GIS Tools to Stimulate Tourism Industry in Taiwan

Located in the plains of south-western Taiwan, Chiayi City is famous for its three great national scenic areas surrounded by high hills and sufficient water resources. Also, the high-speed rail development makes it more convenient for people to travel to this city for holidays. Supergeo cooperated with Chiayi City Government to build a GIS website and GIS travel applications for Apple users to stimulate tourism growth.

This project creates more local employment opportunities through government assistance programmes of a music festival, handicraft souvenirs, agricultural products, etc. It aims to assist local stores that match specified conditions in collecting coordinates of stores, performing Nearest Neighbor Analysis, and using spatial data to promote the culture of local traditional industries.

To achieve this, a GIS website and mobile apps were developed to record the data about human resource management, and construction of aesthetics for the living space and then formulate creative marketing campaigns to increase jobs and accelerate urban economic revitalisation in the city.

The website established with SuperGIS Server includes front-end and back-end platforms. The back-end platform enables administrators to easily upload and manage data usage, as well as showing the audited data on the front-end platform for query.

Apps

The two iOS travel apps integrate with PR (Pattern Recognition) and AR (Augmented Reality) technologies, allowing Apple users to find and show the locations of nearby stores through iPhone or iPad. Also, Google Map Display was adopted as the basemap to diversify and facilitate utility of apps' functions for better route planning. Chiayi Travel Guide App allows users to apply a variety of functions such as tourist attraction query tool and store recommendations to obtain useful travelinformation for better itinerary planning.

In the near future, SuperGIS Network Server will be employed to perform network analysis, assisting administrators in obtaining results that match with the real-time environment and maintaining network data through management tools. Besides, new Android travel apps will be also created to make travel planning more efficient and easier using up-to-date information and interactive maps.

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