

# Tourism Learning Center's DIY Tourism Projects Present:

## QR Code Adventures



(In QR language, that's our web address: <http://www.tourismlearningcenter.com> )

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# **Foreword To The Entire DIY Tourism Projects Series**

The DIY Tourism Projects Series has been specifically designed to give YOU, the tourism professional out there on the front lines, very meaningful, very noticeable projects that you can accomplish quickly, easily and, most importantly, inexpensively.

The types of projects that will be part of the series will be varied, but all of them will be based around and on the Internet.

By basing our projects on the Internet, we're all encouraging the citizens of the areas that we serve to become more acquainted with and more comfortable with using the Internet in their daily lives.

The more those residents use the Internet, the more they will use the Internet to tell their friends and relatives about the area in which they live. In other words, they will gradually become volunteer ambassadors for our tourism efforts.

When we, as tourism professionals, feel that the residents of our area are behind us in our efforts to stimulate visitors to our area, those efforts become easier, more fun and more rewarding for everyone.

And THAT'S what the DIY Tourism Projects Series is all about!

Enjoy and put all of the projects into action in YOUR area.

*Dennis Lively*

Founder, Tourism Learning Center

# QR Code Adventures

**FIRST**, a little background on **QR codes**. **Q**uick **R**esponse codes are now being used in many every day contexts, including both commercial tracking applications (Wal-Mart and Target and most retailers use them) and convenience-oriented applications aimed at mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an email or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code generating sites.

QR codes have been called the “Wal-Mart Doors” to the mobile Internet because they’re just like those famous automatic doors at the front of almost every Wal-Mart store. You don’t have to do anything and, viola’, you’re in discount shopping heaven. QR codes are EXACTLY like that, just take a quick picture with your phone and, viola’ you’re reading or watching or listening to whatever the creator of that particular QR code wants you to.

Our **QR Code Adventures DIY project** takes advantage of the ease that QR codes offer marketers and business owners. This particular project has been kept purposefully limited so we don’t overwhelm you with details and instructions.

**Don’t let that fool you into thinking this is just a play project...far from it!** This one little project could easily grow into a guided, mobile phone based walking tour of an attraction in your area, mobile phone plaques at historic sites in your area which “talk” to visitors on demand, a phone based guided tour for shopping in your downtown area...the possibilities are endless!

On the next page, we’ll start on the step-by-step instructions and a list of everything you need and every website you need to use to complete this **DIY Tourism Project!**

**What we're going to end up with: a city wide, or county wide treasure hunt/scavenger hunt.** (There's absolutely NO reason that this couldn't be designed as a 2-day event that would necessitate visitors to your area spending a night in one of your area hotels/motels and eating a few meals in area restaurants!)

**What we're going to need:**

- 1.** (You pick the number) business owners that wouldn't mind you sending people into their establishments on a certain date to take a picture of the sheet of paper you provide to each business. The business owners can say that the searchers must make a minimum purchase or can freely give access to the sheet of paper for their location. Free access is probably better but it **is** their business after all!
- 2.** Some sort of grand prize and some runner-up prizes as well. Get a free meal coupon from an area restaurant, mix it with a free night's stay at an area hotel/motel, throw in a few goodies from area merchants and you have some pretty decent prizes. You know the drill; you've done things like these free gift packages a dozen times!
- 3.** Some QR codes. Simple. Go to [THIS WEBSITE](#) and make yourself some QR codes for the number of businesses you've decided upon using. This is where you can have yourself some fun while entertaining your visitors at the same time. Make the clues work in a chain. The present clue gives hints and maybe directions to the next stop on the hunt. They are some example clues in the reference section.
- 4.** Some advance marketing and education. To really make a splash with this project, you need to plan some lag time so you can get word out by email, Facebook, Twitter, newspaper ads (get the paper to write a story about the new technology you're bringing to the area), maybe a radio interview about your contest, your website of course and every other way you can think of. **The most important thing is to educate people that ALL TYPES OF MOBILE PHONES can take part in this contest IF they have a camera function!** More on this on the next page!

5. You need to tell people where they can get their free app for playing this game. It's actually a QR code reader. It takes a picture of the code and translates the shapes into whatever message you decided to put in that particular code. Any phone with a camera function can read your QR codes. They DON'T have to be "smart" phones or iPhones! For "smart" phones the "ScanLife" reader is highly praised and for "non-smart phones" the "Inigma" reader is the reader of choice.

Here's a couple of web pages for reference: [NON-SMART PHONES](#) AND [SMART PHONES](#)

The websites for the individual favorites are:

**Smart Phones:** <http://www.mobile-barcodes.com/qr-code-software/-scanlife>

and **other phones:** <http://www.i-nigma.com/Downloadi-nigmaReader.html>

It's important that your contest players have code reading apps on their phones. They can't play without one. They're all free and extremely easy to use. Get one on YOUR phone as well if you don't have one already.

**SO...**you need a QR code printed out on a sheet of paper or cardboard for each stop on your treasure hunt. **NOTE:** when you've made your QR code and want to print it out, the best and quickest way we've found to do that is to RIGHT click on the image and choose copy image. Then just paste the image into the place you want in your WORD document. Some have recommended laminating the individual sheets you create for the businesses.

This is actually all there is to this project...it's THAT easy and quick!

Next page, an overview.

## Overview Of This DIY Project

This particular project is based around a contest where you put QR codes sheets into a certain number of participating businesses in your area. Each QR code has a different clue...perhaps a clue to find the next business they need to visit.

The businesses will like this because you're sending people into their establishments where they have a chance to sell them something...and it hasn't cost them anything except, maybe, a prize to give away to the winner.

Your potential contest entrants will like this because, if you plan it right, your contest will occupy them in a pleasant way for a day or even two.

Your board of directors will like this project because it hasn't cost you anything, or very, very little and has gotten your organization a local reputation for early acceptance and use of new technologies.

The residents of your area will enjoy playing along or watching how your contest goes. They'll also be proud of you for learning and using new things...things that are almost like magic to them. You can rest assured that they'll be bragging about you to their friends!

All in all, this is a quick, easy-to-put-together project that any tourism organization can do. It doesn't cost hardly anything and has a tremendous upside for the organization and the area.

Next...a final page of references.

**INFORMATION ON QR CODES:** [http://en.wikipedia.org/wiki/QR\\_Code](http://en.wikipedia.org/wiki/QR_Code)

**CREATING QR CODES:** <http://qrcode.kaywa.com/>

<http://zxing.appspot.com/generator/>

<http://delivr.com/qr-code-generator>

<http://www.qrstuff.com/>

Take your pick. They're all extremely easy to use.

**QR Code Readers:**

SMART PHONES: <http://www.mobile-barcodes.com/qr-code-software/> - scanlife

OTHER PHONES: <http://www.i-nigma.com/Downloadi-nigmaReader.html>

How the project turns out is entirely limited by YOUR imagination. We've kept it simple so that anyone can jump in and get started. There is absolutely NO REASON why you can't take this simple idea and turn it into a major project that will make people sit up and notice your area.

If you feel that you got something out of this DIY Tourism Project, PLEASE pass this information on to your friends in the field...and tell them about **Tourism Learning Center!**

Thanks!

*Dennis Lively*

<http://www.tourismlearningcenter.com/>

**OVER 10 GIGAbytes of Tourism Information For You!**