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GUIAPP: UTILIZING GLOBAL NAVIGATION SATELLITE SYSTEMS IN THE TOURISM
INDUSTRY

Abstract

In recent years, tourism in our country has seen a significant surge, with a notable increase in the number of visitors arriving annually. According to the National Institute of Statistics and Informatics (INEI) of Peru, tourist arrivals have surged from 735,191 in 1998 to 3,487,346 in 2012, reflecting a steady growth trajectory. These tourists exhibit diverse preferences and travel styles, ranging from meticulously planned itineraries with pre-booked accommodations and guided tours to more experiential approaches, such as backpacking and homestays. In response to the evolving needs of modern travellers, there is a growing demand for innovative solutions to enhance the tourist experience. Recognizing this trend, the authors propose developing an intuitive mobile application named GuiApp. This application aims to provide users with real-time guidance and enriching information as they explore various attractions and landmarks. GuiApp leverages advanced image processing techniques and global satellite navigation systems to analyze photos taken by users and automatically generate relevant descriptive content. By simply capturing a photo of a monument or tourist site, travellers can seamlessly access detailed information about the depicted location, eliminating the need for traditional tour guides. With GuiApp, tourists can enjoy a more immersive and informative travel experience, empowering them to explore destinations independently while gaining valuable insights into the history, significance, and cultural relevance of each site visited. This innovative application represents a step towards enhancing the accessibility and enjoyment of travel for tourists worldwide.