

SIGHTSEEING PROPOSALS IN CURITIBA- PR (BRAZIL)

A 3G Technology to Support the Construction of an Application to Self-Guide Walking Tourist

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Different organizations have been investing in information broadcast on the web, mainly due to its low cost, its immediacy and its interactivity. The Self-Guided Walking Tour (SGWT) – Auto-Guided Walking Tours – arises precisely from the convergence between the needs of the individual tourist and the opportunities that Information and Communication Technologies (ICTs) provide to create walking itineraries. Therefore, the main objective of this study was to determine the forms of integration of the ICTs in the molding of SGWT in Curitiba – PR (Brazil). A qualitative exploratory and descriptive research was conducted supported by literature; documentary and field (survey) research techniques. First, it was observed a partial compliance of the guidelines of Tourism Regionalization Program regarding aspects related to the implementation of Public Policies in the ICT area. It was also found that the 3G technology available in the city is still not exploited from the touristic SGWT point of view, although it shows a great potential to do so.

KEY WORDS: *auto-guided walking tour, tourism and information and communication technologies, 3G technology.*