



PROJECT SUMMARY

Ref No.: MRIC/SISM-TTE-09	Title: This is Mauritius
Local Company: Island Media Services Ltd	
Project Leader	
Mr Damien Ng Tat Chung	Island Media Services Ltd
TECHNICAL ABSTRACT	
<p>The project aims at creating a specific digital application focusing on and targetting Travel, Tourism and Entertainment industries for tourist nature-based activities and general outdoor experience. This digital application shall be built to combine eco-tourism and mainstream tourism nature-based activities to generate outdoor entertainment general awareness.</p> <p>As a software built around hospitality & resorts activities, outdoor-restauration activities, nature walks and paths activities, eco-heritage activities, green and sustainable industry activities, sea-activities and entertainment, the reach would be value-added by tourist and stake holders experience and proposals on a rating method similar to that which is activated by the "Michelin Guide" or "Guide du Routard" in regards to and specifically oriented to Tourism Nature Based activities in Mauritius.</p> <p>This application software will be available for download on the global apps portal : Google and Apple. The SEO and audience reach marketing for the app would be performed as per tag words : #Mauritius #Discover #Nature #Activities #Portal #Expeditions Hence using a smartphone, a tablet or a Laptop, any individual enquiring about the outdoor and nature based activities in Mauritius would be able to find all info needed and requested on a unique and specific platform.</p>	
Key Words: Eco-tourism, Nature, digital application, nature-based activities	