The developed mobile application is with free access and aims to improve the visibility and increase the competitiveness of start-up and existing businesses, mainly serving tourism in the cross-border region. The information in the application is in the process of being constantly updated and supplemented with information about products, services and businesses in the cross-border region.

The application e-Tour Guide now contains information about tourist sites and businesses serving tourism in the Blagoevgrad region, Bulgaria and the border regions of the Republic of Greece and the Republic of North Macedonia. The goal is to promote tourist sites and businesses to potential tourists who decide to visit them. The sites presented contain general information on type and location, contacts, entrance fees, parking, accessibility, offered products and services without the possibility of direct sale.

For the inclusion of new objects and businesses, the possibility of free publication of information through an administrative module by an administrator is given.

An opportunity has been created for voice, photo, video and VR presentation of objects, products and services, and the inclusion of information in the application is free.

For users, the application displays all published objects, giving the user the opportunity to view them and make a selection of one or more. When selecting an object, the user can see all information about it (text, photos, audio and video files, where applicable). Ability to search by certain criteria and filter information by categories and topics. Possibility of comments and impressions visible to all users of the application.

When downloading no registration is required to use the app. It can use by user as a guest, but if user want to leave comments for a specific object or to save a place, a one-step registration is required - with an e-mail or a social profile.

Links to download the mobile app e-Tour Guide:

https://nafocus.eu/mobile-app/

https://e-tourguide.eu/

https://play.google.com/store/apps/details?id=etourguide.eu

https://apps.apple.com/us/app/e-tour-guide/id6446995609?platform=iphone