techniques used by the usability engineering such as the comparative tables. That is, the sampling of a universe of study which is also made in sociology with the help of descriptive statistics. There are many studies that talk about the quality of the web aimed at cultural tourism [9] [10]. However, almost all of them refer to the usability engineering as stated by Nielsen in the early nineties [11] [12]. Currently the new mobile technologies are putting at the disposal of millions of users throughout the world the possibility of having quick access to tourism information. This speed and accessibility of these new devices requires communicability. Communicability is essential to gather the highest possible amount of tourists in the least possible time, for instance. The tourism industry requires the latest technological breakthroughs in its museums, hotels, airports, information stands, etc. in order not to lose national and international competitiveness. Many of these new technologies are integrated in

interactive systems. These are systems that must be within the reach of the greatest possible amount of potential users with a design that respects the communicability principles. Therefore, every component of the different design categories is important to reach communicability, both in the traditional interactive communication systems (computers, digital terrestrial television, off-line multimedia supports, etc.) and in the new supports: mobile phones. In the following graphic the bidirectional relationship between the design categories can be seen:
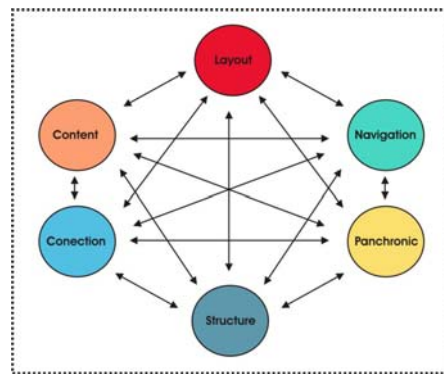
Fig. 1. These categories are constantly being updated in relation to the new requirements deriving from the new devices where multimedia interactive systems work

A specialist in communicability, analyzing the on-line and off-line interactive systems with these design categories, establishing quality attributes and its corresponding quality metrics is able to determine in a short time the degree of usability and communicability existing in the interactive system. All of that without resorting to usability labs or special equipment. The results obtained with our analysis reveal the presence or the lack of communicability in all those contents tending to foster cultural heritage, tourism, ecology, etc. The interested sectors may go deeper into these notions in the following bibliography [13].

To reach the stated goals, the work is structured as a state of the art of tourism and the new technologies in Italy, Spain and in other Southern Europe countries; a diachronic analysis of the design of the on-line and off-line multimedia systems aimed at the promotion of cultural, ecological heritage, etc. since the 90s until our days, the presentation of heuristic assessments results.

2   Pictures: Diachronic Evaluation

One of the main aspects of that diachronic examination is the picture, since it allows one to see how via two images of the same place along time, places that are qualitative to the tourist are built or destroyed, whether from the cultural heritage or ecological point of view. In the following example we can see how a simple coastal town of the European Mediterranean has become in a short time a sort of "little Manhattan" because of the high buildings that have been built on its coastline.

EL PAIS.com

MÁS OPCIONES   PORTADA FOTOS

El Manhattan del Mediterráneo
GREENPEACE / COLECCIÓN PRIVADA/ PEDRO ARMESTRE | 16-07-2010
Así llama Greenpeace a la ex villa marinera de Benidorm (Alicante). A su juicio, es el "estandarte del *boom* urbanístico en la costa con sus torres de hasta 52 plantas". Con 1.800 habitantes por km2, ha aumentado en casi un 600% su población censada en 30 años, cifra que asciende a un 4.000% en la época estival. Las últimas construcciones en añadirse a este laberinto de cemento y hormigón han sido dos torres de 42 y 35 plantas en el Parque Natural de Serra Gelada.

Fig. 2. The comparative pictures of the digital newspaper *El País* (www.elpais.com) make apparent the negative impact on the ecology of the coast area in Alicante, Spain

Oddly enough, some concrete businesses in the Lombardy region have introduced as marketing campaigns everything related to ecology, such as electronic bicycles or mini cars for the city. However, nobody has made a study of the impact on the natural landscape of those concrete tons thrown on the Italian peninsula for decades or an interactive systems about this topic, for instance. That is, there is no diachronic vision of pictures or films of those places. There is a trend to present in the Web 2.0 great photographs where apparently nature prevails over concrete.

The value of photography, as in the maps, illustrations, etc. lies in the design principles in analogical support that have been shifted to the digital supports and which allow interactive communication. That is, it is a component of the static means which added to the dynamic ones (video, computer animations, etc.) and to communicability may boost local, provincial, regional national and international tourism.

Our work context is in the framework of the quality of the computer systems with a special stress on the human factors (social and economic), the human-computer interaction and the interactive communication means. Among these last the traditional aspects of analogical communication will not be left behind. In this regard, we consider that many aspects of the traditional design must be considered or boosted in the new technologies [14].

Therefore, we focus on the user's point of view of those technologies whose contents are related to the cultural heritage, ecology, nature, rural tourism, the uses and customs of the villages, etc. [15] [16]. That is to say, we intend to give a U-turn to the issue as it was approached, focusing on the economical and social aspects.

In this overall view of the issues surrounding tourism we make a special emphasis on its synchronical vision, after a diachronic assessment of the on-line and off-line phenomena in the interactive multimedia systems in the last two decades [13]. The goal is to try to eliminate those falsehoods concerning the alleged humanism that many content creators are trying to sell us at the moment of presenting them to the virtual community and the potential user of those systems.

In the south of Europe tourism in the official bodies –that is, city halls, provinces, autonomous regions, ministries, etc- aimed at its promotion are almost always under the internal management of people who are not related to touristic training, but are humanists with a scarce technical knowledge of the aspects related to tourism. However, in a myriad cases, we can find professionals with a degree in history, or in psychology for example. Next they register to make a PhD in audiovisual sciences, but after a short time they may leave it after having obtained a master in journalism, but without ever having made an interview or published an article, book, etc. Later on they may get in another university a PhD in telecommunications without knowing how a parabolical aerial or digital television work [13].

All of this happens in semi private or semi public universities. For instance, universities managed under the bias of a local neo-nationalism but with state funds, or also state universities under the rule of the highest church authorities wherever they are located. That is, that the secularism of teaching practically does not exist, but even these training realities (or rather, training-distortion generating) link to each other through collaboration projects, agreement signings, students interchange, etc. in order to enhance the disorientation and the rock-bottom quality of the multimedia interactive systems, All of this under the billing of interdisciplinarity or multidisciplinarity. These last two terms are a source of endless contradictions and loss of financial resources in the tourism sector, for instance. Consequently, we have a checkered professional who can define himself as a humanist and technologically trained for the new challenges in the context of international tourism, but in fact he lacks the experience or the necessary knowledge for the new challenges in design and communicability with the users at the moment of broadcasting touristic contents. This lack of experience may slow down the introduction of the latest breakthroughs in the interactive design in the official tourism websites in wealthy regions or generate communicaiblity problems with potential losses for that region from the touristic point of view.

3 Tourism Local and Software "Canned"

Europe is without any doubt a space of great cultural interchanges throughout the centuries with a remarkable wealth in cultural heritage as compared to other continents of our planet. In those other continents, they do not have such a variegated cultural heritage, but they have natural and ecological wealth that have lasted until our days, and which are a major source of income in the tourism sector.

Now this wealth is such in some states in the European basin of the Mediterranean that there is no complete or official catalogue in digital support, that is, a database, of the Italian cultural heritage, for instance. Evidently, lacking that digitalized

information does not boost the promotion of that wealth in the on-line and/or off-line multimedia/hypermedia systems. A quick solution to the problem could be an active census of the pictorial works, monuments, buildings, etc. as if they were people.

Fig. 3. Home page has not components of the Web 2.0 –July 2010

The lack of that information damages in a remarkable way the small towns in their provincial, regional, state-wide and international promotion. As a rule, the small towns, wealthy because of their cultural and natural heritage, do not usually have available the economic or technical means to carry out of their own accord promotion campaigns of their landscapes, holidays, gastronomy, etc. Consequently, they usually buy off the shelf or canned software to solve the tourism problem.

Nevertheless, these are solutions that are not adapted to their realities, and therefore can be activated in a long process of modifications to that "canned" software which in time may turn out to be more costly. The human factors that are entailed in the "canned" solution are resistance to change and not reflecting the reality of the tourism environment. That is, a sort of emulated virtual reality is churned out that does not simulate the reality of that town, for instance. The momentum of commercial software in the tourism, cultural heritage and ecological portals (and others) entails a spate of considerations related to the momentum of the Internet and the interactive language.

If we analyze the portals in Northern Italy, where some are derived from commercial software, especially in the Italian-Swiss-Austrian alpine triangle, that is, the

autonomous region of Trentino-Alto Adige in Italy (www.visittrentino.it –figures 3, 4 and 5). In those portals we can see how little or nothing has changed when it comes to interactive design and communicability since the off-line interactive systems of the 90s. In the summer vacations of 2010 the first changes related to the Web 2.0 have been introduced.

Fig. 4. Home page has components of the Web 2.0 –August 2010

In the following table are summed up the main components from the point of view of design of the tourism official portals, which have been made with programmers, system analysts, etc. from the public institutions and/or commercial software:

- Orienting the tourist, that is, how to reach the spot, the places to be visited, etc.
- Drawing up a tourism roadmap in relation to the days available and the tourists' preferences.
- Visualizing the route on a map or in a mobile device, for instance, telephone, Tablet PC, etc.
- Informing and indicate the range of the different hotels, boarding houses, restaurants, etc. with their respective timetables, prices in high and low season, etc.
- Having updated information concerning the weather and public safety conditions.
- Having available the timetables, routes and fees of the transportation means.
- Creating and managing a community of potential visitors and former tourists taking notes of the vacations of the tourists on-line, through on-line forms for the sending of catalogues, brochures, etc. to the home of the potential visitor, for instance.
- Informing about the offers, cultural and sport events and other news related to the surrounding area and territory.
- Storing and updating the dynamic and static means related to the tourism in the area, that is, pictures, videos, animations, webcam, etc.

This listing of components can be found in commercial support versions and it has been marketed up to the first decade of the new century just like the CD-ROMs Amsterdam [17] and New York [18] interactive systems. Now the main reason for

this lack of evolution in time can be tracked back diachronically to two earlier stages. The first in the 90s, when the off-line interactive systems appeared with the boom of the CD-ROM support multimedia, which prompted a high cultural production in the whole of Europe, since the contents of the museums, artists', musicians' etc. were presented in this support with excellent works such as the Thyssen-Bornemisza Museum of Art [19], Renoir [20], Le Louvre [21], etc. many of them internationally awarded because of their original approach or the adaptability of the paper support to the analogical one.

That was the breakthrough of the multimedia/hypermedia systems aimed at the cultural heritage and indirectly at tourism. The production of the first interactive systems aimed at tourism presented maps and many of the options there are currently in the Internet. Some excellent examples of that time are Amsterdam [17] and New York [18]. In the second, which has its origin in 2000 with the on-line multimedia systems and which volatilize all the existing wealth up to then in finding creative solutions in less than 1 Gb, since the interactive language was quickly aimed towards the Web 1.0, thus leaving behind the off-line supports. Now the great problem inside the educational sector, tourism context, cultural heritage, ecology, etc., is that it is not feasible to make profitable these creations that waste endless human, technological and therefore financial resources [22]. Conceptually, the contents in the Internet and the access should be free, although we are going through an era where these assumptions are beginning to be rather a myth than a reality, as in the Web 2.0 and the Web 3.0. At the same time, this philosophy about the contents related to cultural heritage in CD-ROM support and specially the interactive language are now stranded in time, that is, there are no breakthroughs from the standpoint of design or the conception of interactive contents, and the interactive language in the new devices. All of this is easily detectable if the interfaces of some last generation mobile phones are analyzed that still keep the Windows system scroll bars, for instance.

In the Internet, the world wide distribution of broadband may prompt a new momentum from the point of view of the interactive language, because the dynamic means will be enjoyed with an excellent end quality of image and interaction. A proof of this are the videogames. These have given rise to a new culture of interactive systems where millions of users can get wired from any place in the planet and can interact with other users who are thousands of miles away, in real time [23]. It will be perhaps from the interactive games that the interactive language now stranded in the 90s is to be boosted [3] [24].

3.1 Outsourcing for Tourism Local

Local tourism usually adopts two options in the face of the new technologies: hiring the minimal services to private firms through outsourcing or keep on using the resources granted by the public administration and boost promotion through the traditional mass media, such as the press, the radio, television, the Internet, etc. In both cases they will claim to be the focus of attention for the whole year to the potential tourists. The ideal thing would be that these small towns could unite with each other, through a global offer, aimed at the Internet and the new devices

stemming from micro computing. Evidently in both options the linguistic factor must be considered with extreme caution, since it is just another resource of communicability. Less than five years ago the regions with a strong presence of the textile, chemical, steel, agribusiness, etc. regarded the tourism industry as something of secondary or tertiary interest, and even in some provincial capital towns in Northern Italy there weren't enough notices to indicate the places of tourist interest or only two languages were used in the on-line portals tending to promote tourism, for instance [25]. It was enough to circulate through the highways in Southern Europe and see how the traffic signs were written in a single language, even in border areas with other states.

Fig. 4. Trentino Tourism Official Website and the soccer clubs –July 2010

In the last few years with the removal of those industries to other emerging markets of the Asiatic continent, human and technological globalization has taken shape in some of those areas with the gathering momentum of the local dialects [26]. Consequently, instead of using state-wide languages to boost the wealth of the cultural and ecological heritage the few economical resources are invested in boosting said dialects. As a result, there are cities in the Lombardy which are within 15 minutes car distance of an international airport, and with over seven million passengers per year but which have hardly any tourists, because they have decided to go back to their linguistic roots, that is, local dialects. A dialect that even within the borders of the national estate nobody understands, since they lack a written tradition and have been maintained along time through an oral tradition [27]. Evidently, a passenger who receives information in the tourist office of that airport can only be interested in its medieval holidays. Oddly enough it is a reality that is frequently repeated in those regions regarded before the financial crisis as the four great economic engines of Europe: Baden-Württemberg, Rhône-Alps, Lombardy and Catalonia. For instance, in the figure 3 made with canned software, we can see how the language selection does not consider two languages which are grow ingexponentially in the world such as Chinese and Spanish. In contrast if we compare that portal with the Andalusian one, we see the presence of Chinese and Japanese (www.andalucia.org). Additionally, the on-line tourist, because of the universality

degree of the linguistic contents, can detect the presence of certain factors that tend to prompt a greater or lesser acceptance in those places.

Undoubtedly, another serious mistake from the point of view of communicability is to insert the preferences in the tourism portals from the sports point of view, such as can be the soccer clubs (see figure 4). In short, from the category of the content one can gather how the universal communicability of the portal of figure 4 is aimed at seizing determined potential tourists in detriment to the rest of the tourists of the world. Now this portal is about a region which usually has available more resources than a town of fewer than 5,000 dwellers, for instance, but which in the course of time has known how to profit from its experience in the tourism business becoming a kind of model to be followed because of the successes it has achieved with its modest financial resources.

4 Unions and Intersections of the Territories with Multimedia

The splitting of a territory may sometimes be an obstacle to boost the tourism of those natural resources that exceed those geopolitical borders, such as rivers, seas, mountains, etc. In a diachronic vision we see how cartography has played a very important role in the development of the first interactive systems aimed at tourism, including cultural and ecological heritage, for instance. In our days, Google Maps is a tool of great usefulness which upon the basis of satellite photography may help to find and visualize squares, monuments, facades of historical buildings, etc. In those places where a river, for instance along the centuries, has been an important engine for economical and social development of the inhabitants of its banks, it can be a link at the moment of designing and developing an interactive multimedia product, based on literary works which tell stories, create funny characters, describe a whole political and social crossroads, etc. This can be a starting point so that a community understands which is its tourism potential and starts to catalogue and value the cultural heritage where it is immersed, with special attention to the audiovisual and multimedia sector [28]. Starting by the archaeological aspect, following by sculpture, painting, etc. until reaching movie productions with prestigious national and international artists, such as Fernandel, Gino Cervi in the role of Don Camillo and Peppone (www.mondoguareschi.com) but maintaining through the decades the cinematographic body that a town has been. Starting from this basis, several museums are opened where the deeds of these main characters are enacted and the whole context of movie production, archaeology is boosted and also the international projection of a town, through on-line and off-line first generation interactive systems, coupled by other cultural products such as DVDs, books, etc.

In the design of the interactive systems aimed at tourism, cultural heritage, ecology, etc., one can start by answering several rhetorical questions, such as: What is the main goal and the secondary goals of our interactive system? How long is the time we have available to reach those goals? What type of contents do we want to present? What are the strategies we will use to reach those goals? What kind of contents do we want to present? Who are the potential users of our system? Where are these users to be found? What are the services or products we want to sell or

promote? Inside the on-line tourism context we may find some topologies or classifications: the hospitality of the destinations, that is, lodging linked to other activities such as food, health, etc; the distributors who are responsible for organizing and distributing tourism packages, that is, the tour operators, travel agencies, etc.; the recreation or pastimes which are focused on a given geographical area such as museums, theatres, exhibition halls, natural parks, pathways, cycling pathways, etc.; the tourist operators who physically move the tourists, such as the means of transportation.

Obviously, these activities must be focused or distributed in different ways, making up diverse subsets. Nonetheless, the priority goal in the Internet, regardless of the Web 1.0, Web 2.0 or Web 3.0 is the client or potential tourist, who must get the highest amount of possible information in the least possible time. Evidently this action entails the communicability of the interactive system, whether in the design stage or in the maintenance and adaptation to the new demands of the tourism market, for instance.

4.1 Local Tourism: Numbers versus Quality

Locally there is a tendency to regard cultural heritage as something that has to be cloistered within the walls of a museum and in which everything that is kept and exhibited is a work of art: exhibits which may use the latest breakthroughs deriving from the immersive multimedia/augmented reality in real-time 3D environments or not [29] [30]. However, this remains a primitive view of what is currently understood as cultural heritage. In this sense a good definition is the one coming from UNESCO [31]. Now this is the theoretic aspect and there are endless studies made in this regard. However, if we analyze the local aspect of tourism, including the notions of agritourism in Europe or rural tourism in America, we may come up with situations where figures rule and not quality. Although from the scientific point of view figures have an important value, in the case of tourism and promotion of the cultural heritage an exception should be made, with the purpose of turning the area into a touristic interest zone, during the four seasons of the year. For instance, in many towns and villages inside countries of the southern cone of America, that is, Argentina, Chile and Uruguay, with regions with a centenary touristic tradition, now they are trying to imitate exogenous models, such as concentrating the greatest amount of visitors in the least possible time, for instance, to practice extreme sports, or by concentrating period cars without promoting the local museums where allegedly, according to them, the cultural heritage is stored. The same thing usually happens in some areas in Central and Northern America, as in the EU. In the diffusion of the cultural and natural heritage the local tourism bodies play an essential role and supported by the new technologies they can reach economic results which are far superior to the current ones both in amount and quality. The secret lies in the originality of the touristic projects in the mid and long term, leaving aside the near-sighted short term vision. In the Italian case, the new technologies and the "Pro Loco" play a very important role in the next decades. Since the origin of these associations there has been a goal of managing the festivities of the community. Consequently, they entailed the

development of tourism activities, specially the diffusion of gastronomy, craftsmanship, popular traditions, etc., that is, activities or components which we can find also as options of tourism information in many websites in the Internet when we talk about a region, city, locality or village. Moreover, they were responsible for the tutoring of the cultural and natural heritage of the area where they were located.

The assessment of the quality in the interactive systems for cultural and natural heritage requires a methodology and techniques which have proven in the course of time a 100% reliability in the obtained results and contained costs which can help the promotion of local tourism, for instance. In our cases the used techniques that have had their oorigin in the usability era have been oriented towards the era of communicability and very especially in the era of the expansion of communicability as the one we are living now.

5 Results and Lessons Learned

In the figure 5 are the results of the analysis made in the tourism portals among the main traditionally touristic regions (T) compared to those where tourism activity takes a secondary role (S), since their main revenues derive from other industries. The universe of study has been made up with the official portals of the Spanish and Italian regions, and some local ones, which have been randomly picked, using the techniques of descriptive statistics. The methodology of study that has been used is partial, since the work has been done in the home pages of the websites [32].
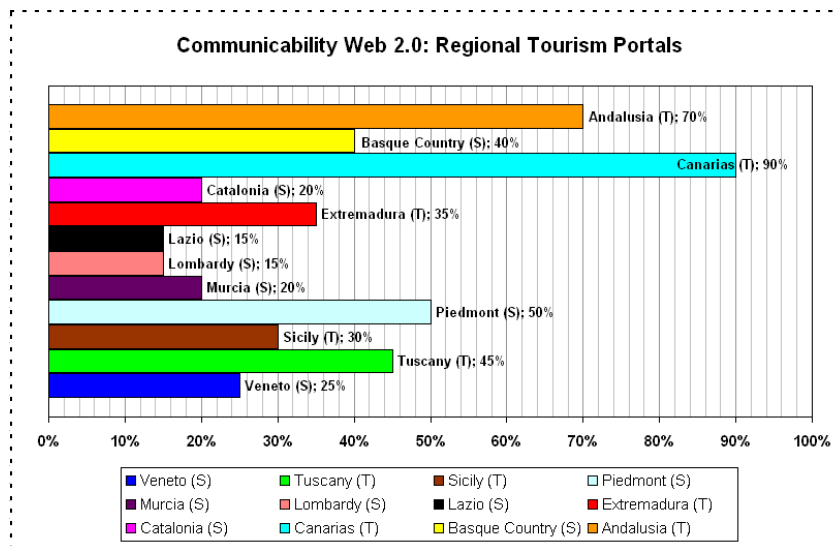

Fig. 5. Heuristic evaluation of the communicability Web 2.0 in the home page

These websites have been under direct observation for the last 12 months by communicability experts and they have seen the presence or not of the main

components of the Web 2.0 split into the main categories of design (figure 1). We analyzed the following components of the social media networks: blog and microblog communities, collaborative tools, forum, knowledge sharing, message boards, networking sites, news aggregators, photo sharing, podcasting, social bookmarking and videocasting. A first guide is presented in annex #1 for the evaluation of communicability in the official tourism websites of the local bodies.

Usability and communicability applied to the interactive systems have been essential in leading the tourists to many places that eluded the traditional circuits in the last two decades. However, in many portals a slowness to introduce the novelties in the Internet is visible. The reasons are not always financial, but rather of the training of those responsible to introduce those changes, especially in the regions of a high wealth rate per capita. The trend in the next years is that the new users will be acquainted with the use of microcomputing and consequently they will feel the need to have access to a greater volume of digital information from any place in the planet. In the case of tourism, that information is varied and multimedia by itself. It is necessary that the experts in communicability participate more actively in the diffusion of tourism and of the cultural heritage on-line.

6 Conclusion

The results obtained show that the analyzed Spanish regions take a longer time in improving on-line tourism and in a special way with the open source software. The guide elaborated from the analyzed websites makes apparent the importance of regarding the design of the interactive systems as a unit made up of several categories that interrelate among themselves, in a bidirectional way. A failing in one of these categories can bring about many losses among the potential tourists, especially in those areas where rural, alternative or ecological tourism is promoted. Regrettably it has been seen how the scarce financial resources available to the local authorities have been wasted with false professionals of the multimedia communication sector and/or outsourcing enterprises.

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Annex #1: Guidelines for Tourism Local –Communicability, Design and Users

- Modification of the contents in an autonomous way by the heads of the computer and/or information services of the city hall or the local tourism secretariat.
- Presence of the main European and/or international languages, excluding the local dialects.
- Approximate inventory of the contents of the museums in a visual way (tables, graphics, etc.) that is, natural and cultural heritage catalogue of the place.
- Map of the area with the main elements (emulating 3D) of the cultural and ecological heritage.
- Approximate dimension of the museums rooms.
- Tourism information focused on a single entity of institutional and official communication.
- Differentiation among the public, private, mixed bodies, profit and non-profit organizations, etc. which manage the cultural and ecological heritage of the area.
- Timetables for the museums visits, closing schedules because of bank holidays or other events, prices of the tickets, etc. Communication channel on-line to know the last news in the museums openings.
- The information in the digital and/or analogical supports of the tourism office matches the reality of the place being visited.
- Prices table of the hotels, restaurants, excursions, etc. and dates of last updating as contact information for them.
- Updated information of the transportation to reach and move inside the town being visited.
- Virtual guides to know on-line and off-line through interactive systems the main places to be visited.
- Interactive information points and the possibility of making a map of potential visits to be made (museums, touristic itineraries, recreational aspects, etc.) in relation to the time available to visit the town.
- Schedule of the main events through the year.
- Splitting of the main tourism activities offer in relation to the time of the year, economic resources, profile of the potential tourists, etc.
- Links network associated of the official tourist sites on-line between the local, provincial, regional, nationwide and continental heritage.
- Inclusion of the set quality attributes of the communicability into on-line and off-line interactive/hypermedia system.
- Management of the design and contents of the local tourism information systems by a communicability expert.
- A small difference between reality and visual information (digital and/or analogical support), for instance, photographies, draws, pictures, postcards, etc.
- Transparency between textual and visual information about services and costs.