TEV ★
TEXAS EDUCATION VACATION

BE SURE TO VISIT OUR FUN ZONE!

Shirley Holmes
The Great Texas Adventure

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Travel & Education:
a Bright Future for Texas

TTIA Unity Dinner

Austin Convention Center - Hilton

Austin, TX

February 14, 2005

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Presentation Overview

➢ Overview of TEV – background

➢ Quick look at TEV development process

➢ Demonstration of Entity registration

TEV Background

For TTIA's Texas Education Vacation initiative, we have envisioned TEV as a staged technology suite of products. Our particular solution space focuses on not only the acquisition and delivery of age appropriate, geo-referenced, and accurate educational content but most importantly, on being able to develop an engaging entertaining interface for our user community – in short, create a fun and awesome experience.

Texas Education Vacation Partner

AdventGX is bringing the power of IT to the experiential tourism industry to enhance sustainable economic development around the globe.

TEV :: Process - Overall

- ➤ Research and gather information about
  - ➤ project objectives
  - ➤ needs and requirements of the project/system

- ➤ Conduct a workshop to derive our approach

- ➤ Get priorities for each user group

- ➤ Develop the project in iterative steps

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TEV

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TEV :: Objectives

- Develop supporting infrastructure to enable teachers, parents, grandparents and students with research and planning tools to identify and maximize the educational value intrinsic to travel experiences

- Collect and Catalog top quality time-referenced and geo-referenced educational content from Texas State regions (i.e. Cities, Counties, COGS, MSAs)

- Help develop Age/Role appropriate content (for Students, Teachers, Parents, Grandparents)

- Implement Functionality to search educational experiences/attractions based on location (city, ZIP,county, MSA...); distance radius from destination and inter destination paths.

TEV :: Objectives (continued)

- Develop Web enabled educational guides

- Implement Regional Mapping for seven key Texas regions
  (geographic terrain, weather, culture) & Interests/Rubrics
  (historical, architectural, urban, rural, sports, cultural, cuisines, etc.)

- Develop Age appropriate Interactive games
  (i.e. Treasure Hunt, Adventure Zone)

- Develop Web supported 'printable' materials
  (Brochures, Trip Guides, Teacher's Guides, Book Covers)
  in the form of repurpose-able content (e.g. print media)

- Support Multi-lingual content, mostly English and Spanish
  (as part of phase II)

TEV :: Texas Education Vacation v 101

- **Browser ::** Simple Search / Advanced Search - Geo / Map / Topic /Age / Activity- Search ""Refinement' tools

- **Traveler Portal [Adult] ::** TEV mission- Direct access to TEV's 'Smart Browser' - Featured Communities- Upcoming Events (From TEV-Calendar)

- **Inclusion Criteria**

- **Venues Portal ::** Interface to Allow Venues to Add and Update their TEV records - TTIA Benefits Promo Path

- **Traveler Feedback ::** Free form- Surveys

- **Educator Portal ::** Curriculum Interface / Mapping- Personal Inventory- field trip guides - Feedback Mechanisms

- **Workflow - QC Subsystem ::** End-User (Venue) Managed Submission & Content Revision Processes- Content Review and Release Process - Version Control Mechanism

- **Analytics ::** Marketing Support (Sponsorships)

TEV :: Texas Education Vacation v 102

- **myTEV ::** Passport Program - Registration Process - Auto notification (Activity / Age / Region)- Trip Planner

- **Calendar of Events ::** Managed by the "Event Source" - Implement automated "Event Feed" from sanctioned Web Calendars

- **Traveler Portal [Children] ::** TEVs mission ("Fun Version") - Direct access to TEV 'Smart Browser '- Direct access to TEV-FunZone (games & age appropriate content) - Featured Communities - Special Look & Feel

- Educational Resources / Collateral

- Virtual Fieldtrips

- eNewsletter

- **Examples & Templates ::** For Venues

- Games (Educational)

- School Portal

- **Seminars for TTIA members ::** Certification Programs

- **Blog ::** For Registered "Educator' Users

- ADA Ready

TEXAS *Education Vacation*

Travel has inherent educational value, and we want to make it easier for Texas families to plan vacations that make learning fun and rewarding for the whole family.

The Texas Education Vacation Guide is a resource for both parents and teachers as they plan vacations and field trips.

Please note that this is not the consumer site, which will be unveiled at Unity Dinner on February 14, 2005 in Austin. Your submission will be reviewed by TTIA staff and within 48 hours you will be notified of the approval.

ENROLL WITH US

Do you own or operate a Texas Tourism Attraction with Educational Programs?

Click here to find out how to enroll in the Texas Education Vacation Site

Already registered?
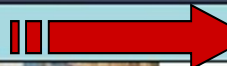**Click here**

www.texaseducationvacation.com

TEXAS *Education Vacation*

Email Address: [   ] Password: [   ] Sign in   Forgot your Password?

Travel has inherent educational value, and we want to make it easier for Texas families to plan vacations that make learning fun and rewarding for the whole family.

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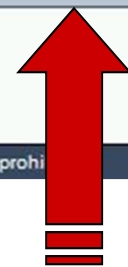
ENROLL WITH US

Do you own or operate a Texas Tourism Attraction with Educational Programs?

Click here to find out how to enroll in the Texas Education Vacation Site

Already registered?
Click here

Existing Users click this link

Enter email address and Password above

New Account

Welcome to the TEV registration page. If your Texas tourism attraction offers educational experiences you can create a TEV account and add as many qualified entities as you wish. All qualified entities are encouraged to participate. For the criteria to be listed on the site, please click here. If your entity meets this criteria, please proceed.

As a benefit of membership in TTIA, members receive a *premium listing*, while non TTIA members receive a *basic listing*. Click here to see the comparison. To become a member of TTIA, click here.

Fields marked with an asterisk * are required.

* First Name:
* Last Name:
* Email:
* Password:
* Retype Password:

* Address 1:
Address 2:
* City:
* State: TX
* ZipCode:
* Phone:
Ext.:

[<< Back] [Submit]

New Account

Welcome to the TEV registration page. If your Texas tourism attraction offers educational experiences you can create a TEV account and add as many qualified entities as you wish. All qualified entities are encouraged to participate. For the criteria to be listed on the site, please click here. If your entity meets this criteria, please proceed.

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* First Name:

* Last Name:

* Email:

* Password:

* Retype Password:

* Address 1:

Address 2:

* City:

* State: TX

* ZipCode:

* Phone:

Ext.:

<< Back   Submit

TEXAS Education Vacation

New Account

Welcome to the TEV registration pag[...]
account and add as many qualified e[...]
listed on the site, please click here. I[...]

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Fields marked with an asterisk * are requi[...]

* First Name[...]
* Last Name[...]
* Emai[...]
* Password[...]
* Retype Password[...]
* Address 1[...]
  Address 2[...]
* City[...]
* State[...]
* ZipCode[...]
* Phone[...]
  Ext[...]

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http://www.adventgx.com - Texas Education Vacation - Microsoft Intern...

Website Listing

Members	Non-Members
Listing on the TEV Web site	Listing on the TEV Web site
50 word description	50 word description
Map	Map
Icons describing entity - ex. Restrooms, tour groups welcome	Icons describing entity - ex. Restrooms, tour groups welcome
Graphics/Photos/Images	
Link to Entity Web site	
Extended Description Available	
"Send me Info" Box	

Example of Member Web Listing:

Washington-on-the-Brazos State Historic Site

Box 305
Washington, TX 77880-0305
Phone: 936-878-2214

Done   Internet

<< Back   Submit

TEXAS Education Vacation

fdjones@hotmail.com is logged in   Home | Account | Logout

New/Update Entity
Criteria for TEV Inclusion

Every entity* must meet the following criteria to be included in the Texas Education Vacation project and show sufficient verification for each:

1. Texas vacation, travel or tourism-related establishment offering educational value
2. Specific hours of operation and regularly accessible (open) to the general public
3. Cultural, historical, nature-related, recreational or other attraction/event or similar activity that appeals to broad public audiences

Examples of Unacceptable Entities:

1. Entity is located out of state, unless it is within close proximity of the Texas border and has ties to existing travel and tourism in Texas
2. Entities, as solely determined by the Texas Tourism Foundation (TTF), with undesirable focus on subject matter unsuitable for children, youth or families
3. Entity is open "by appointment only"

TTF has the explicit right to deny inclusion or content and suspend or revoke inclusion at any time and for any reason without recourse.

*Entity includes any tourism or visitation product, event or site

☑ My Entity follows the criteria

                                        << Back   Next Step >>

Done   Internet

File   Edit   View   Favorites   Tools   Help

Back | Search   Favorites | 59 blocked   AutoFill   Options

Address http://www.adventgx.com/TEV/entity.asp?estid=&page=1   Go   Links

Google | Search Web | PageRank   59 blocked   AutoFill   Options

TEXAS Education Vacation

fdjones@hotmail.com is logged in

Home | Account | Logout

New/Update Entity - Step 1

Please enter your Entity information - example: TTIA Member - Non-TTIA Member

Fields marked with an asterisk * are required.

* Entity Name: Freddy Snake Paradise

* Short Description
(max length 500 chars):

This is the greatest place to see snakes. We have big snakes, little snakes, long snakes and short snakes.

Our snakes are very happy and they do not even bite people

332   characters left

* Physical Address 1: 123 Jones Street

Physical Address 2:

* City: Bryan

* State: TX

* ZipCode: 77802

* Phone:

Ext.:

* Forwarding Email: fdjones@hotmail.com

Inquiries for this entity will be sent to this email address

Internet

Back   Search   Favorites   AutoFill   Options

Address http://www.adventgx.com/TEV/entity.asp?estid=&page=1   Go   Links

Google   Search Web   PageRank   59 blocked   AutoFill   Options

Check all that apply

☑ Group tours/School tours

☑ Docent/Guide

Available Services: ☑ Educational Materials

☑ Restaurant and/or Catering

☐ ADA Accessible

☐ History

☑ Science

Subjects: ☐ Geography

☑ Nature

☐ Arts and Culture

☐ Pre-K

☐ Kindergarten

Grade(s): ☑ Elementary School

☑ Middle School

☐ High School

Admission Fee: ⦿ Free
                ◯ Fee Assessed

Is this entity a TTIA member?: ☑ Yes

File   Edit   View   Favorites   Tools   Help

Back | Search   Favorites | | ebY

Address   http://www.adventgx.com/TEV/entity.asp?estid=&page=2   Go   Links »

Google ▾ | Search Web ▾ | PageRank   59 blocked   AutoFill   Options

TEXAS Education Vacation

fdjones@hotmail.com is logged in

Home | Account | Logout

New/Update Entity - Step 2
Please enter your Entity information. **Note:** Maximum file size for entity's logo is **60 kb**.

Fields marked with an asterisk * are required.

Entity's Logo
(max 60kb):   `C:\Documents and Settings\Andrew\Desktop\logo.gif`   Browse...

Entity's URL: `http://www.everwonder.com/david/snakes/`

* Full Description
(max length 4000 chars):

Again I just have to say that our snakes are Awsome! They're very nice and friendly.
They don't bite. They have very soft skin.

I could go on and on about how terrific our snakes are.

3813   characters left

<< Back   Next Step >>

Done   Internet

File Edit View Favorites Tools Help

Back | Search | Favorites | PageRank 59 blocked AutoFill Options

Address http://www.adventgx.com/TEV/entity.asp?estid=1058&page=3 Go Links

Google | Search Web

TEXAS *Education Vacation*

fdjones@hotmail.com is logged in

Home | Account | Logout

New/Update Entity - Step 3

Please upload any additional images for your Entity. **Note:** Maximum file size for each image is 60 kb.

Fields marked with an asterisk * are required.

Image 1 (max. 60kb): C:\Documents and Settings\Andrew\Desktop\2.jpg Browse...

Caption: This is a picture of a very nice snake--it doesn't look nice but it is.

This photo will be used on the front page description of the entity

Image 2 (max. 60kb): C:\Documents and Settings\Andrew\Desktop\snake.jpg Browse...

Caption: This is a girl holding a snake--a nice one of course

Image 3 (max. 60kb): Browse...

Caption:

Image 4 (max. 60kb): Browse...

Caption:

Image 5 (max. 60kb): Browse...

Caption:

<< Back Next Step >>

Done Internet

fdjones@hotmail.com is logged in   Home | Account | Logout

New/Update Entity - Final Step
This is how your entry will look in the Texas Education Vacation Guide.
Please review for accuracy. Click the back button below to make corrections.

Fields marked with an asterisk * are required.

Freddy's Snake Paradise   Edit | Delete

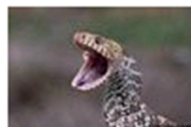E M

123 Jones Street
Bryan, TX 77802
Phone: (999)999-9999

This is the greatest place to see snakes. We have big snakes, little snakes, long snakes and short
snakes. Our snakes are very happy and they do not even bite people

Awesome Snakes

Again I just have to say that our snakes are Awsome! They're very nice and friendly. They don't bite.
They have very soft skin.

I could go on and on about how terrific our snakes are.

Map & Directions | Send me information

TEXAS *Education Vacation*

fdjones@hotmail.com is logged in

Account Info

Jones, Fred
fdjones@hotmail.com

123 Jones Street
Bryan, TX 77802
Phone: (999)999-9999

Edit | Change Password

Entities

Freddy's Snake Paradise

Edit | View | Delete

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123 Jones Street
Bryan, TX 77802
Phone: (999)999-9999

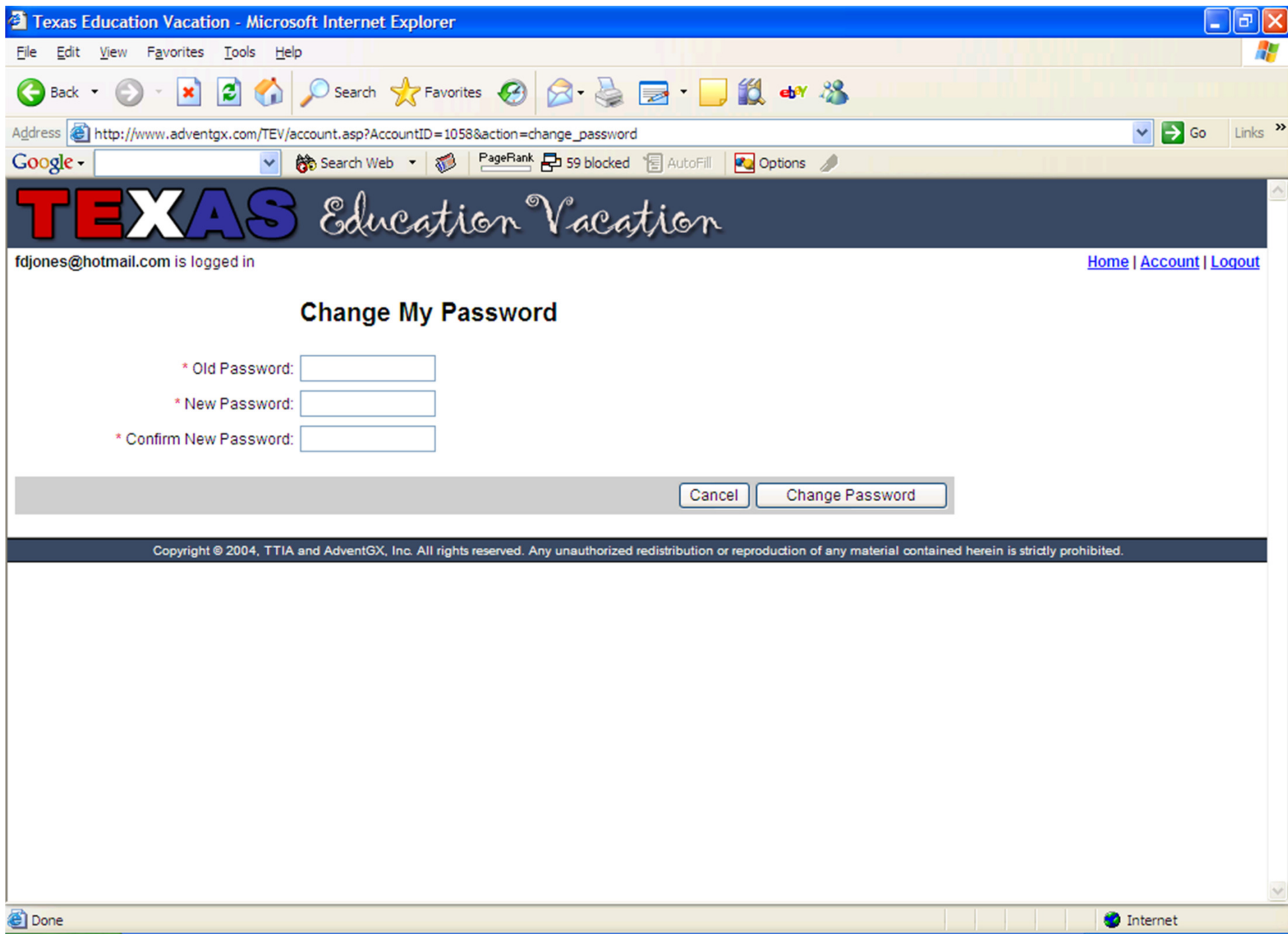**Forwarding Email Address:** fdjones@hotmail.com

Short Description: This is the greatest place to see snakes. We have big snakes, little snakes, long snakes and short snakes. Our snakes are very happy and they do not even bite people

Status: READY *1/18/2005 4:24:10 AM*

Add

File   Edit   View   Favorites   Tools   Help

Back | Search   Favorites

Address http://www.adventgx.com/TEV/account.asp?AccountID=1058&action=change_password   Go   Links »

Google   Search Web   PageRank   59 blocked   AutoFill   Options

TEXAS Education Vacation

fdjones@hotmail.com is logged in

Home | Account | Logout

Change My Password

* Old Password:

* New Password:

* Confirm New Password:

Cancel   Change Password

Done   Internet

www.TexasEducationVacation.com

Contact: Andy Skadberg

www.AdventGX.com

andyskadberg@adventgx.com

979-575-6401