Beat: Travel

LE PETIT FUTE NEW PLATFORM : TAYLOR-MADE GUIDE CHANGEABLE ACCORDING TO WISHES

EASILY BUILD YOUR CUSTOMISED GUIDE

PARIS, 02.06.2019, 07:51 Time

USPA NEWS - A Guide Book or Travel Guide is "a Book of Information about a Place designed for the Use of Visitors or Tourists". It will usually include Information about Sights, Accommodation, Restaurants, Transportation, and Activities. Maps of varying Detail and Historical and Cultural Information are often included. Different kinds of Guide Books exist, focusing on Different Aspects of Travel, from Adventure Travel to Relaxation, or aimed at Travelers with different Incomes, or focusing on Sexual Orientation or Types of Diet. Travel Guides can also take the Form of Travel Websites.

A Guide Book or Travel Guide is "a Book of Information about a Place designed for the Use of Visitors or Tourists". It will usually include Information about Sights, Accommodation, Restaurants, Transportation, and Activities. Maps of varying Detail and Historical and Cultural Information are often included. Different kinds of Guide Books exist, focusing on Different Aspects of Travel, from Adventure Travel to Relaxation, or aimed at Travelers with different Incomes, or focusing on Sexual Orientation or Types of Diet. Travel Guides can also take the Form of Travel Websites.

In the West, the Guidebook developed from the Published Personal Experiences of Aristocrats who traveled through Europe on the Grand Tour. As the Appreciation of Art, Architecture and Antiquity became ever-more Essential Ingredients of the Noble Upbringing so they predominated in the Guidebooks, particularly those devoted to the Italian Peninsula. Richard Lassels (1603-1668) wrote a Series of Manuscript Guides which were eventually published posthumously in Paris and London (1670) as The Voyage of Italy Grand Tour Guidebooks poured off the Presses throughout the Eighteenth Century.

The Modern Guidebook emerged in the 1830s, with the Burgeoning Market for Long Distance Tourism. The Publisher John Murray began printing the Murray's Handbooks for Travellers in London from 1836. The Series covered Tourist Destinations in Europe, Asia and northern Africa, and he introduced the Concept of "Sights" which he rated in terms of their Significance using Stars for Starke's Exclamation Points. According to Scholar James Buzard, the Murray Style "exemplified the Exhaustive Rational Planning that was as much an Ideal of the Emerging Tourist Industry as it was of British Commercial and Industrial Organization generally....

Following World War II, two New Names emerged which combined European and American Perspectives on International Travel. Eugene Fodor, a Hungarian-Born Author of Travel Articles, who had emigrated to the United States before the War, wrote Guidebooks which introduced English-Reading Audiences to Continental Europe. Arthur Frommer, an American Soldier stationed in Europe during the Korean War, used his Experience traveling around the Continent as the Basis for Europe on $5 a Day (1957), which introduced Readers to Options for Budget Travel in Europe. Both Authors' Guidebooks became the Foundations for Extensive Series, eventually covering Destinations around the World, including the United States. In the Decades that followed, Let's Go, Lonely Planet, Insight Guides, Rough Guides, and a Wide Variety of similar Travel Guides were developed, with varying Focuses. ...

With the Emergence of Digital Technology, many Publishers turned to Electronic Distribution, either in addition to or instead of Print Publication. This can take the Form of Downloadable Documents for reading on a Portable Computer or Hand held Device such a PDA or iPod, or Online Information accessible via a Web Site. This enabled Guidebook Publishers to keep their Information more current....

Generally, Ttravel Guides aim to give you the Best and most Up To Date Information on the Major Travel Destinations around the World. You will find Budget Tips, Money-Saving Advice, Recommendations on Places to stay, Things to see and do, and where to eat. It doesn´t matter what Type of vacation you are going on : Cruise, Backpacking Trip, Island Getaway, Two-Week Holiday, Round-The-World-Trip, or a Family Vacation.... These Destination Guides will give you all the Information you need for your Trip so you can travel better, longer, and cheaper.

What about LE PETIT FUTE (French Guidebooks Company - Petit Fute Group) :
* 40 Years in the making a Worldwide Brand in the Touristic Ecosystem.
* Originally, it was created to edit Travel Guides for the New Generation of Travelers. Today, the Group activity which is mostly

dedicated to Digital Activities.
* Data Basis is the largest Touristic Data Basis by covering : 800 Destinations, 192 Countries, 1,000 People are doing the Job in the Group.
* Exclusive Correspondants : 400,000 Contributors Affiliate, 800 People enrich &update all Touristic Databases, 191 Sales People market all Digital Products, 60 specialized Employees (30 of which travel permanently managing them).

Where does the Guide fit in the Travel Ecosystem (5 Steps / Areas of Influence) :
* Inspiration : www.ebookfute.com (Blogs, Travelogues, Travel Guides, "Best Places to visit" List, Social Media).
* Research & Planning : www.quotatrip.com - Once a Person is inpired, start looking around for the Place to go and basically get a Sense of what to do while in the City / Country.
* Booking : www.petitfute.com (eg. Transportation, Accomodation, Fooding, Museums & Sight-Seeing, Leasure...).
* Travelling : www.mypetifute.com - Opportunities to upsell Local Services (Places to visit, Best Places to eat,.. presented in the Travel Digital Guide).
* Sharing : www.tripandbook.com - help Users get inspired by others (sharing of Experiences through Travel Reviews, Social Networks Tools & the Ability to "push" a personalized Taylor-Made Guide).

- DATA BASIS & POWERFOX
Over the last 20 years, the Entire Contents have been digitalized, standardized and geocoded into an Unique Platform : POWERFOX which has been developed to enrich, maintain, update, automated POI Management in order to exploit an Proprietary Database.
* Full Range of Online Tools allowing all Local Contributors around the World to onload & download Contents which will be validated by Moderators in charge of each Destination and being based locally in each Country.
* Multilingual Contents, through Partnerships with World Largest Neuronal Translation Engine Providers. SYSTRANS : testing & training Neural Motors with structured Petit Fulté Basis.
* In-House Powerful Tools to generate Content in Real Time (Digital Content, e-Books, Traditional Guides, Direct Marketing...).

From PRESENT to the FUTURE
* Customized and Taylormade Guide Multilingual Sites, SEO Develpments, Intermediation's Contracts, New Traffic Sources Monetization (Displays, Postings, Native Ads, Affiliation, Audiotel, Data...)
* Readers (PDF & ePub) : : Available for 800 Destinations. Development of Multilingual Platforms & Supports, Monetization with Transportation & Communication Companies, Intermediation Companies, Airports, Tourists Autorities Board...
* Apps (Interactive Travel Guides) : IOS, Andro¨d Web OS, Bada ; Petit Reporter ; Interactive Travel Guides City & regions ; Interactive Travel Guide ; Tips while Travelling ; Ready2Go Tools case for Travelers.
* Delivery Contents with MSN.
* Delivery Contents with Google.
* Delivery Contents with Airline Companies.
* Conciergerie Service.
* Direct Marketing Qualified Databases : More than 1 Mo Socio Demo Profiles that can be reached by email or while connecting to all Services.

Source : Petit Fute Headquarters in Paris (France) on May 27, 2019.
With Dominique Auzias - President (and Co-Founder with Jean-Paul LABOURDETTE who is also President)

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-15475/le-petit-fute-new-platform-taylor-made-guide-changeable-according-to-wishes.html

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com