Idea 10 - iSlow

To create an app which would have an impact on sustainable tourism development spreading the idea of slow tourism. Through the app people will get more motivated to become slow tourists and will implement slow tourism practices in their daily lives by caring about environments, engaging with the locals and seeking true connections.

Slow tourism is a new trend in tourism: sustainable form of traveling, which puts emphasis on authentic experiences shared with locals, more sustainable means of transport and deeper cultural awareness while slowing down your activities during the journey. Slowness in the present context might be a synonym for sustainability.

How to achieve this aim:
In order to motivate people, an app in form of a game is needed, so that they have challenges and tasks to accomplish while getting benefits for it. It will increase sustainability awareness and will educate tourists to behave in a more responsible manner.

First we could focus on areas we can control and later aim to make it worldwide. The first target Spain, Russia (our Home Countries) and Denmark (since we study here).

The competencies we would need from others to succeed:
IT skills, application development
Design competencies
SEO, SMM and online marketing
Experience with app startups