



(Singapore Tourism Board,2015)

KEY ELEMENTS IN A SUCCESSFUL FOOD TRAIL:



Food Production & Network



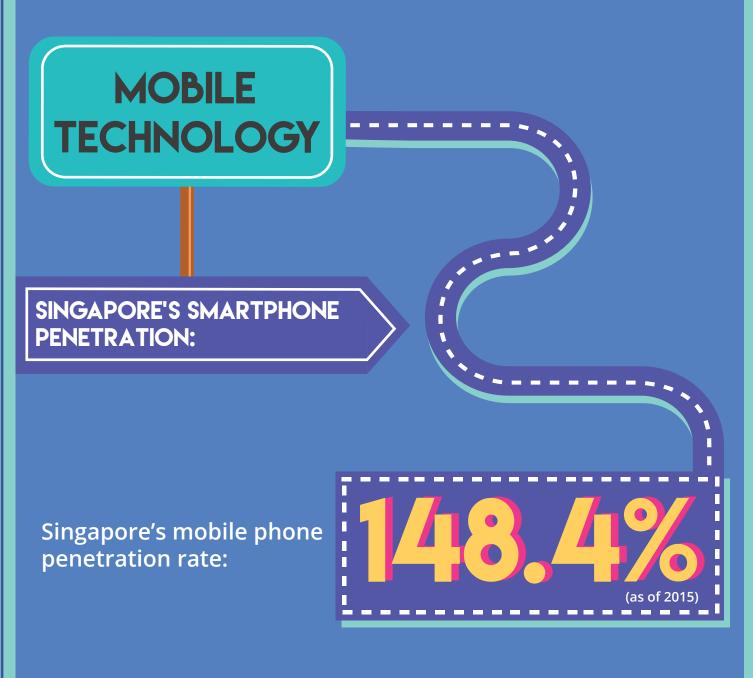
Narratives & Interpretation (Compelling stories creating place memories)



SS541M

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

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



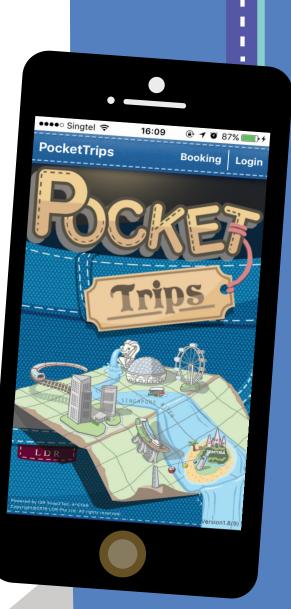


A FOOD TRAIL IN

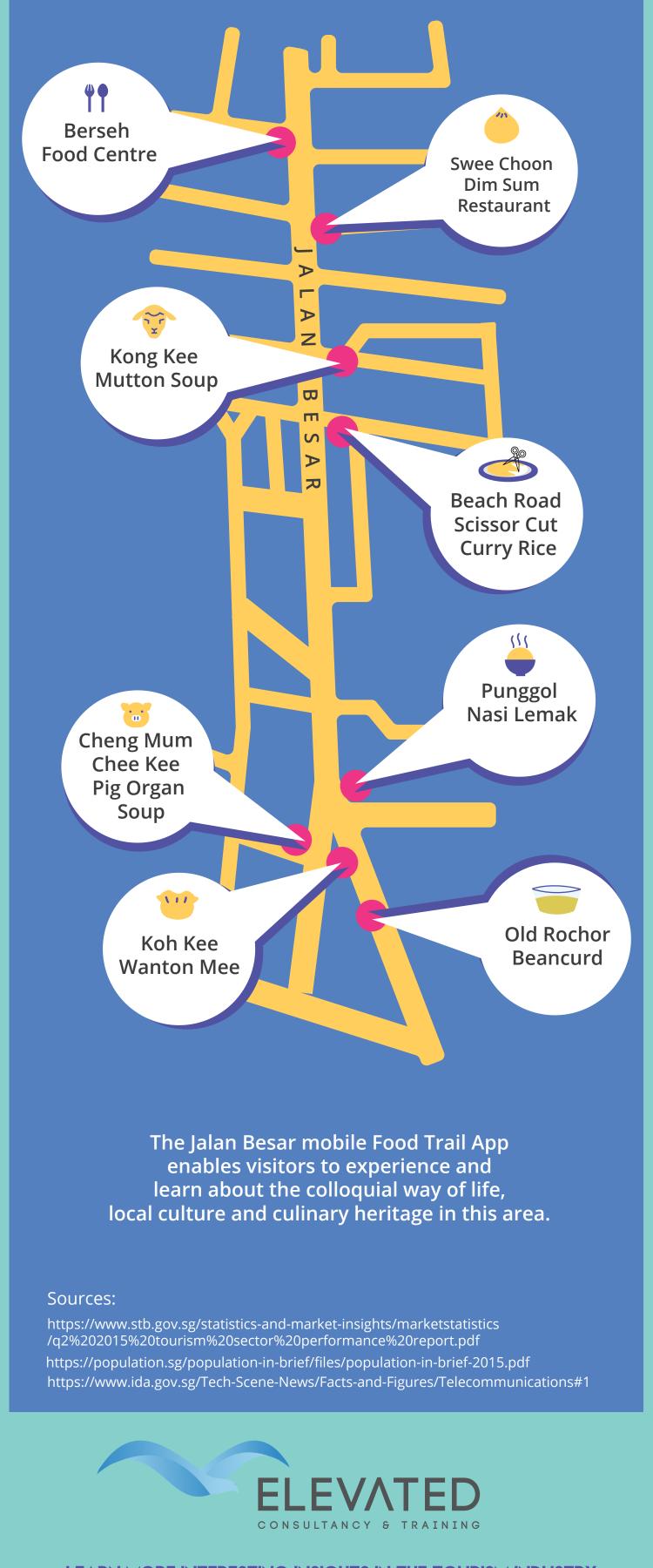
A mobile application (app) for a street food trail was developed for a local area (Jalan Besar) in Singapore, well regarded for its historical, cultural and culinary heritage.

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).



LEARN MORE INTERESTING INSIGHTS IN THE TOURISM INDUSTRY

VISIT

www.elevatedconsultancy.com.sg/corporate-academic-research