



# Mobile based Text Image Translation System for Smart Tourism

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# Smart Tourism



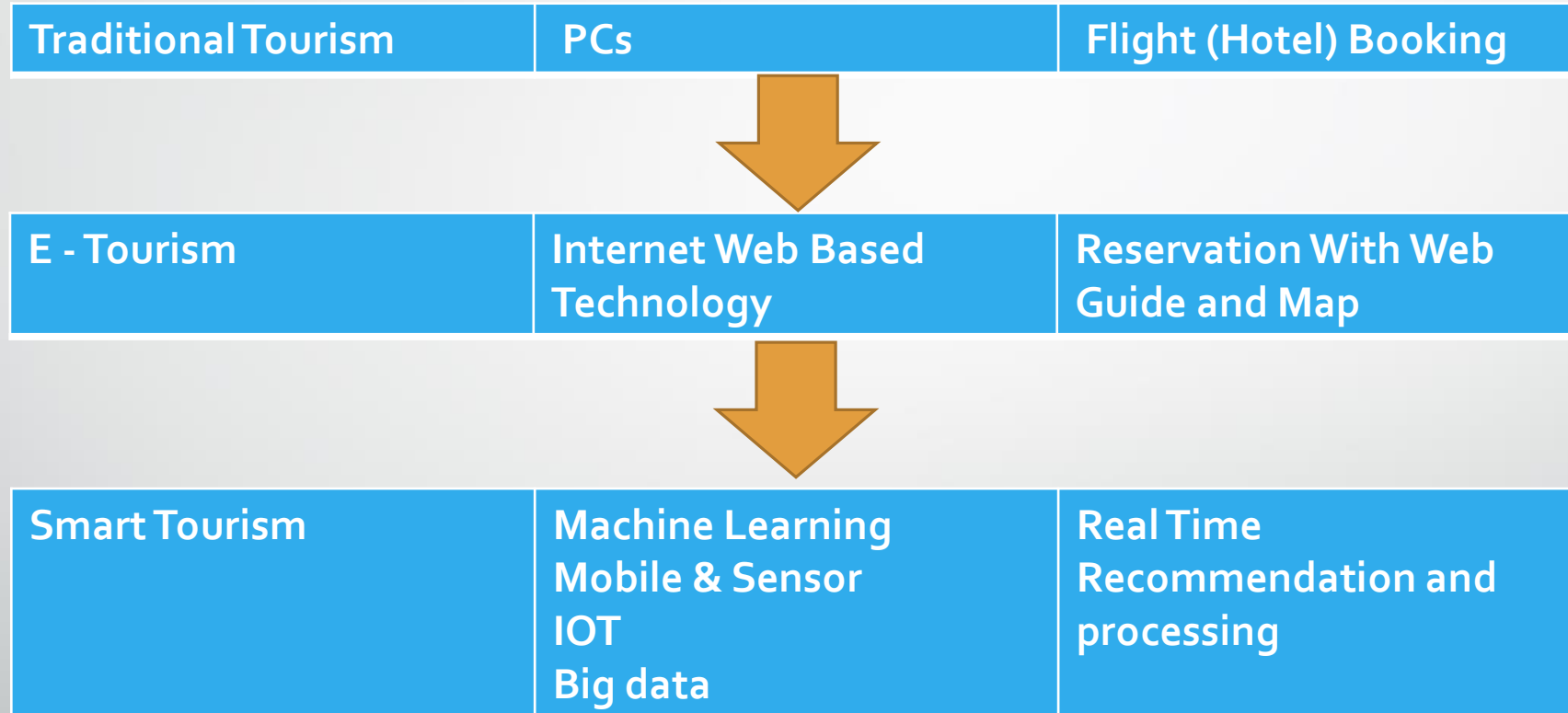
- Tourism is cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.
- smart tourism is a logical progression from traditional tourism and more recently e-tourism in that the groundwork for the innovations and the technological orientation of the industry.
- And the consumers were laid early with the extensive adoption of information and communication technologies (ICT) in tourism and a move towards realizing mobile tourism in recognition of the high mobility of tourism information and of tourism consumers.
- Smart tourism has become a technological, economic and social developments that rely on sensors, big data, open data, new ways of connectivity and exchange of information (e.g., Internet of Things, RFID, and NFC) as well as abilities to infer and reason.

# Smart Technology

- Sensors, cameras and smart phones
- Big Data to analyze information
- Collaboration of web and mobile services
- Cloud services and Internet of Things (IoT)
- Use of Touch screens for easy interaction
- Better assistance to tourists through mobile tours and apps



# Logical Progression of Tourism



# Mobile Technology



- **Mobile Technology** is defined as any device with internet capability that is accessible from anywhere the user is.
- Current devices in this category include devices such as smartphones, tablets, some iPods, and laptops.
- **Mobile technology** includes general packet radio service (GPRS), multimedia messaging service (MMS), Bluetooth, 3G, wireless fidelity (WiFi), global positioning system (GPS), CLI, wireless application protocol (WAP), and short message service (SMS).

# Mobile Technology in Smart Tourism

- **Mobile tourism** is a new way of tourism that allows tourists to experience cities and tourist attractions by means of their smartphones and tablets.
- With mobile tourism, tourists can follow guided tours, manage itineraries, use interactive maps and receive background information always and everywhere, **all from their mobile device.**
- Even though mobile tourism is popular, many cities, museums and attractions are still missing out.
- Nowadays tourists simply expect to find the fastest way from point A to point B on their smartphone, and they expect to receive background information on the way from A to B as they walk along.
- Application of mobile technology - Mobile Vision, Location Based Services, etc.,.

# Tourism Statistics in Myanmar

Myanmar is one of the attractive places in Smart Tourism for many tourists. The following is the statistics of the number of tourist arrival in Myanmar:



# Places and Signs of Tourism in Myanmar



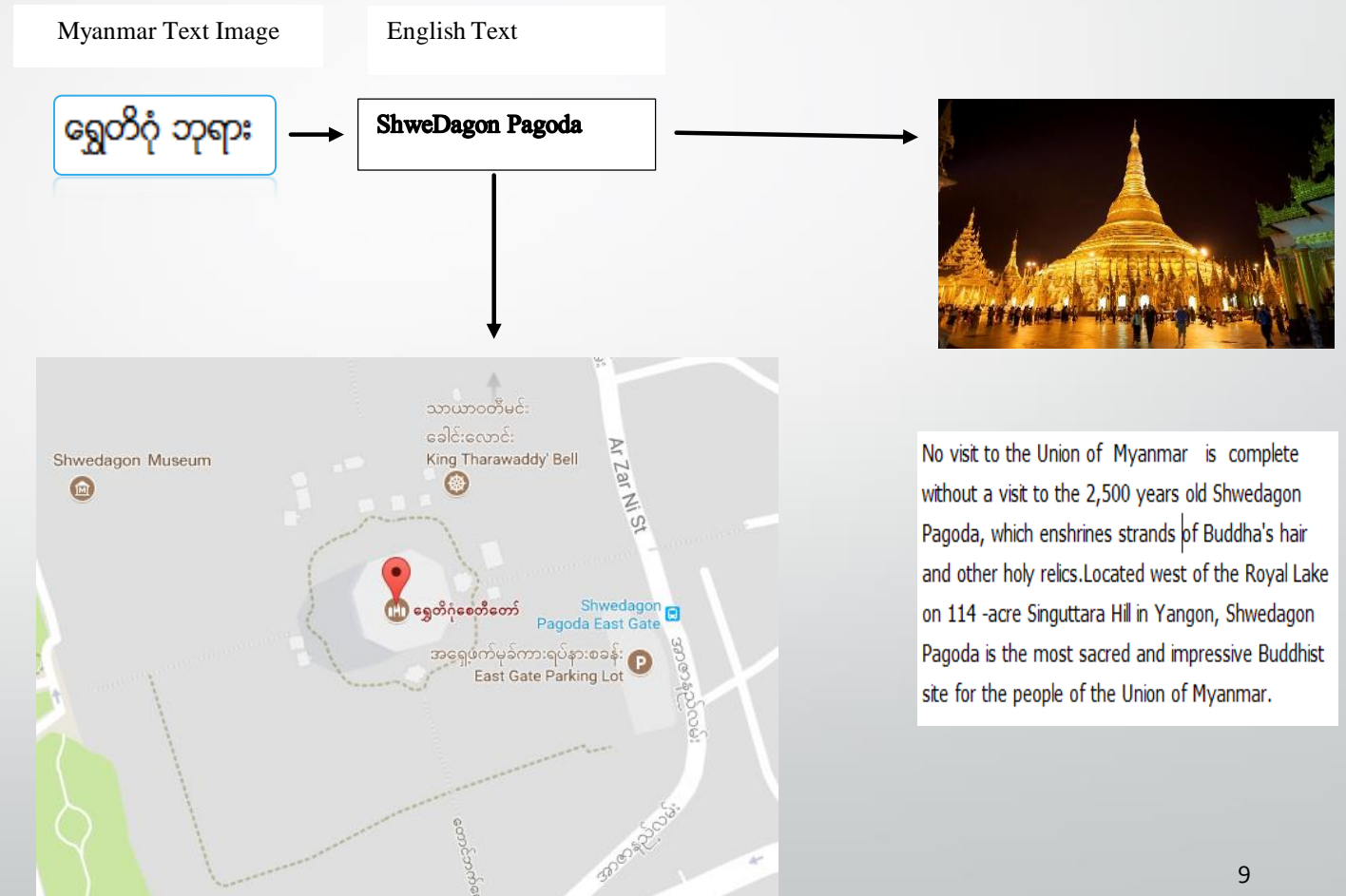
www.alamy.com - BGN0YK



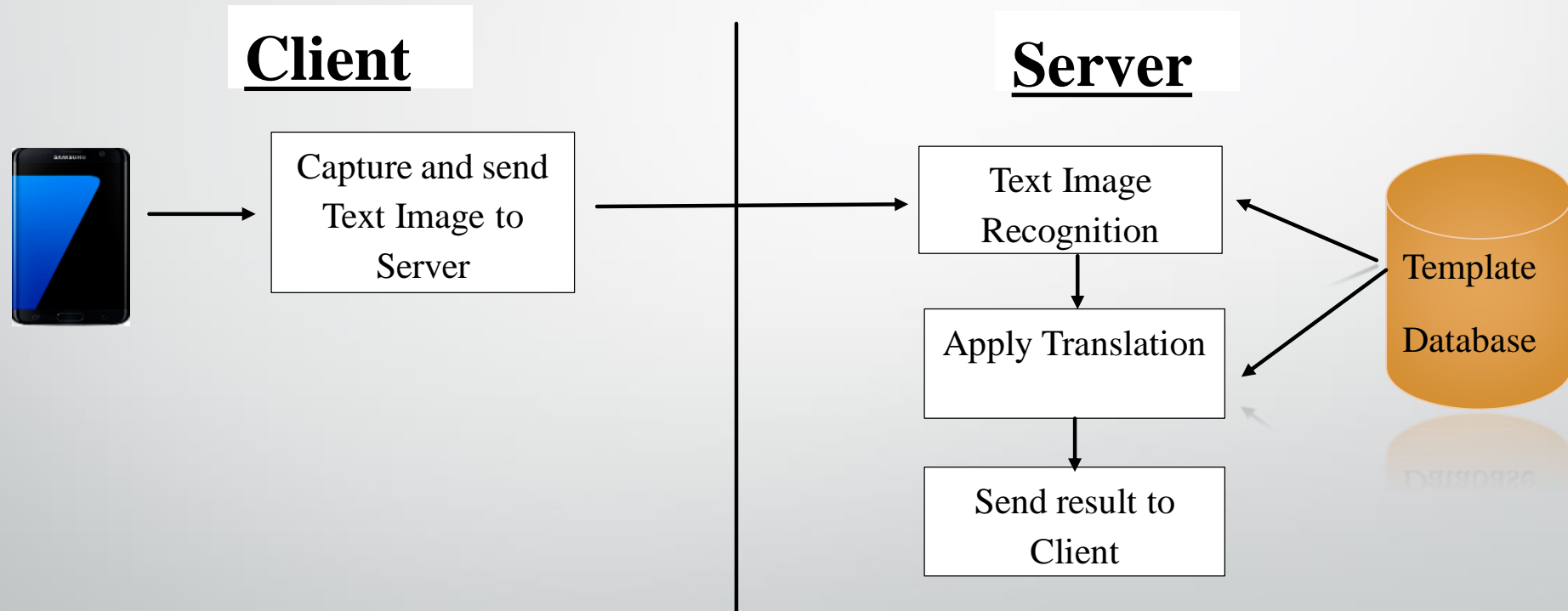


# Text Based Sign Recognition

- Text based Signs are good examples of natural objects with high information content.
- Machine translation technology for sign translation and automatically detecting and recognizing text, and translating the text into English.
- A tourist might not be able to understand a sign in a foreign country.
- Text Sign translation, can help international tourists to overcome language barriers.

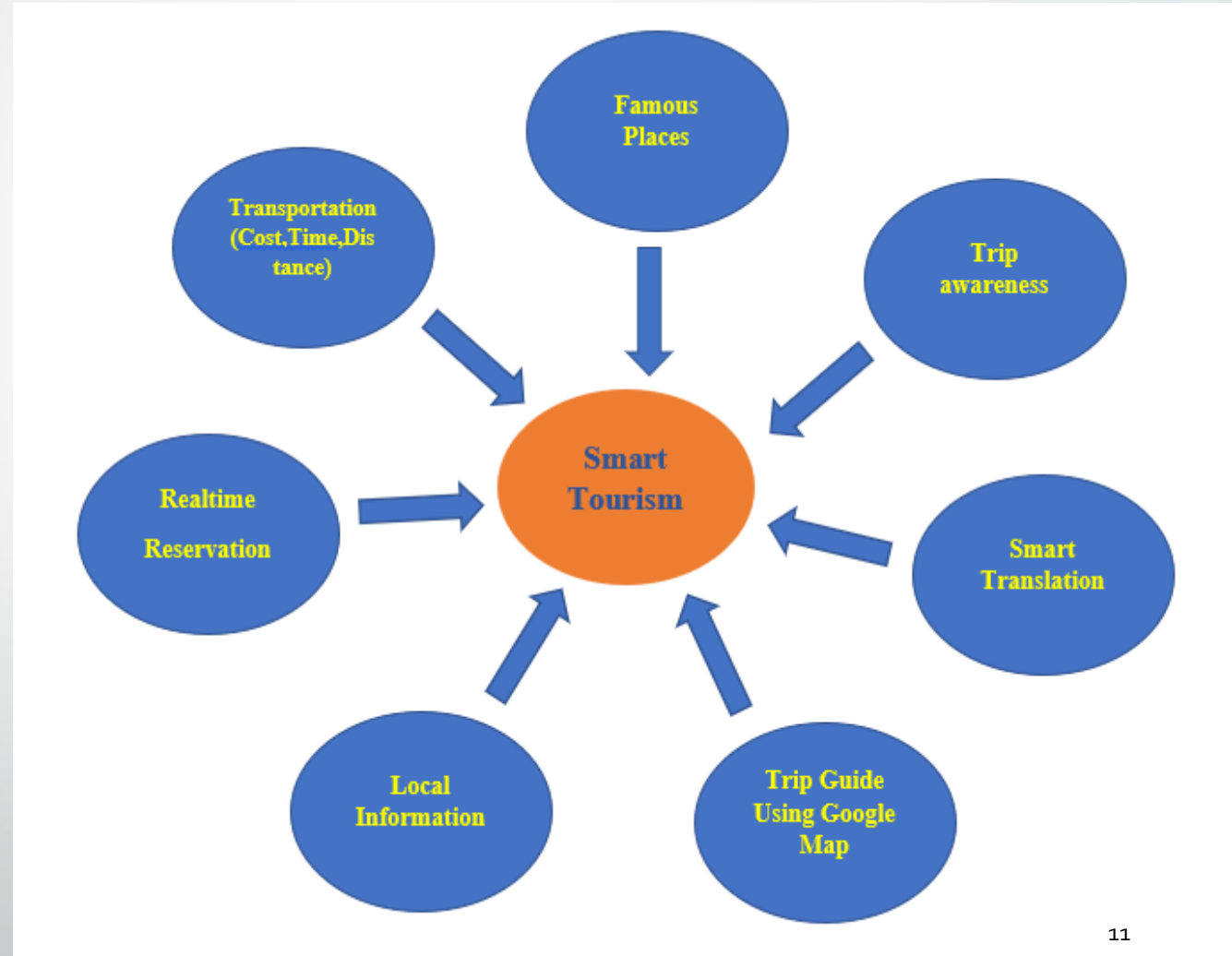


# General Architecture



# Services Covering Smart Tourism

- Realtime Reservation
- Transportation (Cost,Time,Distance)
- Trip Guide using Google Map
- Local Information
- Interested Places
- Smart Translation
- Trip awareness



# Conclusion

- Today, the rate of travelling around the world is increased recent year because of globalization. Tourism boosts economic development.
- So, the role of tourism is important for local economy to attract many tourists to visit local region. But one of the difficulty in the tourism system is the language barrier for communication with local regions.
- Many tourists faced up the problems of communication during travelling. With the innovation of advanced Technology, many people try to solve this difficulty using advanced Technology.
- Mobile devices are one of the technologies to motivate to solve the language barrier in smart Tourism.