



CELTIC EUROGIA

Online Proposers Day

15th & 16th September 2020



smar^travel



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Teaser



What is the innovation?

Personalized traveler choices

Speech & text recognition

Integrated travel ecosystem

Considering all conditions: season, attractions, hotels, flight optimization, end-to-end flight planning

Micro and macro travel organization and attraction planning

Digital identity and reputation service

Privacy, security, safety and touchless travel

What is the business impact?

The platform could drive the future of travel, with knowing the traveler, learning from the experiences, making use of big data, integrating with many micro systems and travel partners and works in real time.

Reliable and contactless travel is at the forefront on the **smarTravel** platform since it has become important for people to act together after Covid-19

Organisation Profile

HISTORY

Was established by Koç Holding in mid-1964 upon the issuance of a decision allowing customs-exempt stores to operate in our country.

1970

Setur in Turkey at the beginning of the 1970s in parallel with the mobility in the tourism sector has started to tourism activities.

1978

Setur Marinas operations in 1978 with the passing today of the Mediterranean basin and is Turkey's largest chain.

1990

Setair brand, which was established as an aviation unit of Koç Holding in 1990, offers its guests safe and comfortable flight with private jets, helicopters and seaplane.

2001

In 2001, Turkey's largest online tourism portal site, taking into bookinturkey.com also began to e-commerce activities in tourism.

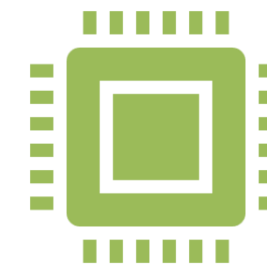
Setur, which grows rapidly in the sectors it operates every day, has registered its service quality with ISO 9000 - 2001 standards in 2002.

Setur, whose continuous and unchanging goal is to create added value for all of its stakeholders, carries out all of its activities with international standards of corporate governance, customer satisfaction, social responsibility and environmental protection principles.

As a member of Koç Group Tourism Group, Setur offers 38 duty-free shops in 23 locations over 15,000 m² in airports, land border gates and seaports throughout the country, with more than 200 authorized and virtual sales agents, and travel services at 304 locations. , Turkey and the Mediterranean Basin, the largest chain 11 Marina, private air transport fleet for 50 years and the country's tourism industry experienced close to 1500 employees and is proud of the contribution it makes to the economy.



R&D STRATEGIES



Vision

Our vision of tourism is to develop our operational power, knowledge and experience in the field of both corporate and individual travel management as a global player in the digital environment by using the most up-to-date and leading technologies.

Our vision of Duty Free is to become a digital retail store using Big Data, IoT, Machine Learning and AI, to recognize the customer and to take it as part of the customer journey and integrate it into our Tourism solution set.



Medium Term Strategies

Our aim is to present the products that we can commercialize in and around Europe by combining our knowledge in tourism sector by cooperating in our developments using the latest technologies.

Increasing our business partners by creating consortia and strengthening it with TEYDEB acceptances

It is the first time in the tourism industry that technological solutions using Big Data, IoT, Machine Learning and AI are introduced.



Short Term Strategies

To create university-industry collaborations, to cooperate with incubation centers and to integrate new, superior technological applications with sector capabilities and to integrate them with R & D.



Long Term Strategies

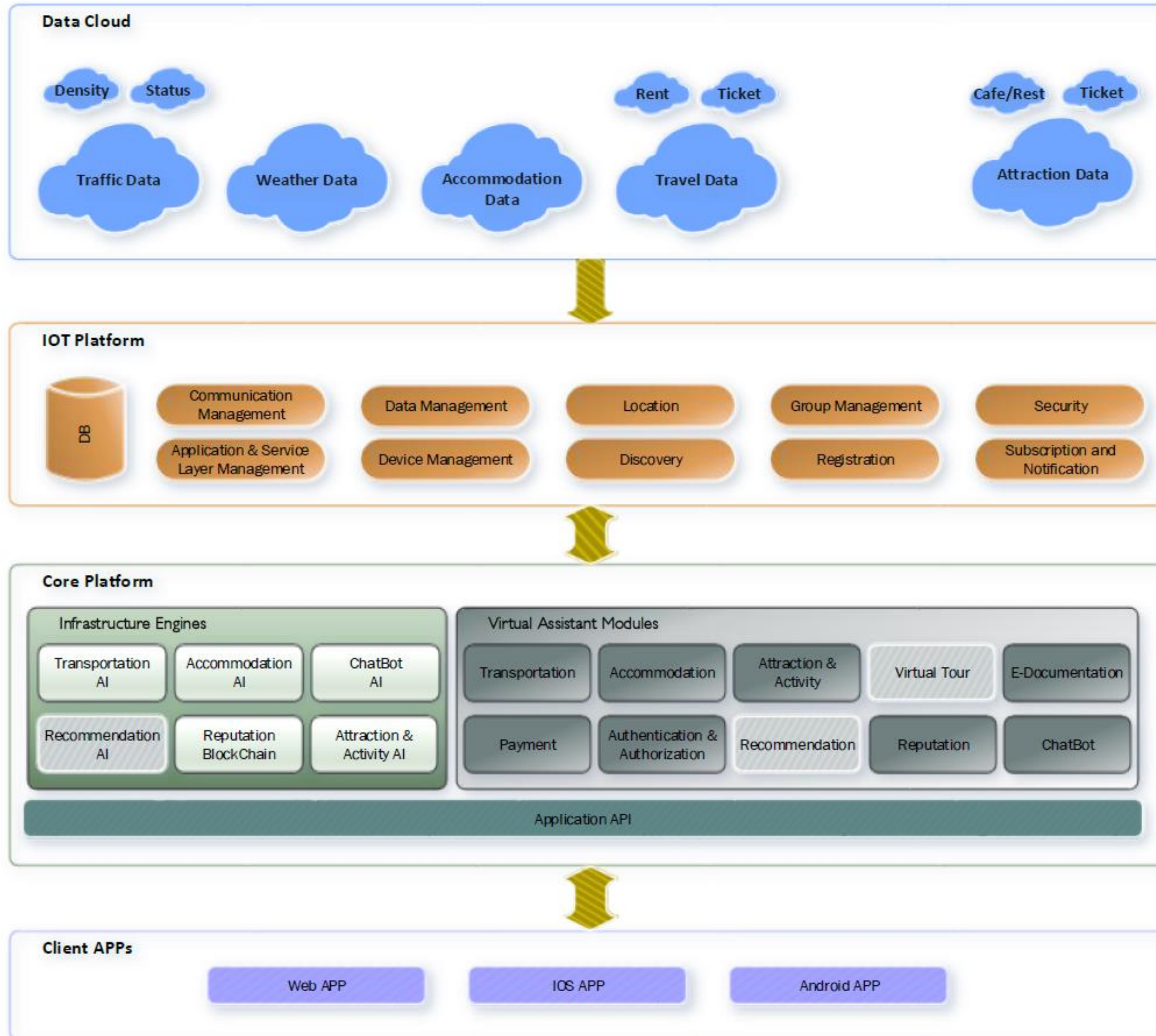
To continue our R & D activities on a global scale.

Proposal Introduction



CELTIC-NEXT

eurogia²⁰²⁰



Proposal

Introduction



- This project is within the concept of smart tourism under the concept of smart cities and is an integrated platform project idea that provides end-to-end travel experience in a contactless, reliable, most affordable way, manages time correctly, and offers personalized preferences.
- In order to present the travel experience in a safe, healthy and most effective way; There is a need for a large data pool such as weather forecast, traffic information, hotels, events, flight information, airport information, personal information and preferences.
- After this data is processed through smart modules, it is planned to come together and present to the user and to make all planning and organizations (reservations, payments).
- The person traveling with this platform can reach his personalized suggestion by submitting his voice or written request. This project will fill this gap in the field of tourism, since it is inevitable that systems are integrated and create smart systems using big data.
- Smart travel planning and management will define all stakeholders in the field of tourism as an identity to the extent that it provides personal recommendations; it will provide opportunities for their management, planning and development. It will contribute to the tourism development of cities. In addition, it will be a technological and social solution for the pandemic situation we experience as the whole world, together with the issues of confidentiality, reliability and contactlessness.

Partners

■ Partners involved

- Turkcell (*Turkey*)
- KoçSistem (*Turkey*)
- Yapı Kredi Technology (*Turkey*)
- Architect (*Turkey*)

• Partners Contacted

- Alisio Computing (*Germany*)
- Instituto Superior De Engenharia Do Porto (*Portugal*)
- IDENTOS Inc. (*Canada*)



Missing Expertise

Digital Payment
Data Security
Infrastructure Development
Core Layer Generator
IoT Microservices Integration

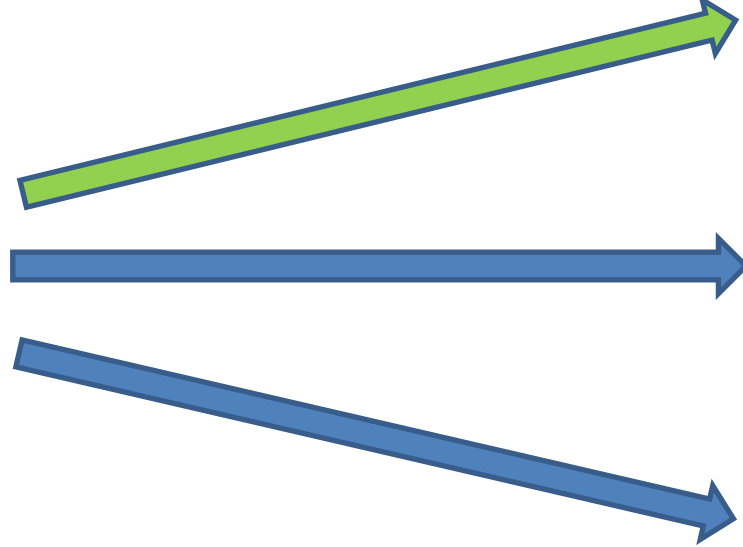
Missing Partner Typr

Industry
SME
University
Research Institute

Countries

All countries except Turkey

Please choose :



ICT
Green Energy
I don't know

Contact Info



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For more information and for interest to participate please contact:

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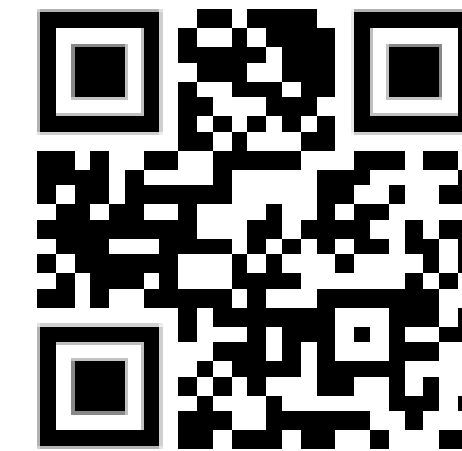
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Presentation available via:



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