

SUSTOUR-MED

2021-2-EL01-KA210-VET-000048093

KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: *Education In Progress*

Practice number	5.2
Name of the Practice	ZonzoFox
Theme	<i>Awareness raising</i>
Type	2. Service 4. Online-platform/Mobile App
Developer / initiator	ZonzoFox
Short description	<i>ZonzoFox is the most innovative Italian platform for online promotion and enhancement of the territory and its typical features. User-friendly, stimulating, immediate and personalized, ZonzoFox allows the digital dissemination of tourist information organized according to a unique format at national level, carefully designed to simplify the life of tourists, both in the planning and in the visiting phase.</i>
Goal	<i>Work to help travelers find the information they need, taking into account their personal interests, constraints and expectations, with the goal of simplifying their journey.</i>
Detailed description	<i>ZonzoFox can be used in Italian and English both from a computer through the web portal www.zonzofox.com and on the go through the free apps for Android smartphones and tablets and iPhone/iPad (www.zonzofox.com/it/mobile-app). ZonzoFox is a powerful tool for territorial marketing. The platform offers far-reaching benefits that touch on such important issues as the development of the tourism-induced economy, the brand image of the territory, accessibility, environmental sustainability and digital innovation from the point of view of smart cities. The service, which can be used by subscription, also allows significant savings in infrastructure costs and very fast activation times.</i> <i>More specifically, ZonzoFox allows you to:</i>

	attract the attention of potential tourists looking for inspiration, a fundamental element in choosing a destination; present the territory and its main tourist attractions in an attractive way, using images, texts and interactive features; - assist tourists step by step during their visit, increasing their satisfaction and generating positive word of mouth; reduce paper consumption by providing digital maps, photos, descriptions and detailed practical information (including information on accessibility for disabled people, families with children, animals, ...); to use a highly advanced technological system without the need to invest in setting up, maintaining and updating the infrastructure; innovate quickly and without risk, using a "turnkey" service already used and appreciated by tens of thousands of users in other localities. The service for local authorities includes the purchase of an annual software license that allows to post and distribute online tourist information through the ZonzoFox platform (portal, app and pdf guide) in the format used at national level. The textual content on tourist attractions in Italian and English, as well as the photographic material, will be provided by the organization at its own discretion, according to the guidelines of the ZonzoFox format.
Innovativeness	ZonzoFox uses a highly advanced technological system without having to invest in infrastructure setup, maintenance and upgrades; innovate quickly and without risk, using a "turnkey" service already used and appreciated by tens of thousands of users elsewhere.
Financial aspect	€ = Minimum Investment
Country	Italy
Target Group	small hotels, tourism offices, tourism agencies, destination managers

	<i>VET providers</i>
Transferability	<i>if the destination managers and small hotel owners registered on the website contribute and make suggestions for development and also improve their visibility in the world.</i>
Website and/or relevant links	<i>https://www.zonzofox.com/</i>
Contact information	<i>info@zonzonfox.com</i>