D6.3
Market report and the use of existing services

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1. Introduction

There are a lot of available applications that could be utilized for traveling purposes. For example, many of the exercising applications that contain a tracking feature can be used also for tracking routes while traveling and sharing the experienced locations partly via that recorded route. Most of these existing services are not meant especially for traveling purpose but they offer similar features that would be beneficial also for travelers.

This report offers an overview of some of the currently available applications and their suitability for traveling context.
2. Why tourism applications are needed?

Travelers want a lot of experiences, and they also want that these experiences differ from each other. Traditional group-based tours are not flexible and they do not give individual freedom for selecting e.g. the routes and the times. Also these group-based tours are for the majority which may not serve for specific needs that well (Cheverst et al., 2000). Applications that adapt to users’ individual needs can ease the traveling and thereby support tourism.

Tourists like to record and also share their experiences. One way of doing that is to buy some souvenirs. Still currently this is not enough. People want to have digital memories of their trip so that they can memorize the trip also afterwards. Souvenirs, photos etc. are a way to improve the memory of the most important experiences (Rubegni et al., 2007). Making this easier and supporting this capturing the experiences is important from the travelers’ point of view. This is not currently that flexible. People have cameras and maybe a video recording device but they are not linked to context which may cause e.g. that it is difficult to remember later in which specific location some picture was captured.

People also want to share their traveling experiences with others. Traditional way of doing this is telling about the trip to others face-to-face and showing photos. Nowadays this is not enough anymore and people want to use also other media spaces such as Facebook for sharing their experiences. There are already many services and application which can be used for sharing experiences like blog services but they usually do not support in-context updating which we feel is important. The feelings and experiences that one feels in certain situation are unique are related to that location and that specific time.
3. Possibilities of mobile and web 2.0 services within tourism

3.1 Mobile devices

Technology has improved a lot in the last years and currently e.g. mobile devices offer possibilities that were not available earlier. Mobile devices have many characteristics which make them great for tourist purposes as well for many other areas as well. One of the mobile phone’s advantages is that it is a personal device which is carried with you all the time (or at least almost all the time). This makes all the information that is available through mobile phone very accessible every place. Another huge advantage is that mobile phones have the technology that is needed for e.g. positioning and capturing a photo already available. So there is no need for any extra device but the traveler’s own phone can be used for accessing applications. When the application is available in the user’s own, familiar device, it is more approachable and therefore more people are more likely to at least try it. It is also a communication device so it is natural to use it for sharing experiences since SMS and MMS are already used for that purpose.

Kenteris et al., 2009 have identified the most important criteria for mobile tourist applications:

1. The provision of a tourist guide which can be executed on non-networked mobile terminals.
2. The personalization of the tourist application.
3. The support of dynamic delivery of tourist content given that the user has expressed interest on the corresponding content type.

All these issues are valid when developing a mobile phone application for traveling purposes and they need to be addressed in some way when designing the application. The most challenging issue in the alpine tundra area is the network problems; there is not coverage in all the areas and therefore the mobile application have to be designed in a way that does not prevent the usage of the application in these periods of time.

Personalization and dynamic delivery of tourist content are easily achieved using a mobile phone as a platform. The information can be updated on the fly to the device (as long as there is network coverage) and it should never be out-of-date. By allowing the users to select some personal preferences it is also possible to enable personalization of shown content. These criteria have also been taken into consideration in our design scenarios.

3.2 Web 2.0 services

There are several services and applications that are related to traveling already available for the users. Many of them are trackers which allow the user to track own routes and maybe share these to others. As an appendix 2 there is a list of some of the traveling related applications and services that we have discovered.
The reason for benchmarking these already available applications was to get an understanding what is already available and also to get ideas for our application. The applications vary a lot from each other and they support different traveling related functionalities; some are meant to be used for tracking own routes such as Nokia Sports Tracker, some for sharing content or comments like Flickr, Twitter, or Facebook, and some contain information that is specifically targeted for traveling purposes such as Wikitravel.

These applications are not designed necessarily especially for traveling purposes but they offer ideas that are useful also in traveling context. None of these applications are suitable for our purposes as they are but we can learn a lot from them.
4. Research applications

There have been some research projects that were also related to the topic of travelling, and storing/sharing experiences. This section presents some of these experimental research project applications.

4.1 travelBook

*TravelBook* is a diary application which was developer as part of *Memodules* project which has “the objective of developing, experimenting and evaluating the concept of tangible shortcuts, facilitating:

a) the control of devices in daily life, and

b) categorization of information in order to improve access and retrieval”.

*(Rubegni et al., 2007)*

*TravelBook* concept is based on two main elements:

- The support of personal reflection on travel experience and sharing through storytelling.
- The souvenir as a powerful physical reminder of events and the digital data produced.

*(Rubegni et al., 2007)*

The goal of the application is to create links between physical and digital objects and ease the travel story construction process.

The core of the *travelBook* is the diary where the users can make notes of the events and their experiences. The users also have a mobile device that is used for taking photos and making a video. Using smart tags the users are able to link a certain part of the diary text to some physical object e.g. a photo or a souvenir. A small evaluation was made for the prototype and the users seemed to appreciate the functionality of creating connections between digital and physical objects *(Rubegni et al., 2007)*.

4.2 WikEar

*WikEar* is an application that was designed from the perspective of supporting traveling story telling. The content of the application is derived from *Wikipedia* and the system generates custom, location-based guided tours that are never out-of-date and are ubiquitous (Schöning *et al.*, 2008). *WikEar* uses also a map so that the user can select the starting and the ending location from it. *WikEar* uses a large public city maps and the magic lens metaphor so that it does not have to use GPS and does not have the interaction problems that small screen map usually causes (Schöning *et al.*, 2008). *WikEar* generates automatically personalized audio tours that are adjusted to the walking time.

4.3 mExplore

*mExplore* is a mobile application that supports reflective exploration of unfamiliar areas of interest *(Lueg *et al.*, 2006). The application is based on a map of the area
as well as object-related information functionalities but it also has some features that are designed especially for supporting the reflective exploration.

- Textual, audio, and photo annotations which means that the users are able to write comments, add verbal comments or take digital pictures. Pictures are also automatically associated to the location where they were taken.
- Past route visualization.

A small user study was conducted to mExplore in Australia where 8 participants took part in the test (Lueg et al., 2006). The feedback was overall positive and all the participants wanted to use the application also in other location. The functionalities that were appreciated the most were positioning, the map, and how these two worked together. The participants also were quite active in using the annotation functions, the digital picture of being the most popular function. The voice functionality was also proven to be more popular functionality than what was expected.

4.4 The GUIDE

The GUIDE is an application that runs on a PDA. The goal of the GUIDE is to "provide sufficient flexibility to enable visitors to explore, and learn about, a city on their own" (Cheverst et al., 2000). Another goal was that the information would be context-specific in a way that each visitor would have only the information that is valid for them.

The application contains only information about Lancaster but the user can select which kind of attractions she wants to visit. Based on the selection, the application generates the tour. The following factors are taken into account when generating the tour:

- The opening and closing times of the required attractions.
- The best time to visit an attraction.
- The distance between attractions and the most aesthetic route between them.

(Cheverst et al., 2000)

The user will receive new instructions about the route with pushing a button. The system is dynamic meaning that it updates the route constantly. For example if the visitor stays in some location longer than what was anticipated, it can change the route so that the route is still up-to-date and all the remaining attractions are still available.

The application stores a huge part of the information locally which assures that the application remains usable even if the connection is lost at some points. The developers wanted to make the application appear stable even at times when there is no connection. This was achieved with mobile-awareness which means that application shows the current state of the connectivity. The application remains as usable as possible even during the disconnected phases. The actions that the user performs during these phases are performed when the connection is resumed again.

(Cheverst et al., 2000)
The GUIDE was evaluated using an expert walkthrough method. The findings were mostly usability issues but there were also some application specific issues. One issue was that the system should adapt itself to the pace the visitor is walking because this affects to the visiting times in different locations (Cheverst et al., 2000). Also a field trial evaluation was arranged for this application. Altogether 60 volunteers used the system over the four weeks trial period. All visitors liked location-aware navigation and information retrieval mechanism. All visitors also appreciated that there were links to more detailed information instead of showing all information at once. Cheverst et al. (2000) state in their article that one of the future development ideas would be to build the application on a mobile phone platform so that each visitor could use from their own phone. Another improvement issue was to build permanent user profiles that could be used for maintaining e.g. preferences information about the user.

4.5 myMytileneCity

MyMytileneCity application contains both web site and a mobile application. The idea is that all the content is stored to the web site and the user can load information about the place of interest into her mobile phone. This way the information is available in the phone when it is needed. The mobile application is dynamic and e.g. the menus are created based on the information that the user loaded from the web site.

A usability testing was done to the mobile application prototype and twenty participants (12 male, 8 female, the average age 33.5 years) participated in the tests (Kenteris et al., 2009). The results were mainly positive although there were some critical comments. The participants felt that this kind of application would be the most suitable for casual tourists and it was considered rather nice-to-have application instead of need-to-have. The reason for this was mainly the lack of GPS support i.e. the lack of location awareness. Therefore the application mainly provided information that can be accessed also other ways.

The participants appreciated the fact that the information was available in their own, personal device and that they could affect what information was shown to them. Still there were quite many improvement ideas that the participants hoped to be added for the application. Kenteris et al., 2009 have listed these improvements ideas in their article:

- Positioning support
- Exchange of tourist reviews/impressions/suggestions with other tourists
- Inclusion of emergency contacts
- Enhancement of digitized maps so as to provide three zoom levels
- Provision of daily/weekly weather forecast reports
- Suggestion of daily, personalized tourist itineraries that will dynamically adapt on current weather conditions.
5. The use of existing applications

5.1 Questionnaire targeted to tourist organizations

A questionnaire was sent out to the participating organizations in the project, YOUSAT. Four responded to the questionnaire. The aim of the questionnaire was to find out their knowledge and opinions about some existing services targeted for traveling and tourism and also to find out whether organizations are using social media to convey information.

For the questionnaire, a number of existing services were selected. We wanted to find out whether tourist organizations know these services and if they even use some of them. The options were:

- I don’t know this service,
- I have heard from this,
- I have tried this, and
- I use this regularly.

The services that all respondents use are Facebook, YouTube, Google maps and Flickr. Some of the respondents use Twitter, Panoramio, Geocaching, Tripit and TripAdvisor. There were also a number of services that many of the respondents had been tested, but do not use them. Some examples of those are Blog, Twitter, Wiciloc, EveryTrail, Panoramio, Geocaching, Bambuser, Resdagboken, Dopplr, GPSMapper, WikiTravel, and Tripadvisor. Even though the list of existing services was quite extensive (it contained 24 services), the respondents also listed quite a few examples of the services, outside this list, that they also know. These were Endomondo, SportyPal, Sport Tracker, Geocache.fi, different forums, foursquare, Gowalla, and Dipity. In the section “Existing Services” (see below) the services are listed with a short description of their main features.

One thing that one of the respondents think is missing from these services is sharing the information/data in Facebook. Respondents also mentioned some other things that are missing from the services, like:

- The service should be easy to install on a mobile phone, and
- There should be a possibility to connect video or link video to YouTube.

An interesting comment from one respondent is that most of the services require that you convince your friends to use them too. This comment has the same meaning as the comment about that it should be possible to share the information on Facebook. Since Facebook is so popular, there are many who can take part of travel stories without having to be a member of a specific traveling application.

A few comments on existing services:

“Geocaching is one of the best social media services, because it really gathers people virtually together in this niche area.”

“I love TripIt because I travel frequently and it’s very easy to use. Facebook I use because everybody is using it.”
“Most for fun so far, not really any use of it professionally, but maybe in the future.”

The respondents were asked, how important certain features are for a traveling application (see Table 1 in Appendix 1). For this we used a Likert-scale\(^1\) from 1 to 7; one being very important, and seven not important at all (see Figure 1). There were two features that all respondents found very important, “GPS positioning” and “Showing places on a map”. There were also other features that were found important, such as Photo management, Blog or microblog functionality, Possibility to plan a trip, Guides and tips, Showing own trips on a map, Sharing travel plans/trips, Possibility to like or vote, Attaching photos/videos/comments to GPS track, and Recommendations from other travelers. Game like features were in the middle of the scale, not really important, but not unimportant either. There were different opinions on up-to-date weather information, two respondents found that it was very important and one found that it was rather important and one found that it was not so important. Two respondents found that video streaming was a very important function, while two thought that it was not at all important. There was also different opinions whether it is good to get recommendations or news from local entrepreneurs.

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\(^1\)A **Likert scale** is a psychometric scale commonly used in questionnaires, where respondents specify their level of agreement to a statement.
**Figure 1:** How important certain features are for a traveling application.

The graph (see Figure 1) shows that there is no features that get the mean value "not important". But the respondents have different opinions about some of the features as shown in the column "comments" in Table 1 in Appendix 1. The list covers rather well the features that the users think the services should contain. There was one respondent who had suggestions for an additional feature that should be included, "Edit trips/tracks after a journey".

Questions about traveling services where the respondents answered yes, no or maybe (see the table below).

**Table 1**

<table>
<thead>
<tr>
<th>Question (Do you think that …)</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>traveling services could be beneficial for traveling purposes?</td>
<td>3 yes 1 no answer</td>
</tr>
<tr>
<td>traveling services could improve the interest towards Nordic traveling?</td>
<td>3 yes 1 no answer</td>
</tr>
<tr>
<td>traveling services could improve the attitude that young have towards Nordic traveling?</td>
<td>3 yes 1 no answer</td>
</tr>
<tr>
<td>social media (in traveling context) can work as a marketing channel to young people?</td>
<td>2 yes 1 maybe 1 no answer</td>
</tr>
</tbody>
</table>

It is interesting to note that most of the tourist organizations believe that the traveling services can play an important role to stimulate interest to travel to Nordic region and also to get young people to travel to the Nordic region. Furthermore, they believe that social media can serve as a marketing channel for young people. The challenge is to find/develop a traveling service that supports the functionality that the tourist organizations wish.

All but one of the respondents replied that they have some type of traveling services connected to the organization's website. The respondent who has no such service is not interested to have one either.

Examples of services that they already have:

- www-pages
- Facebook
- Google AdWords
- Google Analytics,
- YouTube
- Forum
- Web-questionnaires
- Membership forms
- Placed geocaches located near by restaurant and accommodation services.
- UT.no - shows DNTs trails and cabins around Norway
• Blog

*Facebook* and the organizations’ home page are example of where visitors are informed about services and are encouraged even to share their travel stories there. One organization uses *Geocaching* to describe places and to attract people to visit these locations.

*We have places a geocaching cache stories in the near of our site. Series of Aslak’s Taiga Woods show the best part of area's nature. The caches are located in the area on national park of UKK. You are able to reach them by foot from the Fell Center of Kilopää. Each cache tells the visual story of magical woods (Taiga Woods), which is sculptured by ice age, four winds of Lapland and local shamans.*

The tourist organizations have examples on how young visitors in the Nordic region can be encouraged to write a travelogue to attract and inspire more young people to visit the Nordic region. One suggestion is that tourist organizations use the current social networks that young people already use. A good tip is also to attract young people with some kind of competition when they write travel stories.

5.2 The use of the current applications among young people

As part of the user study (described in more detail in D2.3/4), we asked whether the participants were familiar with some of the existing applications. The shown list was the same that was used in the questionnaire targeted for the tourist organizations. The idea behind this was to be able to compare the awareness and the use of existing applications between the tourist organizations and the target group.

Based on the results, it seems, that most of the existing applications are unfamiliar to target end users. None of the nine participants were familiar with the following applications: *Loclet, GPSMapper, Triplt, Twitsnear, Resdagboken, Bambuser, 48h mission, Locr, Track-n-share, TripTracker, GPSEd, EveryTrail, and Wikiloc.* Six participants said they actively use some of the listed services. These services are *Facebook* (n=4, two also said that they follow the service) and *YouTube* (n=5, the rest four said they follow this service). Services that some participants said they follow regularly were *GoogleMaps* (n=3), blogs (n=1) and/or Twitter (n=1). There were also some services (*Flickr* and *Twitter*) that none of the participants use neither actively or by following but that they had heard about them.

Based on this small questionnaire, it seems that most of the services are not really that well known among young people.

5.3 First impressions on the existing services

In the beginning of the 2011 also two interviews were held in Finland where six existing services were gone through: *Wikiloc, Resdagboken, GPSEd, Track-n-share, Trip Tracker,* and *Locr.* The goal of these interviews was to gather additional information about the existing services and what is good about them and what is
not. During the interviews, a participant was allowed to freely get to know the service through the web site and share opinions about it.

One of the most obvious discoveries from these two interviews was, that these currently existing services do not usually give that good first impression but instead are a bit difficult to use and understand how they work. Another problem with some of the services was insufficient search which is very important for people who are looking to get more information about some certain location. These two were the main problems with the services but there were also many positive comments about these. The efficient and flexible use of map was very much liked and the fact that information is tied onto the map. This makes it easier to visualize trip through images that are mapped to a right location. Based on this, especially for nature traveling benefits of having also altitude information visible together with the track. Also the possibility to rate the track based on its level (e.g. from beginner to athlete) was liked. The travel diary application Resdagboken did not felt that interesting to the participants at the time of the interview but the participants said that if they were planning some trip, the posts about that location would be more interesting.
6. Conclusions
There are several services and applications that are related to traveling already available for the users. Many of them are trackers which allow the user to track own routes and maybe share these to others. But how well known are these services among young people?

One of the results that we have got from the study with young people was that it seems that most of the traveling application are not really that well known among young people. The tourist organizations’ proposal to use the social networks that young people already use could be a solution to this.

A positive conclusion is that most of the tourist organizations believe that the traveling services can play an important role to stimulate interest to travel to Nordic region and also to get young people to travel to the Nordic region. Our recommendation is that they must adapt to the services that young people are using and want to use. The challenge is to find/develop a traveling service that supports and stimulates the interest of young people to travel to the Nordic region. It needs to be done in collaboration with young people who are supposed to use the service and publish content into it.
7. References


### Appendix 1 - Questionnaire results

**Table 1**
Likert-scale from 1 to 7; one being very important and seven not important at all.

<table>
<thead>
<tr>
<th>Features</th>
<th>Mean value</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPS positioning</td>
<td>1</td>
<td>very important</td>
</tr>
<tr>
<td>Gamelike features</td>
<td>3.75</td>
<td>two answer 3, one answer 4, one answer 5</td>
</tr>
<tr>
<td>Photo management</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>Up-to-date weather information</td>
<td>2.5</td>
<td>two answer 1, one answer 3, one answer 5</td>
</tr>
<tr>
<td>Video streaming</td>
<td>3.75</td>
<td>one answer 1, one answer 2, two answer 6</td>
</tr>
<tr>
<td>Blog or microblog functionality</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Possibility to plan a trip</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Guides and trips</td>
<td>1.75</td>
<td></td>
</tr>
<tr>
<td>Showing places on a map</td>
<td>1.0</td>
<td>very important</td>
</tr>
<tr>
<td>Showing own trips on a map</td>
<td>1.75</td>
<td></td>
</tr>
<tr>
<td>Sharing travel plans/trips</td>
<td>1.75</td>
<td></td>
</tr>
<tr>
<td>Possibility to like or vote</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Attaching photos/videos/comments to GPS track</td>
<td>1.75</td>
<td></td>
</tr>
<tr>
<td>Recommendations from other travelers</td>
<td>2.25</td>
<td>one answer 1, two answer 3 and one answer 2</td>
</tr>
<tr>
<td>Recommendations or news from local entrepreneurs</td>
<td>3.25</td>
<td>one answer 1, one answer 3, one answer 4, one answer 5</td>
</tr>
</tbody>
</table>

Appendix 2 - Existing Services

In this section, we present some services and applications that already exist and which are related to tourism and the vision for the project. Location and social network services are grouped as follows:

1. Services that use GPS – Track your trip
2. Photo management and sharing
3. Game
4. Video streaming
5. Blog service and Microblogging
6. Travel plans
7. Track a GPS-enabled cell phone
8. Community
9. Location based content
10. Guides and tips
11. Others

This grouping is based on the main characteristic of the application. The application may have features from other categories as well.

1. Services that use GPS

1.1 Wikiloc
The goal of Wikiloc is to share and discover GPS tracks and way points from around the World in an easy way. Wikiloc is a free web app.

Functionality
- Upload your own GPS items
- Add images to your items
- Create your own map of routes
- Share your favorite trails with your friends
- View your items in a three dimensional view with Google Earth

Link: [http://www.wikiloc.com/](http://www.wikiloc.com/)
Example: [here](http://www.wikiloc.com/)

1.2. EveryTrail
Track your trip - EveryTrail creates an exact breadcrumb trail of where you traveled if you have a GPS device or a mobile phone with you. Take pictures along the way with any camera or phone, and then you can load them from camera, Flickr, Picasa. Photos taken from the EveryTrail app will be plotted on your map automatically.

Functionality
- Create a map of your trip by uploading your route and photos to EveryTrail.
- Maps can be shared easily on
  - Blogger
  - Twitter
  - Facebook
  - TypePad
1.3 GPSed
GPSed records GPS tracks from your mobile and trace them on a map. Tracks are traced on Google Maps (or Google Earth) and stored in an online archive. Attach photos to tracks from web-albums.

Functionalities
- Map GPS tracks from your mobile phone.
- Attach taken photos to GPS tracks from Picasa and Flickr.
- Share your position, GPS tracks and photos with friends and family.

Link: http://gpsed.com/

1.4 TripTracker
TripTracker is a social travel mapping service designed to help you share the tales of where you have been, what you have seen and what you have experienced.

Functionalities
- Track your trip
- Upload my photos and GPS tracks to TripTracker.
- Share trips only with your friends.
- Editing your trips – add journal entries (like a blog post).

Link: http://triptracker.net/
Example: here

1.5 Track-n-share
Website for sharing tracks along with videos and photos.

Functionalities
- Import tracks directly from a GPS
- Enter public text/private text
- Add photos and videos
- Share your trip online (this is optional). Once shared, you can include your trip in your own site or blog very easily.
- Play it in 2D (Google Maps) or 3D (Google Earth) mode

Link: http://www.track-n-share.com/

2. Photo management and sharing

2.1 Flickr
An application for online photo management and sharing.

Functionalities
- Share your photos with your friends and family
- Geotag photos
- Decide who sees your photos
• Turn your Flickr images into beautiful prints, cards, photo books, calendars and more
• Uploading on Flickr from your
  ○ Mobile device
  ○ E-mail
  ○ Browser
  ○ Flickr’s desktop app

Link: http://www.flickr.com/
Example: here

2.2 locr
Locr offers a worldwide unique web-to-print solution to all providers and users of maps: Dynamically generated high-resolution personalisable maps.

Functionalities
• Locate your photos
• Geotag photos - photos, or videos, can be complemented with geographical coordinates (latitude and longitude, or physical address)
• Geographical identification data is saved together with the photos - Photos can be assigned easily and explicitly to maps like GoogleMaps

Link: http://www.locr.com/

2.3 Panoramio
Panorama is Google’s photo sharing site.

Panoramio is a community-powered site for exploring places through photography: cities, natural wonders, or anywhere you might go. Panoramio is a showcase for the talents of its contributors, a place to see the world, and a community where members determine the content.

Functionalities
• Adding photos
• Tagging photos
• Getting your photos into Google Earth

Link: http://www.panoramio.com

3. Games
3.1 Geocaching
Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices. The idea is to locate hidden containers, called geocaches, outdoors. One can then share experiences online.

Link: http://www.geocaching.com/
Example: here

3.2 48h Mission
48h Mission is a website where one could follow three teams competing. The site uses Twitter, Flickr and Bambuser to share the event.
One of them climbed the mountain Sylarna that was supported by STF.

Link: http://microsites.nokia.se/48h-mission/

4. Video streaming

4.1 Bambuser
Live video streaming from your mobile phone or webcam

Functionalities
- Connect Bambuser to Facebook to share private broadcasts to friends on your Facebook friend lists.
- Private broadcasts
- Share - support Facebook, Twitter, Bloggy, Friendfeed, Identi.ca, IRL, Connect, Jaiku and Tumblr.

Link: http://bambuser.com/

4.2 YouTube
The world's largest community for video sharing.

Link: http://www.youtube.com/

5. Blog service and Microblogging

5.1 Resdagboken
Swedish travel blog service.

Day of travel book is a free online service for people who are traveling. As a member you can talk about your journeys and inspire others and save your travel stories for the future. You can get tips on places to visit, tell others and find a travel companion.

Functionalities
- Add text and photos
- Comments
- No private trips

Link: http://www.resdagboken.se/

5.2 Twitter
Popular microblogging site
Twitter is an information network made up of 140-character messages called Tweets. Messages from users you choose to follow will show up on your homepage for you to read.

Functionalities
- Find and follows others
- Retweet, reply, react

Link: http://twitter.com/
Example [here](http://example.com/here)

**5.3 Twitsnear**  
Shows tweets near where you are now.

Link: [http://twitsnear.me/](http://twitsnear.me/)

**5.4 Bloggy**  
Swedish microblogging site.  
You create your own micro-blog where you in real time, tell all your friends, relatives or colleagues what you do with the help of 140 characters.

**Functionalities**  
- Share interesting pictures, movies, music and files  
- Write posts

Link: [http://www.bloggy.se/](http://www.bloggy.se/)  
Example: [here](http://example.com/here)

**5.5 Wordpress blog**  
Wordpress is a web software that you can use to create a website or blog.

Link: [http://wordpress.org/](http://wordpress.org/)

**6. Travel plans**

**6.1 Dopplr**  
Travel notification and travel tips.  
Dopplr is a service for smart travelers.  
Dopplr helps you make more of your travels by sharing your personal and business travel plans privately with the people you trust.

Example of what Dopplr can show: two people you know will be in London when you will be there too. Find city specific travel advice and tips from other travelers. Share your own advice and tips on the "Social Atlas".

**Functionalities**
- Add you travel plans  
- Add your tips to the Social Atlas  
- Invite people and share your travels and advice

Example: [here](http://example.com/here)

**6.2 Tript**  
Competitor to dopplr.com  
Link: [http://www.tripit.com](http://www.tripit.com)

**7. Track a GPS-enabled cell phone**

**7.1 InstaMapper**
InstaMapper is a free service that allows you to track a GPS-enabled cell phone online in real time.

**Functionalities**
- True and real time tracking
- Location sharing


**7.2 gpsmapper**
Track a GPS enabled cell phone on Google maps. Opensource real-time tracker.

Link: [http://sourceforge.net/projects/gpsmapper/](http://sourceforge.net/projects/gpsmapper/)

**8. Community**

**8.1 Community of Sweden**
Community for tips, stories, photos about Swedish tourism, for [http://www.visitsweden.com](http://www.visitsweden.com)


**8.2 Where I’ve been**
Popular Facebook application and a stand-alone social network.

**Functionalities**
- Show all of the places you've been on our interactive map.

Link: [http://www.whereivebeen.com/](http://www.whereivebeen.com/)

**9. Location based content**

**9.1 Fire Eagle**
Fire Eagle is a project within Yahoo and it is a location server. Fire Eagle is a site that stores information about your location. With your permission, other services and devices can either update that information or access it. Fire Eagle is designed to make the world around you more interesting. Use your location to power friend-finders, games, local information services, blog badges.

Link: [http://fireeagle.com](http://fireeagle.com)

**9.2 Xtfy**
Similar to FireEagle

Link: [http://www.xtfy.com/](http://www.xtfy.com/)

**9.3 Loclet**
[SonyEricsson labs](http://www.sonyericsson.com/) application for discovery of positioned content. Loclet is a program, which lets you browse location based content in your mobile phone. To find your position the program uses a built in GPS device or cell tower information. The position is shown on a map. If there are location based content near
your position, these content will show up on the map and you can open it in a web browser.


10. Guides and tips

10.1 Wikitravel
Wiki-style travel guide
Wikitravel is a project to create a free complete, up-to-date and reliable worldwide travel guide. It is built in collaboration by Wikitravellers from around the globe.

Link: [http://wikitravel.org/](http://wikitravel.org/)

10.2 TripAdvisor
One of the best-known sites in travel, TripAdvisor has millions of reviews that will help you pick out the gems and avoid the disasters.

Link: [http://www.tripadvisor.com/](http://www.tripadvisor.com/)

10.3 Google Maps
Googel Maps is a web mapping service application and technology provided by Google. It is for example possible to add own places with “pins” in an area in a country.

11. Others

11.1 Brightkite
Brightkite is the simple way to keep up with friends and places. Brightkite lets you see where all your friends are. You can also discover places in your neighborhood and meet other locals along the way.
Post to Flickr, Twitter, Facebook, …

Functionality
- Start a conversation with a group of friends.
- Share locations and photos with your friends via text messages.
- Earn real-world deals simply by visiting places.

Link: [http://www.brightkite.com](http://www.brightkite.com)

11.2 Dipity
Dipity is a free digital timeline website. Our mission is to organize the web's content by date and time. Users can create, share, embed and collaborate on interactive, visually engaging timelines that integrate video, audio, images, text, links, social media, location and timestamps.

Link: [http://www.dipity.com](http://www.dipity.com)

11.3 SPOT Connect
Commercial rescue and real-time tracker, SPOT device.
Simply pair your smartphone with SPOT Connect, and get connected to a global satellite network that lets you send messages and GPS coordinates from virtually
anywhere on the planet. Update Twitter and Facebook. Send email and text messages. Request non-emergency help from professional service providers. And in the case of a critical emergency, send an SOS message requesting emergency assistance.

Link: http://www.findmespot.com/en/

11.4 Footprint Feed
With Footprint Feed and “Google Latitude” you can keep your feeds updated automatically with your location while on the go but still have full control. With Footprint Feed you can send updates to your Facebook live feed, Twitter, RSS, LinkedIn, SMS txt messages to mobile phones and Email addresses.

Link: http://www.footprintfeed.com/

11.5 Facebook
Facebook is a social network service and website. Facebook helps you to keep in contact with friends and family.
Groups - Share documents, chat and email with chosen friends.

Link: http://www.facebook.com/

Examples from the respondents
The respondents also listed quite a few examples of the services, outside this list, that they also know.
These were
- Endomondo - http://www.endomondo.com/login
- SportyPal - http://www.sportypal.com
- Sport Tracker - http://www.sports-tracker.com/
- Geocache.fi - http://www.geocache.fi/
- foursquare - http://foursquare.com/
- Gowalla - http://gowalla.com/
- Dipity - http://www.dipity.com/