

## **Abstract**

Mobile tourism service is already contributing a lot in the development of tourism industry around the world. It is already providing location based services that could help travelers go around different places easily. Looking at all of these services and targeting a specific group of tourists, particularly, pedestrian tourists, we could add some more interesting service that could make their travel more comfortable, convenient and efficient.

The basic services that are typically provided at this moment are the location information of the user and routing information about how to travel to the next destination. This information is already making their travel easy and efficient, but we can add one more interesting service: personalized visual information that could really boost things up. Visual confirmation will with no doubt remove any confusion of the traveler's location. With this information, the user won't have to guess whether she is at the right location or not, she will be able to see it for herself. This knowledge of whereabouts can give a feeling of safety and the user can get the most out of their tour. This will really add the tour to be a memorable one.

**Keywords:** Mobile Tourism, Mobile Commerce, Mobile Information Service, Location Based Service, Context Awareness, Geographic Information System.