



Feeling the sound of the city

Darius Vizbaras

¹Bachelor, Baltic Chamber Opera theatre Įsruties g. 8-1, Vilnius, +370 6924 9873, direktorius@balticopera.com/, Combining arts and modern technology

ABSTRACT. Summary text (150 – 200 words)

One of the biggest trends world-wide is tourism. Since possibilities to travel are more and more advanced and becoming cheaper and cheaper one of the biggest challenges for cities to find key factors that gives them competitive advantage towards attracting tourist. Therefore we present “Hotspot music”.

Hotspot music- is an mobile application that enables tourists to feel the sound of the city. It is arranged to represent cities cultural and historical heritage throughout guidance of music. This not only creates customers’ empathy towards cities cultural heritage represented throughout personal soundtracks but also involves them in a game where mobile application guides them to explore and participate in cities best cultural activities such as museums, concerts and other events.

How it works? City is divided in several different musical hotspots which represents most important historical and cultural heritage of the city. These hotspots are programmed to perform music in different emotional algorithms. When consumer is walking closer to the designed hotspots the application generates music represented in the hotspot. The closer you get to the hotspot the deeper representation of the place is performed. As the consumer walks away from the hotspot, music fades until it reaches a new hotspot.

KEY WORDS: *tourism, mobile application, music.*

LITERATURE

BALLOU, Ronald H. *Business logistics management*. Eaglewood Cliffs: Prentice Hall International Editions, 1992. 688 p. ISBN 978-0131055452.

FOX, Sam. Empowerment as a catalyst for change: an example from the food industry. *Supply Chain Management*, 1994, vol. 2, no. 3, p. 29-33.

MARTIN, Charles L. Relationship marketing: a high-involvement product attribute approach. *Journal of Product and Brand Management* [interaktyvus]. 1998, vol. 7, no. 1, p. 6-26 [žiūrėta 2002 m. spalio 3 d.]. Prieiga per internetą: <http://www.apmforum.com/emerald/marketing-research-asia.htm>

Darius Vizbaras

Baltic chamber opera theater, Lithuania
Combining arts and technology