



(Singapore Tourism Board,2015)

KEY ELEMENTS IN A SUCCESSFUL FOOD TRAIL:



Food Production & Network



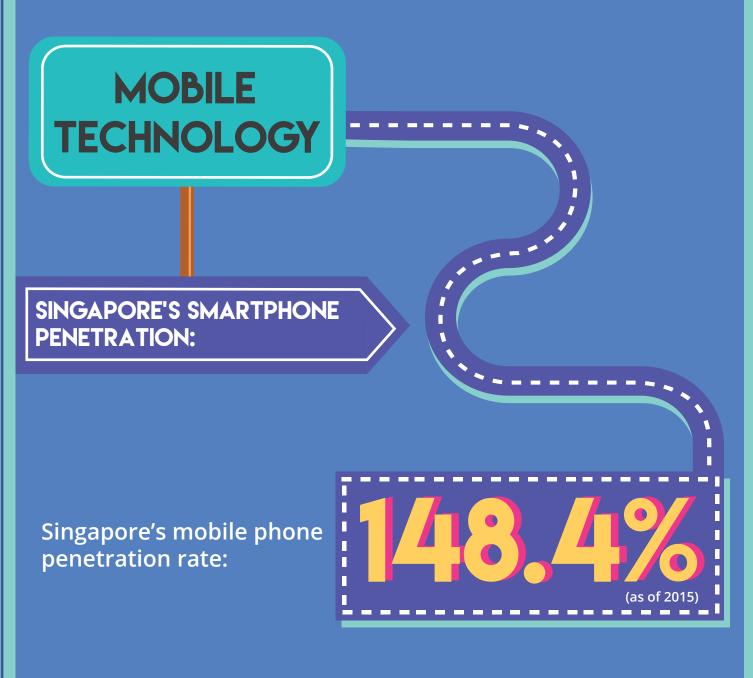
Narratives & Interpretation (Compelling stories creating place memories)



**SS541**M

Walkabilities (Well-connected, safe & comfortable walking conditions)

(Freidberg, 2003; Hayes & MacLeod, 2007; Mason & O'Mahony, 2007)



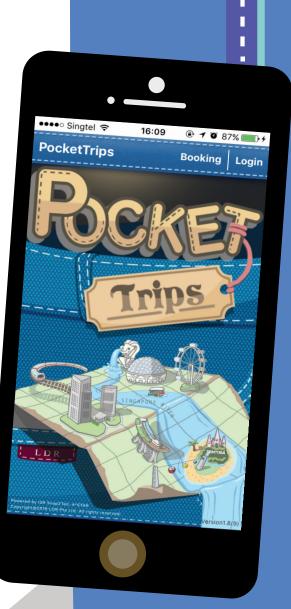


A FOOD TRAIL IN

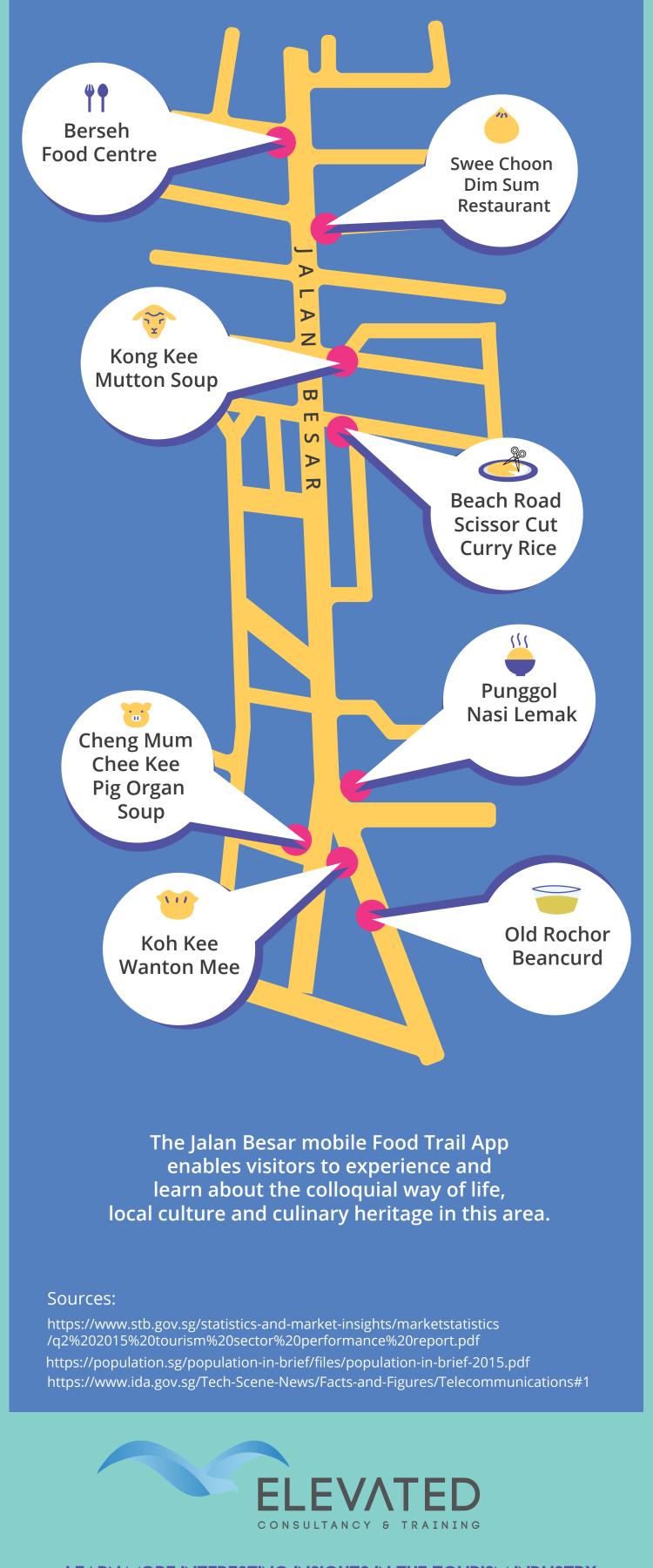
A mobile application (app) for a street food trail was developed for a local area (Jalan Besar) in Singapore, well regarded for its historical, cultural and culinary heritage.

A location-based app created in conjunction with LDR Technology Pte Ltd (www.LDR.sg) was developed for this project.

Its Pocket-Trips interactive heritage and nature trails facilitates and enhances authentic, collaborative and self-directed learning experiences at selected heritage sites around Singapore through mobile-enabled technology in the field (LDR, 2015).



The Jalan Besar area offers a kaleidoscope of preserved heritage and culture sites, unique landmarks, vibrant local flavors and colorful sights for visitors (National Heritage Board, 2015).



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