



INNOVATIVE SERVICE PROPOSAL FOR THE WORLD OF TOURISM



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Summary:

This summary outlines the key points of launching a GPS guided tour service in London for the company La tua Londra. The process begins with **the creation of a tour route**, including interesting points of interest and producing high-quality audio or video content. Ensuring compliance with privacy and data protection regulations such as GDPR and providing secure access to cloud providers is crucial for protecting customer information.

Marketing strategies such as social media promotion, email marketing, and paid search engines are essential for reaching a wider audience. Developing customer profiles helps to target the right audience with tailored marketing strategies, increasing the chances of success. By taking a customer-centric approach, a GPS guided tour service can provide a unique and engaging experience for visitors and thrive in a competitive market like London.

Customer profiles should include demographics, interests, behaviours, and needs, which help to determine the type of tours to offer and the marketing channels to use. Social media platforms such as Instagram are particularly useful for promoting GPS guided tour services, especially if the business already has a strong following. Email marketing can also be an effective way to engage with potential customers, particularly by offering incentives such as discounts or free tours.

Securing access to cloud providers is critical for protecting customer information, particularly payment details. Compliance with GDPR and other data protection regulations is also important to avoid legal issues and negative publicity. Customers should be given the option to opt-out of marketing communications to respect their privacy and ensure a positive experience.

In conclusion, launching a GPS guided tour service in London requires careful planning, consideration of various factors, and taking a customer-centric approach. By creating a unique and engaging experience for visitors, utilising effective marketing strategies, and ensuring compliance with data protection regulations, a GPS guided tour service can thrive in a competitive market like London.

Innovative service proposition:

This report has been written to generate a saleable unique service by taking advantage of the new technologies for the business La tua Londra.

La tua Londra is an Instagram and Facebook page popular with Italian tourists that visit London, is a business that provides Italian-speaking tour guides in London and an advantageous price compared to the competitors in the market. (La tua Londra, 2023) They offer guided tours of the city's many landmarks and attractions, tailored to the needs and interests of Italian-speaking visitors. This includes historical, cultural, or artistic tours, as well as food and drink experiences or other specialised tours. By offering Italian-speaking tour

guides, they provide a more personalised and engaging experience for Italian-speaking visitors to London.

The company has been founded in 2017 and for a few months, they are selling in-person guided tours around London through their website.

The new service will be Italian-speaking Guided tours, but instead, to be in-person tours, the new service will provide an online GPS guided tour, where customers can, through La tua Londra e-commerce buy the tour and start the tour in London when they prefer, giving a more extent flexibility than in-person guided tours.

Competitors in this area are many, such as LondonIta, Londra Da Vivere and My London Corner which are all Italian-speaking pages about London, with the same target audience and they all currently do in-person guided tours. But in the current market, none of these companies has remote GPS-guided tours.

If competitors will start their own online guided tours, La tua Londra would still have advantages, the first because La tua Londra would be the first to create such an innovative type of service, and therefore it will be the first company to test the service and understand how to improve it, moreover La tua Londra today is the most followed page in Italian about London and this is an advantage, finally, La tua Londra will strive to always create innovations in the project, with new tours and create a plan of differentiation from its competitors.

eCommerce propose:

Creating an e-commerce store with Shopify to sell online guided tours in London is definitely a feasible idea. Shopify is a popular and user-friendly platform for building online stores and managing e-commerce operations.

Here are some steps La tua Londra can take to create their own e-commerce store:

Choose a Shopify plan that meets their needs and budget, select a theme for the online store and customize it to La tua Londra colours and branding standards. Add products to the store, including guided tours of London that you will be selling. Set up payment methods. Add any necessary apps to the store to enhance functionality, such as a booking or scheduling app for guided tours. Create compelling product descriptions and high-quality images to showcase the online guided tours. Promote the store through social media and other marketing channels. Continually analyse and optimise the store's performance, making changes as needed to improve sales and customer satisfaction.

Online GPS guided tours can be a great way for people to explore a new city or area on their own, with the help of a digital guide.

Choose a location or route that La tua Londra wants to create a guided tour. London is a city with a rich history and many interesting landmarks, so there are many great routes that could make for a great GPS guided tour. Here are a few ideas to consider:

Historical London: This route could take visitors through some of the most important historical sites in London, including the Tower of London, Westminster Abbey, the Houses of Parliament, and Buckingham Palace.

London parks and gardens: This route could take visitors through some of London's most beautiful parks and gardens, including Hyde Park, Kensington Gardens, St James's Park, and the Royal Botanic Gardens at Kew.

The Thames River: This route could follow the Thames River, taking visitors past some of London's most famous bridges, including the Tower Bridge and London Bridge, as well as the Tate Modern and the London Eye.

Harry Potter Tour: This route could take visitors to some of the locations where the Harry Potter movies were filmed in London, including Kings Cross Station, Leadenhall Market, and the Millennium Bridge. Once La tua Londra has chosen a route, then they can plan out the points of interest and create the GPS guided tour using the steps mentioned earlier. Will be important to research any local regulations or restrictions on creating and publishing guided tours.

Plan out the tour route and the points of interest along the way. Map app or software to plan the route and add points of interest: Planning out the tour route and points of interest is an important step in creating a GPS guided tour. Before the planning step, the route and points of interest, research the area thoroughly to ensure there is a good understanding of the history, culture, and notable landmarks in the area. The use of a map app or software: Important to use map app or software to plan the route and add points of interest. La tua Londra can use tools like Google Maps or Mapbox to create a custom map of the route and add markers for each point of interest. Another step will be to select the points of interest that La tua Londra wants to include on the tour. These could be landmarks, historical sites, museums, restaurants, or other attractions that visitors would be interested in.

For each point of interest, will need to add information and media that will help visitors learn about the attraction. (Ben Booth, 2007) This could include audio or video clips, written descriptions, or images. Once has been added all the points of interest to the map, plan out the route that visitors will take to visit each location. Will be important to sure the route is logical and easy to follow. And before publishing the tour, will be essential to test it thoroughly to

ensure that the GPS coordinates are accurate, and the audio or video clips are playing at the correct points.

Use of GPS coordinates to trigger the audio or video clips as the visitor reaches each point of interest along the tour route: Using GPS coordinates to trigger the audio or video clips as the visitor reaches each point of interest along the tour route is a great way to enhance the visitor experience and ensure that they receive relevant information at the right time.

Here are some steps to use GPS coordinates to trigger the audio or video clips:

Assign unique GPS coordinates to each point of interest on the tour route using a map app or software. Record audio or video clips for each point of interest, providing information and context for the visitor. Integrate the GPS coordinates and audio or video clips into your GPS guided tour app or website. Set up the app or website to trigger the appropriate audio or video clip as the visitor reaches each point of interest, based on their GPS location. Test the GPS coordinates and audio or video clips thoroughly to ensure that they are working properly and playing at the correct points.

By using GPS coordinates to trigger the audio or video clips, La tua Londra can provide visitors with a seamless and interactive tour experience, ensuring that they receive relevant information at the right time. This can help increase visitor engagement and satisfaction, leading to more positive reviews and recommendations.

The using of Payments methos will be another important topic to consider: When setting up a payment system for the GPS guided tour, it's important to choose a secure and reliable payment service provider such as Stripe, PayPal, or Square. These providers offer a range of payment options including credit/debit cards, PayPal, and other digital wallets, making it easy for your customers to pay for La tua Londra tour.

However, when accepting card payments, it's important to be aware of the **Payment Card Industry Data Security Standard (PCI-DSS) compliance issues**. (Kalkan, et al., 2010) PCI-DSS is a set of security standards created by major credit card companies to ensure that businesses accepting card payments are handling sensitive customer data securely and protecting against fraud.

According to Ataya (2010) here are some tips to ensure that La tua Londra is PCI-DSS compliant when accepting card payments for GPS guided tour:

Use a secure payment gateway: Make sure the payment gateway is secure and uses SSL encryption to protect customer data.

Don't store card information: Do not store customer credit card information on their servers or devices, even if it is encrypted. Instead, use a third-party payment service provider that securely stores customer data.

Use of strong passwords: Use of strong and unique passwords for all accounts related to the payment system, and make sure to change them regularly.

Conduct regular security audits: Conduct regular security audits to identify and fix any vulnerabilities in the payment system.

By following these tips and ensuring that La tua Londra is PCI-DSS compliant, they can protect their customers' sensitive data and prevent fraud while accepting card payments for the GPS guided tour.

And finally, publish the tour online and make it available for download or streaming on a website or app: Once all the information above have been completed and tested, La tua Londra GPS guided tour, can be publish it online and make it available for download or streaming on a website or app. Here are some steps to follow, in order to publish the tour online:

Choose a platform: There are several platforms available for publishing GPS guided tours, including websites and mobile apps. Choose a platform that is popular and easy to use, such as GPSmyCity, GuidiGO, or izi.TRAVEL.

Upload the tour: Upload the tour to the platform. Make sure to include all the relevant information, such as the route, points of interest, and multimedia content.

Set the price: Whether La tua Londra wants to offer the tour for free or charge a fee. If there are planning to charge a fee, will be essential to set up the price and choose the payment method.

Publish the tour: Once everything has been uploaded, will be published on the platform. This will make it available for download or streaming by users.

Marketing plan for GPS Guided Tours:

Promote the tour through social media and other marketing channels to attract visitors:

Promoting La tua Londra GPS guided tour is a crucial step in attracting visitors and increasing sales. Will be important to **use La tua Londra social media:** Promote the tour through social media channels like Facebook, Twitter, Instagram, and LinkedIn. Share engaging content about the tour, including photos, videos, and written descriptions, and include a link to where visitors can purchase or download the tour. (Taghian, 2010) The **use of email marketing:**

Create a mailing list of potential visitors and send out regular emails promoting the tour. Include information about the tour, customer reviews, and any special offers or discounts. The **use of paid advertising:** Consider using paid advertising to promote the tour on social media platforms or search engines. This can help increase visibility and attract more visitors.

Offer incentives: Offer visitors an incentive to purchase or download the tour, such as a discount or a free souvenir.

By promoting your GPS guided tour through social media and other marketing channels, La tua Londra can attract more visitors and increase sales. To track the results and adjust the marketing strategy as needed to maximize their return on investment.

Also, there will be some promotional activities that will be vital for the new service (Krishna, et al., 1991) the use of social media, promote the GPS guided tour on social media platforms like Facebook, Twitter, and Instagram. La tua Londra can create eye-catching posts with attractive images, videos, and hashtags, and also offer discounts or special promotions to attract more visitors.

Will be important **to become a partner with hotels and tourist offices**: Contact hotels and tourist offices in the area and offer them a commission for promoting the GPS guided tour service to their guests. This can help La tua Londra to reach a wider audience and attract more visitors to the tour. **Use of the search engine optimization (SEO)**: Optimize the website and content for search engines so that people can find the GPS guided tour service when they search online. (Sharma, et al., 2019) La tua Londra can use relevant keywords, meta descriptions, and alt tags to help improve the search engine rankings. **Utilise paid advertising**: Use paid advertising platforms like Google AdWords or Facebook Ads to target potential visitors who are searching for similar tours or activities. (Kapoor, et al., 2016) La tua Londra can also retarget visitors who have already visited their website or shown interest in their GPS guided tour.

By implementing these marketing strategies, La tua Londra can effectively promote their GPS guided tour service and attract more visitors to the tour.

Target Customers: The target customers for an Italian GPS guided tour can vary depending on the location and theme of the tour. However, here are some potential target customers:

Tourists from Italy: Tourists from Italy who are visiting the area and want to learn more about the history, culture, and attractions of the location.

Italian-speaking tourists: Italian-speaking tourists from other countries who want to learn more about the area and the Italian culture and language.

Food and wine enthusiasts: Tourists who are interested in food and wine and want to explore the local cuisine and wineries.

History and culture enthusiasts: Tourists who are interested in history and culture and want to learn more about the historical landmarks, museums, and monuments of the area.

Outdoor enthusiasts: Tourists who are interested in outdoor activities like hiking, biking, or walking and want to explore the scenic routes and natural attractions of the area.

Family groups: Families who want to explore the area together and learn more about the local culture and attractions.

By identifying La tua Londra target customers, they can tailor the Italian GPS guided tour to meet their specific needs and preferences and develop targeted marketing strategies to reach them effectively.

The use of social media:

According to (Leung, 2013) Instagram has become an essential platform for businesses to advertise their products and services, and it is now a vital part of the digital marketing landscape. With over 1 billion active users, Instagram offers a massive audience for businesses to reach. Instagram is a highly visual platform, which makes it ideal for showcasing products and services through pictures and videos. Instagram's emphasis on visual content and user-generated content makes it a highly engaging platform, which can help businesses to build a strong following and customer loyalty. Instagram's advertising platform allows businesses to target specific demographics and interests, making it easier to reach the right audience with the right message. Instagram provides businesses with an opportunity to build their brand identity and create a consistent brand image through visual storytelling and creative content.

Using the "La tua Londra" Instagram page that has 55,000 followers would be an excellent way to promote the GPS guided tour service. La tua Londra could collaborate with other pages and offer them a commission or a discount on the tour in exchange for a sponsored post or a story feature on their page.

GPS guided tour service and use the "La tua Londra" page to drive traffic to their own page. This would allow them to showcase their tour offerings, post pictures and videos of their tours, and engage with their target audience.

Overall, Instagram is a powerful tool for businesses looking to advertise their services, reach a larger audience, and build their brand in today's market. That is why La tua Londra should consider keeping posting and improving their Instagram page to advertise, with organic and paid medias their GPS guided tours.

Customer Journey: A customer journey is the complete set of experiences that a customer goes through when interacting with a business or brand. The customer journey starts when a potential customer first becomes aware of the business and continues through the entire process of evaluating, purchasing, and using their product or service.

The role of customer journeys in the marketing process is to help businesses understand and optimise the experience of their customers at every stage of the journey. (Yachin, 2018) By mapping out the various touchpoints and interactions that customers have with a business, businesses can identify areas where they can improve the customer experience, increase engagement, and ultimately drive sales and loyalty.

A well-designed customer journey can help businesses:

Understand customer needs and preferences: By mapping out the customer journey, businesses can identify the needs, pain points, and preferences of their customers at each stage of the journey. By understanding the customer journey, businesses can optimise interactions with customers to improve engagement and satisfaction.

Increase conversion rates: A well-designed customer journey can help businesses increase conversion rates by identifying areas where customers may be dropping off or experiencing friction in the buying process.

Improve customer loyalty: By creating a positive and seamless customer journey, businesses can improve customer loyalty and retention.

The role of **customer journeys in the context of GPS guided tour services** is like that of any other service. The customer journey in this case starts with the customer becoming aware of the GPS guided tour service and continues through the process of booking and taking the tour. The goal of the customer journey in this context is to create a positive and engaging experience for the customer at each touchpoint. (Shen, et al., 2020) Here are some ways in which customer journeys can be important for GPS guided tour services:

Awareness: The customer journey starts with the customer becoming aware of the GPS guided tour service. La tua Londra can create awareness by advertising the service through social media, search engines, and other marketing channels. Creating engaging content that highlights the unique features and benefits of the tour can help to generate interest and awareness.

Booking: Once a customer is interested in La tua Londra's GPS guided tour, the next step is to make a booking. Providing an easy-to-use online booking system and clear information on pricing, dates, and availability can help to reduce friction and increase the likelihood of a successful booking.

Pre-tour communication: Prior to the tour, it's important to communicate with customers to provide them with all the information they need to prepare for the tour. This can include information on what to wear, what to expect, and any other details that will help them get the most out of the experience.

Tour experience: The tour itself is a critical touchpoint in the customer journey. Ensuring that the tour is engaging, informative, and fun can help to create a positive experience and increase the likelihood of repeat bookings and positive reviews.

Post-tour follow-up: Following the tour, it's important to follow up with customers to thank them for their business and gather feedback on their experience. This can help to identify areas for improvement and ensure that future tours are even more engaging and satisfying.

Overall, the customer journey is critical to the success of GPS guided tour services. By understanding and optimizing the customer journey at each touchpoint, businesses can create a positive and engaging experience for customers that will drive repeat bookings, positive reviews, and ultimately, revenue.

Email Marketing: According to (Fariborzi & Zahedifard, 2012) email marketing can be a powerful tool for businesses for several reasons:

High ROI: Email marketing has one of the highest returns on investment (ROI) compared to other marketing channels. **Targeted messaging:** Email marketing allows businesses to deliver personalized messages to specific segments of their audience. This means that the message is more relevant and therefore more likely to be read and acted upon. **Direct communication:** Email marketing allows businesses to communicate directly with their customers and subscribers. This creates a sense of intimacy and can help build a relationship of trust and loyalty. **Measurable results:** Email marketing campaigns can be easily tracked and measured, allowing businesses to see how many people opened their email, clicked on links, and converted to customers. This information can be used to refine future campaigns and improve their effectiveness.

The **email marketing can be an effective way to promote GPS guided tour services** and engage with potential and existing customers. Here are some reasons why email marketing can be important:

Targeted messaging: Email marketing allows businesses to target specific segments of their customer base with personalised messages. This can help to increase the relevance of the message and improve the likelihood of engagement.

Cost-effective: Email marketing can be a cost-effective way to reach many people. Unlike traditional advertising methods, email marketing does not require expensive media buys or printing costs.

Direct communication: Email marketing allows businesses to communicate directly with customers in their inbox. This can help to build a relationship with customers and foster a sense of trust and loyalty.

Measurable results: Email marketing campaigns can be easily tracked and measured, allowing businesses to see how many people opened their email, clicked on links, and converted to customers. This information can be used to refine future campaigns and improve their effectiveness.

Automation: Email marketing can be automated to send messages to customers at specific points in the customer journey. For example, businesses can send a welcome email when a

customer signs up for a tour or a follow-up email after the tour to gather feedback and encourage repeat bookings.

Overall, email marketing can be an important tool for businesses such as La tua Londra that wants to promote GPS guided tour services and engage with customers. By leveraging targeted messaging, cost-effective communication, direct communication, measurable results, and automation, businesses can build relationships with customers and drive revenue.

Privacy and Protections for consumers:

Privacy and data protection are important considerations for any service that collects personal information from users, including GPS guided tour services. According to (Yallop, et al., 2023) there are some steps that can be taken to ensure the privacy and data protection of users:

Implement data protection policies: Develop a privacy policy that outlines how user data will be collected, used, and protected. This policy should be easy to understand and accessible to users.

Use secure data storage: Store user data securely to prevent unauthorized access or data breaches. This may involve encrypting data or using secure servers.

Obtain user consent: Obtain user consent before collecting any personal data, and clearly explain what data will be collected and how it will be used.

Minimize data collection: Collect only the data that is necessary for the GPS guided tour service to function and delete any data that is no longer needed.

Provide users with control over their data: Allow users to access, modify, or delete their personal data as needed.

Comply with data protection regulations: Ensure that the GPS guided tour service is compliant with relevant data protection regulations, such as GDPR or CCPA.

By implementing these steps, GPS guided tour services can ensure that they are protecting the privacy and data of their users, which can help to build trust and loyalty among their customer bases.

GDPR: The General Data Protection Regulation (GDPR) is a regulation in EU law on data protection and privacy for all individuals within the European Union (EU) and the European Economic Area (EEA). (Reuter, 2018) The GDPR came into effect on May 25, 2018, and replaces the Data Protection Directive 95/46/EC. The Data Protection Act 2018 is the UK's implementation of the GDPR, and it sets out the rules for the processing of personal data in the UK. The act also includes provisions for processing personal data for law enforcement purposes and for intelligence agencies.

Both the GDPR and the Data Protection Act 2018 provide individuals with several rights with respect to their personal data, including the right to access their personal data, the right to have their personal data corrected or erased, and the right to object to the processing of their personal data.

Businesses that collect, process, or store personal data must comply with these regulations, and failure to comply can result in significant fines and penalties. Therefore, it is important for GPS guided tour services to ensure that they are following these regulations to protect the privacy and data of their users.

Opt Out: Under GDPR and other data protection regulations, individuals have the right to opt out of receiving marketing communications from a business. This means that GPS guided tour services must provide users with a clear and easy way to opt out of marketing communications, such as email newsletters or promotional messages. (Sakamoto & Matsunaga, 2019)

One way to do this is to include an "unsubscribe" link in all marketing communications, which allows users to opt out of easily and quickly receiving further messages. GPS guided tour services can also provide users with a preference centre, where they can manage their communication preferences and choose which types of messages they wish to receive.

By providing users with the option to opt out of marketing communications, GPS guided tour services can respect the privacy and preferences of their users and avoid sending unwanted or irrelevant messages. This can also help to improve the overall user experience and build trust and loyalty among their customer bases.

Secure access to cloud provides: When using a cloud provider to store and manage data for GPS guided tour services, it is important to ensure that the access to the cloud provider is secure to prevent unauthorized access or data breaches. According to (Kemp, 2018) there are some best practices to ensure secure access to your cloud provider:

Strong passwords: Ensure that all user accounts have strong, unique passwords that are not easily guessable.

Multi-factor authentication (MFA): Implement MFA to add an extra layer of security to user accounts, such as requiring a code or token in addition to a password.

Role-based access control (RBAC): Implement RBAC to ensure that users only have access to the data and resources that they need to do their job, and nothing more.

By following these best practices, GPS guided tour services can ensure that access to their cloud provider is secure and minimize the risk of unauthorised access or data breaches.

Conclusions:

In conclusion, developing and promoting a GPS guided tour service in a competitive market like London requires careful planning and consideration of various factors. Creating a tour route with interesting points of interest and producing high-quality audio or video content is essential to providing a unique and engaging experience for visitors. Promoting the service through social media, email marketing, and paid search engines like Google can help to reach a wider audience. Additionally, developing customer profiles can help to target the right audience with tailored marketing strategies and ensure a successful launch and growth of the GPS guided tour service. Finally, ensuring compliance with privacy and data protection regulations like GDPR and providing secure access to cloud providers is critical to protecting customer information.

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