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As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

This publication presents the abstracts of the communications presented at the International Conference in Co-Creation Processes in Higher Education (In2Cop) 2024 and the program of the Meeting.

The opinions expressed in each of the abstracts are the sole responsibility of the authors.

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Charming Local Housing an Immersive Storytelling

J. P. Almeida¹, I. Pires¹, M. Radu¹, S. Charif¹, P. Dalle¹, P. Decolin¹, F. Pereira²

¹Instituto Politécnico de Bragança, Campus de Santa Apolónia, 5300-253 Bragança, Portugal

²King Garfield House, Portugal

fpereira@ipb.pt

ABSTRACT

Project tagline: Touristic Local Housing (Alojamento Local – AL) refers to private establishments, located in both urban and rural areas, providing temporary accommodation to national and international visitors at affordable prices. This type of lodging differs markedly from conventional hotels and inns. A key feature of AL is its ability to foster a closer relationship between travellers and local traditions and culture, creating a more immersive and meaningful stay. This accommodation model has grown rapidly worldwide, with Portugal being no exception. The sharp rise in demand and supply, together with recent legislative changes and the evolving expectations of a diverse tourist market, has placed considerable pressure on the sector and created multiple challenges. It is therefore timely to rethink Touristic Local Housing in view of future scenarios.

Problem/Need description: How can the travel and accommodation experience be made more immersive and enjoyable in a world increasingly connected to artificial intelligence?

Solution approach: Forge partnerships with firms specialising in virtual reality; Develop smart environments integrated with AI technology; Design a bespoke virtual assistant, similar to “Alexa”, adapted to the local context.

Benefits: Strengthen the link between visitors and the local traditions and cultural heritage of Bragança; Embed cutting-edge technological innovations into the tourism offering; Provide a unique, engaging, and customised experience that boosts guest satisfaction and promotes local identity.

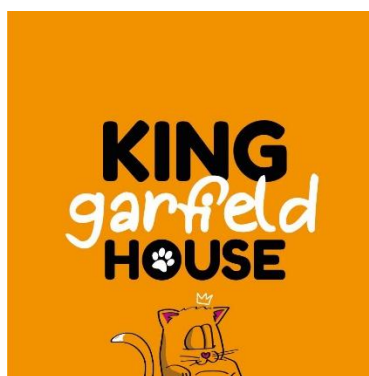


Figure 1: King Garfield House logo